

2<sup>nd</sup> Annual



# Sustainable Enterprise Conference **Contra Costa**

Weds. Nov. 1st, 2017 | Pleasant Hill Community Center

## ***Embracing Sustainability as a Business and Economic Strategy***

featuring

### **Drawdown: Making the Economic Case for Reversing Global Warming with Chad Frischmann**

Chad Frischmann is the Vice President & Research Director for **Project Drawdown**  
based on the book **Drawdown** edited by **Paul Hawken**

### **2017 Contra Costa Sustainability Report with Jody London**

Jody London is the Sustainability Coordinator for Contra Costa County

### **The Business of Sustainability**

Lon Hatamiya is a well-known economist and former California Secretary of Trade and Commerce  
**Renee Pierce** - Economic Development Analyst, Employment Training Panel  
**Chris Dundon** - Water Conservation Supervisor, Contra Costa Water District

### **The Electric Vehicle Revolution – Are We Ready?**

**Maureen Blanc** - Executive Director, Charge Across Town  
**Cal Silcox** - Expert Analyst: Electric Vehicles, PG&E (EV infrastructure)

### **Decentralized Financial Systems: The Impact of Blockchain Technology**

**Caterina Rindi** – Rindi Consulting, International Consultant on Bitcoin and Blockchain Technology  
**Zane Witherspoon** - CTO of Dispatch Labs and co-organizer of the SF Ethereum Group

### **Sustainable Business Showcase**

**Oscar Dominguez** - Director, Contra Costa Small Business Development Center and  
**Susan Psara** - Director, Contra Costa Green Business Program  
presenting **Crestwood Behavioral Health** and **First Generation Farms**

### **Innovation Spotlight**

**Kasra Behbahani** of Stantec presenting  
CCTA's shared autonomous vehicles (SAV) project

**Registration: 8 am • Conference: 9 am to 4:30 pm • Networking/Reception: 4:30 to 5:30 pm**  
Admission: \$25 in advance, \$35 at the door - Includes Lunch

**Door prize drawing at 4:30 for a *Tesla Overnight Experience!* Must be present to win.**

## **Details & Registration at [SECContraCosta.com](http://SECContraCosta.com)**

Presented by



Contra Costa County  
Department of Conservation  
and Development

Sponsored by





# Sustainable Enterprise Conference Contra Costa

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## **Sustainability • Innovation • Opportunity!**

The **Sustainable Enterprise Conference** is Contra Costa County's annual gathering of business owners, entrepreneurs, civic leaders, educators and activists who care about Sustainability and are dedicated to creating a vibrant *and* truly sustainable economy. Speakers and panelists address critical issues, showcase successful business models, and present opportunities for creating a vibrant and truly sustainable economy.

### **What is SEC?**

- *Perspectives on Emerging Markets*
- *Opportunities for New Business*
- *Insights and Best Practices*
- *Models for a Sustainable Future*
- *Connections and Collaborations*

### **Why Sustainability?**

The blueprint for Sustainability in Contra Costa includes a myriad of opportunities for creativity, innovation and new business.

Contra Costa County is well-positioned to be a hub for innovation in sustainable design, architecture, new product development and best practices. In the process, we can create new opportunities, new businesses and new jobs. *Let's make it happen!*

### **Who Should Attend?**

*Entrepreneurs, executives, managers, consultants, architects and designers, educators and students, policy-makers, non-profits, and anyone interested in bringing new concepts to their workplace because ...*

*"no one these days seriously denies the need for sustainable business practices."*  
– Harvard Business Review



1	Zero carbon
2	Zero waste
3	Sustainable transport
4	Sustainable materials
5	Local and sustainable food
6	Sustainable water
7	Land use and wildlife
8	Culture and community
9	Equity and local economy
10	Health and happiness

The Sustainable Enterprise Conference is based on the One Planet Living framework. Rooted in the science and metrics of ecological and carbon footprinting, 10 One Planet principles are used around the world to structure thinking and inform holistic action. These principles were created by Bioregional in London.

Details & Registration at  
**SECContraCosta.com**

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Contra Costa  
Marin

SustainableEnterpriseConference.com