



Call for Proposals: 2025 Sustainable Business Council Conference

Conference Date: November 5, 2025

Location: La Crosse Center | La Crosse, Wisconsin

The Sustainable Business Council (SBC) invites proposals for breakout sessions at our 18th Annual Conference. This premier event gathers business leaders, sustainability professionals, and industry experts to explore practical solutions, emerging trends, and bold strategies shaping sustainable business.

We are seeking engaging, actionable sessions that provide real value to attendees and spark meaningful dialogue. **Preference will be given to proposals that include:**

- Real-world case studies from businesses
- Best practices and implementation-ready takeaways
- Interactive or discussion-based formats that encourage peer learning

2025 Topics of Interest

The following topics reflect the areas our members have identified as most important to their sustainability efforts in 2025. While proposals that align with these themes are strongly encouraged, **we welcome additional topics** that provide valuable insights or innovative approaches to sustainable business.

1. Environmental Impact & Circular Solutions: Accelerating Impact through Smart Resource Use

- **Energy Efficiency & Renewable Strategies:**
 - Trends in Energy and decarbonization for industrial operations
 - Proven tactics to reduce energy and improve efficiency
 - Using AI for energy optimization and systems monitoring
- **Greenhouse Gas Management:**
 - Building science-based, achievable carbon reduction roadmaps
 - Data-driven decarbonization strategies
 - Tools for tracking mobile and stationary emissions
- **Circularity & Product Innovation:**
 - Practical applications of Design for the Environment (DfE) and life cycle assessments (LCA)
 - Sustainable sourcing, materials selection, and product design
 - Packaging innovation and circularity metrics
 - Business models that enable circularity across the value chain
- **Zero Waste & Materials Management:**
 - Lessons from zero-waste initiatives and reduction strategies
 - Effective tracking and diversion tactics for material use
- **Water Stewardship & Risk Management**
 - Conducting water risk assessments
 - Developing water stewardship plans for long-term business resilience

- **Sustainable Transportation & Mobility:**
 - Electrification, alternative fuels, and future focused fleet strategies
 - Using AI to optimize routes and forecast fuel use

2. Transparency, Reporting & Changing Regulations: Navigating the Shifting Landscape of Accountability

- **Sustainability Reporting 2025:**
 - Key updates and emerging trends in sustainability reporting
 - Authentic storytelling: balancing transparency, risk, and impact
 - Using the SBTi framework for setting science-based targets
 - Addressing greenhushing and public disclosure challenge
- **Evolving Compliance Landscape:**
 - Global ESG regulatory trends and their business implications; Impacts of CSRD, SB253, SB261, etc.
 - Preparing for expanded supply chain due diligence requirements
 - AI-enabled tools to support compliance, documentation, and auditing
- **Aligning Reporting & Financial Performance:**
 - Connecting ESG metrics to business value and investor priorities
 - ESG integration into financial communications
 - AI-driven solutions for data collection, modeling, and disclosure

3. Integrating Sustainability into Business Strategy: Building Systems for Long-Term Sustainability Success

- **Structuring for Success:**
 - Cross-functional models for integrating sustainability
 - Aligning sustainability with product innovation and customer needs
 - Using risk and resilience assessments to inform strategic planning
- **Program Development & Scaling:**
 - Strategy development, materiality assessment, and priority setting
 - Launching, evolving, and embedding sustainability across business units
 - Driving cross-functional performance and change management
 - Leveraging AI for sustainability decision-making and performance tracking
- **Sustainability Leadership & Governance:**
 - C-Suite strategies for leading during disruption
 - Building a sustainability focused culture across the organization
 - The role of board and executives in ESG oversight
 - Scenario planning and risk governance for future readiness
- **Funding & Finance for Sustainability:**
 - Unlocking grants, incentives, and green finance tools
 - Making the internal case: measuring impact beyond traditional ROI

4. Value Chain Engagement and Impact: Driving Change Beyond Your Four Walls

- **Supplier Engagement & Capacity Building:**
 - Case studies on supplier collaboration and success
 - Cross-industry partnerships to advance sustainability
 - Addressing supplier fatigue and capability gaps
- **Value Chain Emissions & Scope 3:**
 - Measuring and managing indirect emissions
 - Tools and platforms for supplier evaluation and performance



- **Compliance as a Catalyst:**
 - How regulation is driving innovation and deeper supplier engagement
 - Scaling sustainable practices across the value chain

5. Culture, Inclusion & Internal Engagement: People-First Sustainability for Resilient Organizations

- **Culture Building & Employee Engagement:**
 - Tactics for building internal buy-in and long-term momentum
 - Storytelling, peer leadership, and education strategies
- **The Future of DEI:**
 - Evolving DEI strategies amid shifting social and political dynamics
 - Moving from compliance to innovation in inclusive practices
 - Leveraging sustainability to address workforce challenges
- **Leadership Development for sustainability:**
 - Resilient leadership in times of change or crisis (Managing conflict, change management, leading with vision, etc.)
 - Coaching the next generation of sustainability leaders

These topics span a broad range of issues including environmental sustainability management, community engagement, workforce sustainability, governance, leadership, communication, and supply chain engagement. Together, they form a comprehensive framework for exploring key challenges, innovations, and best practices in the field. They also align with the focus areas of our Green Masters Program and respond to the current and emerging needs of the business community.

Presentations must showcase actions that your business and/or a client's business are actively taking. Consultants are required to co-present with a representative from the business to share a case study or real-world implementation story. Conference sessions are intended to provide value—not serve as sales pitches for service providers

We welcome a variety of formats to encourage engagement and knowledge-sharing. Session formats include:

- **Educational Presentation** – Inspirational talks from industry leaders setting the tone for the conference.
- **Panel Discussion** – Multiple experts sharing perspectives on a key issue with audience Q&A.
- **Workshop or Interactive Session** – Hands-on learning experiences with practical applications.
- **Roundtable Discussion** – Small-group, collaborative conversations on targeted topics.
- **Ignite Talks** – Short, fast-paced presentations highlighting innovative ideas.
- **Case Study** – Real-world examples of sustainability success and challenges.

Submission Guidelines:

- Proposals must be submitted electronically via this survey link no later than June 1, 2025.
- Submissions must include:
 - A summary (300 words or less) aligning with one of the above topics.
 - Preferred session format.
 - Speaker biography and optional headshot.

- Preference is given to proposals that offer tangible takeaways and actionable insights.

Selection Process:

Proposals will be reviewed by our conference planning committee based on relevance, clarity, and audience engagement potential. Selected presenters will be notified by email in June.

The WSBC Conference Planning Committee reserves the right to structure sessions and combine topics as needed.

Important Dates:

- Submission Deadline: June 1, 2025 (by 8 PM)
- Notification Timeframe: July – August
- Session planning calls: September – October
- Conference Date: November 5, 2025

Join us in shaping the future of sustainable business practices. We look forward to your contributions!

For questions or inquiries about the submissions, contact Jessy Servi Ortiz at

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