

**FOR IMMEDIATE RELEASE**

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**BREAKING INDUSTRY SILOS, GOGREEN NYC REVEALS A PROGRAM  
EMPHASIZING TRANSFERRABLE LESSONS & SUSTAINABLE  
SOLUTIONS**

*Green Business Event Focuses On Regional Issues & Sustainability As An  
Economic Driver In New York*

July 11, 2012 (New York City) — New York City may be known as the 'financial capital of the world', but City leadership and proponents of sustainable business would like to see the region take on another title — 'green capital of the world.' Built to address the specific issues faced by New York businesses, GoGreen NYC reveals a conference agenda packed with tools to empower the private sector to increase performance without sacrificing profitability, and contribute to the success of the region's burgeoning green economy.

2012 plenary session topics are built around a central theme — building the business case for sustainability. Attendees will learn proven, transferrable strategies and tactics from the region's top experts on green business in a variety of industries and sectors. Topics to be addressed include:

- Funding Green Programs: Financing sustainable initiatives
- Collaborative Approaches to Achieve Zero Waste
- Emerging Green Leaders: Trends & culture shifts of a new generation
- Green Your Workplace: High impact change at your business
- Building The Business Case: How to create, implement and measure sustainability programs
- Sustainable Energy: Tools, strategies & incentives for lowering energy consumption
- Green Marketing & Branding: Mainstreaming green
- The Social Bottom Line: Doing business as if people mattered
- Employee Engagement: Forming, facilitating and training sustainability champions (Green Teams)
- Green Your Fleet/Transportation: Integrating alternative vehicle strategies
- New Manufacturing Renaissance: Innovative companies changing the playing field
- Top 2012 Innovators in Sustainability

Visit [newyork.gogreenconference.net](http://newyork.gogreenconference.net) to learn more about our [speakers](#) and [partners](#).

GoGreen NYC, presented by Veolia Energy, takes place **Wednesday, September 19, 2012** at The TimesCenter (242 West 41st Street, New York, NY). Additional information and registration details can be found online at [newyork.gogreenconference.net](http://newyork.gogreenconference.net). Early bird rates are in effect through July 31, 2012: \$295 for Full Admission and \$275 for groups of two or more. Limited sponsorship opportunities are still available. Please contact Ericka Dickey-Nelson at [newyork@gogreenconference.net](mailto:newyork@gogreenconference.net) or 503.226.2377 to inquire.

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### **About GoGreen '12 NYC**

GoGreen '12 NYC empowers business decision-makers with sustainability strategies, tools and connections to improve environmental, economic and social performance at their organization. The GoGreen platform serves as a conduit for innovative ideas to cross-pollinate within a regional urban system — facilitating collaborative approaches to sustainable solutions, building viable partnerships and working across industry silos. Learn more at [gogreenconference.net](http://gogreenconference.net).