

Pre-Conference Workshop: Community Planning for a Green Economy

Crucial information for executives, planners and development professionals looking to harness the opportunities in the green economy. Session Schedule:

Time	Topic
8:00 – 8:30	Introduction to sustainability planning -- what do these plans cover, who should be involved, and how do you integrate them with other plans? Mainstream or side effort— we'll compare approaches.
8:30 – 9:15	Footprint mapping and sustainability reporting -- How do you establish, track and manage your community's GHG footprint? Learn what goes in to a footprint mapping and the choices you make.
9:15 – 10:00	Community energy projects -- what does it take to harness opportunity from geothermal, landfills, solar and more? Understand where your opportunities might be.
10:00 – 10:15	BREAK
10:15 – 10:45	Sustainable operations -- are you getting all the value from your buildings, fleet, operations, procurement and employee programs? Learn how to do your own mini-audit.
10:45 – 11:30	Green jobs strategies -- which emerging sectors can you attract and grow in your community? Learn what cluster opportunities exist, and what it takes to attract, grow and retain these firms.
11:30 – 11:50	Public engagement -- what strategies are working to get citizens involved in your sustainability efforts? We'll examine initiatives in Kirkland, Vancouver, and other areas to engage communities
11:50 – 12:00	Closing comments

About the Instructor



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P.S. Reilly is a nationally recognized expert, author, advisor, and public speaker on commercial success in cleantech, energy technology, sustainability and related fields. Reilly has positioned regions for success in the new energy economy and worked with communities and their projects to incorporate sustainable strategies and infrastructure and attract green companies. She has aided corporations, utilities and communities to marry innovation, sustainability and strategy. Called the “Queen of Green”, the results of her efforts have been recognized nationally and internationally.

Athena focuses on promoting brilliant approaches that are economically valuable, environmentally sound, and more stable and secure. Our experts work to help our clients harness sustainability for competitive advantage. Athena’s advisory services are supported by insights from our national research projects in advanced building design, utility innovations, and green workforce issues. Since 2001, Athena has conducted ongoing research into the green economy to understand the sectors, companies and jobs that are being impacted by the broader trends.