



Call for Proposals: 2024 Wisconsin Sustainable Business Council Conference

The Wisconsin Sustainable Business Council is thrilled to announce our annual conference scheduled for Wednesday, November 13, 2024, at the Harley Museum and Garage in Milwaukee, WI. As we gather once again to celebrate sustainability and innovation in business practices, we invite dynamic speakers, engaging workshop hosts, and thought leaders to contribute to this business-to-business event.

Theme: This year's conference theme is "Navigating Sustainability: Charting a Course for Positive Impact." We seek proposals that explore innovative strategies, case studies, and practical approaches to sustainability across various industries.

Topics of Interest include:

Environmental:

- Energy Efficiency and Renewable Energy Solutions in Business Operations
- Greenhouse Gas Emissions Reduction:
 - Carbon Neutrality Goals and Strategies
 - Tracking and Data Management and/or Reduction Strategies
- Materials Innovation: Advancements in Sustainable Material Sourcing and Usage
- Product Design for Sustainability: Life-Cycle Assessment and Eco-Design Principles
- Waste Management Strategies: Circular Economy Approaches and Zero Waste Initiatives
- Sustainable Transportation Practices: Electrification, Alternative Fuels, and Mobility Solutions
- Regulatory Landscape: Updates on Environmental Regulations and Policy Developments including but not limited to CSRD, SB253 and SB261

Social & Society

- Influencing Internal Stakeholders: Strategies for Gaining Buy-in and Driving Change
- Community Engagement: Collaborative Initiatives and Stakeholder Partnerships
- Workforce Skill Development: Cross-functional Teamwork and Defining Roles
- Employee Health and Safety in Sustainable Workplaces:
 - Best Practices and Wellness Programs
 - Promoting Employee Well-being and Diversity
 - Inclusive Cultures and Supportive Environments

Sustainable Leadership & Governance

- Getting Started in Sustainability, Developing a Program and Tracking Metrics
- Funding Opportunities for Sustainable Business Initiatives: Grants, Incentives, and Investment Trends
- Governance for Sustainability: ESG Reporting, Compliance, and Board Oversight
- Leadership in Sustainability: Role of Executives in Driving Organizational Change / Process Improvement
- Transparent Reporting: Best Practices in Sustainability Reporting and Disclosure
- Marketing Sustainability: Reporting, Disclosure, Engagement, Claims & Storytelling
- Engaging Suppliers: Strategies for Driving Sustainability Across the Supply Chain

These topics cover a broad range of issues related to environmental sustainability management, community engagement, workforce sustainability, governance, leadership, communication, and supply chain engagement. They provide a comprehensive framework for exploring key challenges, innovations, and best practices in sustainable business practices. These are suggested topics that align with our Green Masters Program and the current needs of the business community. We are aiming for **all topics tie into our [Green Masters Program framework](#)**.

For the 2024 WSBC Conference, we will be at the Harley Museum where there will be three breakout spaces happening concurrently. Each session will have a minimum of 60 people. We ask that you feel comfortable speaking to a larger audience when submitting.

Submission Guidelines:

- Proposals should be submitted electronically via [this survey link](#) no later than May 12, 2024.
- Include an expression of interest that incorporates a summary of your proposed content. Please ensure it aligns with a topic above and is 300 words or less.
- Select your preferred format out of the options given
- Include a brief biography highlighting your experience. You may also upload a headshot.
- Preference will be given to proposals that offer tangible takeaways and actionable insights for attendees.

Selection Process:

Proposals will be reviewed by our conference planning committee based on relevance to the conference theme, clarity of presentation, topic information, and audience interest and engagement. Selected presenters will be notified by email by a member of the committee to provide the next steps and instructions for session development and logistics.

The WSBC Conference Planning Committee has the right to decide on structure and content and may combine submissions for topics.

Contact Information: For inquiries and submission assistance, please contact Jessy Servi Ortiz at Jessy@wisconsinsustainability.com.

Important Dates:

- Submission Deadline: Sunday, May 12 by 8 PM
- Notification Timeframe: Starting in June
- Conference Date: November 13, 2024

Join us in shaping the future of sustainable business practices across Wisconsin and in making a positive impact on Wisconsin's economy, environment, and communities. **We look forward to your contributions to the 2024 Wisconsin Sustainable Business Council Conference!**

Jessy Servi Ortiz

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