

Fertile Ground for Designing a Sustainable Future

A Conference Jan 22-23, 2011 San Francisco

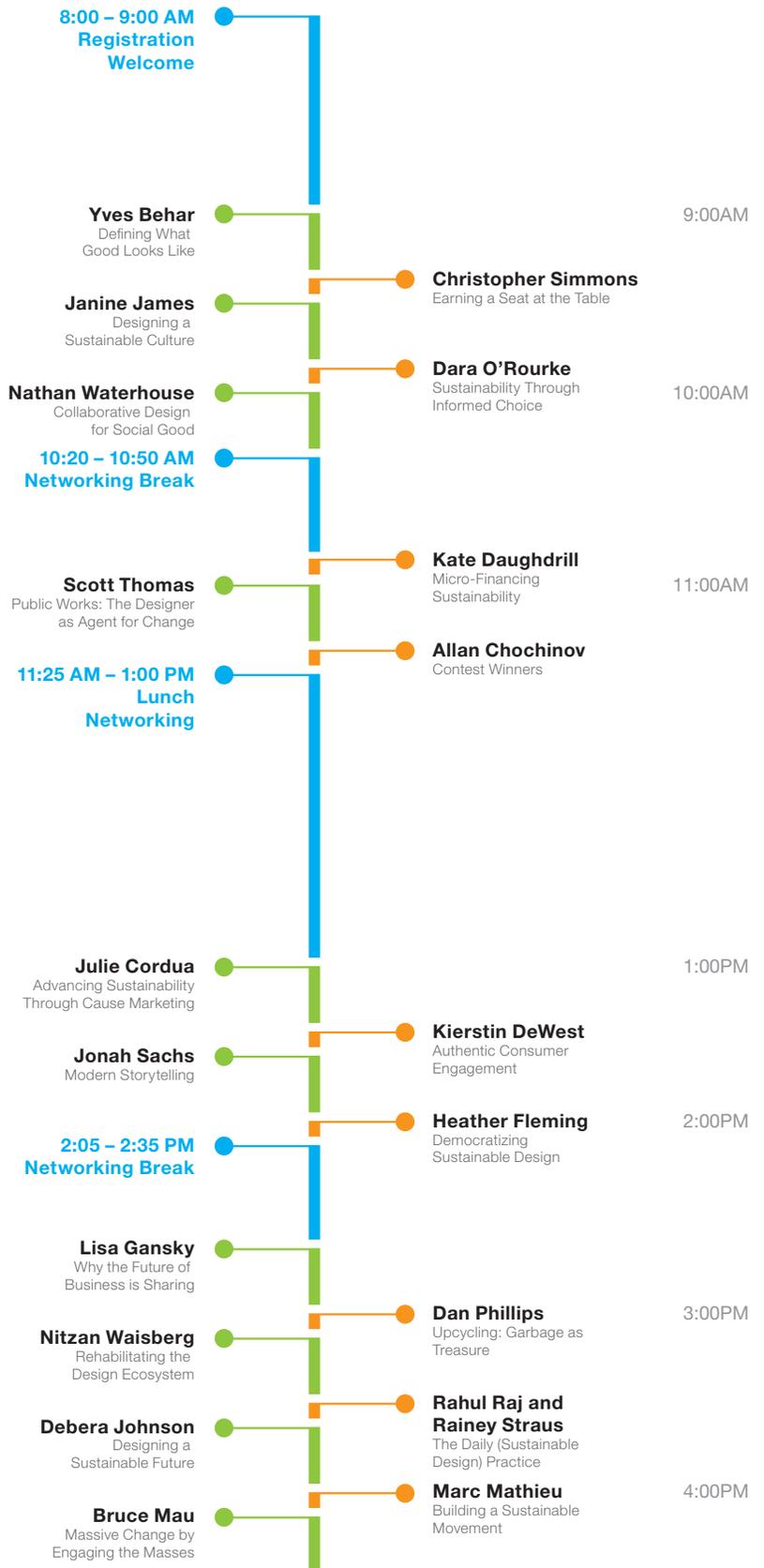


Day 1

January 22 Herbst Theatre
401 Van Ness Ave.
San Francisco

- Scheduled Breaks
- 18 Minute Speakers
- 5 Minute Fresh Idea Presenter

Conference Moderator:
Alissa Walker
Contributing Editor
Fast Company, GOOD, Dwell, Print, Sunset



Day 1

January 22
8:00 – 11:00PM

HUB SOMA
901 Mission St.
San Francisco

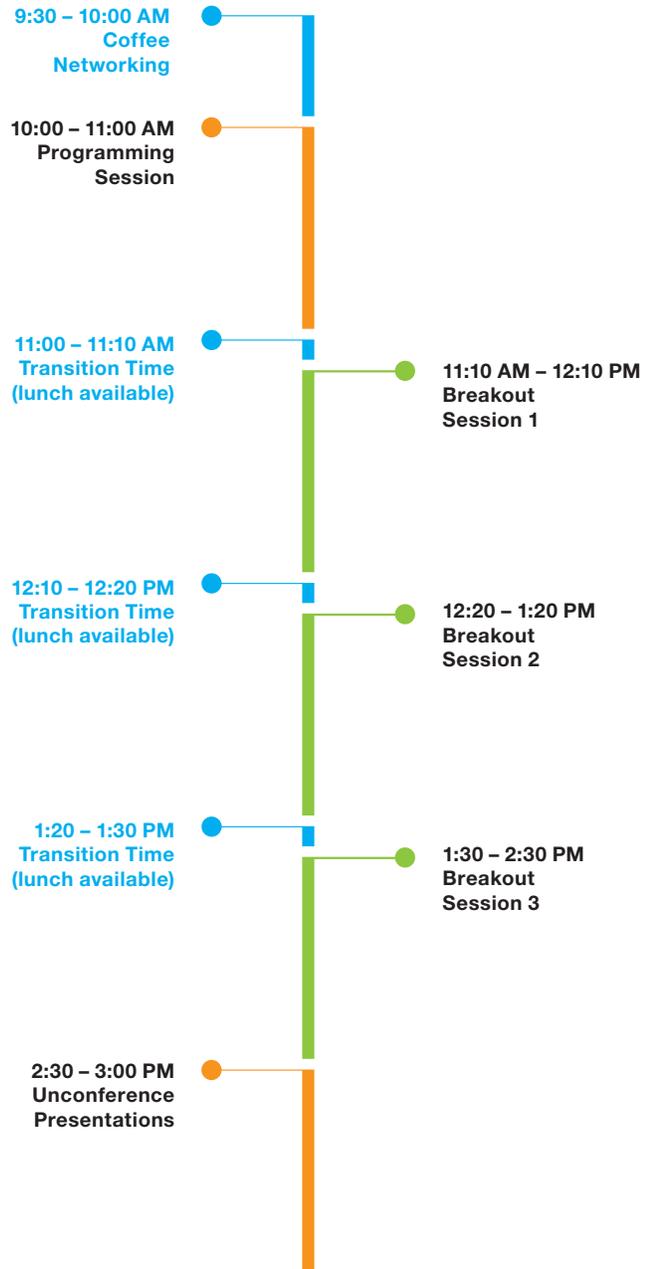


Day 2

January 23 Green Room
Herbst Theatre
401 Van Ness Ave.
San Francisco

- █ Scheduled Breaks
- █ Large Group Meetings
- █ Breakout Sessions

Unconference Moderator:
Joe Khirallah
CEO, Green Bear Group



9:05 AM

Yves Behar

Founder
fuseproject



Multi-award-winning industrial designer Yves Behar is the founder of fuseproject, the integrated design agency renowned for its game-changing projects in areas as diverse as technology, furniture, sports, lifestyle and fashion. Behar has attained international acclaim for a broad range of clean-lined and consumer-aware products that are deeply in tune with the needs of a sustainable future including: PACT

sustainable underwear; an electric vehicle charging station for GE; a task chair for Herman Miller made from 93% recyclable materials; and a groundbreaking packaging design innovation for PUMA, reducing waste consumption by 60%. Behar is a founder of Green Products Innovation Institute. A frequent speaker on sustainable design, he was invited to speak at the 2009 World Economic Forum.

9:25 AM

Christopher Simmons

Creative Director
MINE
California College of the Arts



Christopher Simmons is a designer, writer, educator, design advocate, and principal of the noted San Francisco design office MINE™. MINE™ designs identities, books, consumer products, packaging, print and interactive collateral for scientific visionaries, educational reformists, best-selling authors, museums, design institutions,

entrepreneurs, telecommunications giants, and Hollywood producers. Simmons is an adjunct professor of design at the California College of the Arts, a frequent judge and lecturer on design issues around the country, and the author of four books. His most recent book, *Just Design*, focuses on designing for social causes.

9:30 AM

Janine James

President & Chief Strategist
The Moderns



Janine James is a pioneer in the field of experiential branding and culture building. An early leader of environmental innovation, she founded the New York City-based firm The Moderns in 1992 as a brand strategy and multidisciplinary design think tank. The Moderns' work has brought success to some of the world's most influential and most environmentally sustainable brands, among them American Express, Planned Parenthood, BASF, France Telecom, Sundance, Knoll Textiles

and Shaw Industries. A cultural visionary in her field and in the community at large, Ms. James is a sought-after lecturer, inspiring audiences across disciplines and professional backgrounds, in both national and international forums. Most recently, she led an executive education program at Harvard University's prestigious Graduate School of Design and has spoken at major conferences assembled by AIGA, IDSA, RGD Ontario, and Sustainable Brands.

9:50 AM

Dara O'Rourke

Co-Founder
GoodGuide



Dara O'Rourke is an Associate Professor at the University of California, Berkeley, and the co-founder and Chairman of GoodGuide, Inc. Dara has spent the last 20 years researching the environmental, labor, and health impacts of global production systems. He has recently applied this research to a social venture startup – GoodGuide – which has built a suite of tools that provide information about the environmental, social, and health

performance of products and companies to consumers at the point of purchase (through web and mobile applications), and that empower people to screen and compare products based on their personal values and concerns. Dara's work has been featured internationally. He has served as a consultant to the World Bank, the UNDP, the OECD and a wide range of non-governmental organizations. He was previously a professor at MIT.

10:00 AM

Nathan Waterhouse

Lead
OpenIDEO



Nathan Waterhouse co-leads OpenIDEO, a website that enables design collaboration crowd-sourcing. Based in Palo Alto, Calif., Nathan develops and explores the potential of open innovation as it grows and matures as a business, designing new concepts and offerings for IDEO clientele in the U.S. market.

Nathan has always been fascinated by how technology can be used to increase cooperation within groups of people, from professionals employed by the same company to colleagues connected by online social networks. His innovative work in this area has been featured by the BBC, the Victoria and Albert Museum, and the International Furniture Fair (Milan).

11:20 AM

Kate Daughdrill

Founder
Soup



Kate Daughdrill is a Detroit-based artist who works near the intersection of art and community. She creates sculptures, installations, environments, gatherings, performances, and publications that invite community engagement and often provoke unexpected conversations and relationships. Daughdrill is particularly interested in facilitating long-term, pleasurable investigations that explore urban

development, public dialogue, and interdisciplinary collaboration. She currently organizes Detroit SOUP, a monthly dinner funding micro-grants for creative projects in Detroit. Daughdrill did her undergraduate work in printmaking and political and social thought at the University of Virginia and is currently a second-year graduate student at Cranbrook Academy of Art.

11:00 AM

Scott Thomas

Design Director
Obama for America
The Post Family



Scott Thomas, who goes by the moniker SimpleScott, lives by the idea that the simplest solution is the best one. Back when he had free time he could be found at a letterpress fashioning original prints and collaborating with fellow members of the design collective, The Post Family. In 2008 he became the Design Director for the Obama Campaign. Soon enough

SimpleScott found himself redesigning WhiteHouse.gov and trying to impress politicians with his Lincoln-like beard. He recently self-published *Designing Obama*, a chronicle on the role of art and design in the political realm. SimpleScott plans to continue working on creative projects that might just one day change the world.

11:20 AM

Allan Chochinov

Partner
Core77



Allan Chochinov is a partner of Core77, a New York-based design network serving a global community of designers and design enthusiasts. He is editor in chief of Core77.com, Coroflot.com, and Designdirectory.com, and writes and lectures widely on the impact of design on contemporary culture. He teaches in the graduate departments of Pratt Institute and the School of Visual Arts in New York City.

Prior to Core77, his work in product design focused on the medical and diagnostic fields, as well as on consumer products and workplace systems. (Projects included work for Herman Miller, Johnson & Johnson, Federal Express, Kodak, A.C. Nielsen, Oral-B, Crunch Fitness and others.) He has been named on numerous design and utility patents, and has received awards from I.D. Magazine, Communication Arts, The Art Directors Club and The One Club.

1:10 PM

Julie Cordua

Director of Communications
(RED)



Julie is the Director of Communications at (RED), a brand created to engage business and consumer power in the fight against AIDS in Africa. Julie joined (RED) in 2006 prior to its launch and was part of the start up team that shaped the business model, introduced the brand in the US and developed the initial brand partnerships with companies such as Gap, Apple, Converse, Emporio Armani and more. Over the past four years, she has lead the companies communications efforts and helped establish (RED) as one of the most successful cause marketing initiatives in history, delivering more than \$160 million to the fight against AIDS in Africa. Prior to joining (RED), Julie was the

senior director of communications and part of the start-up team at HELIO, a new mobile brand that delivered cutting edge technology and applications to young, connected consumers. Julie also spent five years in Motorola's mobile devices division where she led the global category marketing group and was part of the team that orchestrated the RAZR launch in 2002. The RAZR went on to sell more than 100 million units, making it the third most popular mobile phone in history. Julie holds a B.A. in Communications, with an emphasis in Business Administration, from UCLA and an M.B.A. from Northwestern's Kellogg School of Management.

1:30 PM

Kierstin DeWest

Principal at Ci
Ci Shift



Kierstin is the key research + strategic mind at Ci. She is an expert and pioneer on the relationship between sustainability, people and brands, how to uncover relevant insights and then translate this insight into business and innovation opportunities for leading brands and organizations. In 2003, after a stint in fashion and 10 years on Madison Ave, she founded Ci, a leading sustainability brand & research consultancy that works with thought leaders such as Coda Automotive, NBC Universal, the Advanced Innovation Team (AIT) at Adidas Global, UBC Office of Sustainability, World Changing, Nike Inc, KEEN Footwear, The North Face and more.

She is the creator of Ci's market intelligence tool on consumers, culture and

sustainability: The SHIFT Report™ —which has informed opportunities from keynote speeches at Davos World Economic Forum and content development for TV Networks to product and marketing strategies for leading brands. Kierstin is passionate about the relationship between people, culture and brands and leveraging that understanding to drive positive change and business success.

After living in Paris, Montreal, NYC and San Francisco, Kierstin now lives in Vancouver with her children, Felix and Roman. She recently rocked her first Olympic distance triathlon to raise money for the Leukemia & Lymphoma Society.

1:35 PM

Jonah Sachs

Founder
Free Range Studios



Jonah's pioneering communications work as the creative director at Free Range Studios has helped hundreds of social-mission organizations (like ACLU, Amnesty International, Conservation International, WWF) break through the media din with strategic, inspiring messages. His company's visionary use of viral marketing has been featured in dozens of top TV networks (CNN, Fox News, MSNBC) radio outlets (NPR, BBC, CBC) and newspapers (*The New York Times*, *Washington Post*, *LA Times*). In 2004, *Food and Wine* magazine featured him as a "2004 Tastemaker" for thinking up the most successful Flash advocacy movie in the history of the web,

The Meatrix (themeatrix.com). In 2008, *Fast Company* named Jonah as one of the Fast 50 people who might just save the planet. His work has three times won best website awards at the nations leading digital festival, South by Southwest. And in 2010, Free Range was nominated for the National Design Award from the Smithsonian. Recently, Jonah has been a lead writer, along with Annie Leonard, on the iconic *The Story of Stuff* series. Viewed by more than ten million people around the world, *The Story of Stuff* remains one of the most talked about viral and sustained social message campaigns on the Internet.

2:00 PM

Heather Fleming

Founder + CEO
Catapult Design



Heather is CEO and co-founder of Catapult Design, a product strategy and development firm that serves emerging markets. Catapult’s clients are companies and organizations working in impoverished communities with technology needs – including rural electrification, water purification and transport, food security, and health. Before Catapult, Heather worked for several years as a product design consultant in Silicon Valley, designing products for a diverse range of clients.

In 2005, she co-founded and led a volunteer group focused on social impact design through Engineers Without Borders - SFP. The team’s work was featured in a variety of national media including *Newsweek* and *WIRED.com*. Heather was named a Pop!Tech Social Innovation Fellow and World Economic Forum Young Global Leader for her work with EWB and Catapult Design. Heather is also a Staff Writer for *NextBillion.net* and has a degree in Product Design from Stanford University.

2:35 PM

Lisa Gansky

Author of *The Mesh*



Lisa is an author of *The Mesh: Why the Future of Business is Sharing* and the *Mesh Directory* live and online at www.meshing.it. For more than 18 years, Lisa has been an entrepreneur and environmentalist focused on building companies and supporting social ventures where there is an opportunity for well-timed disruption and a resounding impact. A founder and CEO of several internet companies, including GNN (the first web portal sold to AOL) and the largest consumer photo sharing and print service, Ofoto (sold to Eastman Kodak in

2001), Lisa’s attention is on sustainable ventures with positive social impact. She puts a strong emphasis on clean energy, social networks, accelerating community engagement and awareness, and exploring new platforms and business models. Lisa currently serves as a Director of *Dos Margaritas*, an environmental foundation with programs focused in Latin America. She is an advisor and investor in several social ventures including: *New Resource Bank*, *Convio*, *Squidoo*, *Slide*, *TasteBook*, *MePlease*, *Instructables* and *Greenbiz*.

3:00 PM

Dan Phillips

Founder
The Phoenix Commotion



Dan is the founder of *The Phoenix Commotion*, a building initiative in Texas to provide housing for low-income families. It was created to prove that constructing homes with recycled and salvaged materials has a viable place in the building industry. This process uses only apprentice labor, in addition to the homeowners themselves, and teaches marketable

skills to anyone with a work ethic who is willing to swing a hammer. No two homes are alike due to the myriad of materials used, so there is an artistic element that makes *Phoenix Commotion* homes truly unique. Check out images of his work at: <http://bit.ly/cTy13j>

3:05 PM

Nitzan Waisberg

Professor
Stanford's d.school
Stanford Institute of Design



Award-winning designer, historian and design researcher Nitzan Waisberg is the co-creator of Sustainable Abundance, a radically human-centered approach to sustainability. While important technological innovations aid in creating a sustainable future, Nitzan believes equal emphasis needs to be placed on the

perceptions, constructs and social worlds that afford sustainable abundance. At the Hasso Plattner Institute of Design (the d.school) at Stanford, she and Debra Dunn guide multidisciplinary teams as they solve complex ecosystem level sustainability issues through design.

3:25 PM

Rahul Raj & Rainey Straus

Conference Organizers



Rahul is regarded by *TIME* magazine as one of Canada's leading social entrepreneurs for his innovative approaches to addressing hunger. He has a long standing commitment to the non-profit community, marked most recently by his roles as the Sustainability Chair for AIGA SF and Chair of Compostmodern. He is passionately employed as the lead on Sustainability at Walmart.com

Design Director at Groove 11, Rainey's hybrid practice combines brand strategy with visual and user experience design. Select clients include: PBS, Autodesk, Diageo, New Resource Bank and the Post Carbon Institute.

3:30 PM

Debera Johnson

Founder
Pratt Design Incubator



Debera Johnson has been a catalyst for transformative change at Pratt Institute for over 20 years and a lifetime advocate for collaboration. She is currently the Academic Director of Sustainability at Pratt Institute and is leading Pratt's commitment to integrate sustainability through its academic programs. Deb is the executive director of Pratt's Center for Sustainable Design Studies, a regional resource to support teaching sustainability in an

urban environment. While Chairperson of the Industrial Design program at Pratt she founded and continues to direct the Pratt Design Incubator for Sustainable Innovation whose dual purpose is to support start-up sustainable/social enterprises and engage Pratt alumni, faculty and students in projects that focus on sustainable innovation for industry and the non-profit sector.

4:00 PM

Marc Mathieu

Founder
BeDo



Marc Mathieu, the former head of Global Brand Marketing at Coca-Cola, is leading the development of a new enterprise at the intersection of human and business interest. Seeing the growing urgency for scale within the socio-environmental movement, Marc decided to apply his vision, expertise and relationships to the creation of BeDo.

BeDo helps clients craft strategies and drive movements. Their visionary expertise takes them a variety of places within a client corporation—from branding and marketing to innovation to sustainability and social responsibility—and for that reason, their work comes to life in many different ways. BeDo’s thinking also takes it into visionary startups,

where they provide the branding and marketing expertise of the corporate world to innovative social enterprises to expand their growth potential.

Marc was with the Coca-Cola Company from 1996 to 2008, most recently in Coca-Cola’s World Headquarters as Senior Vice President of Global Brand Marketing. Acknowledging the intersection between human and business needs, Marc showed businesses across Coca-Cola how to incorporate social and cultural importance into brands and everyday business practices. Marc holds a degree from École Supérieure de Commerce de Paris. He currently resides in Atlanta with his wife, and has three children in college.

4:05 PM

Bruce Mau

Chief Creative Officer
Bruce Mau Design



World-leading visionary, innovator, designer, and author, Bruce Mau is committed to creative, healthy, ecological and economic abundance. Informed by 25 years of studio experience in design innovation and collaboration with some of the world’s leading artists, institutions and businesses, Bruce Mau has made the simple commitment to connect his life and work to education and human development. As Co-Founder of Bruce Mau Live, this new initiative is committed to developing purposeful projects in education, health, leadership, and security.

Motivated by the certainty that the future demands a new breed of designer, Bruce Mau founded the Institute without Boundaries – an innovative, studio-based postgraduate program in collaboration

with George Brown College, Toronto. Mau and his students created the groundbreaking exhibition and best-selling book, *Massive Change* (Phaidon) — a project that declared, “Massive Change is not about the world of design; it’s about the design of the world.”

Distinguished award highlights from Mau’s career include the Global Creative Leadership Award from the Louise Blouin Foundation; the AIGA Gold Medal for Communication Design; The William and Stephanie Sick Distinguished Professor at the School of the Art Institute of Chicago; and Distinguished Fellow, Segal Design Institute, Robert R. McCormick School of Engineering and Applied Science, Northwestern University.

Moderator

Alissa Walker

Contributing Editor
Fast Company, GOOD,
Dwell, Print, Sunset



Alissa Walker is a freelance writer who can most often be found in Los Angeles. She writes about design, architecture, cities, transportation and walking for many publications, including Fast Company, GOOD, Dwell, The Architect’s Newspaper, Print and Sunset, and is the associate producer for the public radio show “DnA: Design and Architecture.”

She is a contributing writer for Fast Company’s new design site, Co.Design, and a contributing editor at GOOD, where she writes the column Design Is a Verb. Through her work with GOOD, Alissa is also the co-creator, with creative director Casey Caplowe, of GOOD Design, where designers present solutions to city

problems as proposed by urban leaders. These high-energy, interactive events have created ongoing partnerships between designers, government and civic organizations across the country.

Alissa served as the product design curator for the California Design Biennial and was named as a USC/Annenberg Getty Arts Journalism Fellow for her writing about design and urbanism. She lives in the Silver Lake neighborhood of Los Angeles, where she throws ice cream socials, tends to a drought-tolerant garden, writes infrequently on her blog, Gelatobaby, and relishes life in L.A. without a car.

Unconference Overview

Location & Timing:

Green Room at the Herbst Theatre
401 Van Ness Avenue
San Francisco
9:30am - 2:30pm

Moderator:

Joe Khirallah
CEO, Green Bear Group

An unconference is a democratic and open format that converts great thinking and passion into action. With a unique format for breakouts, presentations, and audience interaction, attendees will be able to propose topics about which they are passionate, engage like-minded individuals in open discussions, and build projects that can help us all realize social change.

If you haven't attended an unconference, you are in for a treat. Unconferences are founded upon a simple assumption; if you gather a group of passionate people who have a shared interest, the conversation is destined to be fruitful.

At the beginning of the day, our moderator will lead a planning session. During this session, anyone can suggest a topic for discussion. After they are presented, topics will be posted on a large board, which indicates where groups will meet. After the planning session concludes, people will break into discussion groups by selecting a topic in which they are interested. Simple. Before the second session, return to the board and find another session in which you are interested.

The Law of Two Feet

If you join a session, and it's not what you expected, invoke The Law of Two Feet. Put simply, if at any time during the unconference you find yourself in a situation where you are neither learning nor contributing, pick yourself up and find a session in which you are interested. It's your day.

Compostmodern 2011 Fellows:

The Unconference fellows will support you throughout the day by facilitating the conversation, helping to connect people of similar interests, and ensuring you have an exceptional experience.

John Bielenberg

Partner C2 and Founder of Project M

Kristen Bouvier

Principal and Creative Director, morphos arts

Gaby Brink

Founder and Creative Director, Tomorrow Partners and Co-Author, The Living Principles

John Creson

Partner and Chief Design Officer, Addis Creson

Dawn Danby

Project Manager, Autodesk's Sustainable Design Program

Brian Dougherty

Founding Partner, Celery Design Collaborative

Jeremy Faludi

Sustainable Design Strategist and Sustainability Research Manager, Project Frog

Phil Hamlett

Compostmodern Founder and Director of Graduate Graphic Design at the Academy of Art University

Josh Morenstein

Creative Director, fuseproject

Adam Reineck

Senior Designer, IDEO

Arvi Raquel-Santos

Design Director, Weymouth Design

Christopher Simmons

Creative Director, MINE

Joshua To

Director of Soup and Founder of Brute Labs

Event Partners

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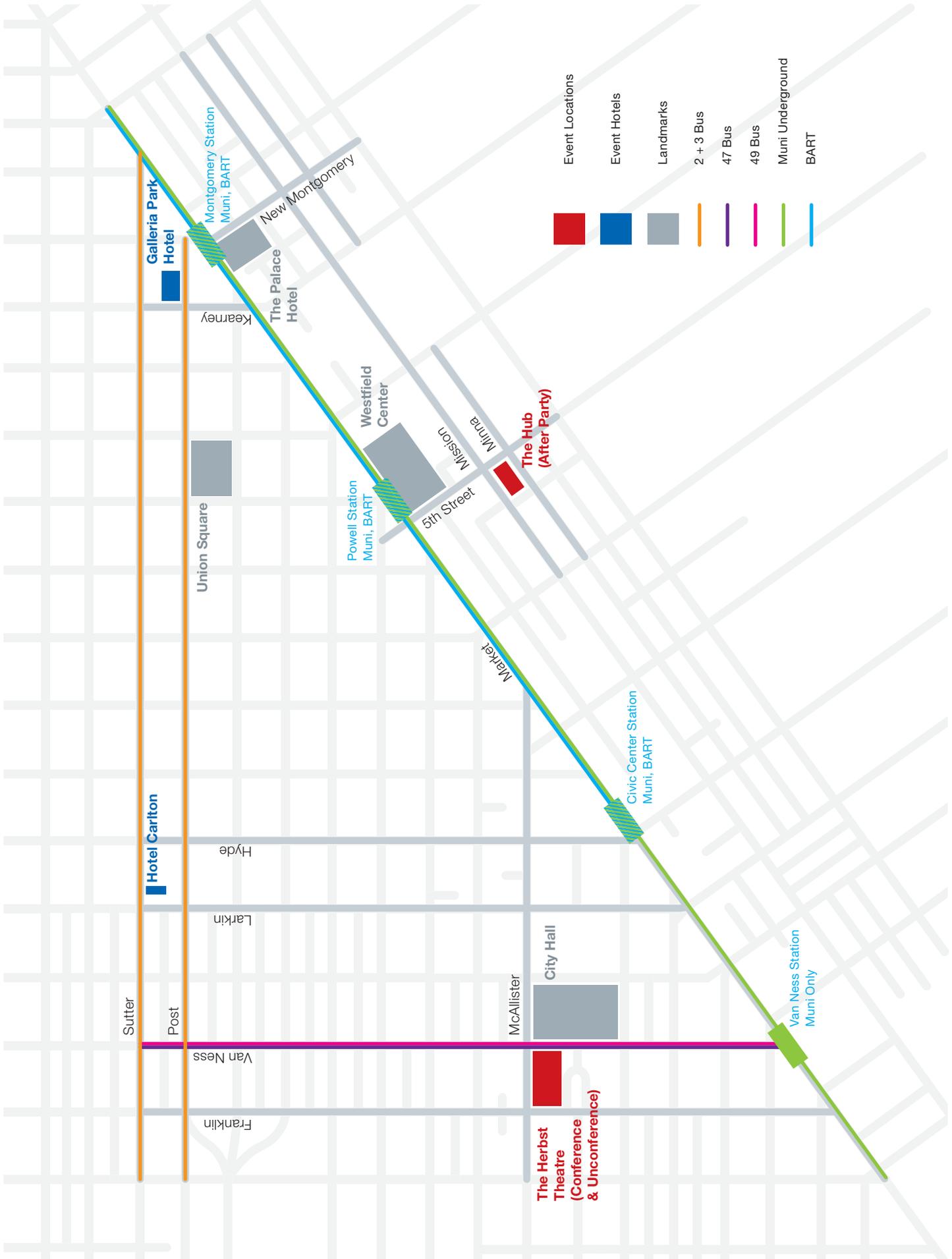


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Galleria Park Hotel

Montgomery Station
Muni, BART

The Palace Hotel

Union Square

Hotel Cariton

Hyde
Larkin

Sutter

Post

Van Ness
Franklin

Westfield Center

Powell Station
Muni, BART

5th Street

The Hub (After Party)

Market

Civic Center Station
Muni, BART

McAllister

City Hall

The Herbst Theatre (Conference & Unconference)

Van Ness Station
Muni Only