

Program Guide

2012

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sxsweco.com

SXSW Eco · October 3-5, 2012 · AT&T Conference Center · Austin, Texas

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HOW IS ONE OF THE QUIETEST CARS ON THE ROAD MAKING THE BIGGEST NOISE?

Maybe it has something to do with how Volt owners can drive an EPA-estimated 38 miles gas-free. And by charging regularly, the average Volt owner fills up only about once a month! Or perhaps it has to do with Volt's onboard gas generator that takes you even farther. It's electric when you want it, gas when you need it. Combine all of that with the fact that Volt was recognized by J.D. Power and Associates as the "Highest Ranked Vehicle Appeal among Compact Cars, Two Years in a Row" in the 2012 APEAL Study²—a study based on factors like styling, comfort and convenience, among others—and well, that speaks volumes. Learn more at chevy.com/volt.



1 EPA-estimated 38-mile all-electric range based on 98 MPGe (electric); 35 MPG city/40 highway (gas). Actual mileage may vary. 2 The Chevrolet Volt received the highest numerical score among compact cars in the proprietary J.D. Power and Associates 2012 Automotive Performance, Execution and Layout Study. Study based on responses from 74,759 new-vehicle owners, measuring 233 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February–May 2012. Your experiences may vary. Visit jdpower.com.





SXSW Eco Mobile App

Download now at

sxsweco.com/mobile

The SXSW Eco Mobile App is the official tool to get the most out of attending SXSW Eco. The app allows you to view and build your schedule, see a map of what's happening, how to get there and more! Available now for iPhone, iPad, and Android smartphones.

FEATURES INCLUDE:

Schedule: Search the entire event list, create and save filters based on category, type, day and

venue.

Map: Quickly see what's going on around you and

how to get there.

Search: Quickly find events or venues via keyword search

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You can also keep on eye on the SXSW Eco Twitter feed and Facebook page for all the latest news.



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The SXSW Eco Program Guide is printed on Mohawk Options paper, made with FSC-certified 100% Post Consumer Waste fiber and manufactured with

Green-e certified wind power. To learn more about Mohawk's commitment to sustainability, go to www.mohawkpaper.com. Printed with vegetable-based inks.





Pennybacker 360 Bridge on the Colorado River, Austin, Texas.

Welcome to SXSW Fco!

SXSW Eco supports solutions for a better world by bringing together professionals in business, government, non-profits and academia who want to look at environmental and sustainability issues though a fresh lens. With three days comprised of 120+ sessions and 250+ speakers from around the United States and other countries, this second year of SXSW Eco also includes many special events to socialize with your colleagues and to create new collaborations which can shape the future.

Since SXSW Music was born in 1987, SXSW Inc. has worked hard to facilitate diverse conversations for professionals within the Music, Film and Interactive communities. New partnerships have been formed, new ventures born, and existing business relationships strengthened.

In 2006, SXSW established a Sustainability Team comprised of staff across our various departments to help guide our company in our mission to take responsibility for our environmental impacts. By promoting awareness of the environmental impact that our actions have within our corporate culture we hope to find solutions that limit and mitigate the environmental effects of our operations and events. Our growing interest in sustainable practices in addition to a greater demand from our audience for programming in this area led us to create SXSW Eco.

We hope our knowledge and experience in creating dynamic forums for innovation and collaboration can serve this community well. We are eager for your feedback, so please take time to respond to our survey which we will send to everyone upon conclusion of the event ... or just grab one of our staff members to speak personally.

Over these next days of SXSW Eco, we encourage you to participate fully, learn greatly and enjoy yourself immensely. With sincere thanks for your participation,

Scott Wilcox

Director of SXSW Eco

sxsweco.com



The SXSW Eco Conference is designed for professionals in business, government, non-profits and academia who want to look at environmental and sustainability issues through a fresh lens, develop new collaborations, and contribute to innovative solutions to the most pressing challenges facing the environment, the economy and civil society. The conference runs from Wednesday, October 3 through Friday, October 5 and is held at the AT&T Conference Center. Like last year, our conference registrants will be drawn from the senior staff of NGOs, business, government, media and academic thought-leaders.

The event will feature three days of diverse, top-level programming organized around these major themes:

- > Replicating Success: Solutions that Scale
- > The Social Sphere: Activating Cultures and Institutions
- > Engineering Advancement: Technology and Design
- > People Planet Profit: Economies that Work
- > A Better Future: Vision and Opportunity



The AT&T Executive Education and Conference Center is committed to environmental protection and sustainability. Our Flik for the Future Program, a companywide program, strives to minimize our operational impact on the environment through resource conservation and re-use. To deliver on our commitment we:

- > Work to minimize waste, conserve water, resources and energy
- > Comply with all applicable environmental legislation
- > Make environmental impact an important aspect of decision-making
- > Build partnerships with other companies that are environmentally focused
- > Promise to consider the opinions and feedback of our guests



As the longest serving U.S. green power marketer, Green Mountain Energy Company offers consumers and businesses the choice of cleaner electricity products from renewable sources. For the second year. Green Mountain is providing carbon offsets and renewable energy certificates (RECs) to help green SXSW Eco. Visit www.greenmountain.com to learn more.



SXSW Eco is working with Treecycler to offset the trees used to print our Program Guide by supporting reforestation projects globally. SXSW Eco registrants will each receive a unique code redeemable to plant a tree in the forestation project of their choice! treecycler.com

treecycler SXSW Eco Cycles Green Army

SXSW Eco Cycles: A folding bike rental program, provided by Tern Bicycles, is available for all registrants Oct. 3-5. The bike rental operates from 9am-6pm and will be located at the intersection of Whitis Ave and W 20th St. A \$45 rental fee includes 24hr rental, helmets, lights, locks, and mobile assistance if needed. Reserve your bike at Velolet.com and secure your multi-modal transportation.

Inin the

Make a tangible impact on the local environment by taking part in AMD's "Green Army" volunteer event on October 4th. Registered volunteers will meet from 8am-10am for a clean-up of Waller Creek, involving tree-planting. gathering debris and identifying invasive species. In addition, participants can make seed-balls for the Bastrop Lost Pines Recovery Project, All registrants are encouraged to network with like-minded people while taking positive action to help improve this historic part of Austin's urban environment. sxsw_greenarmy. eventbrite.com



Premier Sponsor



CHEVROLET

Chevrolet

At Chevrolet, we believe we have a responsibility to consistently strive to reduce the environmental impact of our vehicles and our manufacturing facilities. We are persistently looking for ways to conserve natural resources and to reuse or recycle more waste. Reducing environmental impact is part of the DNA of our vehicles, well before they leave the assembly line. See the difference at chevrolet.com/ecologic.

Event Sponsors



Staxxon

Staxxon is a startup focused on reducing the cost and carbon footprint of containerized shipping. Staxxon's unique shipping container design allows up to five empty shipping containers to be moved in the same space as one container. Staxxon's technology can also be used to reduce the cost of shipping containers designed for affordable housing and storage. staxxon.com



Sierra Club

The Sierra Club is America's largest and most influential grassroots environmental organization with more than 1.4 million members and supporters nationwide. The Sierra Club works to safeguard the health of our communities, protect wildlife, and preserve our remaining wild places through grassroots activism, public education, lobbying and litigation. sierraclub.org



The Austin Chronicle

Renowned for its support of the Austin music scene. Austin's weekly community newspaper has covered politics, art and culture since 1981. If it's important to Austin. it's in the *Chronicle*, austinchronicle.com



Lagunitas Brewing

From our earliest days, we strove to make consistently good beer, and instead made beer that ranged from barely drinkable, to wonderful, to questionable-at-best, to steadily losing less money each month. As life evolves, we hope to lead toward the good, and lend a hand to those who need it most. lagunitas.com

theguardian

Sustainable business

The Guardian UK Sustainable Business

Guardian Sustainable Business (GSB) is for corporate leaders at the cutting-edge of positive change. We curate the world's most authoritiative voices on corporate sustainability to bring you thought-provoking comment, debate and expert insight. Becoming a member of the network is free and gives you access to our exclusive newsletters, resources and discounts on our range of professional events. guardian.co.uk



KUT

Award-winning public radio station KUT has served Austin for more than 50 years. KUT News recently earned its third National Edward R. Murrow Award for its continuing coverage of the Texas Drought. Within KUT News is StateImpact Texas, a special division "reporting on power, policy and the planet." It's part of a collaboration among NPR and local public radio stations in eight pilot states to examine public policy issues in-depth. The project seeks to inform and engage communities with broadcast and online news about how state government decisions affect people's lives. The station recently moved into the beautiful new LEED-designed KUT Public Media Studios, just a few blocks north of our conference headquarters on the UT campus. kut.org

dwell

Dwell Media

Dwell Media has been a champion and purveyor of good design for over 10 years. Dwell's strength is in identifying and exploring design concepts that are idea-driven, modern and sensitive to social and physical surroundings. Dwell's success lies with helping the community foster an understanding of how design can transform lives. Through a rapidly expanding offering of 11 media platforms, including its award-winning flagship magazine, Dwell inspires its community with smart and thoughtful ideas for modern living. dwell.com



KUHF

Houston Public Radio's News Station – KUHF News is the trusted source for independent, thoughtful and in-depth news. KUHF offers international, national, regional and local coverage from the KUHF Newsroom, NPR, the BBC and American Public Media. **kuhf.org**



Greentech Media

Greentech Media delivers online news, market research and competitive analysis in the business-to-business greentech market. GTM Research, the research arm of the company, produces in-depth market reports and is the publisher of PV News, a monthly solar market tracker. Greentech Media produces annual conferences that bring together experts in the solar and smart grid industries for in-person networking and deal making. Greentech Media is headquartered in Boston, MA, with operations in New York, NY and San Francisco, CA. greentechmedia.com





































































Brigid Shea

Principal, Carbon Shrinks and Brigid Shea & Associates

Brigid Shea is an expert communicator and advocate of environmental policies that make a difference. A former award-winning journalist, environmental organizer and elected

official, she has specialized in developing and implementing effective environmental policies since 1988. She is the principal of two environmental consulting firms, Carbon Shrinks and Brigid Shea & Associates, and she advises heavy industry, corporations, governments and non-profits. She is a certified carbon reduction manager, frequent public speaker and trainer.



Laura Huffman

Texas State Director, The Nature Conservancy

Laura is one of the Conservancy's most trusted national voices. She heads a team whose work helps to protect the integrity of some of Texas' most iconic natural places. With over 20 years

of public policy experience, during her tenure the Conservancy has safeguarded important habitat for some of the state's most threatened species, led efforts in the Texas legislature to protect freshwater resources and is a leader in restoration efforts in the Gulf of Mexico.



Dr. John Spengler

Professor of Environmental Health and Human Habitation, Harvard School of Public Health

John Spengler is the Akira Yamaguchi professor of Environmental Health and Human Habitation at the Harvard School

of Public Health, and director of the Sustainability and Environmental Management Program at the Harvard Extension School. He was the lead faculty for the Harvard Green Campus Initiative. Spengler chaired the National Research Council's committee on "Green Schools: Attributes for Health and Learning", and more recently chaired the National Academies' Institute of Medicine committee on "Effect of Climate Change on Indoor Air Quality and Public Health."



Tommy Armour

Music Director, Earth Day Dallas, Inc.

Tommy is currently the music director for Earth Day Dallas, a two-day environmental festival held at Fair Park in Dallas, TX. The inaugural event in 2011 featured over 250 exhibitors and 48,000 attendees making it

the second largest Earth Day festival in the country. He spent the early part of his career as a manager for his father, PGA Tour professional golfer Tommy Armour III.



Lucia Athens

Chief Sustainability Officer, City of Austin

Lucia has served as a leader in the green building movement for two decades. She is a licensed landscape architect as well as author of the book, *Building an Emerald City*:

A Guide to Creating Green Building Policies, published in 2010 by Island Press. She began her career in green building in the early 1990s, working on the development team for the City of Austin's Green Builder program, the first such program in the United States.



Jean Brittingham

Founder, SmartGirls Way / Brittingham Partners

Jean Brittingham, founder of SmartGirls Way and Brittingham Partners, is fueled by her creativity, intuition and passion. Jean established the SmartGirls Way and began

creating the content to help rapidly scale the women's entrepreneurial movement that will form the critical base for the next economy. Prior to starting SmartGirls Way, Jean worked with a diverse client group that included Fortune 100 companies, innovative start-ups, local and national governments and nongovernmental organizations (NGOs).



Tom Brookes

Director, European Climate Foundation Energy Strategy Center

Tom is the head of the European Climate Foundation's communications unit. The unit acts as a center of expertise on energy and climate change communications. It works

to create political, media and public endorsement for strong action to address climate change at international, national and sectoral levels. Prior to joining the ECF, Tom worked as a journalist, covering technology, regulation and broader European politics. He then moved into public affairs and media relations in the late 90s.

Advisory Board 😂



Paul Dickerson, J.D., CPA

Partner, Haynes and Boone, LLP

Paul leads Haynes and Boone, LLP's Cleantech Practice Group representing venture capital and private equity firms along with their portfolio companies. He served as chief operating officer of the U.S. Department of Energy's

Office of Energy Efficiency and Renewable Energy (EERE) from 2006 until his return to Haynes and Boone. He also served as chief of staff for the United States and Foreign Commercial Service at the U.S. Department of Commerce. Texas Governor Perry recently appointed Paul to the Texas Bioenergy Policy Council.



Mitch Jacobson

Co-Director, ATI Clean Energy Incubator at The University of Texas at Austin

Mitch has been the co-director of ATI since July of 2009. Prior to that he was one of the founders and limited partners in the Angel

Investment Group, Eyes of Texas Partners, LLC., and he was vice president of sales & operations for Tech Data Corporation, a \$24b wholesale computer industry company. Mitch was with Dell, Inc. for eight years in a variety of executive positions. Mitch graduated with a BS in Business and Marketing from the University of Florida.



Kira Gould

Director of Communications, William McDonough +Partners

Contributing Editor, Metropolis

Writer Kira Gould is director of communications at William McDonough + Partners and

serves as contributing editor of Metropolis magazine. She writes about sustainability and design for that magazine and others. She was the 2007 chair of the American Institute of Architects Committee on the Environment. She was co-author, with Lance Hosey of Women in Green: Voices of Sustainable Design (Ecotone Publishing, 2007). Follow her on Twitter @kiragould.



Abby Kehr

Senior Business Development Associate, Barefoot Power Pty Ltd.

After completing her Masters in International Environmental Policy, Abby joined the Barefoot Power team - first helping with the Series B investment raise, now doing

global sales for Asia and the Americas. Barefoot Power is a global, social for-profit enterprise that manufactures and distributes solar phone charging, lighting products and business development services to people currently burning kerosene for indoor lighting. Abby grew up in Austin, TX and attended UT for her B.S Human Biology.



Callum Grieve

Co-Founder and Director, Counter Culture

Callum has 18 years of communications experience working with some of the world's most influential companies, NGOs and individuals – including the United Nations, National Park

Service, the City of New York, FDNY, the World Bank and the Nobel Peace Prize winner Wangari Maathai. Callum is the co-founder and director of Counter Culture: an Edinburgh-based social enterprise helping businesses make a profit and make a difference.



Tony Long

Director, WWF European Policy Office

Tony Long has more than 30 years of experience working in environmental non-governmental organisations in the UK and Europe. He founded and heads the WWF European Policy Office in Brussels. He is a

member of WWF International's Conservation Committee responsible for developing and overseeing the organisation's global conservation programme. He is a member of the boards of the Global Footprint Network and WWF Greece. He is a member of the Sustainability External Advisory Committee of the Dow Chemical Company.



Ben Holland

Program Manager, Project Get Ready Rocky Mountain Institute

Ben is manager of Project Get Ready, a Rocky Mountain Institute initiative focused on preparing communities and industry stakeholders for the integration and adoption of

electric vehicle technology. In addition, he works as an analyst on RMI's Solar PV Market Transformation program. Prior to RMI, Ben worked for a branding company in Richmond, Virginia, where he coordinated identity branding for one of the nation's leading health clubs. Prior to that, he worked as a Financial Advisor for Merril Lynch.



Dhiraj Malkani

Partner, RockPort Capital

Dhiraj is a partner at RockPort Capital where he invests in energy technology. He is also passionate about finding opportunities at the intersection of consumer, mobility and social media that can disrupt these traditional

energy industries. Dhiraj is very passionate about helping young minds embrace entreprenuership as a lifestyle. He wakes up each day excited to locate and nurture companies that will solve some of the most crucial energy problems facing the planet.



Mica Odom

Energy Media Director, Environmental Defense Fund

Mica is the energy media director for Environmental Defense Fund (EDF). Prior to joining EDF, Mica worked for Meridian Solar, Natural Resources Defense Council, Clinton

Climate Initiative, GSD6M and the Texas House Economic Development Committee. Mica serves on the board of directors of the Texas League of Conservation Voters and as a mentor for Explore Austin. She holds a B.S. in Psychology from Southern Methodist University and an M.B.A in Social Enterprise from Columbia Business School.



Karl Rábago

Principal, Rábago Energy LLC

Karl Rábago is principal at Rábago Energy LLC and formerly vice president for Distributed Energy Services with Austin Energy, the municipal electric utility for the City of Austin. At Austin Energy, Karl leads the

utility's energy efficiency, green building, market research, key accounts and advanced transportation groups. He has 20 years experience in electricity policy and regulation, emerging energy markets development, clean energy technology development and the implementation of sustainability principles.



Joel Serface

Co-Founder and Managing Director, Clean Range Ventures

Joel is a cleantech investor, advisor, strategist, blogger and policy advocate. Having formed or invested in more than 20 cleantech companies since 2001. Joel's cleantech

investing experience includes Kleiner Perkins Caufield & Byers, Eastman Ventures, Sierra Ventures and the Austin Clean Energy Incubator (ATI-Clean Energy). Joel also serves on the board of directors of the CleanTX Foundation, the Colorado Cleantech Industry Association, the Rocky Mountain Cleantech Open and the American Renewable Energy Institute and is a founding member of Environmental Entrepreneurs.



Niyanta Spelman

Founder and Executive Director, Rainforest Partnership

Niyanta Spelman is the founder and executive director of Rainforest Partnership. Until 2007, Niyanta owned PPPMC Inc, a public sector-oriented management consultancy.

Her broad public sector experience includes working for the Legislative Budget Board, the Texas Commission on Environmental Quality, the Texas Legislature and the Regional Environmental Center for Central and Eastern Europe. Niyanta was a founding member of Texas Federation of Asian American Chambers of Commerce, and she serves on the board of the Asian Pacific Islander American Health Forum.



Alex Steffen

Co-Founder, Worldchanging.com

Alex is one of the world's leading voices on sustainability, social innovation and planetary futurism. He is an award-winning writer and planetary futurist, who speaks to audiences around the world. Alex was executive editor

of Worldchanging.com after he co-founded the organization in 2003 until it closed in 2010. In those seven years, Alex made Worldchanging one of the world's leading sustainability-related publications.



Jerry James Stone

Environmental Writer, TreeHugger.com

Jerry James Stone is an environmental writer for Discovery Channel'sTreeHugger.com with a focus on sustainable food and wine. He was the first Cool Chef for the eco-friendly Cline Cellars, where one of his recipes will appear

on the back of a wine bottle. He was this year's Twitter Shorty Award winner for #green. His byline can be found at the Atlantic.com, MAKE magazine and Digg.com.

AT&T Conference Center, 3rd Floor Pre-Function Area

We are boasting an impressive number of Eco Speakers who are also accomplished authors. Come to the bookstore and have them sign a copy of their book for you.

WEDNESDAY

3:00-6:00PM

3:00pm-3:30pm

Andrew Wylv

Texas Got it Right

3:00pm-3:30pm

Vincent Stanley The Responsible Company

3:30pm-4:00pm

Mike Mann

The Hockey Stick and the Climate Wars: Dispatches from the Front Lines

4:30pm-5pm

Eric Corey Freed

Green Building and Remodeling for Dummies and Green\$ense for Your Home

5pm-5:30pm

Philippe Cousteau Jr.

Make A Splash

5:30pm-6pm

Lance Hosey

Women In Green and The Shape of Green

THURSDAY 10:00AM-6:00PM

10:00am-10:30am

Lucia Athens

Building an Emerald City: A Guide to Creating Green Building Policies and Programs

11:00am-11:30pm

Maria Finn

A Little Piece of Earth and Hold Me Tight and Tango Me Home

11:30am-12:00pm

Tamar Adler

An Everlastina Meal

12:00pm-12:30pm

Jean Brittingham

The SmartGirls Way

12:30am-1:00pm

Byron Dorgan

Blowout

12:45pm-1:15pm

Paul Miller

The Book of Ice

1:00pm-1:30pm

Gail Vittori

Sustainable Healthcare Architecture

1:30pm-2:00pm

Maria Rodale

Organic Manifesto: How Organic Farming Can Heal Our Planet, Feed the World, and Keep Us Safe

2:00pm-2:30pm

Anna Lappe

Diet for a Hot Planet: The Climate Crisis at the End of Your Fork and What You Can Do About It

3:00pm-3:30pm

Osprey Orielle Lake

Uprisings for the Earth: Reconnecting Culture with Nature

4:00pm-4:30pm

Matthew Yeomans

Fail The 50 Greatest Social Media Screw-Ups and How to Avoid Being the Next One

5:00pm-5:30pm

Alan Greene

Feeding Baby Green and Raising Baby Green

5:30pm-6:00pm

Michael Lanza

Before They're Gone

FRIDAY

10:00AM-6:00PM

11:30am-12:00pm

Larry Schweiger

Last Chance: Preserving Life on Earth

12:00pm-12:30pm

Andrew Sansom

Water in Texas

12:30pm-1:00pm

Bill McKibben

Eaarth: Making a Life on a Tough New Planet

12:30pm-1:00pm

Clint Wilder

Clean Tech Nation

1:00pm-1:30pm

Juliet Eilperin

Demon Fish: Travels Through the Hidden World of Sharks

2:00pm-2:30pm

Tim Mohin

Changing Business from the Inside Out

3:00pm-3:30pm

Suzanne Shaw

Cooler Smarter: Practical Steps for Low-Carbon

3:30pm-4:00pm

Sheril Kirshenbaum

Unscientific America: How Scientific Literacy Threatens our Future and The Science of Kissing

5:00pm-5:30pm

Summer Ravne Oakes

Style Naturally: The Savvy Shopping Guide to Sustainable Fashion and Beauty

THURSDAY

October 4th

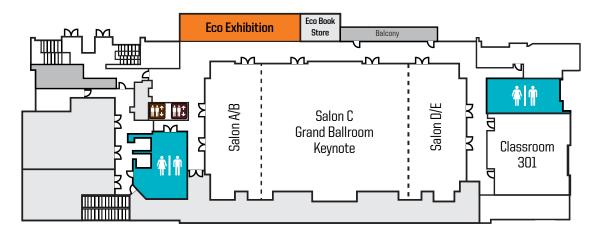
12pm-6pm

FRIDAY

October 5th

12pm-4pm

ATST Conference Center, 3rd Floor Pre-Function Area



The SXSW Eco Exhibition showcases an eclectic range of innovative companies and educators united by a common goal: to improve the environment, economy and civil society through business and education. All registrants are encouraged to attend and meet the people behind these ground-breaking, socially conscious ventures.

SXSW Eco Exhibitors

BardGraduate Programs in Sustainability

Providing leadership training to face today's profound environmental and social challenges, Bard's Graduate Programs in Sustainability offer qualified students the chance to realize their calling to change the world. Our Center for Environmental Policy and MBA in Sustainability both integrate cutting edge interdisciplinary curricula, professional training, and leadership skill building.



Recognizing the power of students, and by leveraging key public-private partnerships, EcoCAR provides hands-on education and real-world experiences to address critical issues facing energy and the environment.

More exhibitors >>

Exhibitors (con't)



Firefly LED Lighting, Inc. is a Texas-based and Texas-manufactured LED lighting company, providing energy saving lighting products. At the forefront of innovation and design, Firefly LED produces LED lamps with modular components and replaceable LED assembly and driver that are all unique to the market.



The Sierra Club is America's largest and most influential grassroots environmental organization - with more than 1.4 million members and supporters nationwide. The Sierra Club works to safeguard the health of our communities, protect wildlife, and preserve our remaining wild places through grassroots activism, public education, lobbying and litication.



Staxxon is a startup focused on reducing the cost and carbon footprint of containerized shipping. Staxxon's unique shipping container design allows up to five empty shipping containers to be moved in the same space as one container. Staxxon's technology can also be used to reduce the cost of shipping containers designed for affordable housing and storage.



pair Networks provides a range of Web hosting & domain name registration services to businesses, bloggers, artists, musicians, educational institutions, and non-profit organizations around the world. We are determined to set the standard for sustainable business practices in our industry.



As a leading manufacturer of acoustic and electric guitars, Taylor Guitars practices eco-responsibility at every level. From forest to factory, the company has led pioneering social forestry partnerships, including purchasing an ebony mill in Cameroon, and employing innovative measures for reduced-waste manufacturing and eco-friendly factory processes.

THE UNIVERSITY OF TEXAS AT AUSTIN



The Master of Science in Technology Commercialization (MSTC) Program develops knowledge and skills in how to identify new technologies with market potential, bring them to market, and create wealth in the process.



JouleBug is a fun mobile app that makes sustainable living easy at home, work, and play. Challenge your friends, integrate your utilities for big savings, and make your impact.



YardSprout.com connects land-holders to local gardening, landscaping, and urban farming expertise and resources. YardSprout helps outdoor professionals market their skills and services, and consumers learn, plant, and grow.

boosted boards

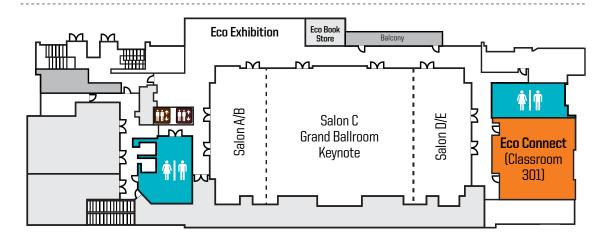
Boosted Boards' electric longboard is the lightest electric vehicle ever made. It's a fantastic riding experience, but it's also perfect as a last mile vehicle for commuting, campuses, and errands.



WEDNESDAY, October 3rd 1:30pm-3:30pm

AT&T Conference Center, Room 301

Eco Connect provides a fantastic networking opportunity for the many forward-thinking attendees of SXSW Eco. Come meet, talk and make connections with hundreds of others actively engaged in paving the way to a sustainable future.



Eco Connect Participants



SUSTAINABLE FOOD CENTER

Sustainable Food Center cultivates a healthy community by strengthening the local food system and improving access to nutritious, affordable food. SFC envisions a food secure community where all children and adults grow, share and prepare healthy, local food.



pair Networks provides a range of Web hosting 6 domain name registration services to businesses, bloggers, artists, musicians, educational institutions, and non-profit organizations around the world. We are determined to set the standard for sustainable business practices in our industry.



Staxxon is a startup focused on reducing the cost and carbon footprint of containerized shipping. Staxxon's unique shipping container design allows up to five empty shipping containers to be moved in the same space as one container. Staxxon's technology can also be used to reduce the cost of shipping containers designed for affordable housing and storage.



Farm Aid is a nonprofit organization whose mission is to keep family farmers on their land. Willie Nelson, Neil Young and John Mellencamp organized the first Farm Aid concert in 1985 to raise awareness about the loss of family farms and to raise funds to keep farm families on their land.



TreeFolks grows the urban forest of Central Texas through tree planting, education and community partnerships. They plant more than 10,000 trees annually and provide stewardship opportunities that log nearly 30,000 volunteer hours, creating a healthier environment and enhancing the quality of urban life in central Texas.

THE UNIVERSITY OF TEXAS AT AUSTII



The Master of Science in Technology Commercialization (MSTC) Program develops knowledge and skills in how to identify new technologies with market potential, bring them to market, and create wealth in the process.





St. Edward's University is a nationally-ranked, liberal arts university in Austin, Texas, known for inspiring and empowering students to embrace the opportunities and challenges of an interconnected world. St. Edward's University offers a Professional Science Master's in Environmental Management and Sustainability. Students gain valuable international experience and tackle ecological issues through the combined disciplines of environmental science and project management.



The CleanTX Foundation provides educational and networking opportunities for professionals interested in clean energy through panel discussions and content dissemination in order to promote Texas as a cohesive clean technology leader, to unify the clean technology community, and to promote entrepreneurship with the aim of economic development in Texas and widespread adoption of clean technology worldwide.



ORIGIN is the new national Conscious Culture Print Magazine bringing Sustainability, Health, Yoga, Art and Humanitarianism together on one platform. ORIGIN is founded by female Environmentalists, Yogis and Artists who want to shift the planet for good.



BSR works with its global network of nearly 300 member companies to build a just and sustainable world. From its offices in Asia, Europe, and North and South America, BSR develops sustainable business strategies and solutions through consulting, research and cross-sector collaboration.



Environment Texas is a statewide, citizenfunded advocate for clean, air, clean water and open spaces. Combining independent research, tough-minded advocacy and spirited grassroots action, we win tangible results for our environment.



The Sierra Club is America's largest and most influential grassroots environmental organization with more than 1.4 million members and supporters nationwide. The Sierra Club works to safeguard the health of our communities, protect wildlife, and preserve our remaining wild places through grassroots activism, public education, lobbying and litication.



Earth Day Dallas (EDD) is an annual, outdoor festival seeking to elevate environmental awareness and influence the way North Texans think, live and work. The family-friendly and free-admission event allows leaders in the corporate, academic and non-profit worlds to unite and show North Texans how green lifestyle choices can lower their cost of living, improve their health and help save the environment.



Finding the ways that work

With world attention focused on the environment and the economy, the Environmental Defense Fund (EDF) helps develop win-win solutions that can benefit both. EDF creates transformational solutions to the most serious environmental problems by linking science, economics, law and innovative private-sector partnerships.

Rainforest Partnership

Rainforest Partnership is an international non-profit enterprise committed to protecting tropical rain forests. The Rainforest Partnership partners with forest communities to help them make an income that allows them to protect their forests.

CLEAResult

CLEAResult harnesses the world's most innovative thinking in energy management and delivers the insight and technology to unleash the value of energy. We work with utility clients to design, implement and evaluate cost-effective optimization programs. By promoting efficient usage and placing a stronger focus on holistic organizational strategies, we help customers drive lower costs and get the most from energy.

momentum ENVIRONMENTAL SOLUTIONS IN MOTION

Momentum is a magazine and event ser

Momentum is a magazine and event series that's out to change the world. Cutting across disciplines, ideologies, sectors and continents, we connect global leaders with new information, new inspiration and new tools they can use to create sustainable solutions to complex environmental challenges.



Presidio Graduate School educates and inspires a new generation of skilled, visionary and enterprising leaders to transform business and public policy and create a more just, prosperous and sustainable world.



Aerotek is an engineering services and staff augmentation company. Aerotek Energy Services focuses on providing workforce solutions to clean technology, renewable energy, traditional power and oil and gas companies.



Thursday, October 4

AT&T Conference Center
3rd Floor, Salon A/B

See the future of cleantech. Spotlighting innovation and entrepreneurship, the Startup Showcase is a one-day venture capital pitch competition exhibiting the best of cleantech startups from around the world. Join us as we discover the next opportunities in cleantech investing.

Startup Showcase Emcee Sarah Backhouse

Sarah Backhouse is the founder of Future360.tv, a digital video platform dedicated to showcasing cutting-edge clean technologies and innovative new business models. A TV host, producer and sustainability expert, Sarah has lived in Sydney, London and Los Angeles, where she worked for a diverse array.





Startup Showcase Sponsors







Austin Energy is the nation's 8th largest community owned electric utility, serving a population of almost a million people. As a leader in innovation for the electric utility industry, Austin Energy has long recognized the value of fostering a vibrant local cleantech environment.

Additional support provided by IBM and the Austin Chamber of Commerce.





Startup Showcase



SXSW Eco is honored to present the Startup Showcase Judges. Hailing from top firms across the country, these industry experts will utilize their extensive cleantech investment and development experience to select the Winner of the Startup Showcase.



Brook Porter

Partner Kleiner Perkins Caufield & Byers

Brook Porter is a greentech partner at Kleiner Perkins Caufield & Byers. He focuses on low-carbon solutions to transportation, chemicals and power generation and on energy storage. He holds a Bachelor of Science degree in chemical engineering, with an emphasis on environmental technology, from UC Berkeley.



Rodrigo Prudencio

Partner Nth Power

Rodrigo Prudencio is responsible for leading Nth Power's investments in Synapsense, FirstFuel Software and Terrapass. Prior to joining the firm, he was director of business development at Utility.com. He also worked for the U.S. Department of State as a senior aide to the Underscretary of State for Global Affairs and was a director in the International Programs at the National Wildlife Federation.

Judges continue >>





Rob Day
Partner
Black Coral Capital

Rob Day has been a cleantech private equity investor since 2004, and has directed or advised multiple companies in energy tech, including Digital Lumens, Next Step Living and Powerit Solutions. He serves as the chairman of the Cleantech Open's Northeast Region, was a co-founder of the Renewable Energy Business Network and authored the website Cleantech Investing on GreentechMedia.com.



Clark Jernigan
Venture Partner

Austin Ventures

Clark Jernigan joined Austin
Ventures in 2001 and focuses on
hardware, cleantech and technology
services investing. Previously, he
held positions at Cirrus Logic and
AMD. He received an MBA from
the Kellogg Graduate School of
Management at Northwestern and
an MS in Electrical Engineering from
Rice. He serves on the board of the
Rice Alliance for Technology and
Entrepreneurship.



Lorie Wigle

Eco-Technology General Manager

Intel Corporation

Lorie Wigle is the general manager of Intel's Eco-Technology office, which is chartered to optimize the positive environmental impact of Intel's products. She was named one of the three most powerful women in smart grid by Smart Grid Newsletter and one of the top 10 women in sustainability by *PINK* magazine. Recently she received the Sustainable Business Leadership Award from Sustainable Business Dreaon.



Jim Brown

Director of Entrepreneurship and Innovation

University of Texas at Austin

As Director of Entrepreneurship and Innovation, Jim Brown identifies technologies suitable for new venture formation. He brings a successful track record in private equity, venture capital and as CEO in private companies. He holds an MBA from Harvard, a JD from NYU and a RS from West Pnint



Blake English

Senior Vice President + Deal Team Leader

Silicon Valley Bank

Blake English brings with him over 12 years of banking experience. He assisted with establishing SVB's national Accelerator practice, which is SVB's early stage financial services platform for technology, life science and cleantech companies, and he currently oversees the management of SVB's Central Texas and Gulf Coast technology focused commercial banking practice.



Dan Watkins, PhD

Co-Founder + Managing Director DFJ Mercury

Dan Watkins is the co-founder and managing director of DFJ Mercury, where he focuses on commercializing physical and life sciences technologies from incubators. He received his BS in Materials Science and Engineering from Rice and his M.S. and Ph.D. in Materials Science and

Engineering from Carnegie Mellon

University.



Kirk Coburn

Co-founder + Managing Director SURGE

An entrepreneur and start-up advocate, Kirk Coburn founded three successful companies before relocationg back to Houston – Chief Outsiders (acq. 2010), The PGA TOUR Network on SiriusXM (acq. by SIRI) and Pure Golf. He received his MBA and BBA in finance and accounting from UT Austin.

Showcase Advisory Board 😂

tise to help select the semifinalist startups presenting at SXSW Eco 2012.

Special thanks to the SXSW Eco Startup Showcase Advisory Board members, who lent their cleantech investment exper-



Mike Dauber

Vice President Battery Ventures

Mike Dauber is focused on entrepreneurs, ideas and disruptive technologies. A hardware engineer at Velio Communications early in his career, Mike held roles at Altera and Xilinx prior to joining Battery. He earned a BS in Electrical Engineering from the University of Michigan in Ann Arbor and an MBA from the University of Pennsylvania's Wharton School.



David Gold

Lead Partner for Clean Technology Investments Access Venture Partners

Prior to joining Access Venture Partners, David Gold was founder and CEO of ProSavvy and worked with early stage companies, he also worked as an engineer with NASA and served in the Executive Office of the President focusing on the U.S. Land Remote Sensing and Weather Satellite programs. www.greengoldblog.com



Dave Graham

Founding Partner Greenstart

Dave Graham is a founding partner at Greenstart, the startup accelerator for digital cleantech companies. Previously, he spent a decade at ArizonaBay Technology Ventures. He serves as a board member at CloudSponge, TrustMe and UberGateway, and he is an expert applicant reviewer for the Department of Energy's Sunshot Incubator Program.



Neil Hughes

Electrical Engineer, Group Strategy Manager National Grid

Neil Hughes is an Electrical Engineer with 20 years of energy industry experience. He evaluates business opportunities and challenges offered by emerging transformational technologies. Previously, he has held positions with GEC Marconi, UK Ministry of Defence, Manweb, British Nuclear Fuels and Silica Networks in South America.



Kevin Kopczynski

PrincipalRockPort Capital Partners

Prior to RockPort, Kevin
Kopczynski held operating and
senior technical positions in
medical device companies,
worked for Lazard in M8A and
Arthur D. Little, assisting clients
on product development initiatives. He serves on the board
or as a board observer to Enki
Technology, Northern Power, Solar
Universe and Streetline Networks.



Matthew Nordan

Vice President Venrock

Matthew Nordan is a vice president at Venrock, one of the oldest and best-performing venture capital firms. In previous lives, he co-founded the energy/materials analyst firm Lux Research and forecasted technology futures at Forrester Research. Matthew graduated from Yale, where he conducted cognitive neuroscience research on emotion and memory.



Steve Smaha

Angel Investor

Steve Smaha has been an angel investor for 14 years. He serves on Austin's Electric Utility Commission and the Clean Energy Incubator's executive committee. From 1989-1997 he was founder and CEO of Haystack Labs, which was acquired in 1998 by McAfee. He has two U.S. patents and many published papers in the security arena.



Andrew Trickett

Executive DirectorSan Antonio Clean Energy
Incubator

Andrew Tricket is the executive director of UTSA's San Antonio Clean Energy Incubator. He co-founded a software company that raised \$250,000 of angel investment and sold three years later for \$20 million. He was a partner in one of the world's largest consulting firms. He holds an MBA from Wharton and a BBA from UT Austin.

SXSW Eco is proud to introduce our Startup Showcase Semifinalists.

The following companies are pioneers of innovation across a wide range of cleantech sectors, including: agriculture, air quality, energy, green building, recycling, transportation and water. Congratulations to our Semifinalists!



ActualSun

ActualSun is an intelligent software platform for owners of multiple solar photovoltaic power plants, enabling them to independently compare, manage and market their assets. Their platform will allow investors to make better equipment, design and financing choices, to manage their portfolios at scale, efficiently and effectively, and to better value their assets.



CEFCO Global Clean Energy

CEFCO is a patented, physics-based system that captures and harvests all air pollution from any industrial facility. Capture is over 99.9% including Hg, CO2, SOx and NOx. Smoke contents become pure, high-value chemicals. CEFCO is the only technology projected to pass all clean air legislation and be profitable to users.



iLumi Solutions

Light should do more than help you see, it should help you live. iLumi is an intelligent light controlled wirelessly through a mobile device. It offers over a million hues, pays for itself and gives you an advanced lighting control system that's as easy as screwing in a light bulb.



Kiverdi. Inc.

Kiverdi is developing sustainable oils and chemicals using waste carbon as a feedstock. This feedstock flexibility and a proprietary high-yield bioprocess enables the production of drop-in and custom chemicals at a fraction of the cost of currently available alternatives, which will allow Kiverdi to offer chemical companies predictably higher margin and supply certainty.



KleenSpeed Technologies, Inc.

KleenSpeed Technologies, Inc. develops lithium battery packs that can be integrated into stationary power, smart grid, load balancing/peak shaving applications and electric vehicles. KleenSpeed capitalizes on a five year R&D investment. The company is currently commercializing its technology through the GenESSys product line, a modular and scalable series of lithium-ion energy storage solutions.



Nexus eWater

Nexus eWater is commercializing products that will transform grey water from a waste into a resource. These products will allow homeowners to safely and affordably recycle water and energy at their home, conserving scarce resources and reducing utility bills.



NuMat Technologies, Inc.

NuMat Technologies, Inc. is a cleantech university spinout that designs and synthesizes a new class of nanomaterials, MOFs, for gas storage and separations applications. With existing markets in the billion dollar scale and new markets for MOFs on the horizon, it is an exciting time to invest in NuMat Technologies.



Omni Water Solutions

Omni Water Solutions provides highly automated mobile water systems for water treatment and reuse. Through its patent-pending OctoZone technology, Omni's platforms sense and respond to constantly changing contaminant conditions in the field, resulting in affordable, consistent-quality output water that is tailored to specified requirements.



PlanetReuse

PlanetReuse helps facilitate building material reuse nationwide and is launching PlanetReuse Marketplace to provide technology and services to bring connection, convenience and awareness to the reuse industry, ultimately making it as easy to shop online for reclaimed building materials as it is to shop for new materials.



Plovgh

Plovgh is a hyperlocal digital exchange and distribution network for independent farmers. By eliminating intermediaries, Plovgh earns producers higher margins and makes the direct purchase of goods from farms simple, affordable and convenient. Plovgh is being developed as a platform that serves robust insights to both users and integrated applications.



Pvilion

Pvilion integrates flexible solar cells and fabrics to create beautiful, lightweight, efficient and sustainable building structures that produce their own electricity. Drawing on a background of architecture, design, engineering and manufacturing, Pvilion is changing the look, shape and function of the solar industry as we know it.



Radiator Labs

Radiator Labs offers a low-cost, whole-building radiator retrofit system that converts an inefficient, poorly controlled, single zone steam heating system into a modern, efficient, zoned heating system. The retrofit improves the efficiency of a building's heating system, which increases occupant comfort, reduces boiler fuel consumption and saves money.



Staxxon LLC

Starting in 2010, the Staxxon team designed, prototyped, patented and obtained certification for new shipping container space/slot optimization technology. Staxxon's technology reduces operating costs and the carbon footprint for empty shipping containers by moving up to five containers in the same space and time as one container.



Zeta Communities

ZETA Communities is a modular manufacturer of NET ZERO single-family and multi-family homes. The designs, processes and materials facilitate energy and cost effective communities quickly. Starting on the West Coast, Zeta Communities are now entering markets in the South and beyond.

Startup Showcase Schedule 😂

Thursday, October 4 3rd Floor, Salon A/B

8:30am **Doors Open**

9:00am - 10:40am SEMTETNALS PART 1

10:40am - 11:00am

Coffee Break

presented by

Massachussetts Clean Energy Center

11:00am - 12:45pm

SEMIFINALS PART 2

3:30pm - 4:30pm

Session: The Future of Cleantech

4:45pm - 5:45pm

STARTUP SHOWCASE FINALS

6:00pm - 7:30pm

STARTUP SHOWCASE AWARDS RECEPTION

presented by Autodesk Grand Ballroom

The entire conference is invited to attend this cocktail reception to find out which company will be named the winner of the SXSW Eco Startup Showcase.

Autodesk[®]

The unique Autodesk Clean Tech Partner Program accelerates innovation by providing clean technology pioneers with world-class software to design, visualize and simulate a more sustainable world. The program offers participants software licenses valued at up to \$150,000 for just \$50. For more information regarding the Autodesk Clean Tech Partner Program, please visit autodesk.com/cleantech.



The Massachusetts Clean Energy Center is dedicated to accelerating the growth of the Massachusetts clean energy industry and making Massachusetts a global destination for the clean energy sector. Track your scores below as the Startup Showcase Semifinalists present and see how your top choices stack up with the Judges' in the Finals!

Zeta Communities

Nexus eWater

NuMat Technologies, Inc.

Pvilinn

Plovgh

KleenSpeed Technologies, Inc.

CEFCO Global Clean Energy

Radiator Labs

Ilumi Solutions. Inc.

Kiverdi, Inc.

Staxxon LLC

Omni Water Solutions

PlanetReuse

ActualSun



Scores: 1 = Poor, 2 = Average, 3 = Good, 4 = Excellent

| PRODUCT / SERVICE | INDUSTRY/ MARKET VALIDATION | SUSTAINABILITY / SOCIAL RESPONSIBILITY IMPACT | BUSINESS MODEL | ТЕАМ | PRESENTATION | TOTAL SCORE | NOTES |
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Friday, October 5

AT&T Conference Center 3rd Floor, Salon A/B

Congratulations to the 2012 Innovation to Inspiration – i2i Awardees.

The i2i Awards is a global challenge program seeking innovative technologies and companies with the greatest potential benefit to our planet and society. Submissions were judged on their inspirational video submissions and their innovation's potential positive impact on our world.



i2i AWARDS PRODUCER Dr. Matthew Laudon

Dr. Matthew Laudon is executive director of the Clean Technology & Sustainable Industries Organization (CTSI) and CEO of TechConnect, both based in Austin. Matt's career has focused on developing large-scale innovation commercialization models, spanning most every emerging technology domain through the creation of academic, corporate and investment partnership programs, accelerating the commercialization of thousands of innovations over the 15-year history of TechConnect.

SCHFDUIF

9:00am-10:00am

i2i Awardee Presentations

10:00am-10:30am

Networking Break - Meet the i2i Awardees

10:30am-11:30am

i2i Awardee Presentations

11:30pm-12:00pm

Networking - Meet the i2i Awardees





i2i Awardees

LuminAID Lab

Houston, Texas

The LuminAID is a low-cost, solar-powered, inflatable lamp that packs flat and inflates to create a waterproof lantern, providing eight hours of LED light and weighing 100 grams.

HEVT, LLC

Chicago, Illinois

HEVT is focused on the development, commercialization and scale of electric motors/ generators and related power electronics.

Power Practical

Salt Lake City, Utah

The PowerPot uses thermoelectric technology to transform temperature differences into electrical power.

Joulebug

Raleigh, North Carolina

JouleBug is a playful iPhone app that matches eco-credibility against friends and colleagues in a social, engaging way.

Nexus eWater

Canberra, Australia

The Nexus reCycler is a unique, appliance-style product that will enable homeowners to safely and affordably recycle their grey water and its embedded heat.

Linnean Solutions

Cambridge, Massachusetts

Mapstream transforms large amounts of public data into actionable information that prioritizes sustainability goals.

Community Cars, Inc.

Pflugerville, Texas

A low speed electric vehicle built for people in wheelchairs. Providing independence and mobility for an entire segment of our population in a more environmentally friendly way.

Piedmont Biofuels

Pittsboro, North Carolina

Piedmont Biofuels is a community-scale biodiesel production facility that converts wastes, fats and oils into renewable fuel.

FireFly LED Lighting

Austin, Texas

FireFly Lighting reduces total electrical usage by 34.4%. No more rolling blackouts and less CO2 output by billions of tons with a simple screw in light bulb.

Zenogen

Eveleigh, New South Wales, Australia

A carbon electrode replacement for precious metal electrodes used during water electrolysis. It is cheaper to manufacture, yet just as effective as the present incumbent.

Kelvin Storage Technologies, Inc.

Poway, California

Thermal Matrix Energy Storage (TMES) systems are environmentally friendly GW-h electrical storage solutions, four times higher density than battery storage, last for decades and use recycled graphite.

Radiator Labs

New York, New York

Radiator Labs produces a low-cost, drop-in solution that can improve the efficiency of the over 30 million steam heating systems worldwide.

Varentec, Inc.

San Jose, California

Varentec's Edge of Network Grid Optimization reduces energy consumption while integrating renewable energy and electric vehicles through a cloud of distributed power control devices driven by smart algorithms.

Cambrian Innovation Inc.

Boston, Massachusetts

Cambrian Innovation's technology uses exoelectrogens – cutting-edge electrically active microbes – to treat wastewater while producing pipeline-quality natural gas, electricity and recycled water.

CarbonCure Technologies

Halifax, Nova Scotia, Canada

CarbonCure makes concrete greener, stronger and cheaper. The carbon storage system cost-effectively and instantly converts CO2 into limestone, reducing GHG emissions of concrete by ~20%.

Midas Green Technology, LLC

Austin, Texas

Midas uses a simple but effective immersion cooling technology to optimize the energy employed in their data center and minimize their carbon footprint.

Electrocell Technologies, Inc.

Colchester, Vermont

Electrocell Technologies, Inc. treats liquid wastes to dramatically reduce pathogenically created bad odors and excess nutrients such as nitrogen and phosphorous that foster bluegreen and other algae blooms and eutrophication.

Energyfolks

San Jose, California

Energyfolks is developing tomorrow's energy leaders by creating the network of energy students and professionals, enabling better resource and information sharing in an ecosystem.

Framergy

College Station, Texas

Framergy has created precise molecule traps, opening up a new avenue of Metal Organic Framework design. The incredible and unparalleled storage capacity of MOFs makes this technology an ideal energy warehouse.

Firefly Power

Charleston, South Carolina

Firefly Power LLC manufactures 1.8 kW vertical axis wind turbines for the consumer market, which combine innovative advances in blade design and composite construction.

Bloomgi

Austin, Texas

Bloomgi's Growing GooTM fertilizer is an all-natural fertilizer gel which conditions the soil, enriches it, allows growth in more adverse conditions and reduces water consumption by up to 80%.

BaseTrace

RTP, North Carolina

BaseTrace provides DNA-based tracers and tracing technology for environmental monitoring in hydraulic fracturing ("fracking"), one of the first commercial applications of biotech in this field



SXSW Eco NGO Toolkit

The SXSW Eco NGO Toolkit brings together a diverse working group of engineers, software programmers, monitoring and evaluation specialists, donors and other stakeholders to design and build useable tools for NGO field practitioners. All tools built as a part of the SXSW Eco NGO Toolkit will be released for open source use to ensure universal access.

This year's challenge: <u>Build an open source Crisis Response App</u>

When crisis strikes, emergency responders are deployed to the affected area. During this time, the most difficult obstacle is to determine who is affected, and where they are. Without this information, the relief workers, donors, governments, etc. do not have the capacity or the ability to fully understand what people need, or how to get it to them. This app will help us to understand how and where to start when something terrible happens. The Crisis Response App will then remain useful after the emergency response phase, and into the development phase.

Come see this unique working group in action!

Wednesday, October 3rd and Thursday, October 4th // Room 205



Project Moderator: Ambassador Lewis Lucke

The Project Moderator will be Ambassador Lewis Lucke who heads Lewis Lucke LLC, a consulting business which brokers US investment into international communities needing aid in secur-

ing necessities such as affordable housing, renewable energy and power production. Former Ambassador to the Kingdom of Swaziland under George W. Bush, Ambassador Lucke also served for 27 years with the United States Agency for International Development (USAID), during which time he was the first USAID mission director for Iraq as well as "US Response Coordinator" for the Haitian Earthquake, directing a relief fund of \$1 billion for recovery efforts.

Wednesday, October 3rd 10:00am-4:00pm

- > General and group discussions to determine what is accepted in the field as necessary information for successful crisis response.
- Initial work with designers and programmers to discuss what is desired vs. what is possible.
- > Discuss hardware issues and external devices.

Thursday, October 4th 10:00am-5:45pm

- > Technical developers take over to discuss user interface and ask the hard questions.
- > Obtain commitment from NGOs that developers know what functionality the NGOs need.
- > Prioritization process for app capabilities.
- > Discuss legal, ethical and data ownership questions.
- > Create a clear vision of how app capability will evolve.
- > Discuss field deployment.



SXSW Eco Hackathon

presented by the U.S. Department of Energy and Cleanweb Worldwide



Thursday, October 4th and Friday, October 5th // Room 103

This event is open to all interested coders, hackers or knowledge experts.

Thursday, October 4th, 10:00am-12:00pm

Hackathon Registration & Team Creation

Thursday, October 4th, 12:00pm - Friday, October 5, 12:00pm Hackathon!

At the SXSW Eco Hackathon presented by the U.S. Department of Energy and Cleanweb Worldwide, teams of volunteer hackers work to transform vast public datasets into usable tools in just 24 hours. As part of the Energy Data Initiative, you can help businesses, consumer and civic organizations make smarter energy choices.

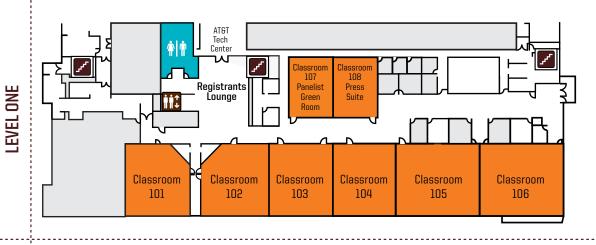
The SXSW Eco Hackathon provides a unique opportunity to create useful energy tools from public data and to share those tools with SXSW Eco Registrants. As a bonus, the most popular energy tool created will be promoted by the Department of Energy through various forms of media. SXSW Eco registrants are welcome to drop by during the Hackathon.

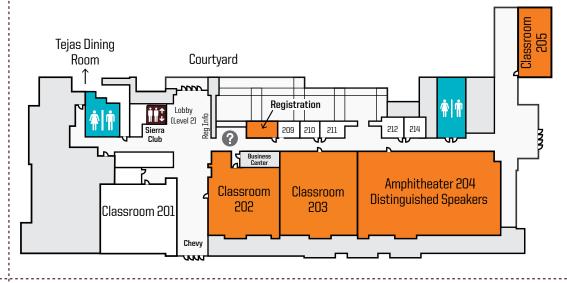
Friday, October 5th, 3:00pm-6:00pm Hackathon Show-and-Tell: Vote for the Most Usable Tool

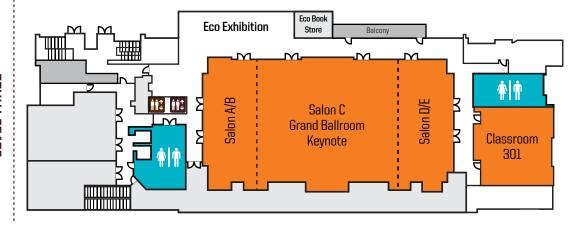
Come see the new tools created at the SXSW Eco Hackathon and vote on which tool should receive promotion by the U.S. Department of Energy. In an informal presentation format, Hackathon teams will present their energy tools that leverage open data, and registrants will vote on the most usable tool. The winner will be announced at 5:30pm.

AT&T Conference Center Maps 😂









WEDNESDAY OCTOBER 3

Keynote

Grand Ballroom

Sessions

Rm 101 Rm 102 Rm 103 Rm 104 Rm 105 Rm 106 Rm 203 Rm 204

NGO Toolkit

Rm 205

Eco Connect

Rm 301

Bookstore & Booksignings

3rd Floor Pre-function Area

THURSDAY OCTOBER 4

Keynote

Grand Ballroom

Sessions

Rm 101 Rm 102 Rm 104 Rm 105 Rm 106 Rm 202 Rm 204 Salon A/B Salon D/E

Hackathon

Rm 103

NGO Toolkit

Rm 205

Startup Showcase

Salon A/R

Global Water Games: The UVA Bay Game

Rm 301

Eco Exhibition

Bookstore & Booksignings

3rd Floor Pre-function Area

FRIDAY OCTOBER 5

Keynote

Grand Ballroom

Sessions

Rm 101 Rm 102 Rm 104 Rm 105 Rm 106 Rm 202 Rm 204 Rm 205 Salon A/B Salon D/E

Hackathon

Rm 103

i2i Awards

Salon A/B

Eco Exhibition

Bookstore & Booksignings

3rd Floor Pre-function Area

Registration

Level 2, outside Rm 202

Panelist Green Room

Rm 107

Press Suite

Rm 108

WEDNESDAY OCTOBER 3

8:00am-6:00pm

Registration Open

10:00am-4:00pm

Special Event

NGO Toolkit

Rm 2015

10:00am-11:00am

Distinguished Speaker

A Conversation with Mike Mann: Dispatches from the Front Line

Rm 204

Session Big Data: Changing the Energy Efficiency Game

Rm 1N5

Session Fighting Food Insecurity with Urban Agriculture

in Austin

Rm 103

Session Food Anthropology

Rm 203

Session Habitat Credit Trading Markets Save Rare Species

Rm 104

Session Life in the Street: Reclaiming Public Space

Rm 101

Session Startups and Corporations: Bringing Clean

Technology to Market

Rm 102

10:00am-10:15am

Straight To The Point

Accelerating Environmental Performance in Motorsports

Rm 106

10:20am-10:35am

Straight To The Point

How to Create a Holistic Social Impact Program

Rm 106

10:40am-10:55am

Straight To The Point

Dodo-Sapiens: The Need for Living, Bio-based

Buildings

Rm 106

11:15am-12:15pm

Session Beyond LEED: Living Buildings & the 2030 Challenge

Rm 103

Distinguished Speaker

Filmmakers Clean Energy Confab

Rm 204

Session From Lab to Commercialization: A Path for

Cleantech Startups

Rm 101

Session Mix Parts, Stir Well: Tech Soup for Food Economies

Rm 102

Session Solar BigData: Finding Needles in a

Solar Haystack

Rm 105

Session The Science Communicators

Rm 203

Session Yin & Yang of Energy: Alternatives in a

Traditional World

Rm 104

11:15am-11:30am

Straight To The Point

Connecting the Dots in a Big Way @ City of Austin

Rm 106

11:35am-11:50am

Straight To The Point

Solutions and Action Through Innovation

Rm 106

11:55am-12:10pm

Straight To The Point

Smartphones and CO2 Reduction

Rm 1NA

1:30pm-3:30pm

Special Event

Eco Connect

Rm 3∩1

2:00pm-3:00pm

Solo 100 Places

Rm 101

Session Corporations, Conservation and Big Cats:

How Corporate Disclosure is Transforming

Conservation Around the Globe

Rm 105

Session Funding Your Eco Venture: Secrets of Top Investors

Rm 104

Session Hacking the Ocean's Food Supply Chain: Technology, Transparency and Seafood

Rm 203

Session How 'Big Data' Fits into the Smart Grid Evolution

Rm 103

Session Student Powered Change: Energy Clubs as

Catalysts

Rm 1N2

Distinguished Speaker

The Innovation Economy

Rm 204

2:00pm-2:15pm

Straight To The Point

Don't Buy Our Jacket

Rm 106

2:20pm-2:35pm

Straight To The Point

Social Intrapreneurs: Innovating for Social

Impact and Profit

Rm 106

2:40pm-2:55pm

Straight To The Point

Deregulate for Real

Rm 106

2:00pm-4:00pm

Coffee Connect

3rd floor pre-function area

3:00pm-6:00pm

Bookstore & Signings

3rd floor pre-function area

4:00pm-5:00pm

Keynote Lance Hosey: Beauty, Ecology and Design

Grand Ballroom

5:00pm-6:30pm

Special Event

Welcome Reception presented by AMD

Courtyard

6:30pm-9:00pm

Special Event

Welcome Dinner

(advance purchase tickets only)

Johnson's Backyard Garden

7:30pm-10:30pm

Special Event

Opening Party presented by Patagonia and Blue

Avocado

Blanton Museum of Art

8:00pm-10:00pm

Special Event

100 Places

Rob Rullock Museum

THURSDAY OCTOBER 4

8:00am-6:00pm

Registration Open

8:00am-9:30am

Breakfast presented by Chevrolet

Tejas Room

8:00am-10:00am

Join the Green Army: Volunteer Event with AMD

Waller Creek

9:00am-12:45pm

Startup Showcase Semifinals

Salon A/B

10:00am-12:00am

Special Event

SXSW Eco Hackathon presented by the U.S.

Department of Energy and Cleanweb Worldwide

Rm 103

10:00am-6:00pm

Bookstore & Booksignings

3rd Floor Pre-function area

10:00am-5:45pm

Special Event

NGO Toolkit

Rm 205

SXSW Eco Day by Day

10:00am-12:15pm

Special Event

Global Water Games: The UVA Bay Game

Rm 301

10:00am-11:00am

Session Creating Significant Change at the System Level

Session Energy Challenges on the U.S.-Mexico Border Salon D/E

Session *Good Food: Turning Popularity into Power*

Session New Urbanism: Why Reshaping Cities is Green Rm 101

Distinguished Speaker

Responsible Cooking: Using Our Appetites to Eat Affordably, Responsibly and Well
Rm 204

Session What's Good for Your Health is Good for the Planet Rm 105

Session **Legal and Policy Issues for Social and Eco- Entrepreneurs** *Rm 202*

10:00am-10:15am

Straight To The Point

The Sharing Economy for Sustainable Development *Rm* 106

10:20am-10:35am

Straight To The Point

Oberlin: A Partnership Pilot for Carbon Neutrality Rm 106

10:40am-10:55am

Straight To The Point

Shipping, Social & Sustainability: What Works? What Fails?

Rm 106

11:15am-12:15pm

Session Conservation in Affordable Housing Communities
Rm 105

Dual Rust Belt to Fresh Coast: Milwaukee's Quiet Revolt
Rm 101

Distinguished Speaker

The Intersection of Art + Sustainability *Rm* 204

Session Why Should I? Approaches to Drive Behavior Change

Rm 102

Session Women Leaders in Sustainable Design Rm 104

11:15am-11:30am

Straight To The Point

Digital Strategies for Environmental Guerrillas *Rm* 106

11:35am-11:50am

Straight To The Point

Walls Can Talk: The Web Transforms Real Estate *Rm* 106

11:55am-12:10pm

Straight To The Point

Can Cleantech be Saved?: New Strategies to Scale Up Energy Innovation
Rm 106

12:00pm-6:00pm

Exhibitions

Eco Exhibition

3rd Floor pre-function area

2:00pm-3:00pm

Keynote Senator Byron Dorgan and Jigar Shah: Is America Sleepwalking on Clean Energy? Can Entrepreneurs and Innovators Offer a Wake Up Call? Grand Ballroom

3:00pm-3:30pm

Special Event

Coffee Break presented by McCombs' Energy Management & Innovation Center

3rd floor pre-function area

3:30pm-5:45pm

Special Event

Global Water Games: The UVA Bay Game Rm 301

3:30pm-4:30pm

Distinguished Speaker

Anna Lappé – Plenty for the Planet: Sustainable Food and a Well-Fed World

Rm 204

Session Building Value in the Age of Less

Rm 101

Session *EcoCAR2*

Rm 105

Dual Futurescapes: Imagining the World of 2025

Salon D/E

Session The Future of Cleantech

Salon A/R

Session Kids and Sustainability in an Urban World

Rm 102

Session Toxic Chemicals are Already the Next "Big" Issue

Rm 104

3:30pm-3:45pm

Straight To The Point

Making Energy Sexy

Rm 106

3:50pm-4:05pm

Straight To The Point

Sustainability: Making Sense with Intuitive Math

Rm 108

4:45pm-5:45pm

Startup Showcase Finals

Salon A/R

Interview

Drink Water

Rm 105

Session Putting "Able" into Sustainable: What Works

Salon D/F

Session Resilient Cities. Resilient Communities

Rm 104

Session Sustainability Gets Social

Rm 102

Session Tonal Wood Scarcity: The Changing Sound of Music

Rm 101

4:45pm-5:00pm

Straight To The Point

Engaging Nature Heals the Soul

Rm 1NA

5:05pm-5:20pm

Straight To The Point

Before They're Gone

Rm 106

5:25pm-5:40pm

Straight To The Point

Promoting Leadership in Site Sustainability

Rm 106

6:00pm-7:30pm

Startup Showcase Awards Reception presented

by Autodesk

Grand Ballroom

6:00pm-8:00pm

Neuro Bliss Lounge

Stateside Theater Lobby

7:15pm-10:00pm

Special Event

Round Table Dinners

Various Locations

8:00pm-9:30pm

Special Event

Terra Nova: Sinfonia Antarctica presented by Neuro

The Stateside Theater

8:30pm-10:30pm

Special Event

Special Screening: Idiocracy

Blanton Museum of Art, Edgar A. Smith Building

FRIDAY OCTOBER 5

12:00am-12:00pm

Special Event

SXSW Eco Hackathon presented by the U.S.

Department of Energy and Cleanweb Worldwide

Rm 103

8:00am-4:00pm

Registration Open

SXSW Eco Day by Day

9:00am-12:00pm

i2i Awards

Salon A/B

10:00am-6:00pm

Bookstore & Booksigning

3rd Floor Pre-function area

10:00am-11:00am

Session Behind E-Waste: The Good, Green & Shocking Truths

Rm 105

Session *Connecting the Next Two Billion People*

Rm 202

Meetup Food & Agriculture Meetup

Rm 2015

Session Freeing Ourselves from a High Carbon Future

Rm 104

Dual Mainstream Green: From Niche to Normal

Rm 1111

Session Solutions to the Texas Water Crisis

Rm 102

Distinguished Speaker

The New Environmentalists

Rm 204

10:00am-10:15am

Straight To The Point

A Secure Oasis in the Food Desert?

Rm 1NA

10:20am-10:35am

Straight To The Point

Bus Roots

Rm 106

10:40am-10:55am

Straight To The Point

The Rational Irrationality of Energy Efficiency

Rm 106

11:15am-12:15pm

Session Can Natural Gas be Sustainable?

Rm 202

Distinguished Speaker

Demon Fish: Our Shark Obsession and What it

Means for the Sea

Rm 204

Session Forest Death and Climate Change: Yellowstone at

Risk

Rm 102

Session I Am Mission Zero

Rm 1114

Session Organizational Innovation Inspired by Nature

Salon D/F

Session Risks and Rewards of More Texas Wind and Solar

Rm 105

Solo **Symphony of the Soil**

Rm 101

11:15am-11:30am

Straight To The Point

Being a Cleantech Nation

Rm 1NA

11:35am-11:50am

Straight To The Point

Cleantech Entrepreneurs' Perspectives Beyond 2012

Rm 106

11:55am-12:10pm

Straight To The Point

Introducing a New Species into the Dolomites:

Green Companies

Rm 106

12:00pm-4:00pm

Exhibitions

Eco Exhibition

3rd Floor pre-function area

2:00pm-3:00pm

Keynote Annie Leonard: The Story of Change

Grand Rallroom

3:00pm-3:30pm

Special Event

Coffee Break

3rd floor pre-function area

3:00pm-6:00pm

Special Event

SXSW Eco Hackathon: Show-and-Tell

Rm 103

3:30pm-4:30pm

Solo Adaptation and Resilience in Sustainability

Salon D/E

Distinguished Speaker

Emerging Technologies and the Future of Energy Production

Rm 204

Session *Farming the Future*

Rm 104

Meetup *Digital & IT Meetup*

Rm 205

Session Measure it, Improve it: Data for Better Cities

Rm 105

Session Politicians and People: Partners in Change

Salon A/B

Session Sustainable Fashion: From Visibility to Viability

Rm 101

3:30pm-3:45pm

Straight To The Point

Making Greenhouse Gases Visible

Rm 1NA

3:50pm-4:05pm

Straight To The Point

What Would it Take to End the Climate Wars?

Rm 106

4:10pm-4:25pm

Straight To The Point

Sustainability as a National Strategic Imperative

Rm 106

4:45pm-5:45pm

Session Building Sustainable Cultures with Social Software

Rm 105

Meetup Cleantech & Energy Meetup

Rm 205

Session *Mobile Processing: Responsible Meat from Farm*

or Field

Rm 102

Session The End of the Golden Age of Automobiles?

Rm 101

Session The New Urban Model: City as Ecology

Rm 104

6:00pm-9:00pm

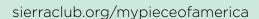
Special Event

Closing Party presented by Glass Is Life & FADER

2nd Street District, 400 W. Cesar Chavez

ENJOY, EXPLORE AND PROTECT THE PLANET









CALENDAR OF EVENTS: **Wednesday, October 3** 🥌



Registration

TUESDAY 7:00pm-10:00pm

WEDNESDAY 8:00am-6:00pm

Located in the 2nd Floor lobby area

SXSW Eco Cycles

WEDNESDAY-FRIDAY 9:00am-6:00pm

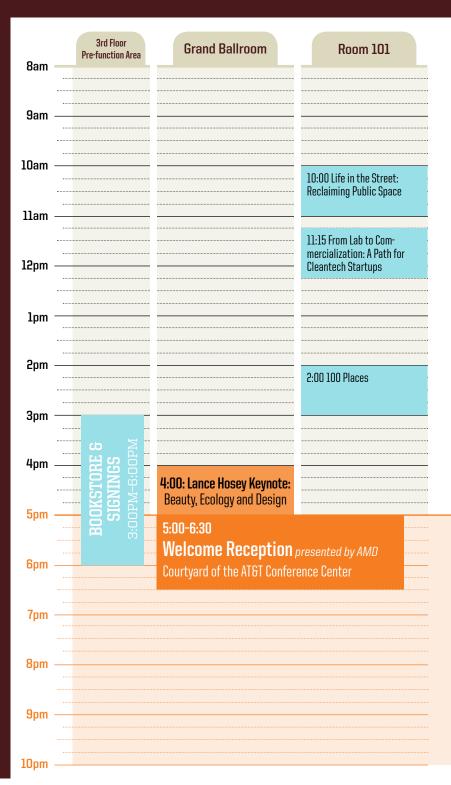
Whitis Ave. & W. 20th St.
This bike rental program is
provided by Tern Bicycles for
SXSW Eco registrants. Reserve a
bike at velolet.com

Treecycler & SXSW Eco

Check the back cover of this book for your unique code and enter it to help us offset the trees used to print this Program Guide!

Coffee Connect

2:00pm-4:00pm 3rd Floor Pre-function Area



CALENDAR OF EVENTS: Wednesday, October 3



| Room 102 | Room 103 | Room 104 | Room 105 |
|--|--|---|---|
| 10:00 Startups and Corpora- tions: Bringing Clean Technol- ogy to Market | 10:00 Fighting Food Insecurity with Urban Agriculture in Austin | 10:00 Habitat Credit Trading Markets Save Rare Species | 10:00 Big Data: Changing the Energy Efficiency Game |
| 1:15 Mix Parts, Stir Well: Tech Soup for Food Economies | 11:15 Beyond LEED: Living Buildings & the 2030 Challenge | 11:15 Yin & Yang of Energy: Alternatives in a Traditional World | 11:15 Solar BigData: Finding Needles in a Solar Haystack |
| 2:00 Student Powered Change: Energy Clubs as Catalysts | 2:00 How 'Big Data' Fits into the Smart Grid Evolution | 2:00 Funding Your Eco Venture: Secrets of Top Investors | 2:00 Corporations, Conservation and Big Cats: How Corporate Disclosure is Transforming Conservation Around the Globe |
| 5:30-9:00PM Welcome Dinner | | | |
| oresented by Local Orbit ohnson's Backyard Garden 'ticket must be purchased odvance | - I IIIIFIIIIII FALLV | TOO Flaces | eum |



CALENDAR OF EVENTS: **Wednesday, October 3**



| | Room 106 | Room 203 |
|--------------|---|---|
| 8am - | | |
| 9am – | | |
| 10am - | 10:00 Accelerating Environmental Performance in Motorsports | 10:00 Food Anthropology |
| 11am - | 10:20 How to Create a Holistic Social Impact Program 10:40 Dodo-Sapiens: The Need for Living, Bio-based Buildings | |
| 12pm – | 11:15 Connecting the Dots in a Big Way @ City of Austin 11:35 Solutions and Action Through Innovation 11:55 Smartphones and CO2 Reduction | 11:15 The Science Communicators |
| 1pm - | | |
| 2pm - | 2:00 Don't Buy Our Jacket 2:20 Social Intrapreneurs: Innovating for Social Impact and Profit | 2:00 Hacking the Ocean's Food Supply Chain: Technology, Transparency and |
| 3pm - | 2:40 Deregulate for Real | Seafood Seafood |
| 4pm – | | |
| 5pm – | 5:00-6:30 | |
| 6pm — | Welcome Reception presented by AMD Courtyard of the AT&T Conference Center | |
| 7pm - | | |
| 8pm - | | |
| 9pm - | | |
| 10pm - | | |



CALENDAR OF EVENTS: Wednesday, October 3



| Room 204 | Room 205 | Room 301 |
|--|-------------------------------|---|
| 10:00 A Conversation with Mike Mann: Dispatches from the Front Line 11:15 Filmmakers Clean Energy Confab 2:00 The Innovation Economy | NGO TOOLKIT 10:00xM-4:00PM | |
| 6:30-9:00PM Welcome Dinner presented by Local Orbit Johnson's Backyard Garden *ticket must be purchased in advance | presented by Patagonia and | :00-10:00PM OO Places ob Bullock Museum |



THURSDAY 8:00am-6:00pm Located in the 2nd Floor lobby area

Breakfast

Chevrolet

Free to all registrants 8:00am-9:30am Tejas Room, 2nd Floor

SXSW Eco **Cycles**

WEDNESDAY-FRIDAY 9:00am-6:00pm

Whitis Ave. & W. 20th St. This bike rental program is provided by Tern Bicycles for SXSW Eco registrants. Reserve a bike at velolet.com

Join the **Green Army**

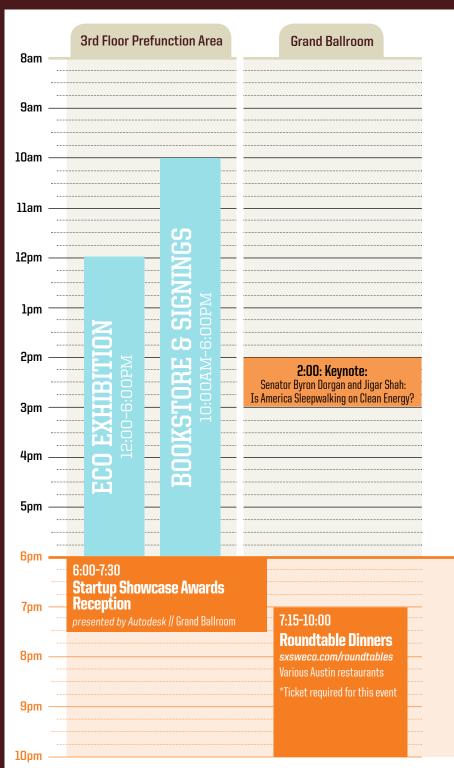
8:00am-10:00am

Waller Creek

(Meet at the Whitis St. entrance) Volunteer for AMD's Green Army and partcipate in the Waller Creek clean-up and activities to help the Bastrop Lost Pines Recovery Project.

Coffee Break

3:00pm-3:30pm 3rd Floor Pre-function area presented by McCombs' Energy Management & Innovation Center



CALENDAR OF EVENTS: Thursday, October 4



| Room 101 | Room 102 | Room 103 | Room 104 | Room 105 |
|--|--|---------------------------|---|--|
| | | | | |
| 10:00 New Urbanism: Why Reshaping Cities is Green | 10:00 Good Food: Turning Popularity into Power | 12:00AM | 10:00 Creating Significant Change at the System Level | 10:00 What's Good for Your Health is Good for the Planet |
| 11:15 Rust Belt to Fresh Coast: Milwaukee's Quiet Revolt | 11:15 Why Should I? Approaches to Drive Behavior Change | VTHON Ivvide // 10:00AIM- | 11:15 Women Leaders in Sustainable Design | 11:15 Conservation in Affordable Housing Communities |
| | | D HACKA | | |
| 3:30 Building Value in the | 3:30 Kids and | SW ECO | 3:30 Toxic Chemicals are | 3:30 EcoCAR2 |
| Age of Less 4:45 Tonal Wood Scarcity: | Sustainability in an Urban World 4:45 Sustainability Gets | SXS ed by the Depart | Already the Next "Big" Issue 4:45 Resilient Cities, | 4:45 Drink Water |
| The Changing Sound of Music | Social 6:00-8:00 | Present | Resilient Communities | |
| | Neuro Bliss Loung @ the Stateside Theater, 7 | | | |
| | 8:00-9:30PM Terra Nova: Sinfo Featuring DJ Spooky // Pre. @ the Stateside Theater, 7 | sented by Neuro | 8:30-10:30PM Special Screening Blanton Museum of Art, Ed | |





CALENDAR OF EVENTS: Thursday, October 4



| Room 204 | Room 205 | Salon A/B | Salon D/E | Room 301 |
|---|--|--|---|--|
| 10:00 Responsible Cooking: Using Our Appetites to Eat Afford- ably, Responsibly and Well | | 9:00 Startup Showcase Semifinals SXSW Eco STARTUP SHOWCASE | 10:00 Energy Challenges on the U.SMexico Border | er Games: kay Game 1245PM |
| 1:15 The Intersection of Art + Sustainability | 0 T00LKIT 00AM-5:45PM | | | Global Watt The UVA B |
| 3:30 Anna Lappé — Plenty for the Planet: Sustainable Food and a Well-Fed World 1:45 Changing Business from the inside Out — A Treehugger's Guide o Working | | 3:30 The Future of Cleantech 4:45 Startup Showcase FINALS | 3:30 Futurescapes: Imagining the World of 2025 4:45 Putting "Able" into Sustainable: What Works | Global Water Games: The UVA Bay Game 3:30PM-5:45PM |
| Net a th 8:00 Ter Feat | O-8:00 Iro Bliss Lounge e Stateside Theater, 719 O-9:30PM Ira Nova: Sinfoni Uring DJ Spooky // Prese. e Stateside Theater, 719 | ia Antarctica nted by Neuro Congress Avenue 8:3 Spo | 0-10:30PM ecial Screening of <i>Idio</i> | ocracy |

Registration

FRIDAY 8:00am-4:00pm

Located in the 2nd Floor lobby area

SXSW Eco Cycles

WEDNESDAY-FRIDAY 9:00am-6:00pm

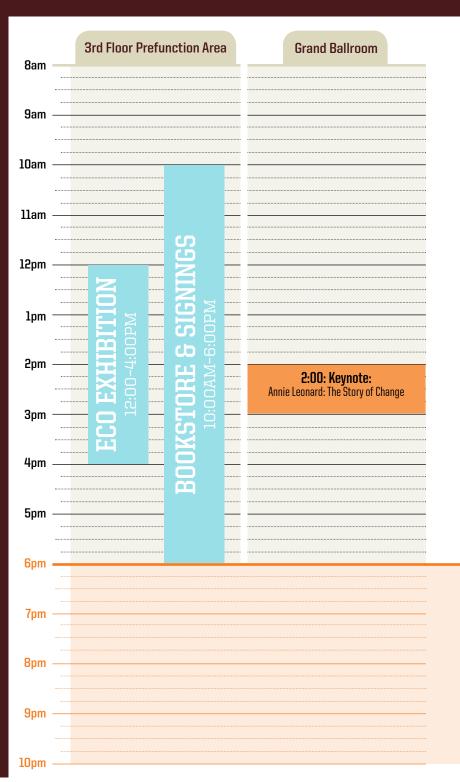
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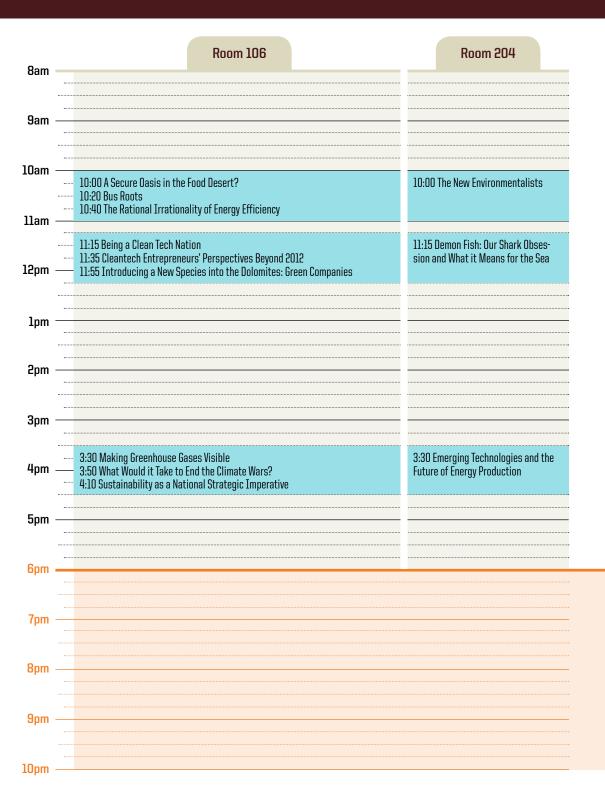
Coffee Break

3:00pm-3:30pm 3rd Floor Pre-function area





| Room 101 | Room 102 | Room 103 | Room 104 | Room 105 |
|---|---|--|--|---|
| | | HACKATHON Department of Energy 6 mide // 12:008M-12:00PM | | |
| 10:00 Mainstream Green: From Niche to Normal | 10:00 Solutions to the Texas Water Crisis | W ECO ted by the D ech Worldw | 10:00 Freeing Ourselves from a High Carbon Future | 10:00 Behind E-Waste: The Good, Green & Shocking Truths |
| 11:15 Symphony of the Soil | 11:15 Forest Death and Climate Change: Yel- lowstone at Risk | SXSV Present Cleant | 11:15 I Am Mission Zero | 11:15 Risks and Rewards of More Texas Wind and Solar |
| | | | | |
| 3:30 Sustainable Fashion: From Visibility to Viability | | NOH | 3:30 Farming the Future | 3:30 Measure it, Improve it: Data for Better Cities |
| 4:45 The End of the Golden Age of Automo- biles? | 4:45 Mobile Processing: Responsible Meat from Farm or Field | HACKAT SHOW AND T 3:00DM-6:00 | 4:45 The New Urban Model: City as Ecology | 4:45 Building Sustain- able Cultures with Social Software |
| | 6:00-9:00PM Closing Party presented by Glass Is 2nd Street District | Life & FADER | | |
| | 400 W. Cesar Chavez | | | |





| Room 205 | Salon A/B | Salon D/E |
|--|---|---|
| 10:00 Food & Agriculture Meetup | 9:00 i2i Awards 121 AWARDS INNOVATION ©INSPIRATION | |
| | | 11:15 Organizational Innovation Inspired by Nature |
| 3:30 Digital Media and IT Meetup | 3:30 Politicians and People: Partners in Change | 3:30 Adaptation and Resil- ience in Sustainability |
| - 4:45 Cleantech & Energy Meetup | | |
| 6:00-9:00PM Closing Party presented by Glass Is Life & 1 2nd Street District 400 W. Cesar Chavez | FADER | |
| | 10:00 Food & Agriculture Meetup 3:30 Digital Media and IT Meetup 4:45 Cleantech & Energy Meetup 6:00-9:00PM Closing Party presented by Glass Is Life & 2nd Street District | 9:00 i2i Awards 10:00 Food & Agriculture Meetup 121 AWARDS INNOVATION BINSPIRATION 3:30 Digital Media and IT Meetup 4:45 Cleantech & Energy Meetup 6:00-9:00PM Closing Party presented by Glass Is Life & FADER 2nd Street District |



Welcome Reception

Wednesday, October 3 // 5:00-6:30pm // Courtyard at the AT&T Conference Center

Join SXSW Eco and AMD for the Welcome Reception immediately following the first keynote address. Start the evening right and network with other registrants while learning about how AMD is developing a new model: crowdsourcing for the common good. You'll also hear how you can join the Green Army on October 4th!

Presented by





The SXSW Eco Welcome Dinner is being hosted at Johnson's Backyard Garden and features Chef Sonya Coté's menu, rife with organic fare grown right there on the farm. The meal will be paired with beverages from Texas Sake Company, Medlock Ames Winery, Honest Tea and Lagunitas beer. Come relax under the Pecan trees and enjoy this Central Texas evening with your fellow conference attendees.

A chartered bus will provide quests with free transportation from the AT&T center at 6:30pm.

*This event requires a pre-purchased ticket.



Opening Party

Wednesday, October 3 7:30-10:30pm Blanton Museum of Art

After a busy first day, enjoy an Austin evening at the beautiful Blanton Museum of Art for our official Opening Party. Visit with your fellow Eco participants while enjoying light hors d'ouevres, cocktails, Austin jazz band Vintage 15 and the Blanton's newest exhibitions.





100 Places

Wednesday, October 3 8:00-10:00pm Bob Bullock Museum

The 100 Places project presents stunningly beautiful photos of landscapes that are seriously threatened by climate change. Featuring the work of renowned Getty Images photographers, the project began as a gallery exhibition in Copenhagen. For SXSW Eco, it will be presented in video form accompanied by narration describing the effect of climate change on each place. This showing is a special evening presentation at the Rob Bullock Museum.

Startup Showcase Awards Reception

Presented by

Autodesk®

Thursday, October 4 // 6:00-7:30pm // Grand Ballroom

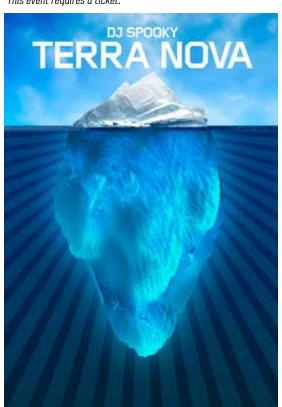
The SXSW Eco Startup Showcase Awards Ceremony, presented by Autodesk, recognizes the creativity and talent demonstrated by the Showcase finalists. Come celebrate their hard work and innovation! For more information please see the SXSW Eco Startup Showcase section.

Round Table Dinners*

Thursday, October 4 // 7:15-10:00pm Various Restaurants

On Thursday evening allow us to share some of Austin's finest and most forward thinking eateries: Blue Dahlia, Buenos Aires Cafe, Contigo, Casa de Luz and La Condesa. The SXSW Sustainability Team will pick up guests from the AT&T Conference Center at 7:15pm. Visit sxsweco.com/roundtables for more information and sxswecoroundtable.eventbrite.com to purchase your ticket. You won't want to miss this intimate tour of Austin's bustling food scene.

*This event requires a ticket.



Neuro Bliss Lounge

Thursday, October 4 6:00-8:00pm Stateside Theater Lobby



Come relax at the Neuro Bliss lounge at the Stateside Theatre before DJ Spooky's set!

Neuro Drinks deliver truly functional benefits to help you live life out loud with 35 calories and no artificial flavors or colors. Neuro bottles are fully recyclable. Light it up with Neuro.

Terra Nova: Sinfonia Antarctica

Thursday, October 4 8:00-9:30pm Stateside Theater



SXSW Eco and Neuro Drinks are proud to present Paul D. Miller, aka DJ Spooky, and his live performance of Terra Nova: Sinfonia Antarctica. This large-scale multimedia collaboration of electronic, orchestral, and visual elements is an acoustic portrait of a rapidly changing continent.

Miller's field recordings from a portable studio, set up to capture the acoustic qualities of Antarctic ice forms, reflect a changing and even vanishing environment under duress. This performance couples historic, scientific, and geographical visual material and was commissioned by: BAM for the 2009 Next Wave Festival, Melbourne International Arts Festival, Hopkins Center / Dartmouth College, UCSB Arts & Lectures, Spoleto 51 / Festival die 2 Mondi. Terra Nova: Sinfonia Antarctica is a seventy-minute performance, creating a unique and powerful moment around man's relationship with nature.

Presented by Neuro Drinks, a beverage that helps you do more than simply exist.





Special Screening: *Idiocracy*

Thursday, October 4 8:30-10:30pm Blanton Museum of Art Edgar A. Smith Building

Is climate change bringing you down? Come see Mike Judge's 2006 iconic Sci-fi Comedy, *Idiocracy*. Staring Luke Wilson and Dax Shepard, this offbeat look at a worst-case scenario of American culture dumbed down by rampant consumerism is a sure way to illicit a good laugh. "Switch," a custom short by Harry Lynch, will start the evening.

Closing Party

Friday, October 5 6:00-9:00pm 2nd Street District 400 West Cesar Chavez

The SXSW Eco Closing Party marks the end of the conference on Friday, October 5th and is presented by FADER and Glass is Life, a global movement celebrating the versatility and eco-friendly potential of glass. Meet the team and help us celebrate another great year of SXSW Eco, filled with innovative ideas, discussions and debates.



AT&T Conference Center

Wednesday, October 3
Welcome Reception

Thursday, October 4

Statrup Showcase Awards Reception

Bob Bullock Museum Wednesday, October 3

100 Places

Blanton Museum of Art, Edgar A. Smith Building

Thursday, October 4

Screening of Idiocracy

Blanton Museum of Art

Wednesday, October 3
Opening Party

Opening Party

Stateside Theater

Thursday, October 4

Neuro Bliss Lounge (in the lobby)
Terra Nova: Sinfonia Antarctica

400 W. Cesar Chavez
Friday, October 5
Closing Party

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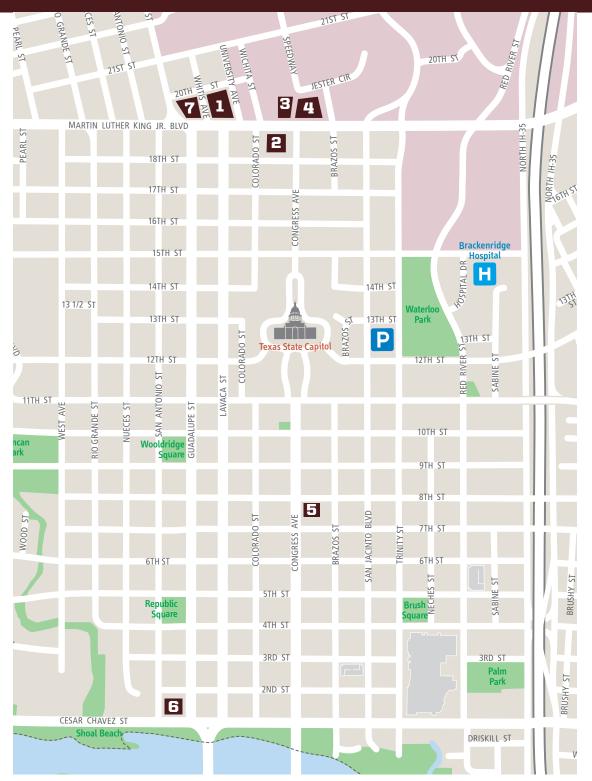
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Whitis & W. 20th St.

Wednesday-Friday, October 3-5 SXSW Eco Cycles Food Trucks 7

Special Events Map 😂



SXSW Eco Conference Hours

Wednesday, October 3 10:00am-5:00pm

Thursday, October 4 9:00am-5:45pm

Friday, October 5 9:00am-5:45pm

Programming Types

Session: Traditional panel format // 60 minutes

Straight To The Point:

Solo presentations // 1 5-minutes

Distinguished Speaker: 60 minutes

Keynote: 60 minutes

Solo: Presentation // 60 minutes

Dual: Conversation // 60 minutes

Interview: 60 minutes

Meet Up: Get together and brainstorm // 60 minutes

WEDNESDAY OCTOBER 3

8:00am-6:00pm

Registration Hours

10:00am-11:00am

A Conversation with Mike Mann: Dispatches from the Front Line

The hockey stick graph resulted in attacks on its author and methodology, as Dr. Michael Mann details in his recent book "The Hockey Stick and the Climate Wars: Dispatches from the Front Lines." Climate denial interest groups have designated him Public Enemy #1. This panel discusses what the graph represents, the climate wars and what's next.

Thomas Brookes, Michael Mann Distinguished Speaker | Rm 204

Big Data: Changing the Energy Efficiency Game

As electricity generation becomes decentralized due to clean energy and smart grid technologies, the need for greater automation and access to data increases. Rocky Mountain Institute leads this discussion about the shifting dynamics of the electricity system, new tools that enable greater access to energy information, and future entrepreneurial challenges and opportunities.

Rob Bectel, Terence Critchlow, Ned Harvey, Jeff Kolesky, Mike Legatt

Session I Rm 105

Fighting Food Insecurity with Urban Agriculture in Austin

Austin has emerged as a leader in sustainable food, working to foster innovation in a system that commonly faces a difficult and drought-prone dynamic. How have public and private stakeholders contributed to increased access to nutritious, affordable food in Austin? Learn first-hand about models that foster food production within the city limits.

Marla Camp, Glenn Foore, Susan Leibrock, Ronda Rutledge, Jake Stewart

Session | Rm 103

Food Anthropology

In the era of think global, act local; has our focus on sustainable food left out the hungriest? Are we as a planet eating better or worse? Is the divide narrowing or growing between the haves and the have-nots? Who is paying attention, and from those who are, a frank discussion of what they are seeing.

Anna Brones, Penny De Los Santos, Kitty Greenwald, Constance Okollet

Session I Rm 203

Habitat Credit Trading Markets Save Rare Species

Conservationists have known for decades that vast landscapes must be conserved in order to ensure the survival of many species, yet we struggle with how to transform this knowledge into action. The power of the market can be substantial in achieving landscape-scale conservation goals by transforming the way that developments mitigate their impacts on wildlife.

Mose Buchele, Cary Dupuy, Justin Tatum, David Wolfe

Session | Rm 104

Life in the Street: Reclaiming Public Space

The street, now solely a vehicular artery, used to facilitate social interaction and commerce as well as transportation. All across the country, people are finding ways to reclaim streets as public spaces for their community. Pop Up street improvement projects allow cities to experience improved streets for a limited time and motivate real change.

Kari Banta, Joshua Houdek, David Jurca Session | Rm 101

Startups and Corporations: Bringing Clean Technology to Market

Large corporations are known for killing innovation, but often their resources and scale allow the opportunity for change. Find out how some corporations are embracing startups to bring disruptive clean technologies to the marketplace. Panelists, ranging from corporate executives to entrepreneurs, will reveal how startups and large companies are working together to commercialize new technologies.

Dan Cherian, Chuck McDermott, Greg Neichin, Lorie Wigle, Zia Yusuf

Session | Rm 102

10:00am-10:15am

Accelerating Environmental Performance in Motorsports

Can motorsports be environmentally responsible and still be exciting, challenging and fun to watch? This brief discussion explores how the motorsports industry is changing to address environmental stewardship issues on the track, in the car, and at the venues; and why embracing eco-consciousness is important for both the environment and the future of sports.

Edgar Farrera

Straight To The Point | Rm 106

10:20am-10:35am

How to Create a Holistic Social Impact Program

Want to help your company make an impact in your community but not sure where to start? This panel will share how your business can create a holistic social impact program that benefits both your company and your community while being sustainable, scalable and built into your company's culture.

Chelsea Woodhead

Straight To The Point | Rm 106

10:40am-10:55am

Dodo-Sapiens: The Need for Living, Bio-based Buildings

Discover specific, bold and new ideas for transforming our communities into regenerative and restorative places. Using biomimicry and organics, we'll uncover tangible lessons we can deploy to our built environment. The audience will learn about innovative methods used to save energy, water and resources, while creating healthier buildings in the process.

Eric Corey Freed

Straight To The Point | Rm 106

11:15am-12:15pm

Beyond LEED: Living Buildings & the 2030 Challenge

The Living Building Challenge and Architecture 2030 Challenge are programs influencing the future of sustainable design through encouraging carbon-neutral and zero energy design. These sustainable design experts will discuss the LEED program and what it has meant for green buildings, the challenges it doesn't address and how to move beyond LEED requirements.

Blair McCarry, Bill Reed, Paula Vaughan Session | Rm 103

Filmmakers Clean Energy Confab

Ready for real solutions to the country's energy conundrums and to let bitching and moaning go the way of the Pullman Car Company? Join renowned filmmakers Peter Byck (Carbon Nation, Garbage [SXSW Best Doc]) and Josh Tickell (Fuel, The Big Fix) as they reveal surprising clean energy solutions from the world's top innovators.

Peter Byck, Josh Tickell

Distinguished Speaker | Rm 204

From Lab to Commercialization: A Path for Cleantech Startups

You just invented the next disruptive clean technology, now what? Individuals, startups and established companies struggle with this question nearly every day. The panelists will lend their expertise on the process of commercializing a new green technology and give the audience the tools to bring their own grand ideas to market.

Ernest Davis, Aly Dossa, Tabrez Ebrahim, Amado Guloy, Clarisse Molad

Session | Rm 101

Mix Parts, Stir Well: Tech Soup for Food Economies

Software developers may be the newest cooks in the kitchen, but creating a local food system is no easy recipe. Websites such as Oregon's FoodHub and Boston's FoodEx are servicing farmers and communities by facilitating commerce. This panel shares how tech tools, rural-urban economics and environmental goals are melding into a better regional food economy.

JD Kemp, Amanda Oborne, Astrid Scholz Session | Rm 102

Solar BigData: Finding Needles in a Solar Havstack

Solar capacity in the US will soon top 4,000 MW! That energy is created by thousands of bits of technology which could provide staggering insight. Unfortunately all that data is on lock down in proprietary databases or funneled into clunky isolated web portals. What could we learn if it were unlocked?

Matt Eggers, Dr. Ramona Pierson, Lois Schonberger

Session I Rm 105

The Science Communicators

In the heated public discourse surrounding climate change, where do the scientists fit—experts, advocates, or citizens? This session, featuring key science communicators, explores the treacherous climate battles and illuminates the most proven methods of communicating scientific work through the rhetoric.

Kim Knowlton, George Marshall, Jeff Nesbit, Suzanne Shaw

Session | Rm 203

Yin & Yang of Energy: Alternatives in a Traditional World

Hydrocarbons represent the densest and most efficient form of potential energy ever discovered. Hydrocarbons, and plentiful coal sources, may help the US continue as a leader in energy production. This panel brings leaders from across the spectrum of the energy industry to discuss the business, investment and policy challenges of alternative energy sources.

Kirk Coburn, Matthew Nordan, Brett Perlman, Keith Sparks, Stacy Eller

Session | Rm 104

11:15am-11:30am

Connecting the Dots in a Big Way @ City of Austin

What if we thought outside of the box regarding what defines sustainability? City of Austin's Sustainability Action Agenda provides a groundbreaking comprehensive framework for municipal action, across 10 key theme areas. For example: How does sustainable development relate to obesity?...preventing wildfires? ...ending homelessness? ...electric vehicles?... live music?...animal cruelty?...solar-powered art?

Lucia Athens

Straight To The Point | Rm 106

11:35am-11:50am

Solutions and Action Through Innovation

Jacques Cousteau ingrained in his family the passion to get involved. His grandson, Philippe, shows that the key to success is in the battle for the environment through innovation and solutions. Cousteau will talk about achieving this through women and children, financial markets and innovation of technology for education.

Philippe Cousteau

Straight To The Point | Rm 106

11:55am-12:10pm

Smartphones and CO2 Reduction

After working in developing nations for six years to value and protect the carbon in rainforests and ecosystems, urban centers are the first place we must change. Dorjee talks about the three S's of this generation: Sustainability, Social Media and Smartphones. Combined together he is test bedding his sustainable smartphone app to create lasting societal behavioral change.

Dorjee Sun

Straight To The Point | Rm 106

2:00pm-3:00pm

100 Places

The 100 Places project features stunningly beautiful photos taken by some of Getty Images' best photographers of 100 places around the world, all of them seriously threatened by climate change. Initially presented as an exhibition in Copenhagen, for SXSW Eco this will be presented as one-minute video spots with narration telling the climate-change story of the place shown.

Solo I Rm 101

Corporations, Conservation and Big Cats: How Corporate Disclosure is Transforming Conservation Around the Globe

Given increased public expectations of disclosure, companies and nonprofits see a necessity for operational transparency concerning sustainability practices. Many in the private sector see this as a competitive advantage that also effectively addresses key issues and achieves the key mission of saving some of the Earth's most precious resources from extinction.

Kyle Armbrester, Andrea Heydlauff, Robert Ludke

Session | Rm 105

Funding Your Eco Venture: Secrets of Top Investors

Want to take your green startup to the next level? Learn the tricks of raising capital from top venture capitalists and seed-stage investors. Hear what they look for, how to land a meeting, the top five mistakes entrepreneurs make in the first two minutes, and how to close the deal.

Dave Graham, Dhiraj Malkani, Matthew Nordan, Rodrigo Prudencio, Rick Yang Session I Rm 104

Hacking the Ocean's Food Supply Chain: Technology, Transparency, and Seafood

Technology, media, and non-profits are helping to bridge the gap between the public and the commercial fishing industry through websites, apps, multimedia journalism, education, and advocacy. This panel will discuss the need for transparency, global awareness, and inclusiveness in all sectors of society to help make our oceans and waterways healthy.

Maria Finn, Marce Gutiérrez, Martin Reed, Crystal Sanders, Shannon Service

Session I Rm 203

How 'Big Data' Fits into the Smart Grid Evolution

People generate billions of data points every day and this "big data" is all around us. How we manage this highly valuable data will be of utmost importance and poses many challenges. Austin's own Pecan Street Inc., will be at the center of a discussion on how big data can evolve the smart grid.

Bert Haskell, Ian Kalin, Marita Mirzatuny, Paul Navrátil. Josh Rhodes

Session | Rm 103

Student Powered Change: Energy Clubs as Catalysts

University campuses are hotbeds of innovation with access to a tremendous resource of human capital. The academic model, however, is often tilted against entrepreneurship and impedes the transference of promising technologies and ideas into the market. Student leaders discuss policy, funding and societal change, and what campus actions could unlock a global movement.

Brentan Alexander, Sam Maslin, Riddhi Ray, Caleb Waugh, Shannon Yee

Session | Rm 102

2:00pm-2:15pm

Don't Buy Our Jacket

Vincent Stanley, Patagonia's head of marketing and co-author with Yvon Chouinard of The Responsible Company: What We've Learned from Patagonia's 40 First Forty Years, will explain why his company tells its customers "the more you know, the less you need" – and asks them, at holiday time, to buy less.

Vincent Stanley

Straight To The Point | Rm 106

The Innovation Economy

Designing and creating an economy that works for all and delivers a future we can thrive in together requires innovation and care. Jean will launch a dialogue that will challenge our concept of leadership in the next economy and call us to use our collective intelligence to create the leadership needed for the shift.

Jean Brittingham

Distinguished Speaker | Rm 204

2:20pm-2:35pm

Social Intrapreneurs: Innovating for Social Impact and Profit

Join Rahul Raj, the Director of Sustainability + Merchandising Innovation at Walmart.com, to learn how to develop ideas and approaches that will help your company, and the business community as a whole, live up to its full potential as a vehicle for positive social change.

Rahul Raj

Straight To The Point | Rm 106

2:40pm-2:55pm

Deregulate for Real

Renewable energy use is up six percent and climbing since 2002. In Texas, electricity prices are less per kilowatt hour and air pollution is plummeting. Like Texas, all states can create a truly competitive consumer marketplace for utilities in order to bring down prices and attract clean energy companies.

Andrew Wyly

Straight To The Point | Rm 106

4:00pm-5:00pm

Lance Hosey Keynote: Beauty, Ecology and Design

The Shape of Green: Aesthetics, Ecology, and Design outlines principles for the aesthetics of sustainable design. Lance Hosey argues that beauty is inherent to sustainability, for design is as important as process and materials. Aesthetics enhance everything, from products to buildings to cities, indicating that attraction isn't a superficial concern—it's an environmental imperative.

Lance Hosey

Keynote | Grand Ballroom

THURSDAY OCTOBER 4

8:00am-6:00pm

Registration Hours

9:00am-12:45pm

Startup Showcase Semifinals

Meet the entrepreneurs leading the way to a sustainable future at the SXSW Eco Startup Showcase presented by Austin Technology Clean Energy Incubator and Austin Energy. In Round 1 of this venture capital pitch competition, watch as 15 semifinalists compete before a panel of judges to be named the most fundable startup in cleantech by SXSW Eco.

Sarah Backhouse, Rob Day, Clark Jernigan, Brook Porter, Rodrigo Prudencio, Lorie Wigle Startuo Showcase | Salon A/B

10:00am-12:15pm

Global Water Games: The UVA Bay Game

Join Philippe Cousteau and the University of Virginia for an interactive, educational and fun experience! Participants will gather to play the Bay Game, a large-scale simulation of a major watershed, where players assume the roles of diverse stakeholders. This innovative approach allows you to become part of the solution and tackle complex. real-world environmental issues!

Philippe Cousteau, Jeffrey Plank, Andrew Snowhite

Special Event | Rm 301

10:00am-11:00am

Creating Significant Change at the System Level

Innovators in the field of sustainability are increasingly running into complex problems that can't be solved by one organization alone. Most sustainability challenges are rooted in systemic problems and need to be solved by a new form of approach: system innovation. In this panel, theory and practice of creating change at a system level will be discussed.

Helen Clarkson, Sarah Severn, Jacob Sterling, Darcy Winslow

Session I Rm 104

Energy Challenges on the U.S.-Mexico Border

Air sheds and watersheds don't abide by political boundaries, including the U.S.-Mexico border. While bi-national coordination could be discounted when border population was sparse, the communities on both sides are now growing fast. The sustainable development of energy and environmental infrastructure therefore presents special challenges in this region.

Maria Elena Giner, Scott Storment, Soll Sussman. Rick Van Schoik

Session | Salon D/E

Good Food: Turning Popularity into Power

Sustainable food is all the rage, yet organics remain a miniscule fraction (4%) of the US market. What are the economic, political and cultural barriers to making organics more than just a niche market? This panel of experts explains how sustainable, healthy food can become the norm rather than the exception.

Don Carr, Erin Flynn, Jason Mark, Tom Philpott Session | Rm 102

New Urbanism: Why Reshaping Cities is Green

This session offers a crash course in New Urbanism, a powerful antidote to the numerous problems created by suburban sprawl and our car-dependent culture. Participants will learn the environmental benefits of creating vibrant, compact, transit-friendly communities from expert practitioners.

Katherine Gregor, John Norquist Dual | Rm 101

Responsible Cooking: Using Our Appetites to Eat Affordably, Responsibly, and Well

It seems harder than it needs to be to make food that is delicious and financially, physically and environmentally responsible. We rarely consider how our individual tastes might be key to making sustainable eating easier. Tamar Adler will discuss how attention to taste is the missing piece in the better food system puzzle.

Tamar Adler

Distinguished Speaker | Rm 204

Legal and Policy Issues for Social and Eco-Entrepreneurs

This session will be an open discussion about legal and policy issues that present unnecessary challenges to creating and scaling successful sustainable enterprises. Engage in an interactive discussion about challenges, share lessons you've learned in your own work, and help envision what the future could hold.

David Carter

Meet Up | Rm 202

What's Good for Your Health is Good for the Planet

Health and the environment are usually discussed separately, but creative and inspiring opportunities emerge through the exploration of their connection. Hear top environmental and healthy living experts discuss how these two fields have been cross-pollinated. Panelists will discuss current examples and identify upcoming challenges of interconnectivity.

Gloria Flora, Dr. Deanna M. Hoelscher, Osprey Orielle Lake, Mashari Perry, Maria Rodale Session | Rm 105

10:00am-10:15am

The Sharing Economy for Sustainable Development

In order to achieve sustainability we need to reframe our relationship with consumption. One burgeoning method is the sharing economy that promotes "collaborative consumption." In the environment of a developing world, the sharing economy has the potential to improve livelihoods as well as de-couple development and environmental degradation.

Jennifer Schmitt

Straight To The Point | Rm 106

10:20am-10:35am

Oberlin: A Partnership Pilot for Carbon Neutrality

The Oberlin Project is a joint effort of the City of Oberlin and Oberlin College to improve the resilience and prosperity of our community. We aim to revitalize the local economy, eliminate carbon emissions, restore local agriculture and forestry and create a sustainable base for development. Come learn how this model can be replicated.

Brvan Stubbs

Straight To The Point | Rm 106

10:40am-10:55am

Shipping, Social & Sustainability: What Works? What Fails?

Is social media an effective way to communicate about complex sustainability issues, programs, and initiatives facing the shipping industry? What are the risks? Are there any rewards? Jonathan Wichman, head of social media at Maersk Line, and Tom Stitt, head of marketing at Staxxon, debate the merits of social media for sustainability communication in the shipping industry.

Tom Stitt, Jonathan Wichmann

Straight To The Point | Rm 106

11:15am-12:15pm

Conservation in Affordable Housing Communities

Energy-efficient design only reaches peak sustainability through our behavioral patterns; wasted resources can still cause high utility bills. In 2011, affordable housing organizations received grants from Enterprise Green Communities to develop resident education strategies and tackle the behavior dimension. Learn how they successfully created behavior education strategies that work for the people they serve.

Yianice Hernandez, Linda Mandolini, Stephanie Perrone, Susan Roothaan

Session | Rm 105

Rust Belt to Fresh Coast: Milwaukee's Quiet Revolt

While many Rust Belt cities reinvent themselves through reducing manufacturing Milwaukee is doubling down on a sustainable industrial revolution. Milwaukee's approach strives to create a city where employees earn living wages and can walk to work, and citizens are safe to explore

their city. Hear how Milwaukee is reclaiming its history on its own terms.

Matt Howard, David Misky

Dual | Rm 101

The Intersection of Art + Sustainability

Media is the new medium for conservation. Using art to impact the planet, causing a global shift: Academy Award Winner, Grammy Winners and Artists speak on altering awareness on a global scale through media, film, music and design.

Paul D Miller (aka DJ Spooky), Maranda Pleasant

Distinguished Speaker | Rm 204

Why Should I? Approaches to Drive Behavior Change

Sustainability initiatives are most effective when they fundamentally change behaviors. Whether it's engaging employees in their company's sustainability efforts or getting consumers to recycle, creating an environment that makes people change the way they act can unlock huge potential. This panel explores a spectrum of approaches to driving behavior change.

Michael Ellis, Robin Krieglstein, Ben Foster, Susan Stevens

Session | Rm 102

Women Leaders in Sustainable Design

Attributes that are often culturally considered "female" can be leveraged by anyone in a range of disciplines to advance progress toward a better, healthier world for all. Architect and designer Lance Hosey moderates this discussion with four leading "women in green" about why women's leadership is crucial in sustainability.

Jennifer Cutbill, Lance Hosey, Michelle Kaufmann, Erin Schrode, Gail Vittori

Session | Rm 104

11:15am-11:30am

Digital Strategies for Environmental Guerrillas

What can communities do when government can't – or won't – address environmental impacts from large development projects? At Brooklyn's controversial Atlantic Yards project, residents are employing a guerrilla monitoring campaign using digital media in order to document construction impacts and environmental abuses, increase issue visibility and ultimately force action from government and corporate stakeholders.

Gib Veconi

Straight To The Point | Rm 106

11:35am-11:50am

Walls Can Talk: The Web Transforms Real Estate

Learn how real estate decision makers such as owners, developers and operators really view energy efficiency and why the greatest catalyst for change is accessible now. More than any other technology, the web, and the ubiquitous access it provides to information, people and ideas will be the main driver of high performance buildings.

Rigas Kubiak

Straight To The Point | Rm 106

11:55am-12:10pm

Can Cleantech be Saved?: New Strategies to Scale Up Energy Innovation

Over the years, hundreds of cleantech companies have been launched, but many are languishing in commercialization's "valley of death." A breakthrough technology won't generate financial return unless it's executed at scale. What strategies are leaders adopting to deal with this challenge and how can entities and individuals help the most promising technologies scale up?

Andrew Shapiro

Straight To The Point | Rm 106

12:00pm-6:00pm

Eco Exhibition

The inaugural SXSW Eco Exhibition will show-case innovative universities and companies seeking to enhance the economy, environment and civil society through education and business solutions. All registrants are welcome to attend and meet the people behind these forward thinking organizations. To see the list of exhibiting companies, check here: http://sxsweco.com/attend/exhibitions/eco-exhibitors Exhibitions | 3rd Floor pre-function area

2:00pm-3:00pm

Senator Byron Dorgan and Jigar Shah Keynote: Is America Sleepwalking on Clean Energy? Can Entrepreneurs and Innovators Offer a Wake Up Call?

In 2011, America and became the largest investor in Clean Energy in the World - growing jobs faster than any other country. However, America is not manufacturing energy components

because foreign competitors have long-standing industrial policies of providing subsidies to promote local manufacturing. This session explores what US and international green energy policies mean for America's eco-entrepreneurs.

Senator Byron Dorgan, Jigar Shah Keynote | Grand Ballroom

3:30pm-5:45pm

Global Water Games: The UVA Bay Game

Join Philippe Cousteau and the University of Virginia for an interactive, educational and fun experience! Participants will gather to play the Bay Game, a large-scale simulation of a major watershed, where players assume the roles of diverse stakeholders. This innovative approach allows you to become part of the solution and tackle complex, real-world environmental issues!

Philippe Cousteau, Jeffrey Plank, Andrew Snowhite

Special Event | Rm 301

3:30pm-4:30pm

Plenty for the Planet: Sustainable Food and a Well-Fed World

Acclaimed writer and advocate Anna Lappé is premiering her provocative video that tackles a pernicious myth about industrial agriculture—that it is the only way to feed a hungry planet. Through the screening and audience dialogue, Lappé will explore the role of sustainable food systems, share emergent global innovations and expose food industry flacks.

Anna Lappé

Distinguished Speaker | Rm 204

Building Value in the Age of Less

Successful businesses are often fueled by hyper-consumption and "keeping up with the Joneses," but new companies are redefining commerce out of economic and environmental necessity. Startups are changing industry standards through a focus on collaboration and community. This panel explores the Collaborative Consumption space with three entrepreneurs leading this revolutionary economic shift.

Casey Caplowe, Micki Krimmel, Craig Shapiro, Elizabeth Stewart

Session | Rm 101

EcoCAR2

EcoCAR 2 is an engineering competition challenging students to modify a GM vehicle for top sustainability and performance. Established by the U.S. Department of Energy and General Motors, it exemplifies the power of public/ private partnerships in providing invaluable experience and training to promising, young minds entering the North American job market.

Steven Boyd, Trevor Crain, Tom Goddette, Jerry Stone

Session I Rm 105

Futurescapes: Imagining the World of 2025

FutureScapes is a collaborative project between Forum for the Future and Sony Europe. Working with leading futurologists, social commentators and industry experts, they developed four scenarios and associated product and service concepts. This panel presents these scenarios, explores the concepts that were developed and discusses new possibilities that will take us beyond business as usual. Helen Clarkson, Esther Maughan Mclachlan

The Future of Cleantech

Gain fresh insights into the field of clean technology from this panel of experts providing perspectives in policy, R+D, market research and smart investments. Learn where cleantech is now, touching on novel solutions and the current setbacks, and learn where it is heading.

Sarah Backhouse, Michel Di Capua, Cheryl Martin, Brook Porter

Session I Salon A/B

Kids and Sustainability in an Urban World

Urban areas currently consist of the majority of the global population and continue to rapidly increase. How can the "next generation" of urban kids be leaders in sustainability? Based on the experience of leaders in education, this panel identifies solutions to engage and empower students using the potency of the environment.

Steve Amos, Dr. Karen Ostlund, Will Wynn Session | Rm 102

Toxic Chemicals Are Already the Next "Big" Issue

Science has continually proven the link between chemicals and nervous system-related illnesses, reproductive health problems, and chronic diseases. Still, the majority of the chemical industry has continually refused to innovate, modernize and evolve to address this distressing problem. Hear from leaders who are demanding safer chemicals and learn the challenges they face.

Dr. Alan Greene, Andy Igrejas, Nicole Shore, Howard Williams

Session | Rm 104

3:30pm-3:45pm

Making Energy Sexy

This presentation will explore how data analytics + behavioral science + quality user experience design + gamification can transform the way people use energy. Learn about how presenting seemingly boring information in new, smart – dare we say sexy? – ways can turn heads and cause real behavioral change.

Ben Foster

Straight To The Point | Rm 106

3:50pm-4:05pm

Sustainability: Making Sense with Intuitive Math

This presentation will demonstrate how to translate resource consumption into primary energy, factoring in geospatial and temporal variations in energy efficiency and resource scarcity, to provide an apples-to-apples comparison to make the best sustainability decisions. Making sense of sustainability with simple numbers... finally!

Orv Zik

Straight To The Point | Rm 106

4:45pm-5:45pm

Drink Water

Alarmed by the proliferation of sugary energy drinks in sports sponsorship, professional snowboarders Bryan Fox and Austin Smith fought back in the purest way possible: by promoting water consumption. Come hear the story from the brains behind the movement and learn how marketing might be the best tool for changing goodle's habits.

Bryan Fox, Stephen Fox, Austin Smith Session | Rm 105

Putting "Able" into Sustainable: What Works

A sustainable, growing economy is an objective for all, but no government's policy is perfect. What is the right balance between incentives and regulation to drive growth? How can governments attract investment into the cleantech sector? This panel cuts through the rhetoric to examine what policies are really working and why.

Rosalin Campion, Lee Leffingwell, James Steffes. Michael Webber

Session | Salon D/E

Resilient Cities, Resilient Communities

Most communities have experienced and consider themselves at risk of experiencing a range of natural, industrial, health, economic and social disasters. Hear the stories from the front lines as told by some of America's most innovative and holistic city sustainability executives from Austin, Houston and San Francisco, and share their vision for the future.

Zach Baumer, Melanie Nutter, Patrice "Pete" Parsons, Laura Spanjian

Session | Rm 104

Startup Showcase Finals

Meet the entrepreneurs leading the way to a sustainable future at the SXSW Eco Startup Showcase presented by Austin Technology Clean Energy Incubator and Austin Energy. In Round 2 of this exciting venture capital pitch competition, watch as the three finalists compete to be named the most fundable startup in cleantech by SXSW Eco.

Sarah Backhouse, Rob Day, Clark Jernigan, Brook Porter, Rodrigo Prudencio, Lorie Wigle

Startup Showcase | Salon A/B

Sustainability Gets Social

Explore fast-evolving opportunities—and inherent risks—in social media trends. From popular consumer platforms to crowdsourcing to gamification, we will review best practices for engaging stakeholders and touch on the business insights that user-driven data can deliver. Special focus will be placed on decisions around content development, business intelligence, crisis communications and brand management.

Michelle Erickson, Aman Singh, Susan Stevens, Matthew Yeomans

Session | Rm 102

Tonal Wood Scarcity: The Changing Sound of Music

A major impact of global forest loss is the decrease of tonal woods, needed to produce musical instruments. This panel discusses the politics behind Forest Stewardship Council-certified forests and how, on a micro-level, a lack of forest preservation affects our day-to-day lives, including the sound of music as we know it.

Danielle Azoulay, Jonny Dubowsky, Lisa Handy, Charlie Redden. Maxine Trump

Session | Rm 101

4:45pm-5:00pm

Engaging Nature Heals the Soul

Edward O. Wilson said that "life around us exceeds in complexity and beauty anything else humanity is ever likely to encounter." Connecting to this intricacy and wonder is at the heart of biophilic design. Incorporating human access to nature into our built environment will improve our health and happiness on a large scale.

Chris Garvin

Straight To The Point | Rm 106

5:05pm-5:20pm

Before They're Gone

Due to climate change, the National Parks will soon drastically change. Before They're Gone documents Michael Lanza's yearlong journey to introduce his children to the threatened landscapes. Featuring research, interviews, and personal anecdotes, Lanza goes beyond the usual environmental scare-tactics to examine complex ecological interactions and what these changes will mean to future visitors.

Michael Lanza

Straight To The Point | Rm 106

5:25pm-5:40pm

Promoting Leadership in Site Sustainability

In 2009, the Sustainable Sites Initiative (SITES) released the first voluntary, national rating system for sustainable land design and development. A sustainable site can provide essential services that actually improve environmental quality rather than simply minimizing the damage to natural systems. This presentation will provide an update on the revolutionary SITES pilot program.

Danielle Pieranunzi

Straight To The Point | Rm 106

6:00pm-7:30pm

Startup Showcase Awards Reception presented by Autodesk

Join us in celebrating the creativity and talent demonstrated by the SXSW Eco Startup Showcase semifinalists and finalists at the Startup Showcase Awards Reception presented by Autodesk. The entire conference is invited to attend this cocktail reception to find out

which company will be named the winner of the SXSW Eco Startup Showcase. Learn more about Autodesk here: autodesk.com/cleantech Startup Showcase | Grand Ballroom

FRIDAY OCTOBER 5

8:00am-4:00pm

Registration Hours

9:00am-12:00pm

i2i Awards

The i2i Awards is a global challenge program, seeking solutions with the greatest potential to benefit our planet and society in the areas of energy and environment. Don't miss this opportunity to see some of the most innovative and influential energy, environmental and water technologies as they take to the stage!

Matthew Laudon

i2i Awards | Salon A/B

10:00am-11:00am

A Secure Oasis in the Food Desert?

Food deserts, areas where healthy food is difficult to obtain, affect the entire community. Although this is one of the most critical issues facing America, a unified vision for fixing our food system has yet to emerge. Join social entrepreneur Fred Haberman to discuss how we can creatively increase community food security.

Fred Haberman

Straight To The Point | Rm 106

Behind E-Waste: The Good, Green & Shocking Truths

Many factors such as planned obsolescence, consumer trends and updated technology contribute to e-waste becoming one of the largest societal waste segments. Exactly how recyclable are our electronics, and what are the most responsible methods of disposal? Under discussion will be the industry's current strengths and faults per the honest perspective of the insiders.

Dag Adamson, Maia Corbitt, Clive Hess, Terry Levv

Session I Rm 105

Connecting the Next Two Billion People

As global population increases, so does the demand for Internet access and related technologies. Solutions usually focus on improving efficiency in developed economies, but the vast majority of growth is occurring in rural areas lacking the infrastructure to enable connectivity. How do we ensure scalable and sustainable solutions?

Lakshmi Mandyam, David Stephens, Dominic Vergine

Session I Rm 202

Food & Agriculture Meetup

The Food and Agriculture Meetup gathers industry experts and aficionados for dialogue and networking. From novice to professional, this event allows participants to meet other enthusiasts and share ideas about their distinct interests. Attendees at all levels of experience and passion are welcome to come and mingle!

Meetup | Rm 205

Freeing Ourselves from a High Carbon Future

Campaigns against coal, tar sands, arctic and deep-sea drilling and shale gas are all aimed at preventing long-term lock-in of a high-carbon future. They are highly targeted and locally focused. This session will connect the dots between these campaigns and explore whether together they are more than the sum of their parts.

Andrew Behar, Kevin Grandia, Sarah Hodgdon, Kelly Rigg

Session | Rm 104

Mainstream Green: From Niche to Normal

Why is there such a gap between mainstream consumers' stated intentions and their actions when it comes to living and shopping sustainably? OgilvyEarth presents fresh insight into the contributing factors behind the "green gap" and identifies a host of innovative methods we can utilize to close it for good.

Graceann Bennett

Solo I Rm 101

Solutions to the Texas Water Crisis

Texas faces its greatest water challenge since the historic drought of the 1950s, and the state population is expected to double within 50 years. There are options, however, that will save money and protect the environment. Our panel of conservation professionals and environmental experts will discuss the future of Texas, drop by precious drop.

Laura Huffman, Tom Mason, Andrew Sansom, Michael Webber

Session I Rm 102

The New Environmentalists

Time Magazine senior writer Bryan Walsh will host a conversation with a mix of old and new style environmentalists and look at what's coming next in terms of successful organizations and advocacy. We'll hear about fresh directions that illuminate the challenges of the establishment environmental NGOs and some of the new kinds of advocacy coming from unlikely suspects.

Bill McKibben, Ted Nordhaus, Larry Schweiger, Bryan Walsh

Distinguished Speaker | Rm 204

10:00am-10:15am

A Secure Oasis in the Food Desert?

Food deserts, areas where healthy food is difficult to obtain, affect the entire community. Although this is one of the most critical issues facing America, a unified vision for fixing our food system has yet to emerge. Join social entrepreneur Fred Haberman to discuss how we can creatively increase community food security.

Fred Haberman

Straight To The Point | Rm 106

10:20am-10:35am

Bus Roots

Bus Roots seeks to interject more green space into the urban realm through transforming the rooftops of regular buses into mobile gardens. Conceived as a NYU thesis project by Marco Castro, Bus Roots is an innovative method of reclaiming urban space with the potential to increase quality of life and generate a new travelino botanical history.

Marco Castro

Straight To The Point | Rm 106

10:40am-10:55am

The Rational Irrationality of Energy Efficiency

\$1.2 trillion of energy efficiency opportunity sits untapped, despite the availability of proven technologies and an enormous movement of companies, talent and resources lined up to pursue it. How could a market failure of such proportions persist? Join Anna Granade to discuss the mental biases and behavioral limitations that prevent rational decision-making about energy efficiency.

Hannah Granade

Straight To The Point | Rm 106

11:15am-12:15pm

Can Natural Gas Be Sustainable?

Increased natural gas production has made a remarkable impact on electricity generation, but its use is also controversial. Public concern is growing about the health and environmental impacts of drilling. Will cheap natural gas reduce demand for renewable energy? This panel explores how stronger standards and best practices can minimize impacts.

David Balackmon, Christopher Helman, Drew Nelson, George Peridas, Sister Elizabeth Riebschlaeger

Session | Rm 202

Demon Fish: Our Shark Obsession, and What it Means for the Sea

For thousands of years, humans have been fascinated by sharks. Technological advances are helping us understand these creatures, at the very moment when we risk losing sharks altogether. Join the Washington Post's Juliet Eilperin for a look at what this relationship means for sharks' survival, as well as for our own.

Juliet Eilperin

Distinguished Speaker | Rm 204

Forest Death and Climate Change: Yellowstone at Risk

Climate change has led to an explosion in the pine beetle population, precipitating the rapid die-off of whitebark pine, a tree essential to the survival of 190 species in Yellowstone. Discover what steps are being taken to restore this vital ecosystem through site readiness, disease-resistant trees, genetic conservation, and long-term evaluation and monitoring.

Scott Steen, Diana Tomback

Session | Rm 102

I Am Mission Zero

Changing a resource-intense company from wasteful to sustainable is not a series of simple steps but rather a fast-paced adventure. The innovative documentary film project IAm Mission Zero set out to research, record and share the journey of Interface, Inc's efforts to become an environmentally restorative manufacturer.

Erin Meezan. John Rooks

Dual I Rm 104

Organizational Innovation Inspired by Nature

The cutting edge of biomimicry can inform human behavior and organizational systems. Learn from leading field innovators about how to use nature's way of managing to build resilience, self-organization, cooperation and diversity into businesses. Leave with new understandings of potential pitfalls and concrete ideas for how to apply biomimicry to your organization.

Clay Langdon, Timothy Mcgee, Emily Sadigh, Julie Sammons, Kathy Zarsky

Session | Salon D/E

Risks and Rewards of More Texas Wind and Solar

Texas's population and economy continue to grow at some of the fastest rates across the country, and electricity supplies are stretched to the breaking point. Wind and solar power function as competitive hedges against rising fossil fuel prices. However, both also present unique advantages and challenges to utilities, power producers, grid operators and regulators.

Warren Lasher, Rolando Pablos, Tuan Pham Session | Rm 105

Symphony of the Soil

Symphony of the Soil is a unique experience exploring the conservation of soil with award winning filmmaker, Deborah Koons Garcia. Deborah graciously cut this documentary into segments, allowing us to preview the feature film. She will talk about the filmmaking process and discuss how the destruction of soil is affecting agriculture and the environment.

Deborah Koons Garcia

Solo I Rm 101

11:15am-11:30am

Being a Clean Tech Nation

How can the U.S. overcome current political stagnation and opposition to lead the critical clean-tech industries of this century? Clint Wilder, senior editor at top research and advisory firm Clean Edge, will offer practical, powerful, bipartisan steps that the nation can (and must) take to regain economic and environmental leadership.

Clint Wilder

Straight To The Point | Rm 106

11:35am-11:50am

Cleantech Entrepreneurs' Perspectives Beyond 2012

Learn from Rob Tompkins, director and cleantech Sector Lead with SVB Analytics, how the top startups and investors in the cleantech sector are adapting to the existing environment, the key challenges facing these companies, and some of the novel approaches being adopted by entrepreneurs to overcome them.

Rob Tompkins

Straight To The Point | Rm 106

11:55am-12:10pm

Introducing a New Species into the Dolomites: Green Companies

In less than two decades since reintroduction, brown bears have flourished in the Dolomite Mountains. Progetto Manifattura's "Green House" project aims to similarly cultivate the growth of a different species: cleantech companies. A repurposed 22-acre tobacco factory now houses a sustainable development innovation hub: production, research, training, higher learning and technical assistance.

Gianluca Salvatori

Straight To The Point | Rm 106

12:00pm-4:00pm

Eco Exhibition

The inaugural SXSW Eco Exhibition will show-case innovative universities and companies seeking to enhance the economy, environment and civil society through education and business solutions. All registrants are welcome to attend and meet the people behind these forward thinking organizations. To see the list of exhibiting companies, check here: http://sxsweco.com/attend/exhibitions/eco-exhibitors Exhibitions | 3rd Floor pre-function area

2:00pm-3:00pm

Annie Leonard Keynote: The Story of Change

The environmental movement has been trapped in the myth that the truth will set us free and that if more people knew about environmental problems, change would follow. In today's ecologically-stressed out world, most people know there's a problem. In this presentation, Annie will explore the barriers to change and how we can overcome them.

Annie Leonard

Keynote | Grand Ballroom

3:30pm-4:30pm

Adaptation and Resilience in Sustainability

Natural disasters affect regions regardless of level of wealth or preparedness. Mr. Lawrence works with AECOM's building engineers to investigate and research how buildings can be built to fail more gently. Better urban planning and engineering is key to obtaining long-term benefits for both the rich and poor of any community susceptible to crisis.

Garv Lawrence

Solo | Salon D/E

Emerging Technologies and the Future of Energy Production

The consumption of fossil fuels is unsustainable, and places both American and global prosperity at risk. The Advanced Research Projects Agency - Energy (ARPA-e) supports the development of transformational technologies that reduce America's dependence on current fuels. What are the emerging technologies that will radically transform and disrupt the way we use and produce energy?

Fric Toone

Distinguished Speaker | Rm 204

Farming the Future

The country is witnessing a paradigm shift in the farming industry as a new movement emerges of young farmers and greenhorns who desire to be proactive in the production of local food economies. This panel unites agricultural leaders to discuss the challenges and opportunities surrounding the future of food production.

Kitty Greenwald, Cornelia Hoskin, Brenton Johnson, Rob Spiro, Jerry Stone

Session I Rm 104

Digital Media & IT Meetup

The Digital and IT Meetup gathers industry experts and aficionados for dialogue and networking. From novice to professional, this event allows participants to meet other enthusiasts and share ideas about their distinct interests. Attendees at all levels of experience and passion are welcome to come and mingle!

Measure it, Improve it: Data for Better Cities

Recent years have seen a proliferation of available data about cities. And where data doesn't yet exist, crowd sourcing and mobile phone sensors provide new opportunities for data collection. This panel will discuss different examples of how data is being collected, analyzed and visualized for planning and designing sustainable cities.

Rob Goodspeed, Benjamin Lack, Jason Lally, Aaron Ogle

Session | Rm 105

Politicians and People: Partners in Change

In the US and around the world, the majority of the public care about global challenges to sustainability and security but are still unsure what can be done. Do institutions and individuals have the will to create the change needed? Panelists from all sides of the aisle come together to seek constructive consensus.

Alex Bozmoski, Sabrina Hersi Issa, Cara Pike, Jessy Tolken

Session | Salon A/B

Sustainable Fashion: From Visibility to Viability

The sustainable fashion industry has grown as eco-consciousness has increased. From innovative lines like Amour Vert to eco-fashion contributions from the Oscars and H6M, this is an important trend. Leaders from the eco-fashion world will discuss how a focus on sustainability is changing the garment industry for the better.

Samata Angel, Jeff Garner, Summer Rayne Oakes, Kavita Parmar, Erin Quinn

Session | Rm 101

3:30pm-3:45pm

Making Greenhouse Gases Visible

Human society is changing the planet's atmosphere, and the speed at which we're changing it is unprecedented. In this presentation Antony Turner, CEO of Carbon Visuals, will show how turning a mass of invisible gas into a scientifically accurate visual in a familiar landscape helps everyone relate to and "make sense" of the numbers.

Antony Turner

Straight To The Point | Rm 106

3:50pm-4:05pm

What Would it Take to End the Climate Wars?

The climate battle has expanded into a full-fledged war. What must occur in order to create peace? What might climate conflict resolution look like? How can opposing sides reach an agreement? Regarding the recent furor over the Heartland Institute's billboards, how far are we from an armistice?

Thomas Brookes

Straight To The Point | Rm 106

4:10pm-4:25pm

Sustainability as a National Strategic Imperative

Former Marine Colonel Mark Mykleby argues that we should focus less on military force and more on building social capital and developing sustainable practices. He will discuss how to build a system that allows us to adapt and evolve in a sustainable manner commensurate with our national values.

Mark Mykleby

Straight To The Point | Rm 106

4:45pm-5:45pm

Building Sustainable Cultures with Social Software

Faced with intense flux, today's global enterprise leaders must embrace change in order to succeed. Creating change from the center of an organization is incredibly difficult, and often occurs on the edges. Join this discussion by two global leaders in innovation - Nike and Method - who have embraced social technology to enable grassroots evolution.

Josh Handy, George Huff, James Parr

Session I Rm 10

Cleantech & Energy Meetup

The Cleantech Meetup gathers industry experts and aficionados for dialogue and networking. From novice to professional, this event allows participants to meet other enthusiasts and share ideas about their distinct interests. Attendees at all levels of experience and passion are welcome to come and mingle! Meetup | Rm 205

Mobile Processing: Responsible Meat from Farm or Field

This session joins professionals from the production and consumption side of this innovative method of meat processing to discuss the benefits and drawbacks of Mobile Processing Units. What are the practical and legal challenges to MPUs and how can they be addressed to best accomplish a sustainable local food system?

Loncito Cartwright, Sonya Coté, Chris Hughes, Judith Mcgeary, Tink Pinkard

Session I Rm 102

The End of the Golden Age of Automobiles?

We are living in a new Golden Age of cars, the most interesting vehicular period since the turn of the 20th Century. The question remains though: can these technologies ever rise to prominence? How long can automotive innovators continue this uphill battle against the internal combustion engine?

Danny Kim, Sheril Kirshenbaum, Jim Motavalli, Matthew Van Dusen

Session | Rm 101

The New Urban Model: City as Ecology

Cities across the globe are adopting standards and action plans to ensure a sustainable future, but we aren't yet thinking of the city as a system different than the individual parts that create it. Looking to nature as mentor, we can more effectively achieve a sustainable future, and restore our urban ecosystem to operational health.

Jace Deloney, Timothy Mcgee, Juan Rovalo, Josh Stack, Kathy Zarsky

Session I Rm 104

SXSW Eco Speakers 😂



Dag Adamson

CEO LifeSpan Technology

Dag Adamson founded LifeSpan Technology in 2002. Dag's background includes management positions at AT&T and AT&T Bell Labs, where he successfully launched Newton Online, one of the first internet-software companies specializing in data security. Dag holds an MBA from Boston College and a BS in Electrical Engineering from Worcester Polytechnic Institute.

Behind E-Waste: The Good, Green & Shocking Truths FRI, 10/5 10:00AM RM 105



Tamar Adler

Author Simon & Schuster

Tamar Adler is the author of An Everlasting Meal: Cooking with Economy and Grace. A former editor at Harper's Magazine, Tamar has cooked at Prune and Chez Panisse, and was the founding head chef of Farm 255. Her writing has appeared in Harper's, The New

York Times and the New Yorker. com, among other publications.

Responsible Cooking: Using Our Appetites to Eat Affordably, Responsibly, and Well THU, 10/4 10:00AM RM 204

Bookstore Signing THU, 10/4 11:30AM 3RD FLOOR PRE-FUNCTION AREA



Brentan Alexander

Founder energyfolks

Brentan Alexander (Ph.D. Mechanical Engineering, Stanford University, 2012; M.S MIT, 2008; B.S. MIT, 2007) is Founder and Director of Energyfolks, a nonprofit organization dedicated to connecting and empowering energy communities worldwide. Motivated by the success of his Stanford Energy Club, Dr. Alexander works to help energy technologies develop and thrive.

Student Powered Change: Energy Clubs as Catalysts WED, 10/3 2:00PM RM 102



Steve Amos

Executive Director Green Ribbon Schools

Social entrepreneur 30+ years experience in marketing, advertising, education and technology applications; "Shapers of the Future" by "Converge" magazine; received Gulf of Mexico Program's Gulf Guardian Award; serves on the SXSW Interactive advisory team and is an avid scuba diver. M.B.A. from Wake Forest University, BA from Florida State University.

Kids and Sustainability In An Urban World THU, 10/4 3:30PM RM 102



Samata Angel

Global Campaign Director Red Carpet Green Dress

Samata Angel is a British awardwinning fashion entrepreneur, published author, public speaker and designer. She is the Global Campaign Director for Red Carpet Green Dress, a sustainable design contest founded by Suzy Amos Cameron showcasing sustainable fashion on the red carpet at the Oscars every year.

Sustainable Fashion: From Visibility to Viability FRI, 10/5 3:30PM RM 101



Kyle Armbrester

President Glenelg Partners

Kyle Armbrester is the President and co-founder of Glenelg Partners, a firm focused on delivering professional services blended with technology products to help companies further their corporate reporting initiatives via a process called integrated reporting. Kyle holds an MBA from Harvard Business School, and an AB from Harvard College.

Corporations, Conservation and Big Cats: How Corporate Disclosure is Transforming Conservation Around the Globe WED, 10/3 2:00PM RM 105



Lucia Athens

CSO City of Austin

Lucia Athens, Chief Sustainability Officer for the City of Austin, is a licensed landscape architect as well as author of the book Building an Emerald City: A Guide to Creating Green Building Policies. She began her career in the early 1990's, working on the

development team for the City of Austin's Green Builder program.

Connecting the Dots in a Big Way @City of Austin WED, 10/3 11:15AM RM 106

Bookstore Signing THU, 10/4 10:00AM 3RD FLOOR PRE-FUNCTION AREA



Danielle Azoulay

Consultant

Danielle Azoulay, MA in Environmental Conservation Education from NYU, has spent her studies focusing on natural resource scarcity and its impacts on businesses. She consults with companies who depend on natural resources to help them identify related operational risks and strategize methods of mitigation. Visit her website for more: www. danielleazoulay.com

Tonal Wood Scarcity: The Changing Sound of Music THU, 10/4 4:45PM RM 101



Sarah Backhouse

Founder Future360

Sarah Backhouse is Founder of Future360.tv - a digital video platform showcasing cuttingedge clean technologies and innovative new business models. TV host, producer and sustainability expert, Sarah has lived in Sydney, London and Los Angeles, where she worked for an array of broadcasters including: CNBC, BBC, PBS, Fine Living, Discovery Channel and Planet Green. In 2011, she was host on Al Gore's 24 Hours of Reality.

Startup Showcase Semifinals THU, 10/4 9:00AM SALON A/B

The Future of Cleantech THU, 10/4 3:30PM SALON A/B

Startup Showcase Finals THU, 10/4 4:45PM SALON A/B



Kari Banta

Transportation Associate Sierra Club Lone Star Chapter

Kari Banta works for the Sierra Club in Texas on transportation issues aimed to increase transportation choices. Previously she worked in the private sector in transportation and comprehensive planning. She received her Master of Science from the Community and Regional Planning University of Texas at Austin.

Life in the Street: Reclaiming Public Space WED, 10/3 10:00AM RM 101



Zach Baumer

Climate Program Manager City of Austin

Zach Baumer manages the Austin Climate Protection Program in the City of Austin's Office of Sustainability where he oversees the implementation of climate change mitigation and adaptation strategies across the city. He holds an MBA from the Presidio Graduate School and undergraduate degrees in Chemistry and Chemical Engineering from Purdue University.

Resilient Cities, Resilient Communities THU, 10/4 4:45PM RM 104



Rob Bectel

Chief Technology Officer and Senior Policy Advisor US Department Of Energy

Robert Bectel serves as Chief Technology Officer and Senior Policy Advisor for EERE. Robert helps accelerate the commercialization of new energy solutions and seeks to establish a uniform, efficient, agile, and user-friendly IT infrastructure which facilitates the performance of every employee's work and the achievement of EERE's mission.

Big Data: Changing the Energy Efficiency Game WED, 10/3 10:00AM RM 105



Andrew Behar

CEO As You Sow

Andrew Behar is CEO of As You Sow. Founded in 1992, As You Sow promotes environmental and social corporate responsibility through shareholder advocacy, coalition building and innovative legal strategies. They're efforts create large-scale systemic change by establishing sustainable and equitable corporate practices based on increased corporate responsibility and reduced risk.

Freeing Ourselves from a High Carbon Future FRI, 10/5 10:00AM RM 104



Graceann Bennett

Managing Partner, Director of Strategic Planning Ogilvy & Mather

Graceann Bennett joined Ogilvy in 2006 to lead Chicago's strategic planning department and share leadership duties for the Ogilvy Chicago office. She leads the broader strategic community — encompassing consulting, analytics, digital strategy, and planning — across the PR. Activation, and

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Advertising divisions in Chicago. In addition, Graceann serves on Ogilvy's Global Planning Council.

Mainstream Green: From Niche to Normal FRI, 10/5 10:00AM RM 101



Steven Boyd

Technology Development Manager

US Department Of Energy

Steven Boyd is a Technology
Development Manager for the U.S.
Department of Energy's Office of
Energy Efficiency and Renewable
Energy. In his current position,
Steven manages R6D projects for
electric drive vehicle technologies
including capacitors, magnets,
inverters and electric motors.

EcoCAR2 THU, 10/4 3:30PM RM 105



Alex Bozmoski

Director of Strategy and Operations

Energy & Enterprise Initiative

Alex Bozmoski is director of strategy and operations at the Energy and Enterprise Initiative based at George Mason University. E&EI promotes free-enterprise, limited-

government solutions for energy and climate. Prior to E&EI, Alex worked on micro-energy projects in East Africa and was active in Republican politics.

Politicians and People: Partners in Change FRI, 10/5 3:30PM SALON A/B



Jean Brittingham

Founder and CEO SmartGirls Way

Jean Brittingham, founder of SmartGirls Way and Brittingham Partners began creating the content for SmartGirls to help rapidly scale the women's entrepreneurial movement that will form the critical base for the next economy. Jean has worked with a diverse client group that included Fortune 100 companies, innovative start-ups, local and national governments, and nongovernmental organizations.

The Innovation Economy WED, 10/3 2:00PM RM 204

Bookstore Signing THU, 10/4 12:00PM 3RD FLOOR PRE-FUNCTION AREA



Anna Brones

Marketing Manager and Food Editor

FcnSalon

Anna Brones is a food writer and digital communications professional. Currently she works as Marketing Manager and Food Editor at EcoSalon. She also pens the popular Foodie Underground column, looking at food trends and how we make the topic of food less elitist.

Food Anthropology WED, 10/3 10:00AM RM 203



Thomas Brookes

Director European Strategy Centre

Tom Brookes heads the European Climate Foundation's communications unit, which works to create political, media and public endorsement for strong action to address climate change at international, national and sectoral levels. Prior to joining the ECF, Tom was a journalist and moved into communications in the late 90s.

A Conversation with Mike Mann: Dispatches from the Front Line WED, 10/3 10:00AM RM 204

What Would it Take to End the Climate Wars? FRI, 10/5 3:50PM RM 106



Mose Buchele

Reporter KUT Radio 90.5 FM

Mose Buchele is the Austinbased broadcast reporter for StateImpact Texas, a reporting project of NPR and KUT 90.5. He has been on staff at KUT since 2009, where he covers energy and environmental issues. He holds masters degrees in Latin American Studies and Journalism from IIT Austin.

Habitat Credit Trading Markets Save Rare Species WED, 10/3 10:00AM RM 104



Peter Byck

Director and Producer Carbon Nation

Peter Byck, director of *Carbon Nation*, recently appeared on Real Time with Bill Maher and NPR's Science Friday. He has presented *Carbon Nation* at venues including the House of Commons, U.S. Embassies in London, Berlin and Vienna; Boeing, Nike, Google,

Microsoft, Shell, Walmart.com and many universities and community screenings worldwide.

Filmmakers Clean Energy Confab WED, 10/3 11:15AM RM 204



Marla Camp

Owner and Publisher Edible Austin

Marla Camp is publisher of Edible Austin, which is a recipient of the James Beard Foundation "2011 Publication of the Year" award and recognized as "a valuable resource for understanding the impact of regional food and agriculture." Camp is also a founding member of the Austin and Travis County Sustainable Food Policy Board.

Fighting Food Insecurity with Urban Agriculture in Austin WED, 10/3 10:00AM RM 103



Rosalind Campion

Counsellor for Global Issues British Embassy in Washington

Rosalind Campion was appointed Counselor for Global Issues at the British Embassy in Washington DC in 2011. Her team works on policy issues including trade, business, energy, the environment, science, innovation and transport.

Putting "Able" into Sustainable: What Works THU, 10/4 4:45PM SALON D/F



Casey Caplowe

Co-Founder and CCOGood

Casey Caplowe is a co-founder of 6000 and currently serves as its Chief Creative Officer and product lead. Casey has helped build and shape the look, feel and voice of the brand and its creations online, in print, video and live events. Under his direction, 6000's products have been widely recognized and acclaimed.

Building Value in the Age of Less THU, 10/4 3:30PM RM 101



Don Carr

Senior Communications and Policy Advisor
Environmental Working Group

Don Carr is the Senior Advisor at Environmental Working Group (EWG). He came to EWG from the Democratic National Committee, where he served as Communications Director in his home state of South Dakota. His

EWG policy and communications work focuses on agriculture, conservation and climate issues. Follow him on Twitter @DonEWG.

Good Food: Turning Popularity into Power THU, 10/4 10:00AM RM 102

David Carter

Attorney Arent Fox LLP

David Carter is a member of the Telecommunications Practice Group at the Washington, DC-based firm Arent Fox LLP, where he has a special focus on social entrepreneurship. David also serves as an Adjunct Professor for the Graduate Program in Social Entrepreneurship and Change at Pepperdine University.

Legal and Policy Issues for Social and Eco-Entrepreneurs THU, 10/4 10:00AM RM 202



Loncito Cartwright

Rancher

Twin Oaks Heritage Pork and Lonsito's Lamb

Loncito Cartwright is a sixth generation Texas rancher specializing in grass fed lamb and pastured heritage pork. His passion is taking animals from the pasture to the plate. A profitable operation incorporating respect for the land and animals is his goal. His message: think before you eat.

Mobile Processing: Responsible Meat from Farm or Field FRI, 10/5 4:45PM RM 102



Marco Castro

Artist and Designer
Bus Roots

Trained as an interactive designer at NYU Tish, Marco Castro is an artist and designer using art, technology and design to imagine playful experiments to explore healthier and sustainable lifestyles. His work often explores the sensorial intersection of nature, food and urbanscapes and interrogates how we can re-design our collective relationship to natural systems.

Bus Roots FRI, 10/5 10:20AM RM 106



Dan Cherian

General Manager of Sustainable Business & Innovation NIKE

Dan Cherian is General Manager of Nike's Sustainable Business Lab. Before Nike, Dan worked at Pfizer Inc, leading strategy for a global business unit. He has worked at the Boston Consulting Group, consulting many companies on strategy across a wide array of industries. He is a graduate of the

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Delhi School of Architecture and of the Massachusetts Institute of Technology.

Startups and Corporations: Bringing Clean Technology to Market WED, 10/3 10:00AM RM 102



Helen Clarkson

Director, Forum for the Future, USForum for the Future

Helen Clarkson leads Forum for the Future's work in the US. Their mission is to create a sustainable future through changing systems and helping organizations think strategically about the future to create change today. Previously Helen worked with Doctors without Borders in various countries including Sudan and the Democratic Republic of Congo.

Creating Significant Change at the System Level THU, 10/4 10:00AM RM 104

Futurescapes: Imagining the World of 2025 THU, 10/4 3:30PM SALON D/E



Kirk Coburn

Co-Founder & Managing Director SURGE Accelerator

Kirk Coburn is the founder and managing director of SURGE, a mentor-driven, seed accelerator solving the world's energy problems using software. He created and was CEO of Chief Outsiders (acq. 2010). Coburn also launched The PGA TOUR Network on SiriusXM (acq. by SIRI). Coburn received his MBA and BBA from UT at Austin.

Yin & Yang of Energy: Alternatives in a Traditional World WED, 10/3 11:15AM RM 104



Maia Corbitt

Executive DirectorState Of Texas Alliance For Recycling

Maia Corbitt is the Executive
Director of the State of Texas
Alliance for Recycling (STAR)
– a not for profit membership
organization whose mission is to
promote and enhance recycling
and waste diversion activities in
Texas. Prior to STAR, Maia worked
on waste minimization and
resource conservation programs

with the Lower Colorado River Authority (LCRA) and colonial waterbird research with the Texas Audubon Societv.

Behind E-Waste: The Good, Green & Shocking Truths FRI, 10/5 10:00AM RM 105



Sonya Coté

Executive Chef
The Hillside Farmacy

For Chef Sonya Coté, cooking is more than just putting food on a plate - it's about creating edible pieces of art, utilizing locally grown products for freshness and nutrition and educating future generations. This past Spring, the Les Dames d'Escoffier member opened The Hillside Farmacy, an artisanal eatery in East Austin. She will be launching a nonprofit called The Homegrown Revival at Eco 2012.

Mobile Processing: Responsible Meat from Farm or Field FRI, 10/5 4:45PM RM 102



Philippe Cousteau

Co-Founder Azure Worldwide

Explorer, social entrepreneur and environmental advocate,

Philippe Cousteau is the son of Jan and Philippe Cousteau Sr., and the grandson of Jacques-Yves Cousteau. Philippe continues his father's work through the environmental education nonprofit EarthEcho International. Philippe is co-founder of Azure Worldwide, a strategic environmental design, development and marketing company, and a special correspondent for CNN International.

Solutions and Action Through Innovation WED, 10/3 11:35AM RM 106

Bookstore Signing WED, 10/3 5:00PM 3RD FLOOR PRE-FUNCTION AREA

Global Water Games: The UVA Bay Game THU, 10/4 10:00AM RM 301

Global Water Games: The UVA Bay Game THU, 10/4 3:30PM RM 301



Trevor Crain

University of Washington

Trevor Crain is a Mechanical Engineering Master's student on the University of Washington's EcoCAR2 team. As the current Controls Lead, Trevor focuses on supervisory control of the diesel and electric propulsion systems. The team's fault-tolerant control scheme will be focused on minimizing emissions and fuel consumption while still maintaining driveability.

EcoCAR2 THU, 10/4 3:30PM RM 105



Terence Critchlow

Chief Scientist Pacific Northwest National Laboratory

After 10 years at LLNL, Dr. Terence Critchlow joined PNNL as chief scientist for the Scientific Data Management group in 2007. His research interests are in the areas of large-scale data management, analysis, integration and dissemination. Dr. Critchlow is a senior member of both the IEEE and the ACM.

Big Data: Changing the Energy Efficiency Game WED, 10/3 10:00AM RM 105



Jennifer Cutbill

Intern Architect DIALOG

Jennifer Cutbill is an intern architect at DIALOG. She is extremely interested in effectuating positive change by advancing the interconnected agendas of regenerative design and transdiscipllinary praxis. She believes architecture is simultaneously an act of creation and an act of agency; and that we need to be not only creative designers, but

adept 're-negotiators' in order to collaboratively regenerate everyday space.

Women Leaders in Sustainable Design THU, 10/4 11:15AM RM 104



Ernest Davis

Business Development and Licensing Manager Rice Alliance

Ernest Davis is manager, Business Development and Licensing, in Rice University's Office of Technology Transfer. Ernest was formerly COO of Widetronix, Inc., a Cornell University spinout. Before joining Widetronix, Ernest held positions as a senior technology manager and new product introduction manager at Cornell and IBM, respectively.

From Lab to Commercialization: A Path for Cleantech Startups WED, 10/3 11:15AM RM 101



Rob Day

Partner Black Coral Capital

Rob Day has been a cleantech private equity investor since 2004, and previously served as a director, observer and advisory board member to multiple energy tech companies. He is the Chairman of the Cleantech Open - Northeast Region, and co-founded the Renewable Energy Business Network. Rob also authored the website Cleantech Investing, which appears on GreentechMedia.com.

Startup Showcase Semifinals THU, 10/4 9:00AM SALON A/B

Startup Showcase Finals THU, 10/4 4:45PM SALON A/B



Penny De Los Santos

Photographer Penny De Los Santos

Penny De Los Santos is an awardwinning photographer who has spent the past several years photographing global food culture. A Senior Contributing Photographer for Saveur Magazine, she has been sent to over 35 countries on assignment. She is also a contributing photographer to National Geographic Magazine and has been featured in numerous national magazines.

Food Anthropology WED, 10/3 10:00AM RM 203



Jace Deloney

Digital Content Coordinator Invodo

Jace Deloney is a Central Austinite with experience in digital asset management, content management systems, process modeling and community organizing. He is passionate about local transportation, land use and open government initiatives. Jace is interested in the growing use of systems thinking in urban planning, information technology and biology.

The New Urban Model: City as Ecology FRI, 10/5 4:45PM RM 104



Michel Di Capua

Head of US AnalysisBloomberg New Energy Finance

Michel Di Capua is head of US analysis for Bloomberg New Energy Finance, where he oversees a team producing industry analysis on renewable energy, energy efficiency, and carbon markets. His previous experience includes strategy consulting and solar project development in India.

The Future of Cleantech THU, 10/4 3:30PM SALON A/B



Senator Byron Dorgan

Senior Policy Advisor Arent Fox LLP

U.S. Senator Byron L. Dorgan served as a Congressman and Senator for North Dakota for 30 years before retiring from the U.S. Senate in 2011. He is now active in his post-Senate life. He is a recognized leader in the fields of energy policy, economic issues, aviation policy, Indian issues, trade policy, health care and more. Senator Dorgan is the author of two books.

Senator Byron Dorgan and Jigar Shah Keynote THU. 10/4 2:00PM

GRAND BALLROOM

Bookstore Signing THU, 10/4 12:30PM 3RD FLOOR PRE-FUNCTION AREA



Aly Dossa

Partner Osha Liang LLP

Aly Z. Dossa is a patent attorney and a partner with Osha Liang, L.L.P., in Houston, Texas. Mr. Dossa's practice focuses on IP Strategy, U.S. and foreign patent prosecution, licensing, drafting and review of agreements, drafting opinions, and other

intellectual property work, with an emphasis on early-stage companies.

From Lab to Commercialization: A Path for Cleantech Startups WED, 10/3 11:15AM RM 101



Jonny Dubowsky

Executive Director

Jonny Dubowsky is the singer in the band Jonny Lives! and director of Rock n' Renew Foundation which is focused on solutions based wood utilization strategies within music and skate industries. Rock 'n Renew establishes restorative practices for forests and agriculture. Jonny Lives! has performed with artists such as Stevie Wonder and Meatloaf, and on national radio, Conan O'Brien and the CBS Early Show.

Tonal Wood Scarcity: The Changing Sound of Music THU, 10/4 4:45PM RM 101

Cary Dupuy

Natural Resource Policy Advisor

Texas Comptroller

Cary Dupuy serves as the natural resource policy advisor within the Texas Comptroller of Public Accounts. This division tracks, analyzes, and advises the Comptroller on state and federal natural resource, environmental, energy, and endangered species initiatives with the potential to

impact state revenues and the overall Texas economy.

Habitat Credit Trading Markets Save Rare Species WED, 10/3 10:00AM RM 104



Tabrez Ebrahim

Co-Founder NuMat Technologies Inc

Tabrez ("Tab") Ebrahim is a Co-Founder of NuMat
Technologies and a Northwestern
JD-MBA Candidate. He previously worked with cleantech startups at the Austin Technology
Incubator and with materials-based technologies in Eastman Kodak's R&D and corporate
VC groups. Tab graduated with degrees in Mechanical
Engineering from UT-Austin (B.S., High Honors) and Stanford (M.S.).

From Lab to Commercialization: A Path for Cleantech Startups WED, 10/3 11:15AM RM 101



Matt Eggers

Vice President, Operations Sunrun Inc.

Matt Eggers leads operations and software product management at Sunrun Inc. the nation's larg-

est residential solar company.
Before Sunrun, Matt led stack
operations, was product director
at Bloom Energy, and led the
commercial launch of Herceptin
Adjuvant for Genentech, a biotech
drug with over \$1 billion in sales.

Solar BigData: Finding Needles in a Solar Haystack WED, 10/3 11:15AM RM 105



Juliet Eilperin

National Environmental Reporter

The Washington Post

Juliet Eilperin has served as a Washington Post staff writer since 1998. As its national environmental reporter, she covers science, policy and politics. Ms. Eilperin has written two books, "Fight Club Politics: How Partisanship is Poisoning the House of Representatives," and "Demon Fish: Travels Through the Hidden World of Sharks."

Demon Fish: Our Shark Obsession, and What it Means for the Sea FRI, 10/5 11:15AM RM 204

Bookstore Signing FRI, 10/5 1:00PM 3RD FLOOR PRE-FUNCTION AREA



Stacy Eller

Director of North American Marketing Fundamentals BG Group

Dr. Stacy Eller is the director of North American Market Fundamentals at BG Group. Her team is responsible for providing an outlook on US energy markets in support of BG Group's numerous activities, including business development, exploration and production, and energy marketing. Stacy holds a PhD in economics from Rice University.

Yin & Yang of Energy: Alternatives in a Traditional World WED, 10/3 11:15AM RM 104



Michael Ellis

Principal
GreenOrder

Michael Ellis is a principal at GreenOrder and specializes in strategy, green marketing, and change management. He leads GreenOrder's work with General Electric, as a strategic advisor on the ongoing development of ecomagination. Michael previously worked at Katzenbach Partners, and graduated from Harvard Business School with an MBA.

Why Should I? Approaches to Drive Behavior Change THU, 10/4 11:15AM RM 102



Michelle Erickson

Principal Erickson Strategies

Michelle Erickson is Principal of Erickson Strategies, a boutique consultancy delivering leading-edge solutions in program design, training, and communications. A founding member of Climate Interactive and the architect of Citi's award-winning Sustainable IT program, Dr. Erickson specializes in sustainability at the intersection of social media, technology and innovation.

Sustainability Gets Social THU, 10/4 4:45PM RM 102



Edgar Farrera

Director of Sustainability Circuit of The Americas/US F1 Grand Prix

Edgar Farrera oversees sustainability initiatives and environmental stewardship at the Circuit of The Americas. He is a licensed architect and a LEED accredited professional, experienced in planning, managing and implementing strategies for sustainability at large, complex and high-profile projects. Edgar is the former director of Sustainable Design at Marmon Mok Architecture and is a current USGBC Central Texas board member.

Accelerating Environmental Performance in Motorsports WED, 10/3 10:00AM RM 106



Maria Finn

AuthorThe Whole Fish

Maria Finn is author of, The Whole Fish, How Adventurous Eating Can Improve Your Sex Life and Help Save the Ocean, and is completing the novel, Sea Legs & Fish Nets, about a female fishing crew. It was a 2012 finalist for the Pen/Bellwether Prize.

Hacking the Ocean's Food Supply Chain: Technology, Transparency, and Seafood

WED, 10/3 2:00PM RM 203

Bookstore Signing THU, 10/4 11:15AM 3RD FLOOR PRE-FUNCTION AREA

Gloria Flora

Executive Director Sustainable Obtainable Solutions

Gloria Flora, director of Sustainable Obtainable Solutions, promotes public land sustainability and strengthening our relationships to landscapes, emphasizing conservation strategies, climate change solutions and biochar innovation. A former National Forest supervisor, she served 23 years with the U.S. Forest Service. She's garnered many awards for leadership, innovation and environmental stewardship.

What's Good for Your Health is Good for the Planet THU, 10/4 10:00AM RM 105



Erin Flynn

Co-Founder New Farm Institute

Descended from five generations of Texas farmers, Erin Flynn is co-founder of Green Gate Farms, a diversified, certified organic community-based farm in East Austin and New Farm Institute, which advances on-farm education. Erin serves on Slow Food Austin's Board and Austin's Sustainable Food Policy Board.

Good Food: Turning Popularity into Power THU, 10/4 10:00AM RM 102

SXSW Eco Speakers 😂



Glenn Foore

Farmer Springdale Farm

Glenn Foore graduated with a degree in Horticulture from Texas A6M University. In 1985, he started Texas Trees and Landscapes, a landscape and maintenance company. In 2009, he, with his wife Paula, began Springdale Farm. They now provide fresh produce to local restaurants and work within the community espousing education and interest in sustainable, healthy food.

Fighting Food Insecurity with Urban Agriculture in Austin WED, 10/3 10:00AM RM 103



Ben Foster

Vice President, Product Management & User Experience Opower

Ben is responsible for Opower's entire product suite and has previously led dozens of consumer-oriented product development initiatives at eBay, Adchemy and Webvan. As a thought leader, he has been awarded 9 patents and maintains a blog, pmrant.com.

Ben holds a B.A. in Statistics from UC Berkelev.

Why Should I? Approaches to Drive Behavior Change THU, 10/4 11:15AM RM 102

Making Energy Sexy THU, 10/4 3:30PM RM 106



Bryan Fox

Creative Director

Bryan Fox is a pro snowboarder and creative director for Drink Water. He enjoys snowboarding, skateboarding, surfing, building things and sleeping outside. He lives a transient life.

Drink Water THU, 10/4 4:45PM RM 105



Stephen Fox

Managing Partner Drink Water

Stephen Fox serves as managing partner of DRINK WATER. With professional experience developing business in brand design, creative services, consulting, and regional aviation, Stephen began

his career at the U.S. Agency for International Development. Stephen serves on the City of Portland, Oregon's Small Business Advisory Council, and, drinks water.

Drink Water THU, 10/4 4:45PM RM 105



Eric Corey Freed

Founding Principal organicARCHITECT

Eric Corey Freed, LEED AP, Hon. FIGP, is Principal of organicAR-CHITECT. Eric is the author of four books, including *Green Building & Remodeling for Dummies*, a bestseller. Eric is considered a leader in the field; in 2012, he was named one of the 25 "Best Green Architecture Firms" in the US, and one of the "Top 10 Most Influential Green Architects."

Dodo-Sapiens: The Need for Living, Bio-based Buildings WED, 10/3 10:40AM RM 106

Bookstore Signing WED, 10/3 4:30PM 3RD FLOOR PRE-FUNCTION AREA



Jeff Garner

Designer India Records

Romantic visual artist, pioneer and unconventional designer, Jeff Garner and his sustainable, organic label Prophetik are on a path of transformation, leading the evolution of fashion and changing our perception of luxury. Garner has also worked as a costume designer for Miley Cyrus, Jonas Brothers, Kings of Leon, and Barry Manilow.

Sustainable Fashion: From Visibility to Viability FRI, 10/5 3:30PM RM 101



Chris Garvin

Partner Terrapin Bright Green

Chris Garvin serves as a managing partner for the green building think tank Terrapin Bright Green, while also advising many projects for CookFox Architects as a Senior Associate. His interests include low carbon economy, zero energy communities, industrial ecosys-

tems, biomimicry and biophilia. He lectures and advises many organizations.

Engaging Nature Heals the Soul THU, 10/4 4:45PM RM 106



Maria Elena Giner

General Manager BECC

Maria Elena Giner was named general manager of the Border Environment Cooperation Commission in October 2010. A registered engineer, she has more than 20 years of experience in the water, wastewater, and solid waste fields. She was born in Los Angeles and raised in the Ciudad Juarez/El Paso area.

Energy Challenges on the U.S.-Mexico Border THU, 10/4 10:00AM SALON D/E



Tom Goddette

EcoCAR

Tom Goddette is a graduate student at Mississippi State working towards a Masters Degree in Mechanical Engineering. He received his undergraduate degree in Mechanical Engineering from Mississippi State in May of 2011. Tom has worked on the EcoCAR team the past four years. He participates as part of the Electrical Group where he specializes in battery integration.

EcoCAR2 THU, 10/4 3:30PM RM 105



Rob Goodspeed

PhD Researcher

Rob Goodspeed is a doctoral candidate at the MIT Department of Urban Studies and Planning and a research analyst at the Boston Metropolitan Area Planning Council. His dissertation research investigates social learning and participatory Geographic Information Systems; other research projects have focused on urban data infrastructures, open data and crowdsourcing.

Measure it, Improve it: Data for Better Cities FRI, 10/5 3:30PM RM 105



Dave Graham

Partner Greenstart

Dave Graham is a founding partner at Greenstart. Previously, Dave spent a decade starting, building and investing in technology startups as managing partner at ArizonaBay Technology Ventures. Dave is a board member at CloudSponge, TrustMe, and UberGateway. He also serves as an expert Applicant reviewer for the Department of Energy's Sunshot Incubator Program.

Funding Your Eco Venture: Secrets of Top Investors WED, 10/3 2:00PM RM 104



Hannah Granade

President Advantix Systems

Hannah Granade is president of Advantix Systems, manufacturer of salt water-based energy efficient air conditioning technology. She is one of Fast Company's "Most Creative People in Business." She was a partner at McKinsey and lead author of the influential report that quantified \$1.2 trillion in potential savings through energy efficiency.

The Rational Irrationality of Energy Efficiency FRI, 10/5 10:40AM RM 106

Kevin Grandia

Online Strategy Director Greenpeace USA

Kevin Grandia is the Director of Online Strategy for Greenpeace USA where he oversees a team responsible email marketing, online fundraising, social media marketing, blogging, web design and online advocacy and campaigning. He is a regular

contributor on Huffington Post and other media outlets such as the Guardian Online.

Freeing Ourselves from a High Carbon Future FRI, 10/5 10:00AM RM 104



Dr. Alan Greene

Founder/CEO DrGreene.com

Dr. Greene is the chief medical officer of A.D.A.M., the founder and CEO of DrGreene.com, and the pediatric expert for AmericanBaby.com. He is on the Clinical Faculty at Stanford University School of Medicine, and has been recognized by Advance for Health Information Executives as one of the top 25 most influential forces in healthcare IT. He is an author, medical expert, and a media personality.

Toxic Chemicals Are Already the Next "Big" Issue THU, 10/4 3:30PM RM 104

Bookstore Signing THU, 10/4 5:00PM 3RD FLOOR PRE-FUNCTION AREA

SXSW Eco Speakers



Kitty Greenwald

WriterThe Wall Street Journal

Kitty Greenwald writes Wall Street Journal's "Slow Food Fast" column. She has cooked professionally in France, Italy, Portugal and California. Honored in RISD's Presidential Dinner Series, "Creative Connoisseurs," her work has been featured in The Wall Street Journal, New York Times and on the Cooking Channel.

Food Anthropology WED, 10/3 10:00AM RM 203

Farming the Future FRI, 10/5 3:30PM RM 104



Katherine Gregor

Office of Sustainability Communications City of Austin

Katherine Gregor handles strategic communications for the Office of Sustainability, City of Austin, and its climate program. She serves on the Board of Directors of the Congress for The New Urbanism-Central Texas. She has 30 years of experience as a communications professional and a journalist.

New Urbanism: Why Reshaping Cities is Green THU, 10/4 10:00AM RM 101



Amado Guloy

Patent Engineer Osha Liang LLP

Amado Guloy is a patent engineer at Osha Liang and his practice focuses on US and foreign patent prosecution in chemistry and materials science. Prior, he was a Link Energy Graduate Fellow with over eight years of research experience in clean energy technologies such as photovoltaics, SOFCs, batteries, and thermoelectrics.

From Lab to Commercialization: A Path for Cleantech Startups WED, 10/3 11:15AM RM 101



Marce Gutiérrez

Founder and Executive Director Azul

Marce Gutiérrez founded Azul to empower Latino ocean conservation leadership. She helped design a network of marine protected areas in California and a sustainability certification framework for California fisheries. Previously, Marce worked as an operations manager in the aquaculture field. In a [sea]shell: She used to sell fish, now she saves them!

Hacking the Ocean's Food Supply Chain: Technology, Transparency, and Seafood WED, 10/3 2:00PM RM 203



Fred Haberman

Co-founder and CEO Modern Story Tellers

Fred Haberman tells the stories of pioneering companies and nonprofit organizations like Volvo, Annie's and Organic Valley in order to inspire engagement and drive positive social change. Fred is also cofounder of an aquaponics farm and is working to tackle food insecurity

in the United States. Fred's marketing agency Haberman also enjoys its own yeggie garden.

A Secure Oasis in the Food Desert? FRI, 10/5 10:00AM RM 106



Josh Handy

Vice President, Industrial Design & Innovation Method

Josh Handy heads up Industrial Design and Innovation at cleaning products company Method in San Francisco. He has a degree in mechanical engineering and a masters in industrial design and am MBA in design management, but don't let all that fool you. He's no overeducated-design-geek-weirdo... he's a Kiwi.

Building Sustainable Cultures with Social Software FRI, 10/5 4:45PM RM 105

Lisa Handy

Senior Policy Advisor Environmental Investigation Agency

Lisa Handy is senior policy advisor at the Environmental Investigation Agency, where she focuses on forest conservation issues. Previously she served in senior positions at Conservation International and at the Department of Commerce. She holds a Masters Degree from Johns Hopkins University and

an undergraduate degree from Brown University.

Tonal Wood Scarcity: The Changing Sound of Music THU, 10/4 4:45PM RM 101



Ned Harvey
COO
Rocky Mountain Institute

Ned Harvey is the Program
Director for the Solar Market
Transformation Program and
Chief Operating Officer at Rocky
Mountain Institute. RMI is a nonprofit "think and do" tank based
in Colorado with a 30 year legacy
in working with industry, government and other market leaders to
drive the efficient and restorative
use of resources.

Big Data: Changing the Energy Efficiency Game WED, 10/3 10:00AM RM 105



Bert Haskell
Technology Director
Pecan Street Inc

Bert Haskell is technology director of Pecan Street Project Inc.
After being assigned to the MCC

Consortium by Eastman Kodak, Mr. Haskell rose to the position of MCC's VP of Portable Electronics Product Research. In addition he has held product development, product marketing and advisory roles at a number of start-up companies. Prior to joining Pecan Street Project, he was director of product development for Heliavolt.

How 'Big Data' Fits into the Smart Grid Evolution WED, 10/3 2:00PM RM 103



Christopher Helman

Associate Editor Forbes

Christopher Helman is the Southwest correspondent for Forbes Magazine. Since 2004 he has been based in Houston, focusing on the energy industry and the tycoons who control it. He has written cover stories on Shell, Chevron, Saudi Aramco, Chesapeake Energy, ExxonMobil, and dozens of articles on the global impact of the shale gas boom.

Can Natural Gas Be Sustainable? FRI, 10/5 11:15AM RM 202



Yianice Hernandez

Deputy Director, Green Communities

Enterprise Community
Partners Inc

As Deputy Director of Enterprise Green Communities, Yianice Hernandez oversees comprehensive research and evaluation efforts to demonstrate the economic, environmental and health-benefits of green affordable housing. Yianice has a Bachelor's degree in Sociology from Pace University and a Master's in Nonprofit Administration from the University of Notre Dame.

Conservation in Affordable Housing Communities THU, 10/4 11:15AM RM 105



Sabrina Hersi Issa

Digital Director Be Bold Media

Sabrina Hersi Issa is the digital director of Be Bold Media and the co-founder of EndFamine.com. Previously, she was a program advisor at Afghans for Civil Society and worked for National Public Radio and Oxfam America. Sabrina is a Truman National Security Partner, a board member

for The African Future and an adviser to Digital Democracy.

Politicians and People: Partners in Change FRI, 10/5 3:30PM SALON A/B



Clive Hess

President CompuCvcle

Clive Hess, president of CompuCycle, Houston's first R2 Certified electronic recycling facility, has over ten years of experience in the computer refurbishing industry. He leads the strategic alliance between CompuCycle and Houston-Galveston Area Council (HGAC) for electronic recycling and serves on the Board of the State of Texas Alliance for Recycling and the Gulf Coast Recycling Council.

Behind E-Waste: The Good, Green & Shocking Truths FRI, 10/5 10:00AM RM 105



Andrea Heydlauff

Vice President Panthera

Andrea Heydlauff serves as vice president of Panthera, a big cat conservation organization, where

she focuses on communications, media and outreach. She holds a Masters degree in Wildlife Biology, is a filmmaker and served as the Tiger Program Coordinator for the Wildlife Conservation Society.

Corporations, Conservation and Big Cats: How Corporate Disclosure is Transforming Conservation Around the Globe WED, 10/3 2:00PM RM 105



Sarah Hodgdon

Director of Conservation Sierra Club

As an executive at Sierra Club, Sarah Hodgon is charged with overseeing the organization's advocacy efforts. Sarah helps guide the talented Sierra Club staff and 1.4 million members and supporters as they strive to protect beautiful places and to safeguard our water and air by moving the nation toward clean energy.

Freeing Ourselves from a High Carbon Future FRI, 10/5 10:00AM RM 104



Dr. Deanna M. Hoelscher

Director and Professor in Health Promotion

The University of Texas School of Public Health Austin Regional Campus Michael & Susan Dell Center for Healthy Living

Deanna Hoelscher is a native Texan who has been recognized by statewide, national and international organizations for her expertise in nutrition and physical activity research. Her research interests are in the design, implementation, and evaluation of programs, policies and measurement tools related to child nutrition and physical activity.

What's Good for Your Health is Good for the Planet THU, 10/4 10:00AM RM 105



Lance Hosey

CSO RTKL

Lance Hosey is Chief Sustainability Officer with the global architecture leader RTKL. His new book, *The Shape of Green*: Aesthetics, Ecology, and Design, studies the relationships between sustainability and beauty. Thought leader John Elkington has called Lance "an inspirational guide to a future we can't wait to embrace."

Lance Hosey Keynote: Beauty, Ecology and Design WED, 10/3 4:00PM GRAND BALLROOM

Bookstore Signing WED, 10/3 5:30PM 3RD FLOOR PRE-FUNCTION AREA

Women Leaders in Sustainable Design

THU, 10/4 11:15AM RM 104



Cornelia Hoskin

HOMEGROWN Shepherdess Farm Aid and HOMEGROWN.org

Cornelia Hoskin is the HOMEGROWN Shepherdess at Farm Aid, which means she is inspired every day by the incredible folks at HOMEGROWN.org. Cornelia works to ensure that the HOMEGROWN site and events are fund and engaging, while providing honest and practical agrarian skills for do-it-yourselfers of all kinds.

Farming the Future FRI, 10/5 3:30PM RM 104



Joshua Houdek

Land Use & Transportation Program Manager Sierra Club

Based in Minneapolis, Joshua Houdek manages Minnesota's land use and transportation campaign that serves as a model for Sierra Club Green Transportation efforts nationwide. He works with stakeholders and decision makers to successfully implement Complete Streets. Joshua is a year-round bike commuter in one of the best bicycling cities in America.

Life in the Street: Reclaiming Public Space WED, 10/3 10:00AM RM 101



Matt Howard

Environmental Sustainability Director

City of Milwaukee

Matt Howard was appointed City of Milwaukee Environmental Sustainability Director in 2010. Matt has attracted \$40 million in private capital for the City's residential, commercial and industrial sustainability programs. He has worked on manufacturing competitiveness and sustainability

issues since starting at the U.S. Department of Commerce in 1998.

Rust Belt to Fresh Coast: Milwaukee's Quiet Revolt THU, 10/4 11:15AM RM 101



George Huff

CEO Opal

As founder and CEO of Opal Labs, George Huff provides teams within organizations like Nike and Method with digital tools to help cultivate lean-forward cultures of sustainability. He is also at the helm of We the Media, a digital design studio with clients like Nike, Mercedes and Beats by Dre.

Building Sustainable Cultures with Social Software FRI, 10/5 4:45PM RM 105



Laura Huffman

Texas State Director The Nature Conservancy

Laura Huffman is one of the Nature Conservancy's most trusted national voices. With over 20 years of public policy experience, during her tenure the Conservancy has safeguarded important habitats for some of Texas' most threatened species, led efforts in the Texas legislature to protect freshwater resources and is a leader in restoration efforts in the Gulf of Mexico.

Solutions to the Texas Water Crisis FRI, 10/5 10:00AM RM 102



Chris Hughes

Owner Broken Arrow Ranch

Chris Hughes is the 2nd generation owner of Broken Arrow Ranch, which field-harvests wild deer, antelope and boar under government inspection for commercial meat sales. Broken Arrow Ranch pioneered mobile processing techniques to humanely harvest these animals with minimal stress.

Mobile Processing: Responsible Meat from Farm or Field FRI, 10/5 4:45PM RM 102



Andy Igrejas

National Campaign Director Safer Chemicals Healthy Families

Andy Igrejas is the campaign director for Safer Chemicals, Healthy Families, a coalition of over 440 organizations and businesses dedicated to protecting American families from toxic chemicals. Prior to working for the campaign, Igrejas headed the Environmental Health Program at the National Environmental Trust where he helped put chemical policy reform on the national agenda.

Toxic Chemicals Are Already the Next "Big" Issue THU, 10/4 3:30PM RM 104



Clark Jernigan

Venture Partner Austin Ventures

Clark Jernigan, venture partner, joined Austin Ventures in 2001 and focuses on hardware, clean tech and technology services investing. Previously, he spent four years with Cirrus Logic, and 12 years in product development engineering at AMD. Clark holds an MBA from the Kellogg Graduate School of Management at Northwestern, an MS in Electrical Engineering from Rice and a BS in Electrical Engineering from Texas ABM.

Startup Showcase Semifinals THU, 10/4 9:00AM SALON A/R

Startup Showcase Finals THU, 10/4 4:45PM SALON A/R



Brenton Johnson

Owner

Johnson's Backvard Garden

Brenton Johnson is founder of Johnson's Backyard Garden. The farm began in a 30'x50' backyard garden east of downtown Austin in 2004. The farm has grown to over 200 acres providing healthy, local, organically grown vegetables to the Austin community through its large Community Supported Agriculture program, sales to local organic grocers, top Austin restaurants, several nonprofit organizations and farmers markets all over town.

Farming the Future FRI, 10/5 3:30PM RM 104



David Jurca

Senior Urban Designer Kent State University Cleveland Urban Design Collaborative

David Jurca is senior urban designer at the Kent State University Cleveland Urban Design Collaborative (CUDC). He teaches in the graduate urban design program at the CUDC, as well as Case Western Reserve University as a part-time lecturer in the SAGES program.

Life in the Street: Reclaiming Public Space WED, 10/3 10:00AM RM 101



Ian Kalin
Director, Energy Data

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Initiative
US Department Of Energy

Ian Kalin is passionate about empowering others with data. Ian joined a rising company called PowerAdvocate and helped expand its product offerings to include "Big Data" market-intelligence solutions and power plant

construction support. Today, Ian leads the Energy Data Initiative for the Department of Energy. In this role, Ian seeks to liberate data as a fuel for innovation and entrepreneurship while rigorously protecting privacy.

How 'Big Data' Fits into the Smart Grid Evolution WED, 10/3 2:00PM RM 103



Michelle Kaufmann

Architect
Michelle Kaufmann Studio

Michelle Kaufmann is an acclaimed architect and advocate for smarter ways to design and build. She has won many design awards including TOP FIRM AWARD by Residential Architect and named "Green Advocate of the Year" by NAHB. She has been featured in numerous publications including TIME, NYTimes, Smithsonian magazine, WSA Today, and on the Sundance and Discovery channels.

Women Leaders in Sustainable Design THU. 10/4 11:15AM

THU, 10/4 11:15AN RM 104



JD Kemp

Founder and President CropCircle Kitchen and Organic Renaissance Food Exchange

JD Kemp is Founder of OR FoodEx, www.orfoodex.com, a social venture based in Boston that is pioneering a solution to the vexing problem of how to efficiently and affordably get farm-fresh deliciousness from the field, pasture or ocean into kitchens without an army of farmers driving all over the foodshed.

Mix Parts, Stir Well: Tech Soup for Food Economies WED, 10/3 11:15AM RM 102



Danny Kim

Founder, President and CTO Lit Motors

Danny Kim (Reed, UC Berkeley, RISD) makes things: musical instruments, eyeglasses, Land Rovers, bicycles, surfboards, apparel and more. This DIY attitude led Danny to found Lit Motors, where he serves as President and CTO. He and his

team are revolutionizing personal transportation with their selfbalancing two-wheeled commuter vehicle, the C-1.

The End of the Golden Age of Automobiles? FRI, 10/5 4:45PM RM 101



Sheril Kirshenbaum

UT Energy Poll Director The University of Texas at Austin

Sheril Kirshenbaum is director of the Energy Poll at the University of Texas at Austin. She is the author of two books and works to enhance public understanding of energy issues and improve communication between scientists, policymakers and the public.

Bookstore Signing FRI, 10/5 3:30PM 3RD FLOOR PRE-FUNCTION AREA

The End of the Golden Age of Automobiles? FRI, 10/5 4:45PM RM 101



Kim Knowlton

Senior Scientist

Kim Knowlton, DrPH, is senior scientist with Natural Resources Defense Council's Health and Environment program, co-deputy director of NRDC's Science Center, and assistant clinical professor at the Mailman School of Public Health, Columbia University. Climate change hurts people's health. Kim shares information about climate-health effects and advocates for stronger climate-health preparedness plans and limiting carbon pollution.

The Science Communicators WED, 10/3 11:15AM RM 203



Jeff Kolesky

Chief Software Architect Opower

Jeff Kolesky is Opower's chief software architect, leading the design of Opower's energy information platform. As the founding engineer, Jeff built Opower's innovative data analytics and report generation system which led to one terawatt hour of energy

savings in only four years. Jeff has spent his entire career working with start-ups.

Big Data: Changing the Energy Efficiency Game WED, 10/3 10:00AM RM 105



Deborah Koons Garcia

Filmmaker Lily Films

Deborah Koons Garcia's film *The Future of Food* premiered at Film Forum in 2005 and continues to play widely all over the world. As the first film to deal with food systems, it helped launch the food movement. Her film *Symphony of the Soil* premiered at the Smithsonian in March.

Symphony of the Soil FRI, 10/5 11:15AM RM 101



Robin Krieglstein

Senior Producer Badgeville

Robin Krieglstein has been passionate about the intersection of behavioral psychology and technology for 20 years as a designer, developer and consultant. He is a member of the Stanford Persuasive Technology Lab with Dr. BJ Fogg. He founded the Design Group at LeapFrog and he founded GoalTribe.com, the gamified goal achievement social network.

Why Should I? Approaches to Drive Behavior Change THU, 10/4 11:15AM RM 102



Micki Krimmel

CEO

Favortree

Micki Krimmel is the co-founder and CEO of Favortree, a mobile Play it Forward favor-trading game that helps neighbors help each other by sharing goods and services. She is also the co-founder of a shared workspace located in the Arts District in downtown LA called The Idyllic Nerd Commune and the co-founder of LA Startup Club.

Building Value in the Age of Less THU, 10/4 3:30PM RM 101



Riggs Kubiak

CFO

Honest Buildings Inc

Riggs Kubiak is co-founder and CEO of HonestBuildings.com – the fastest growing real estate network connecting professionals to new business opportunities and information for over 700,000 buildings and counting. By connecting professionals to each other and providing transparent building information, HonestBuildings.com is catalyzing transactions and accelerating demand for high-performance buildings worldwide.

Walls Can Talk: The Web Transforms Real Estate THU, 10/4 11:35AM RM 106



Benjamin Lack

Chief Conversationalist The Daily Energy Report

Ben Lack is the chief conversationalist of The Daily Energy Report (DER), an online publication that covers energy efficiency, renewable energy and sustainability. Prior to starting DER in 2009, Ben helped start Current Energy, a company that helped businesses and homeowners become energy efficient. The company was home to the World's First Energy Efficiency Store.

Measure it, Improve it: Data for Better Cities FRI, 10/5 3:30PM RM 105



Osprey Orielle Lake

President Women's Earth & Climate Caucus

Osprey Orielle Lake, MA, is the founder and president of the Women's Earth and Climate Caucus. She is an international advocate for the Global Alliance for the Rights of Nature. Her book, Uprisings for the Earth: Reconnecting Culture with Nature won a 2011 Nautilus Book Award.

What's Good for Your Health is Good for the Planet THU, 10/4 10:00AM RM 105

Bookstore Signing THU, 10/4 3:00PM 3RD FLOOR PRE-FUNCTION AREA



Jason Lally

Director of the Decision Lab PlaceMatters

Jason Lally is the director of the Decision Lab at PlaceMatters and is devoted to helping communities make better decisions through various tools and techniques. He is an urban planner and technologist that splits his time between finding missing semi-

colons and thinking big about cities, planning and data.

Measure it, Improve it: Data for Better Cities FRI, 10/5 3:30PM RM 105



Clay Langdon

Strategic Director McGarrah Jessee

Clay Langdon is quick to see patterns and opportunities, and has borrowed extensively from Biomimicry throughout his career (though unconsciously) to design research, plan media connections and develop processes for creative and brand innovation. Clay is strategic director at McGarrah Jessee.

Organizational Innovation Inspired by Nature FRI, 10/5 11:15AM SALON D/E



Michael Lanza

Writer and Editor Backpacker Magazine/ TheBigOutside.com

Michael Lanza is the Northwest editor of Backpacker Magazine, creator of TheBigOutside.com and author of *Before They're Gone–A* Family's Year-Long Quest to Explore America's Most Endangered National Parks, which chronicles his wilderness adventures with his wife, young son and daughter in National Parks threatened by climate change.

Before They're Gone THU, 10/4 5:05PM RM 106

Bookstore Signing THU, 10/4 5:30PM 3RD FLOOR PRE-FUNCTION AREA



Anna Lappé

Author Small Planet Institute

For more than a decade, Anna Lappé has been a vocal advocate for fairly made, sustainable, and healthy food. A national bestselling author, Lappé cofounded the Small Planet Institute and the Small Planet Fund, and directs the Real Food Media Project. She lives in Brooklyn with her husband and daughters.

Bookstore Signing THU, 10/4 2:00PM 3RD FLOOR PRE-FUNCTION AREA

Anna Lappé - Plenty for the Planet: Sustainable Food and a Well-Fed World THU, 10/4 3:30PM RM 204



Warren Lasher

Director of System Planning FRCOT

As Director of System Planning for the Electricity Reliability Council of Texas (ERCOT), Warren Lasher is responsible for transmission planning studies, load forecasting and resource adequacy analyses. He has also led several renewable generation integration studies. Warren has a Bachelor's degree in Mathematics and graduate degrees in Environmental Management and Computer Science.

Risks and Rewards of More Texas Wind and Solar FRI, 10/5 11:15AM RM 105



Gary Lawrence

Vice President and Chief Sustainability Officer AECOM

Gary Lawrence is vice president and chief sustainability officer for AECOM Technology Corporation (NYSE: ACM). Mr. Lawrence leads AECOM's sustainability efforts by managing AECOM's extensive resources and skills in sustainability for projects across the

enterprise. He is also an AECOM spokesperson and thought leader on sustainability issues.

Adaptation and Resilience in Sustainability FRI, 10/5 3:30PM SALON D/F

Lee Leffingwell

Mayor City of Austin

Putting "Able" into Sustainable: What Works THU, 10/4 4:45PM SALON D/E



Mike Legatt Principal Human Factors Engineer ERCOT

Mike Legatt is ERCOT's principal human factors engineer. He develops systems to support situation awareness and researches the grid integration of electric vehicles and behavioral aspects of energy conservation. Mike has a Ph.D. from the Ferkauf Graduate School of Psychology and is pursuing a Ph.D. in Energy Systems at UT.

Big Data: Changing the Energy Efficiency Game WED, 10/3 10:00AM RM 105



Susan Leibrock

Community Relations Director

Sustainable Food Center

Susan Leibrock is community relations director at Sustainable Food Center. She holds a BA in Communications from the University of Texas. From 2000-2007 Susan worked at the flagship office of J. Walter Thompson. She worked on integrated marketing campaigns for global clients from Unilever to Pfizer, realizing a need to help solve the issues caused by the western diet.

Fighting Food Insecurity with Urban Agriculture in Austin WED, 10/3 10:00AM RM 103



Annie Leonard

Co-Director The Story of Stuff Project

Annie Leonard is the Director of the Story of Stuff Project and author of the book, *The Story of Stuff*. Prior to directing the Story of Stuff Project, Annie worked for the Funders Workgroup for Sustainable Production & Consumption. the Global Alliance

for Incinerator Alternatives (GAIA), Health Care Without Harm, Essential Action and Greenpeace International. She is currently on the boards of the International Forum on Globalization and GAIA and has previously served on the Boards of the Grassroots Recycling Network, the Environmental Health Fund, Global Greenpeace India.

Annie Leonard Keynote: The Story of Change FRI, 10/5 2:00PM GRAND BALLROOM



Terry Levy

Vice President, Sales

Originally from South Africa, Terry Levy has 20 years of experience in the recycling of electronics and precious metals, with extensive knowledge in the international trade of scrap commodities. In 2011 Terry co-founded ARCOA (Asset Recycling Company of America), which operates throughout the United States with its headquarters in Chicago.

Behind E-Waste: The Good, Green & Shocking Truths FRI, 10/5 10:00AM RM 105



Lewis Lucke

Chairman
Unlimited Power Solutions LLC

Former Ambassador to the Kingdom of Swaziland under George W. Bush, Ambassador Lewis Lucke also served for 27 years with the United States Agency for International Development (USAID), during which time he was the first USAID mission director for Iraq as well as US Response Coordinator for the Haitian Earthquake.

NGO Toolkit WED, 10/3 10:00AM RM 205

NGO Toolkit THU, 10/4 10:00AM RM 205



Robert Ludke

Senior Vice President H+K Strategies

Robert Ludke is a senior vice president and the U.S. head of Integrated Reporting and Sustainability Practice at Hill+Knowlton Strategies. He provides senior counsel to a variety of clients – from major retailers to health care companies to private

equity firms - regarding communications surrounding their sustainability efforts.

Corporations, Conservation and Big Cats: How Corporate Disclosure is Transforming Conservation Around the Globe WED, 10/3 2:00PM RM 105



Dhiraj Malkani

Partner RockPort Capital

Dhiraj Malkani is a partner at RockPort Capital where he invests in energy technology. He is also passionate about finding opportunities at the intersection of consumer, mobility and social media that can disrupt these traditional energy industries. He wakes up each day excited to locate and nurture companies that will solve some of the most crucial energy problems facing the planet.

Funding Your Eco Venture: Secrets of Top Investors WED, 10/3 2:00PM RM 104



Maribeth Malloy

Director, Energy, Environment, Safety & Health Lockheed Martin

Maribeth Malloy is director of sustainability and governance for Lockheed Martin Corporation in Bethesda, Maryland, reporting to the Vice President of Energy, Environment, Safety and Health. Maribeth is responsible for development of the corporate strategy for environmental sustainability, corporate policy and procedure, regulatory interpretation and analysis, and corporate advocacy relative to ESH issues.

Re-writing the Rules: Advancements in Government Sustainability THU, 10/4 11:15AM SALON D/E



Linda Mandolini

President Eden Housing

Linda Mandolini is the president of Eden Housing. Eden has developed or acquired more than 6,600 affordable homes throughout California, and manages a portfolio of 4,600 units. Linda serves as the Chair of the Board for The Housing Trust of Santa Clara County and Vice Chair of the Board for California Housing Consortium.

Conservation in Affordable Housing Communities THU, 10/4 11:15AM RM 105



Lakshmi Mandyam Director Enterprise Segment

Director Enterprise Segmen ARM

Lakshmi Mandyam is the director of enterprise marketing at ARM. Prior to ARM she worked at various companies building technology for enterprise applications. At ARM she is delighted to be able to change peoples' perceptions about being about being about the deliver high performance enterprise solutions in a energy efficient mobile power profile.

Connecting the Next Two Billion People FRI, 10/5 10:00AM RM 202



Michael E. Mann

Professor Earth System Science Center

Dr. Michael E. Mann is a member of the Penn State University faculty, holding joint positions in the Departments of Meteorology and Geosciences, and the Earth and Environmental Systems Institute (EESI). He is also director of the Penn State Earth System Science Center (FSSC).

A Conversation with Mike Mann: Dispatches from the Front Line WED, 10/3 10:00AM RM 204

Bookstore SigningWED, 10/3 3:30PM
3RD FLOOR PRE-FUNCTION AREA



Jason Mark

Editor and Farmer Earth Island Journal and Alemany Farm

Jason Mark is the editor of the quarterly environmental magazine Earth Island Journal and a co-manager of Alemany Farm, a three-acre organic fruit and vegetable garden in San Francisco. His writings on agriculture and the environment have also appeared in The San Francisco Chronicle, The Nation, The Progressive, Orion, and Gastronomica. Follow him @writerfarmer.

Good Food: Turning Popularity into Power THU, 10/4 10:00AM RM 102



George Marshall

FounderClimate Outreach Information Network

George Marshall is the founder of the Climate Outreach Information Network (www.coinet.org.uk), a UK environmental non-profit for which he directs the Language and Discourse Programme (www. talkingclimate.org). This program brings together leading academics, scientists and practitioners to share the latest research in climate change and apply it to new audiences.

The Science Communicators WED, 10/3 11:15AM RM 203



Cheryl Martin

Deputy Director for Commercialization ARPA-E US DOE

Dr. Cheryl Martin is deputy director for Commercialization for the Advanced Research Projects Agency - Energy (ARPA-E), responsible for the organization's commercialization program, helping breakthrough energy technologies succeed in the marketplace. Prior to ARPA-E, Cheryl was executive in residence with Kleiner Perkins after spending more than 20 years as a senior scientist in the Plastics Additives and Coatings businesses for Rohm and Haas.

Is the Future Bright for Cleantech? THU, 10/4 3:30PM SALON A/B



Sam Maslin

Student McCombs School of Business

Sam Maslin is an MBA student at the University of Texas. Prior to business school he spent four years in the power industry, first at Silicon Valley Power and then at Recurrent Energy, where he developed large-scale solar projects in California. He formerly worked for San Francisco Mayor Gavin Newsom.

Student Powered Change: Energy Clubs as Catalysts WED, 10/3 2:00PM RM 102



Tom Mason

Attorney Graves Dougherty Hearon & Moody PC

Tom Mason served as general manager of the Lower Colorado River Authority from 2007 to 2011, and is now counsel to the Austin law firm Graves, Dougherty, Hearon & Moody. He has also worked for the Texas Water Commission and Texas Department of Water Resources.

Solutions to the Texas Water Crisis FRI, 10/5 10:00AM RM 102



Esther Maughan McLachlan

General Manager, Sustainability Communications Sony Computer Entertainment Europe

Esther McLachlan is responsible for Sony Europe's sustainability collaboration projects including FutureScapes and Open Planet Ideas. Through earlier senior roles in the public and voluntary sectors, Esther has been inspir-

ing people to take action on sustainability for 15 years and is the editor of the world's first CSR brands book, The Future of Brands (Macmillan Business, 1999).

Futurescapes: Imagining the World of 2025 THU, 10/4 3:30PM SALON D/E



Blair McCarry

Principal Perkins+Will

As Principal and Senior Engineer with Perkins+Will, Blair McCarry has more than 40 years of experience in engineering and energy systems, especially at a campus and district level. Blair is a strong proponent of the 'whole-systems sustainability' premise and has led the systems planning for multiple projects striving for LEED Platinum and beyond.

Beyond LEED: Living Buildings & the 2030 Challenge WED, 10/3 11:15AM RM 103



Chuck McDermott

General Partner RockPort Capital

As a General Partner at RockPort Capital Partners, Chuck McDermott currently serves on the Board of Directors of Project FROG and Tioga Energy (Observer). He also serves as president of the Smart Grid Policy Center, a member of the Executive Committee of the New England Energy Council and past Chairman of the GridWise Alliance.

Startups and Corporations: Bringing Clean Technology to Market WED, 10/3 10:00AM RM 102



Judith McGeary

Executive DirectorFarm & Ranch Freedom Alliance

Judith McGeary is an attorney, activist, and sustainable farmer. She holds a B.S. in Biology from Stanford and a J.D. from the University of Texas. In 2006, Judith left her legal practice to found the Farm and Ranch

Freedom Alliance, which promotes common sense policies for local, diversified agricultural systems.

Mobile Processing: Responsible Meat from Farm or Field FRI, 10/5 4:45PM RM 102



Timothy McGee

Biologist Biomimicry 3.8

Tim McGee is a biologist, strategist and consultant, integrating the fields of biology, design, engineering and business to create regenerative systems, products and services that revitalize our relationship to the living world.

Organizational Innovation Inspired by Nature FRI, 10/5 11:15AM SALON D/E

The New Urban Model: City as Ecology FRI, 10/5 4:45PM RM 104



Bill McKibben

Co-Founder 350.0ra

Bill McKibben is author of a dozen books including *The End of Nature*, regarded as the first book for climate change. Bill is the founder of climate campaign 350.org. In 2011 he was elected a fellow of the American Academy of Arts and Sciences. He also led the largest civil disobedience action in 30 years in the United States, a protest of the proposed Keystone pipeline.

The New Environmentalists FRI, 10/5 10:00AM RM 204

Bookstore Signing FRI, 10/5 12:30PM 3RD FLOOR PRE-FUNCTION AREA



Erin Meezan

Vice President, Sustainability Interface Inc

As Vice President of Sustainability for Interface, Erin Meezan leads a team that provides technical assistance to Interface's global businesses. She is focused on sustainability at all levels, including in operations and management, and with employees and customers. She is a frequent lecturer on sustainable business to senior management teams, Universities and the green consumer sector.

I Am Mission Zero FRI, 10/5 11:15AM RM 104



Paul D. Miller (aka DJ Spooky)

Artist DJ Spooky That Subliminal Kid

Paul D. Miller/DJ SPOOKY is a composer, musician, multimedia artist and author. He is the first artist in residence at the Metropolitan Museum of Art in NYC. Miller has worked with Robert Wilson, Iannis Xenakis, Ryuichi Sakamoto, Mariko Mori, Kool Keith, Pierre Boulez, Saul Williams, Steve Reich, Yoko Ono, Thurston Moore and numerous others.

The Intersection of Art + Sustainability THU, 10/4 11:15AM RM 204

Bookstore Signing THU, 10/4 12:45PM 3RD FLOOR PRE-FUNCTION AREA



Marita Mirzatuny

Energy Coordinator Environmental Defense Fund

Marita Mirzatuny works in the Energy program at Environmental Defense Fund. Her focus areas are smart grid, renewables, and the Pecan Street demonstration project. She is a contributing author on several forthcoming smart grid books including one on big data. She has a BA in Environmental Studies and an MBA.

How 'Big Data' Fits into the Smart Grid Evolution WED, 10/3 2:00PM RM 103



David Misky

Assistant Executive Director Redevelopment Authority of the City of Milwaukee

Dave Misky is the assistant executive director of the Redevelopment Authority of the City of Milwaukee where he oversees the city's Real Estate, Brownfield, and 30th Street Industrial Corridor programs. Dave manages development of small lots to vast economic

drivers that address development plans, gap financing, and environmental sustainability.

Rust Belt to Fresh Coast: Milwaukee's Quiet Revolt THU, 10/4 11:15AM RM 101



Tim Mohin

Director of Corporate Responsibility AMD

Bookstore Signing FRI, 10/5 2:00PM 3RD FLOOR PRE-FUNCTION AREA

Clarisse Molad

Consultant drmolad.com

Dr. Clarisse Molad is a global business executive and lecturer with over 20 years' experience in leading mission critical change efforts. She has a proven track record in successfully initiating industry-wide global change. She is also a distinguished recipient of numerous awards and commendations and sought after international speaker and trainer.

From Lab to Commercialization: A Path for Cleantech Startups WED, 10/3 11:15AM RM 101



Jim Motavalli

Blogger

Car Talk and Mother Nature Network

Jim Motavalli writes for The New York Times, NPR's Car Talk, Mother Nature Network, AutoWeek and PluginCars.com. He is author or editor of eight books, including most recently, High Voltage. He is also a contributor to Audubon, Mother Earth News and Success magazines, and to Knowledge@Wharton at the University of Pennsylvania.

The End of the Golden Age of Automobiles? FRI, 10/5 4:45PM RM 101

Mark Mykleby

Senior Fellow

New America Foundation

Mark "Puck" Mykleby retired from the Marine Corps with the rank of colonel in July 2011. His last assignment was as a special strategic assistant to the Chairman of the Joint Chiefs of Staff. Mark co-authored "A National Strategic Narrative," a concept for a 21st century American grand strategy based on sustainability, and is now a Senior Fellow at the New America Foundation.

Sustainability as a National Strategic Imperative FRI, 10/5 4:10PM RM 106



Paul Navrátil

Research Associate University of Texas at Austin

Dr. Paul A. Navrátil manages the Scalable Visualization
Technologies group at the Texas Advanced Computing Center (TACC) at the University of Texas at Austin. He leads TACC's work with Pecan Street Inc, an Austinbased smart grid initiative utilizing TACC's computing systems for data storage, management and analysis.

How 'Big Data' Fits into the Smart Grid Evolution WED, 10/3 2:00PM RM 103



Greg Neichin

Executive Vice President Cleantech Group

As EVP of Cleantech Group, a leading research and advisory firm on cleantech innovation, Greg Neichin regularly provides guidance to some of the world's largest energy companies, technology vendors and government agencies. Previously, Greg co-founded PlaceVine and helped

build GetActive Software, both successful venture-backed software companies.

Startups and Corporations: Bringing Clean Technology to Market WED, 10/3 10:00AM RM 102



Drew Nelson

Clean Energy Project Manager

Environmental Defense Fund

Most of Drew Nelson's work is focused on issues relating to natural gas drilling, including efforts to minimize the negative impacts of drilling in communities. Prior to joining EDF, Drew worked for the U.S. Department of State on the international climate negotiations. Drew also worked at the EPA in the Office of Air and Radiation

Can Natural Gas Be Sustainable? FRI, 10/5 11:15AM RM 202



Jeff Nesbit

Executive Director Climate Nexus

Jeff Nesbit is the executive director of Climate Nexus, a new initiative that focuses on climate and

clean energy communications. The organization works closely with an established network of science, technology, health, energy and environmental organizations on climate and clean energy issues and solutions. He's the author of 19 novels.

The Science Communicators WED, 10/3 11:15AM RM 203



Matthew Nordan

Vice President Venrock

Matthew Nordan is a vice president at Venrock, one of the oldest and best-performing venture capital firms. In previous lives, he co-founded the energy/materials analyst firm Lux Research and forecasted technology futures at Forrester Research. Matthew graduated from Yale, where he conducted cognitive neuroscience research on emotion and memory.

Yin & Yang of Energy: Alternatives in a Traditional World WED, 10/3 11:15AM RM 104

Funding Your Eco Venture: Secrets of Top Investors WED, 10/3 2:00PM RM 104



Ted Nordhaus

Chairman

Breakthrough Institute

Ted Nordhaus is chairman of Breakthrough Institute, a leading global think tank on energy, economic innovation, and conservation. His 2007 book Break Through: From the Death of Environmentalism to the Politics of Possibility, co-authored with Michael Shellenberger, was called "the most important thing to happen to environmentalism since Silent Spring" by Wired.

The New Environmentalists FRI, 10/5 10:00AM RM 204

John Norquist

President

Congress for The New Urbanism

Prior to his decade at the helm of CNU, John Norquist served as Mayor of Milwaukee from 1988-2004. Under his leadership, Milwaukee reoriented development around walkable streets, removed a section of freeway, and enhanced the public realm. In 2008, he received the Bacon Prize, named for visionary Philadelphia planner Ed Bacon.

New Urbanism: Why Reshaping Cities is Green THU, 10/4 10:00AM RM 101

Melanie Nutter

Director

San Francisco Department of Environment

Melanie Nutter is the director of San Francisco's Department of Environment, which helps residents and businesses protect and enhance the urban environment through information on sustainable practices and innovative and practical environmental programs. Under Melanie's watch, San Francisco was named the Greenest City in North America by Siemens and the Economist Intelligence Unit.

Resilient Cities, Resilient Communities THU, 10/4 4:45PM RM 104



Summer Rayne Oakes

Founder

Summer Rayne Oakes LLC & Source4style

Summer Rayne Oakes has made a career aligning her values with her work. Recognized in the fashion world as "The Eco-Model," Oakes has not only created eco-collections with Payless, Portico and Modo - she is co-founder of Source4Style, author of Style, Naturally and chief sustainable storyteller at ABOVELIVE.

Sustainable Fashion: From Visibility to Viability FRI, 10/5 3:30PM RM 101

Bookstore Signing FRI, 10/5 5:00PM 3RD FLOOR PRE-FUNCTION AREA



Amanda Oborne

Director FoodHub

Amanda Oborne is director of FoodHub, a nationally recognized website that helps chefs find and connect with their local farmers, ranchers, fishermen and craft producers. Amanda shares JD's passion for building an effective local food distribution system, knowing that it's the key to kicking the commodity habit.

Mix Parts, Stir Well: Tech Soup for Food Economies WED, 10/3 11:15AM RM 102



Aaron Ogle

Software Developer OpenPlans

Aaron Ogle believes that software can be used to make cities more livable, beautiful and sustainable. He is a senior software developer at OpenPlans where he builds open source tools to help cities be more transparent and effective in areas such as urban planning, citizen engagement, and transportation.

Measure it, Improve it: Data for Better Cities FRI, 10/5 3:30PM RM 105



Constance Okollet

Chairperson Osukuru United Women Network

Constance Okollet is chairperson of Osukuru United Women Network (OWN) and a founding member of Climate Wise Women. She is a peasant farmer from Osukuru subcounty, Tororo district in eastern Uganda, Africa and a mother of seven. Constance travels the world advocating against climate change and its effects on her community.

Food Anthropology WED, 10/3 10:00AM RM 203



Dr. Karen Ostlund

President
National Science Teachers
Association

Dr. Karen L. Ostlund is the 2012-2013 president of the National Science Teachers Association. She is retired from the UTeach Program in the College of Natural Sciences at the University of Texas at Austin and is currently serving on the Advisory Council for the Texas Natural Sciences Center.

Kids and Sustainability In An Urban World THU, 10/4 3:30PM RM 102



Rolando Pablos

CommissionerPublic Utility Commission of Texas

Rolando Pablos, commissioner at the Public Utility Commission of Texas, is charged with regulating the state's electric and telecommunication utilities. Commissioner Pablos earned his Juris Doctor degree from St. Mary's University School of Law and previously served as senior advisor to the global law firm of SNR Denton.

Risks and Rewards of More Texas Wind and Solar FRI, 10/5 11:15AM RM 105



Kavita Parmar

Founder IOU Project

Kavita Parmar, a designer and serial entrepreneur, is the founder of The IOU Project. An experiment to promote responsible consumption, rethink how goods are produced and sold in a way that benefits everyone and protects the environment. IOU seeks to empower artisans and consumers and believes technology can help make it happen.

Sustainable Fashion: From Visibility to Viability FRI, 10/5 3:30PM RM 101

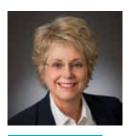


James Parr
Innovation Director
Opal Labs Inc.

James Parr is a product designer who is a passionate environmentalist. He has been dedicated to sustainability and social entrepreneurship for over a decade. Based in London, James serves clients around the world, doing sustainability work for Nike, Shell, Barclays, BP and NASA. Before founding Imaginals he worked

as a Project Lead at Innovation Consultancy IDEO.

Building Sustainable Cultures with Social Software FRI, 10/5 4:45PM RM 105



Patrice "Pete" Parsons

Director of External Relations ICLEI

Patrice "Pete" Parsons is responsible for the development of new strategic relationships with potential partners at ICLEI. Her previous experience includes governmental relations, development and finance. She served as the Associate Deputy Land Commissioner at the Texas General Land Office and the Director of the Texas State Energy Conservation office.

Resilient Cities, Resilient Communities THU, 10/4 4:45PM RM 104



George Peridas

Scientist, Climate Center; Deputy Director, Science Center NRDC

George Peridas is a scientist at NRDC's Climate Center and codeputy director of NRDC's Science Center. He leads NRDC's efforts in Carbon Capture & Sequestration technology, regulation, and policy, and also plays an active role in the organization's state and federal climate and energy advocacy efforts.

Can Natural Gas Be Sustainable? FRI, 10/5 11:15AM RM 202



Brett Perlman

President Vector Advisors

Brett Perlman is president of Vector Advisors, a management consulting firm. He served as Commissioner of the Public Utility Commission of Texas from 1999 to 2003. Previously he was a consultant at McKinsey & Company and practiced law. A Phi Beta

Kappa graduate of Northwestern, he holds a JD from UT-Austin and an MPA from Harvard.

Yin & Yang of Energy: Alternatives in a Traditional World WED, 10/3 11:15AM RM 104



Stephanie Perrone

Building Energy Resource Steward

The University of Texas at Austin

Stephanie Perrone is a building energy resource steward for the University of Texas at Austin.
She was the director of Green Operations for Foundation
Communities, an affordable housing non-profit. She has a BS in Architecture from the University of Nevada, Las Vegas and a Master of Science in Sustainable Design from the University of Texas at Austin.

Conservation in Affordable Housing Communities THU, 10/4 11:15AM RM 105



Mashari Perry

Vice President, Global Shaper GMMB World Economic Forum

Mashari Perry, vice president at GMMB in DC, is creating real and lasting change in the world by helping clients align business goals with social goals. She provides strategic counsel on energy/environment, technology, and health. Mashari is also a World Economic Forum Global Shaper committed to improving the world.

What's Good for Your Health is Good for the Planet THU, 10/4 10:00AM RM 105

Tuan Pham

Managing Director PowerFin Partners

Tuan Pham is president of PowerFin Partners, a manager of institutional funds for solar projects. He previously worked at Morgan Stanley, Bank of America Securities, HelioVolt, and SVP, a large hedge fund. He holds the CFA charter, a BSBA from the University of Tulsa, and an MBA from UT Austin.

Risks and Rewards of More Texas Wind and Solar FRI, 10/5 11:15AM RM 105



Tom Philpott

Food and Ag Blogger Mother Jones & Maverick Farms

Tom Philpott is a blogger and food columnist for Mother Jones. He is a co-founder of Maverick Farms, which is a center for sustainable food education in North Carolina. Formerly, he was a columnist and editor for Grist, and his work has appeared in Newsweek, Gastronomica and the Guardian.

Good Food: Turning Popularity into Power

THU, 10/4 10:00AM RM 102

Danielle Pieranunzi

Director

Sustainable Sites Initiative

For the past six years, Danielle Pieranunzi has worked with 70 experts in soil, hydrology, vegetation, materials and human wellbeing with the goal of developing comprehensive, science-based guidelines for high performance landscapes. She recently managed a two-year pilot program involving over 150 international projects that field tested these guidelines.

Promoting Leadership in Site Sustainability THU, 10/4 5:25PM RM 106



Dr. Ramona Pierson

CEO

Pierson Labs

With training in both neuroscience and artificial intelligence, Ramona Pierson brings deep experience in leading tech innovation. Ramona began her career writing sophisticated algorithms and developing cutting-edge medical diagnostic tools to treat brain injuries for the military. She created The Source for Seattle Public Schools, founded and served as CEO for SynapticMash, and built personalized learning solutions as chief science officer for Promethean.

Solar BigData: Finding Needles in a Solar Haystack WED, 10/3 11:15AM RM 105



Cara Pike

Founder and Director
Climate Access

Cara Pike directs the Social Capital Project and Climate Access Network (www.climateaccess.org). She produces leading publications, including Climate Communications & Behavior Change; advises organizations such as the Obama administration, British Columbia's Ministry of Environment, and World Wildlife Fund; and is a Senior Fellow at Willamette University's Center for Sustainable Communities.

Politicians and People: Partners in Change FRI, 10/5 3:30PM SALON A/B



Tink Pinkard

Hunting and Fishing Guide

Tink Pinkard is a professional hunting and fly-fishing guide located in the Texas Hill Country. He strives to educate hunters on the basics of the hunt and harvest in a fair chase situation, and to also promote the utilization of the complete animal "from nose to tail."

Mobile Processing: Responsible Meat from Farm or Field FRI, 10/5 4:45PM RM 102



Jeffrey Plank

Vice President for Research University of Virginia

Jeffrey Plank is associate vice president for Research at UVA. He coordinates the identification, conceptualization and implementation of institution-wide research initiatives, including the pan-University sustainability institute. Plank leads the UVA Bay Game project, an innovative participatory simulation that demonstrates how digital and social media can motivate personal and collective behavior change for environmental conservation.

Global Water Games: The UVA Bay Game

THU, 10/4 10:00AM RM 301

Global Water Games: The UVA Bay Game THU, 10/4 3:30PM RM 301



Maranda Pleasant

Editor-In-Chief ORIGIN Magazine

Maranda Pleasant is founder and editor-in-chief of ORIGIN Magazine, former conflict journalist and painter. Her vision is to build a platform bringing together Art, Sustainability, Conscious Culture, Music and Humanitarianism in a national publication, giving consciousness a larger voice. ORIGIN's new film series documents the planet's largest Eco + Human Rights issues. www.originmaqazine.com

The Intersection of Art + Sustainability THU, 10/4 11:15AM RM 204



Brook Porter

Partner Kleiner Perkins Caufield & Bvers

Brook Porter is a greentech partner at Kleiner Perkins
Caufield & Byers. Brooks focuses on low-carbon solutions to transportation, chemicals and power generation, as well as on energy storage. He holds a Bachelor of Science degree in chemical engineering, with an emphasis on environmental technology, from UC Berkeley.

Startup Showcase Semifinals THU, 10/4 9:00AM SALON A/R

The Future of Cleantech THU, 10/4 3:30PM SALON A/B

Startup Showcase Finals THU, 10/4 4:45PM SALON A/B



Rodrigo Prudencio

Partner Nth Power

Rodrigo is responsible for leading Nth Power's investments in Synapsense, FirstFuel Software, Hara Software, Topanga Technologies and Terrapass.
Prior to joining the firm, he was
Director of Business Development
at Utility.com, he worked for the
U.S. Department of State as a
senior aide to the Undersecretary
of State for Global Affairs and was
a director in the International
Programs at the National Wildlife
Federation.

Funding Your Eco Venture: Secrets of Top Investors WED, 10/3 2:00PM RM 104

Startup Showcase Semifinals THU, 10/4 9:00AM SALON A/B

Startup Showcase Finals THU, 10/4 4:45PM SALON A/B



Erin Quinn

Editor Austin Monthly

Currently the editor-in-chief of Austin Monthly magazine, Erin Quinn moved to Austin from New York City four years ago. She has covered fashion, beauty, celebrities, food, health and travel as an editor at Allure and US Weekly and as a writer for Self, Natural Solutions, delish.com and more.

Sustainable Fashion: From Visibility to Viability FRI, 10/5 3:30PM RM 101



Rahul Raj

Director of Sustainability and Merchandising Innovation

walmart.com

Rahul Raj is a serial innovator.
As the Director of Sustainability
+ Merchandising Innovation at
Walmart.com, he incubates new
business models that deliver
economic and social impact while
strengthening the "Save Money.
Live Better" value proposition.
For these efforts, he was honored
with Walmart's Innovation
Champion Award and a fellowship
with the Aspen Institute.

Social Intrapreneurs: Innovating for Social Impact and Profit WED, 10/3 2:20PM RM 106



Riddhi Ray

Vice President of Thought Leadership USC Energy club

A second year Masters student at USC Viter, Riddhi is VP of Thought Leadership at the USC Energy Club, Southern California's only inter-disciplinary student-run energy club. Prior to graduate school, Riddhi completed his Undergraduate degree in

Electrical Engineering. Over the summer he interned at Adura Technologies is San Francisco.

Student Powered Change: Energy Clubs as Catalysts WED, 10/3 2:00PM RM 102



Charlie Redden

Supply Chain Manager Taylor Guitars

As Supply Chain Manager at Taylor Guitars, Charles Redden leads the company's efforts in purchasing, distribution, environmental compliance, and logistics. His pragmatic, on-the-ground approach to working in partnership with land owners, forestry stewards and environmental organizations has made Taylor Guitars an environmental leader in the musical products industry.

Tonal Wood Scarcity: The Changing Sound of Music THU, 10/4 4:45PM RM 101



Bill Reed

Partner Regenesis

As an internationally recognized practitioner, lecturer and author in sustainability and regen-

eration, Bill Reed is a principal at Integrative Design, Inc. and Regenesis: organizations working to lift green building and community planning into full integration and evolution with living systems. His work centers on creating the framework for and managing a whole-systems design process.

Beyond LEED: Living Buildings & the 2030 Challenge WED, 10/3 11:15AM RM 103



Martin Reed

Founder I Love Blue Sea

Martin Reed started online sustainable seafood market ilovebluesea.com after graduating college. Growing up surfing and fishing in the Bay Area instilled Martin's love of the ocean and seafood, leading him to create the first marketplace where sustainability and quality were never a question. Reed is also co-founder of RealFork.com, an online farmer's market in San Francisco.

Hacking the Ocean's Food Supply Chain: Technology, Transparency, and Seafood WED, 10/3 2:00PM RM 203



Josh Rhodes

Graduate Research Assistant Webber Energy Group

Joshua Rhodes is a Ph.D. candidate in Civil, Architectural and Environmental Engineering at the University of Texas at Austin. His current research is in residential smart grid, including system-level applications of energy efficiency and distributed generation. He is also interested in local policy and growing veggies in his community garden.

How 'Big Data' Fits into the Smart Grid Evolution WED, 10/3 2:00PM RM 103



Sister Elizabeth Riebschlaeger, ccvi

Congregation Of The Sisters Of Charity Of The Incarnate Word

Sister Elizabeth Riebschlaeger, ccvi, has organized town hall meetings on shale development for Dewitt and surrounding Texas counties and has testified at EPA, State Department and legislative hearings on gas and oil issues. She collaborates with other environmental activists as educator-advocate while reaching out to industry representatives and government officials to bridge the communication gap for best practices and public accountability.

Can Natural Gas Be Sustainable? FRI, 10/5 11:15AM RM 202



Kelly Rigg

Executive DirectorGlobal Campaign for Climate Action

Kelly Rigg is the director of the Global Campaign for Climate Action, a global alliance of 350 organizations. She has been leading international campaigns for 30 years on climate, energy, oceans, Antarctica and other issues. She blogs regularly on Huffington Post and tweets under @kellyrigg

Freeing Ourselves from a High Carbon Future FRI, 10/5 10:00AM RM 104



Maria Rodale

Chairman and CEO Rodale Inc

Maria Rodale is the CEO and chairman of Rodale Inc., a global healthy lifestyle company with a mission to inspire and enable people to improve their lives and the world around them. She is the author of Organic Manifesto: How Organic Farming Can Heal Our Planet, Feed the World, and Keep Us Safe.

What's Good for Your Health is Good for the Planet THU, 10/4 10:00AM RM 105

Bookstore Signing THU, 10/4 1:30PM 3RD FLOOR PRE-FUNCTION AREA



John Rooks

President The SOAP Group

John Rooks is the president of The SOAP Group, a consulting firm helping companies, governments and organizations understand, improve, communicate and own their impact in the world. John works at the intersection of culture, science and business.

designing strategies and projects that create significant positive impact and change.

I Am Mission Zero FRI, 10/5 11:15AM RM 104



Susan Roothaan

Executive Director
A Nurtured World Inc

Susan Roothaan is the executive director of A Nurtured World. She has taught thousands of individuals throughout the US and Mexico on personal and organizational environmental performance. She is a certified ISO14001 Lead Auditor, has a Masters in Chemical Engineering, and received the White House Closing the Circle Award.

Conservation in Affordable Housing Communities THU, 10/4 11:15AM RM 105



Juan Rovalo

Principal

Juan Rovalo, a biologist and co-founder of TOA (a design collaborative based in México) and Certified Biomimicry professional, brings systemic solutions from the natural world to design challenges. His passion for biology ignites creativity amongst the multi-disciplinary teams with whom he works in the fields of architecture, planning and regenerative landscape design.

The New Urban Model: City as Ecology FRI, 10/5 4:45PM RM 104



Ronda Rutledge

Executive DirectorSustainable Food Center

Ronda Rutledge is the executive director of the Sustainable Food Center and was appointed to the Austin/Travis County Sustainable Food Policy Board where she serves as vice-chair. Ronda participates in One Voice Central Texas, the Texas Food Policy Roundtable and the national Community Food Security Coalition. She holds a Masters degree in Counseling Psychology.

Fighting Food Insecurity with Urban Agriculture in Austin WED, 10/3 10:00AM RM 103



Emily Sadigh

Sustainability Project Manager and TogetherGreen Fellow

Alameda County Sustainability

Emily Sadigh promotes climate action with Alameda County Sustainability and as an Audubon/Toyota TogetherGreen Fellow, applying principles from the Biomimicry Institute's certificate program. She developed Harvard's peer-to-peer education program in sustainable living. As a Next American Vanguard and YWSE-SF advisory board member, she connects innovators with resources for social ventures.

Organizational Innovation Inspired by Nature FRI, 10/5 11:15AM SALON D/E



Julie Sammons

Director Bay Area Biomimicry Network

Prior to co-founding the Bay Area Biomimicry Network, Julie Sammons's career evolved from engineering billions of bacteria as a research scientist to attracting millions of media hits for community-powered networks. She blends training in biology, digital media, and sustainable business management to equip and empower nature-inspired ventures and organizations.

Organizational Innovation Inspired by Nature FRI, 10/5 11:15AM SALON D/E

Crystal Sanders

Founder and Sustainable Seafood Advisor

Fish Revolution

Crystal Sanders grew up fishing on the Texas coast. Now residing in San Francisco, she is founder and sustainable seafood advisor of the non-profit Fish Revolution. Crystal also works with TwoXSea, a sustainable seafood distributor, to advance honesty and true traceability of seafood and revolutionary principles in the seafood industry.

Hacking the Ocean's Food Supply Chain: Technology, Transparency, and Seafood WED, 10/3 2:00PM RM 203



Andrew Sansom

Executive Director River Systems Institute

Andrew Sansom is executive director of the River Systems Institute at Texas State University. A former Executive Director of the Texas Parks and Wildlife Department, his articles have appeared in Texas Parks and

Wildlife, Texas Monthly, Cowboys and Indians, Texas Highways, and The Texas Observer. He has authored five books.

Solutions to the Texas Water Crisis FRI, 10/5 10:00AM RM 102

Bookstore Signing FRI, 10/5 12:00PM 3RD FLOOR PRE-FUNCTION AREA



Jennifer Schmitt Postdoctoral Researcher

University of Minnesota

Jennifer Schmitt is a postdoctoral research fellow with NiSE at the Institute on the Environment - University of Minnesota. She has a Ph.D. in conservation biology, a M.S. in applied economics and a B.S. in biology and international relations. Her research broadly focuses on ways of aggregating sustainability activities.

The Sharing Economy for Sustainable Development THU, 10/4 10:00AM RM 106



Astrid Scholz

Executive Vice President Ecotrust

Dr. Astrid J. Scholz is executive vice president of Ecotrust, an organization committed to creating wellbeing for people and place. Over 20 years, Ecotrust has transformed \$80 million in ingrants into nearly \$500 million in impact capital for local communities and businesses in its home bioregion from Alaska to California.

Mix Parts, Stir Well: Tech Soup for Food Economies WED, 10/3 11:15AM RM 102

Lois Schonberger

CEO and Founder Solar Network Solutions

Lois Schonberger is the founder of Solar Network Solutions, a startup building data management tools for solar portfolio managers. Earlier in her career she beta-tested Meraki's first cloud-managed wireless APs while building SF's 'Free the Net.' At SNS she is leading the way for big data analytics in the solar industry.

Solar BigData: Finding Needles in a Solar Haystack WED, 10/3 11:15AM RM 105



Erin Schrode

Co-Founder Teens Turning Green

Erin Schrode is a young Eco-Renaissance woman. As the "face of the new green generation," the co-founder of Teens Turning Green promotes global sustainability, youth leadership, environmental education and conscious lifestyle choices. An award-winning ecopreneur, media personality and vocal activist, Erin is a fourth year DEANS Scholar at New York University.

Women Leaders in Sustainable Design THU, 10/4 11:15AM RM 104



Larry Schweiger

President and CEO National Wildlife Federation

Larry Schweiger is President and CEO of the National Wildlife Federation, with 48 affiliates and over four million members and supporters, NWF is America's most effective conservation organization. He currently serves on the Boards of Directors of numerous national non-profit

organizations. In 2009 Larry's book on global warming and wildlife was released, *Last Chance: Preserving Life on Earth*.

The New Environmentalists FRI, 10/5 10:00AM RM 204

Bookstore Signing FRI, 10/5 11:30AM 3RD FLOOR PRE-FUNCTION AREA

Shannon Service

Journalist

Shannon Service is an investigative journalist and producer whose stories have appeared on PBS, NPR, The New York Times, and The Utne Reader. Last spring, she co-produced and reported a series for Morning Edition about slavery on Thai fishing boats and is producing a feature-length documentary on the same subject.

Hacking the Ocean's Food Supply Chain: Technology, Transparency, and Seafood WED, 10/3 2:00PM RM 203



Sarah Severn

Director, Stakeholder Mobilization NTKF

Sarah Severn has spent 20 years at Nike working on sustainability in a variety of roles. She began by leading Nike's early journey on environmental sustainability, then transitioned to leading

stakeholder engagement and Nike's efforts around climate change. Sarah is now focused on Nike's role in systems innovation and transformation.

Creating Significant Change at the System Level THU, 10/4 10:00AM RM 104



Jigar Shah Founder

Jigar Shah Consulting

Jigar Shah is an executive with broad experience in all aspects of renewable electricity and climate change solutions, and is focused on deployment barriers of well-tested solutions in distributed energy, food, water and transportation. With scores of experience with legal and financial structures, Jigar is passionate about "disruptive" business models and "turn-around" opportunities.

Senator Byron Dorgan and Jigar Shah Keynote THU, 10/4 2:00PM GRAND BALLROOM



Andrew Shapiro

Founder GreenOrder and GO Ventures

Andrew Shapiro is the founder of GreenOrder, a strategy firm that

has worked with more than 100 large enterprises since 2000 on environmental innovation. He has invested in and advised more than a dozen start-ups and is now developing new models to scale-up the most promising energy and resource innovations.

Can Cleantech be Saved?: New Strategies to Scale Up Energy Innovation THU, 10/4 11:55AM RM 106



Craig Shapiro

Founder and CEO Collaborative Fund

Craig Shapiro is the founder and CEO at Collaborative Fund. He helped pioneer several mobile and interactive television initiatives, including the first multi-carrier live voting in Super Bowl XXXVI.

Mr. Shapiro also served on the Board of Directors for the Mobile Marketing Association. Previously, he was president of GODD magazine and an angel investor in several new media and technology companies.

Building Value in the Age of Less THU, 10/4 3:30PM RM 101



Suzanne Shaw

Director of Communications Union Of Concerned Scientists

Suzanne Shaw is director of communications at the Union of Concerned Scientists where she helps scientists communicate their research on issues including climate science, clean energy and transportation, and sustainable agriculture to decision makers and the public. She is a co-author of Cooler Smarter: Practical Steps for Low-Carbon Living.

The Science Communicators WED, 10/3 11:15AM RM 203

Bookstore Signing FRI, 10/5 3:00PM 3RD FLOOR PRE-FUNCTION AREA



Nicole Shore

Principal

Zero to Sixty Communications

Nicole Shore is principal of Zero To Sixty Communications, a boutique PR firm at the intersection of business and social issues. ZTSC advocates for nonprofits, social entrepreneurs and Fortune 500's engaged in CSR. Shore's career spans public relations, political organizing and experiential marketing; including Howard Dean's Presidential Campaign, Edelman's CSR Practice and Clear Channel Marketing.

Toxic Chemicals Are Already the Next "Big" Issue THU, 10/4 3:30PM RM 104



Aman Singh

Editorial Director CSRwire

Aman Singh is the editorial director of CSRwire, a digital media platform for CSR and sustainability news, views and research. An IEMA-certified CSR Practitioner, she is the founder of Singh Solutions, a contributory writer for Forbes.com, and has written for several publications including The Wall Street Journal, CNBC and Bloomberg.

Sustainability Gets Social THU, 10/4 4:45PM RM 102



Austin Smith

Founder Drink Water

Austin Smith is a 23 year old pro snowboarder and a founder of Drink Water. "My passion became my job which has only made me more passionate."

Drink Water THU, 10/4 4:45PM RM 105



Andrew Snowhite

Co-Founder Azure Worldwide

Andrew is co-founder of Azure Worldwide, a strategic environmental design, development and marketing company. Through Azure Worldwide he has developed a strategic alliance with the University of Virginia, where he is an OpenGrounds Fellow, focusing on innovation and the environment and works closely with them on the ongoing development of the UVA Bay Game.

Global Water Games: The UVA Bay Game THU, 10/4 10:00AM

Global Water Games: The UVA Bay Game THU, 10/4 3:30PM RM 301

Laura Spanjian

Director, Office of Sustainability City of Houston

RM 301

Laura Spanjian is the sustainability director for Mayor Annise Parker at the City of Houston. Her career includes roles as assistant general manager – External Affairs at the San Francisco
Public Utilities Commission and
government affairs director at
the San Francisco Municipal
Transportation Agency. She has
two BAs from UCLA and a Masters
from Stanford University.

Resilient Cities, Resilient Communities THU, 10/4 4:45PM RM 104



Keith Sparks

Director of DevelopmentClean Line Energy Partners LLC

Keith Sparks leads the development of the Centennial West Clean Line, a high voltage direct current transmission line that will transport 3,500 megawatts of wind power from New Mexico to southern California. Keith holds a Bachelor of Arts from Stanford University and a JD from the University of Texas School of Law.

Yin & Yang of Energy: Alternatives in a Traditional World WED, 10/3 11:15AM RM 104



Rob Spiro

Co-Founder and CEOGood Eggs

Rob Spiro is the co-founder and CEO of Good Eggs, a San Francisco-based startup with a mission to grow and sustain local food systems worldwide. Previously he was the co-founder of Aardvark, acquired by Google in 2010, and then a product manager at Google on the Google+ project.

Farming the Future FRI, 10/5 3:30PM RM 104



Josh Stack

Counselor at Law CLARE Advising LLC and Northeast Natural Homes Inc

Educated in biology and law at NYU, Cornell, and UB, Josh Stack is basically a recovering attorney, advising clients in how to profitably deliberate for our children's adaptive fitness. Recent projects include a deconstruction as decomposition infrastructure, an algorithm of Coevolutionary

Law, Architecture, Resilience Ecology (CLARE), and diverse LEED projects.

The New Urban Model: City as Ecology FRI, 10/5 4:45PM RM 104



Vincent Stanley

Vice President of Marketing Patagonia

Vincent Stanley, Patagonia's acting vice president of marketing, has been with the company on and off since its inception in 1973. He is the co-author with Yvon Chouinard of *The Responsible Company*.

Don't Buy Our Jacket WED, 10/3 2:00PM RM 106

Bookstore Signing WED, 10/3 3:00PM 3RD FLOOR PRE-FUNCTION AREA



Scott Steen

CEO American Forests

As CEO of American Forests, Scott Steen has expanded the

healthy forests and the mounting threats they face. Scott has made the impact of the white bark pine and blister rust epidemics a priority for the organization.

Forest Death and Climate Change: Yellowstone at Risk FRI, 10/5 11:15AM RM 102



James Steffes
President and CEO

Green Mountain Energy Company

As CEO and President, Jim Steffes oversees all business activities of the nation's leading competitive retail provider of cleaner energy and carbon offset solutions. With a strong background in the energy industry, he leads the company's national residential and commercial businesses, and is responsible for growing the Green Mountain business.

Putting "Able" into Sustainable: What Works THU, 10/4 4:45PM SALON D/E



David Stephens

Advisor to Professor Yunus Grameen Foundation USA

David Stephens is the Special Advisor to Professor Muhammad Yunus. Undertaking activities that promote the philosophy of social business, encourage designing and setting up social businesses and attracting corporate social business partners, David speaks at conferences and university campuses in the US and around the world on behalf of Professor Muhammad Yunus and the Yunus Centre.

Connecting the Next Two Billion People FRI, 10/5 10:00AM RM 202



Jacob A. Sterling

Head of Environment and Corporate Social Responsibility Maersk Line

Jacob Sterling is head of environment and CSR in Maersk Line, the world's largest container shipping company. He is leading Maersk Line's efforts to improve its performance on environment and CSR and turn good sustainability performance into a business advantage. He previously worked as conservation director with WWF Depmark

Creating Significant Change at the System Level THU, 10/4 10:00AM RM 104



Susan Hunt Stevens

Founder and CEO
Practically Green

Susan Hunt Stevens is the founder and CEO of Practically Green, which helps leading companies inspire their employees and customers to live healthier and more sustainably at home, at work and in their community. Previously, Stevens spent nine years at The New York Times Company, and as senior vice president for Boston Globe Media.

Why Should I? Approaches to Drive Behavior Change THU, 10/4 11:15AM RM 102

Sustainability Gets Social THU, 10/4 4:45PM RM 102



Elizabeth Stewart

CEO Hub Los Angeles

Elizabeth Stewart is co-founder and CEO of Hub Los Angeles, a member community of purposedriven professionals using their work in the world to create positive impact. Located in downtown L.A., HubLA is a part of over 30 Hubs globally - a local-global, physical-virtual membership community dedicated to social innovation and change.

Building Value in the Age of Less THU, 10/4 3:30PM RM 101



Jake Stewart

Sustainable Urban Ag and Community Garden Program Director

City of Austin

With 10 years experience Jake Stewart leads the Sustainable Urban Agriculture Program. He previously led Austin's Climate Protection Program. He founded two non-profits and was VP at Organic Fuels International and Incenergy. His dissertation project resulted in the world's first renewably-powered biofuel-production facility using only agwaste. Awarded the EPA project of the year.

Fighting Food Insecurity with Urban Agriculture in Austin WED, 10/3 10:00AM RM 103



Tom Stitt

Marketing Director
Staxxon

Tom Stitt is co-founder and head of marketing and business development at Staxxon LLC, a funded early stage startup focused on reducing the cost and carbon footprint of empty steel intermodal shipping containers. Staxxon is Tom's fifth technology startup.

Shipping, Social & Sustainability: What Works? What Fails? THU, 10/4 10:40AM RM 106



Jerry Stone
Writer and Social Media

Editor
Discovery Channel

Jerry James Stone is a writer for the Discovery Channel, and the producer and main recipe developer for TreeHugger's Green Wine Guide. He has been a food judge alongside Michael Pollan and Alice Waters for the Good Food Awards and is currently working on a cookbook. His recipes can also be found on the back label of some of California's most eco-friendly wines.

EcoCAR2 THU, 10/4 3:30PM RM 105

Farming the Future FRI, 10/5 3:30PM RM 104



Scott Storment

PrincipalGreen Hub Advisors

Scott Storment has worked for 20 years on environmental and energy projects along the U.S.-Mexico border. He worked 8½ years for the North American Development Bank. In 2009, he started Green Hub Advisors, LLC, focused on renewable energy and sustainability projects.

Energy Challenges on the U.S.-Mexico Border THU, 10/4 10:00AM SALON D/E



Bryan Stubbs

Managing Director The Oberlin Project

Bryan Stubbs is the managing director of the Oberlin Project, a partnership between the City of Oberlin, Ohio and Oberlin College. Bryan oversees the project's many goals, including revitalizing the local economy while eliminating carbon emissions to below zero. Stubbs holds a MBA from University of Illinois at Chicago.

Oberlin: A Partnership Pilot for Carbon Neutrality THU, 10/4 10:20AM RM 106



Dorjee Sun

CEO Carbon Conservation

Dorjee Sun was the founder of a recruitment software company with offices in Melbourne and London, and an award-winning education company that mentored over 25,000 students in 2004. Dorjee was awarded as a TIME Magazine Environmental Hero for 2009, and the African Rainforest Conservancy named a newly discovered Tanzanian

chameleon after him, "kinyongia dorieesuni".

Smartphones and CO2 Reduction WED, 10/3 11:55AM RM 106



Soll Sussman

Managing Director S cubed Studio

Soll Sussman has coordinated the annual U. S.-Mexico Border Energy Forum since its start in 1994. He was a correspondent for The Associated Press based in Mexico before returning to Austin to work for the Texas General Land Office on energy solutions. He now directs the S cubed Studio consulting firm.

Energy Challenges on the U.S.-Mexico Border THU, 10/4 10:00AM SALON D/E



Justin Tatum

Executive Director TWMF

Justin Tatum is executive director of the Texas Watershed Management Foundation (TWMF), a non-profit organization who has a long standing history of program administration and natural resource management on public and private property. Mr. Tatum is also a fifth generation rancher and continues to operate the family owned ranches in Coryell and Concho counties.

Habitat Credit Trading Markets Save Rare Species WED, 10/3 10:00AM RM 104



Josh Tickell

Director Green Planet

Josh Tickell is a thought leader at the intersection of energy, technology, fuel and urbanism. He serves as a worldwide strategist for Fortune 500 Companies, billionaires, and industrialists. In addition, his movie FUEL captured the Sundance Film Festival's prestigious Best Documentary Award and was the template for Obama's multi-billion dollar new energy campaign.

Filmmakers Clean Energy Confab WED, 10/3 11:15AM RM 204



Diana Tomback

Professor and Volunteer Director University of Colorado Denver

Dr. Diana F. Tomback is a professor and acting chair of integrative biology at the University of Colorado, Denver. Dr. Tomback is best known for her studies of the interaction between Clark's nutcracker, a bird of high mountain forests, and several white pine species, particularly whitebark pine.

Forest Death and Climate Change: Yellowstone at Risk FRI, 10/5 11:15AM RM 102



Eric Toone

Principle Deputy Director ARPA-E US DOE

Dr. Eric Toone is the Principal
Deputy Director of the Advanced
Research Projects Agency Energy (ARPA-E), responsible for
oversight of all of ARPA-E including direct oversight of ARPA-E's
Electrofuels program. In addition
to his role at ARPA-E, Dr. Toone is
currently the Anne T. and Robert
M. Bass Professor of Chemistry

and Professor of Biochemistry at Duke University.

Emerging Technologies and the Future of Energy Production FRI, 10/5 3:30PM RM 204



Maxine Trump

Director

The Musicwood Documentary

Maxine Trump was a development executive for the BBC for seven years before becoming a commercials director. She has directed numerous shorts, from her short film Silent Life to social commentary interstitials for TNT, the Sundance Channel and many other organizations. Musicwood, four years in the making, is her first featured documentary.

Tonal Wood Scarcity: The Changing Sound of Music THU, 10/4 4:45PM RM 101



Antony Turner

CEO Carbon Visuals

Antony Turner is co-founder of Carbon Visuals, a company that turns carbon footprint data into engaging images and films, because a key reason for human society's indifference to the climate challenge is that greenhouse gases are invisible. He also set up the Business and Sustainability Programme at Schumacher College.

Making Greenhouse Gases Visible FRI, 10/5 3:30PM RM 106



Matthew Van Dusen

Editor Group SJR

Matthew Van Dusen is the editor in chief of Txchnologist and ecomagination.com, two GE sponsored publications. He was a newspaper reporter for ten years in Wyoming, Indiana and New Jersey where he covered government corruption. He is the former editor of Green Energy Reporter but is not Dutch.

The End of the Golden Age of Automobiles? FRI, 10/5 4:45PM RM 101



Rick Van Schoik

DirectorNorth American Center for Transborder Studies

Rick Van Schoik serves as the first director of the North America Center for Transborder Studies (NACTS). He was previously the director of the Southwest Consortium for Environmental Research and Policy. Rick's extensive experience in developing, funding, managing and interpreting international programs enables NACTS to pursue complex, multidisciplinary, tri-national research and policy work.

Energy Challenges on the U.S.-Mexico Border THU, 10/4 10:00AM SALON D/E



Paula Vaughan

Co-Director Sustainable Design Initiative Perkins+Will

As co-director of Perkins+Will's firmwide Sustainable Design Initiative (SDI), Paula Vaughan assures that sustainable ideas are an integral part of the firm's projects and practices. She coordinates sustainability efforts across the international firm's offices, teaches sustainable design workshops and speaks frequently on sustainable construction, business practices and visioning.

Beyond LEED: Living Buildings & the 2030 Challenge WED, 10/3 11:15AM RM 103



Gib Veconi

Treasurer Prospect Heights Neighborhood Development Council

Gib Veconi has more than fifteen years' experience in non-profit advocacy in Brooklyn, New York. Mr. Veconi is a coordinator of BrooklynSpeaks, an initiative among civic and community-based organizations in Brownstone Brooklyn that in 2011 successfully challenged New York State's approval of the Atlantic Yards project's revised 25-year construction schedule.

Digital Strategies for Environmental Guerrillas THU, 10/4 11:15AM RM 106



Dominic Vergine

Director of Sustainable Development ARM

Dominic Vergine is a founder of two technology companies, a non-profit organization and a charity. He has worked with governments and international agencies across Europe and Sub-Saharan Africa, focusing on technology for International Development (ICT4D). He is currently driving several initiatives focused on delivering communications to the bottom of the pyramid.

Connecting the Next Two Billion People FRI, 10/5 10:00AM RM 202



Gail Vittori

Co-Director Center For Maximum Potential Building Systems

Gail Vittori is co-director of Center for Maximum Potential Building Systems in Austin, Texas. Gail was 2009 chair of the U.S. Green Building Council's Board of Directors and is vice-chair of the Green Building Certification Institute Board. A Loeb Fellow at Harvard's Graduate School of Design, she co-authored Sustainable Healthcare Architecture and her Building a Greener World was featured in TIME Magazine.

Women Leaders in Sustainable Design THU. 10/4 11:15AM

Bookstore Signing: Gail Vittori THU, 10/4 1:00PM 3RD FLOOR PRE-FUNCTION AREA

RM 104



Bryan Walsh

Senior Editor *Time Magazine*

Bryan Walsh, senior writer for *TIME* and TIME.com, focuses on environmental issues, general interest and national stories. Bryan writes the Going Green column and contributes to *TIME*. com's environmental issues blog, Ecocentric. A former Tokyo bureau chief for *TIME*, Walsh was named senior writer in April 2011 and is based in New York. He's written cover stories for *TIME* on subjects from climate policy to natural gas drilling to aquaculture.

The New Environmentalists FRI, 10/5 10:00AM RM 204



Caleb Waugh

PhD Candidate MIT Energy Club

A graduate student at MIT, Caleb Waugh has served as co-president of the MIT Energy Club, director of the MIT Energy Conference, and is a member of the MIT Energy Education Task Force. He recently completed his Masters in Technology and Policy and is currently pursuing his PhD in Nuclear Science.

Student Powered Change: Energy Clubs as Catalysts WED, 10/3 2:00PM RM 102



Michael Webber

Associate Professor The University of Texas at Austin

Michael Webber is co-director of the Clean Energy Incubator and Assistant Professor of Mechanical Engineering at UT Austin, where he trains a new generation of energy leaders through research and education. He is on the board of advisers for Scientific American and has authored more than 150 publications.

Putting "Able" into Sustainable: What Works THU, 10/4 4:45PM SALON D/E

Solutions to the Texas Water Crisis FRI, 10/5 10:00AM RM 102



Jonathan Wichmann

Head of Social Media Maersk Line

Jonathan Wichmann is the head of social media at Maersk Line, the world's largest container shipping company, based in Copenhagen, Denmark. Prior to joining Maersk Line, Jonathan worked as a copywriter, videographer and concept developer at a digital agency as a marketing consultant and as a writer for Weekendavisen, a Danish weekly.

Shipping, Social & Sustainability: What Works? What Fails? THU, 10/4 10:40AM RM 106



Lorie Wigle

Eco-Tech General Manager Intel

Lorie Wigle is general manager of Intel's Eco-Technology office, chartered to optimize the positive environmental impact of Intel's products. She was named one of the three most powerful women in smart grid by Smart Grid Newsletter and one of top 10 women in sustainability by PINK magazine. Recently she received the Sustainable Business Leadership Award from Sustainable Business Oregon.

Startups and Corporations: Bringing Clean Technology to Market WED, 10/3 10:00AM RM 102

Startup Showcase Semifinals THU, 10/4 9:00AM SALON A/B

Startup Showcase Finals THU, 10/4 4:45PM SALON A/B



Clint Wilder

Senior Editor Clean Edge Inc

Clint Wilder is senior editor at cleantech research and advisory firm Clean Edge and the coauthor of two books, Clean Tech Nation and The Clean Tech Revolution. He is a frequent speaker at cleanenergy and green business and a blogger for the Huffington Post.

Being a Clean Tech Nation FRI, 10/5 11:15AM RM 106

Bookstore Signing FRI, 10/5 12:30PM 3RD FLOOR PRE-FUNCTION AREA



Howard Williams

Vice President and General Manager

Construction Specialities Inc

Howard Williams is the vice president and general manager of Construction Specialties, a mid-sized company that produces building products. He has been a champion of producing products using safe materials, while advocating for transparency and safer chemical legislation in Congress. Construction Specialties is demonstrating that companies can

flourish and make safer products at the same time.

Toxic Chemicals Are Already the Next "Big" Issue THU, 10/4 3:30PM RM 104



Darcy Winslow

Managing Partner Academy For Systemic Change

Darcy Winslow is managing partner of the Academy for Systemic Change - achieving collective capacity at a scale that matters, and CEO of DSW Collective, LLC. Darcy worked at Nike for 21 years, including general manager of Sustainable Business Strategies, general manager of Nike's Global Women's division, and senior advisor to the Nike Foundation.

Creating Significant Change at the System Level THU, 10/4 10:00AM RM 104



David Wolfe

Texas Regional Wildlife Director Environmental Defense Fund

David Wolfe (M.S. Ecology) is Texas Regional Wildlife Director with EDF. David began his career as a field ecologist with The Nature Conservancy and since has held a variety of conservation management positions. A leader in the development of the Fort Hood Recovery Credit System for the golden-cheeked warbler, he is currently engaged in the development of regional pre-compliance credit systems for additional species.

Habitat Credit Trading Markets Save Rare Species WED, 10/3 10:00AM RM 104



Chelsea Woodhead

Senior Manager of Culture and Communications BuildASign.com

Chelsea Woodhead is senior manager of Culture and Communications for BuildASign. com where she oversees communications, philanthropy and corporate culture. Chelsea joined BuildASign.com in 2010 and helped launch the company's formal Giving Program, which has provided more than \$450,000 worth of in-kind donations to more than 400 nonprofit organizations to date.

How to Create a Holistic Social Impact Program WED, 10/3 10:20AM RM 106



Andrew Wyly

Author and Filmmaker Andrew Wyly Film Co

Andrew Wyly is co-author of *Texas* Got It Right! about the Lone Star State's greatest game changers that have made Texas an economic powerhouse. After earning a BA in History from Denison University, Andrew worked for Green Mountain Energy. In 2007, he created the Andrew Wyly Film Company.

Deregulate for Real WED, 10/3 2:40PM RM 106

Bookstore SigningWED, 10/3 3:00PM
3RD FLOOR PRE-FUNCTION AREA

Will Wynn

Former Mayor City of Austin

Will Wynn is the award-winning recent two-term mayor of Austin, Texas, who led the city's lauded transformation for most of the past decade. He is a dynamic and sought-after speaker on topics ranging from energy & sustainability to innovation & creative cities.

Kids and Sustainability In An Urban World THU, 10/4 3:30PM RM 102



Rick Yang

Senior AssociateNew Enterprise Associates Inc

Rick Yang joined New Enterprise Associates, Inc., a leading global venture capital firm, in 2007 and focuses on cleantech and consumer tech investments. Previously, Rick was a technology banker at Credit Suisse, executing strategic financing initiatives for tech companies. Rick earned his bachelor's degree in electrical engineering from Stanford University.

Funding Your Eco Venture: Secrets of Top Investors WED, 10/3 2:00PM RM 104



Shannon Yee

Vice President of Partnerships BERC University of California Berkelev

Shannon Yee is a PhD candidate in Mechanical Engineering at the University of California Berkeley developing novel organic-inorganic thermoelectric materials for power generation. He is also a DOE AFCI Fellow, a

Hertz Foundation Fellow, and was the first ARPA-E Fellow where he helped build the agency during its inaugural year.

Student Powered Change: Energy Clubs as Catalysts WED, 10/3 2:00PM RM 102



Matthew Yeomans

Editor in Chief Social Media Influence

Matthew Yeomans specializes in social media sustainability communications. He writes the Social Business column for Guardian Sustainable Business and is the author of the SMI-Wizness Social Media Sustainability Index and #FAIL: The 50 Greatest Social Media Screw-Ups. Matthew has provided editorial strategy to HSBC, PwC, Diageo and Volkswagen among others.

Bookstore Signing THU, 10/4 4:00PM 3RD FLOOR PRE-FUNCTION AREA

Sustainability Gets Social THU, 10/4 4:45PM RM 102



Zia Yusuf

CEO Streetline

Zia Yusuf, CEO at Streetline Inc, was formerly an entrepreneur-in-residence at Sutter Hill & Norwest Ventures. His extensive experience also includes periods at SAP AG, Goldman, Sachs & Co. & the World Bank Group. Zia has a MS from Georgetown University and an MBA from Harvard; he is an associate consulting professor at Stanford University's Design Schnol.

Startups and Corporations: Bringing Clean Technology to Market WED, 10/3 10:00AM RM 102



Kathy Zarsky

Director Holos

Kathy Zarsky: entrepreneur, systems thinker, process mapper, green building leader and biomimicry specialist. Kathy founded BiomimicryTX, a network whose mission is to create synergies and stimulate biomimicry education and enterprise. She is adept at building supportive connections between existing patterns, processes and ideas to generate sustainable, healthy communities and designs.

Organizational Innovation Inspired by Nature FRI, 10/5 11:15AM SALON D/E

The New Urban Model: City as Ecology FRI, 10/5 4:45PM RM 104



Ory Zik
CEO
Energy Points

Dr. Ory Zik founded Energy Points to enable corporations to capture the value of sustainability in a practical way. Prior to founding Energy Points, he was the founding CEO of solar thermal augmentation company HelioFocus Inc, which develops solutions for conventional power plants.

Sustainability: Making Sense with Intuitive Math THU, 10/4 3:50PM RM 106

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April Litz



SAVE THE DATE!

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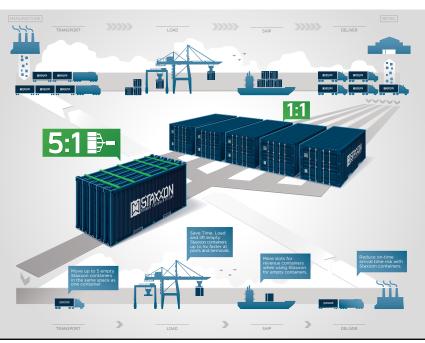
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This year, we're working with SXSW Eco to get Treecycler codes out, so we encourage you to redeem yours and plant a tree in the nearby Bastrop, Texas project, which recently experienced a devastating fire that burned over 33,000 acres of forest.

*or taco, or cheap beer, or whatever other Austin cliché you prefer.

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