

# GREEN ECONOMY BUSINESS OPPORTUNITY CONFERENCE

GEBOC Innovator Contest

## "Greening our Communities: Where We Live, Work, Learn and Play"

### Premise:

According to the U.S. Energy Information Administration (EIA), the Buildings in our communities consume nearly half (49%) of all energy produced in the United States. Seventy-seven percent (77%) of all the electricity produced in the U.S. is used just to operate buildings. Globally, these percentages are even greater. With so much attention given to transportation emissions, many people are surprised to learn this fact. In truth, the Building Sector was responsible for nearly half (46.9%) of U.S. CO<sub>2</sub> emissions in 2009. By comparison, transportation accounted for 33.5% of CO<sub>2</sub> emissions and industry just 19.6%.

The activities involved in developing and maintaining our communities touches nearly every industry (from steel, insulation, and caulking to mechanical and electrical equipment, glass, wood, metals, tile, fabrics and paint) across all sectors of the U.S. economy (from architecture, planning, design, engineering, banking, and development to manufacturing, construction, wholesale, retail, and distribution). This knowledge requires us to take a step back from a singular focus on any one sector or solution and instead consider the bigger picture of sustainability within the context of our everyday environments

### Concept:

In recognition of this enormous challenge and in keeping with the 2011 conference theme, The Maryland Legislative Black Caucus and the Presidents' Round Table initiated a contest that will capture and reward the most innovative ideas, product developments and innovations across a full range of issues inherent in developing our communities. We are particularly encouraging proposals that promote the use of technologies and strategies that will enhance growth in the green economy. This may include but not limited to **smart grid integration**, renewable energy and energy efficiency, green building design, **landscape design**, **waste to energy**, **urban agriculture**, **storm water management**, and **clean transportation**.

This competition supports original research projects, technologies and products that demonstrates innovation and rigor within the green economy. We encourage ideas that are practical and multi disciplinary, not solely academic and that can have a catalytic effect on social, economic and environmental change within the green economy.



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## **Awards:**

Awards presented to five finalists who will also have the opportunity to present their ideas at the conference to attract customers, investors, collaborators, or other support.

## **Award Categories**

Individuals, collaborative teams or businesses

Students

Research projects

Market ready projects

## **Eligibility:**

Applicants must currently live in the U.S. to qualify for this competition. Students, professionals, and educators in architecture, planning, design, engineering, banking, development, manufacturing, construction, wholesale, retail, and distribution and others interested in the green economy are encouraged to apply.

## **Submission Guidelines:**

These guidelines are designed to help you compile a successful application and should be reviewed prior to writing your proposal:

- A well articulated project abstract is crucial to the success of your application. The abstract should state clearly the research question, intended design, or technology description. It should include a description of the type of research, or application for the project. The goal of the research project or the intended product or deliverable should also be stated along with the skills and experience that you and other team members bring to the project that will enable you to complete it successfully. Your abstract should demonstrate a mastery in the subject area and that you understand the state of the art relative to your project. The abstract should stand on its own as a clear summary for your application.
- Your project description should outline the relationship among project team members- organizations, firms, individuals and institutions involved in the work.
- Your project description should expand on the methodology proposed in the abstract and clearly outline the research, development or business goals.
- The team leaders biography limited to two pages including a statement that outlines the applicant's relevant experience and ability to complete the project.
- All submissions should be made in PDF format (maximum 2 pages)

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## **Evaluation Criteria:**

Judges will evaluate each proposal based on:

Project feasibility

Innovation

Positive environmental impact

Applicability to a wide audience and replicability

Significance of an award to further development of the project.

## **Conditions**

Submission of a proposal for resources and/or funding constitutes the submitter's agreement to permit the Presidents' Round Table and the MD Legislative Black Caucus to publish all or part of the proposal abstract, including the identity and contact information of the project leaders, whether or not the PRT/MD LBC ultimately provides resources and/or funding for the project. The intent is to disseminate information about ongoing or proposed research and developments as widely as possible in the minority community and beyond. Acceptance of resources, funding and/or grants in this contest constitutes the contest participant agreement that the results of the research or project development will be provided in writing to the PRT/MD LBC by the deadline established, and in the absence of a pre-existing publishing contract, the right of first publication of all projects awarded through this contest including the right to publish the abstracts of all proposals and the identity and contact information of the project leaders

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## Schedule

February 10, 2011	Publication for the call for proposals
February 25, 2011	Deadline for receipt of questions (email questions to <a href="mailto:contest@businessforgreen.com">contest@businessforgreen.com</a> )
March 3, 2011	A summary of all questions and responses will be posted at <a href="http://www.businessforgreen.com">www.businessforgreen.com</a> emailed to all who request a copy
April 17, 2011	4:00 pm EST deadline for receipt of the application form and supporting materials by email only to <a href="mailto:contest@businessforgreen.com">contest@businessforgreen.com</a>
April 19, 2011	Top 5 Finalists announced and notified
May 3, 2011	Top 5 finalists will present their concept at the 2nd GEBOC Conference. The audience will consist of high level investors, utilities and contracting executives, industry leaders, and education leaders. Top two winners will be awarded resources, funding, and/or grants to continue their project.
May, 2012	The results of projects awarded must be presented at the 3 <sup>rd</sup> annual Green Economy Business Opportunities Conference. The Presidents' Round Table and the MD Legislative Black Caucus reserves the right of publication and, in the absence of a pre-existing publishing contract, the right of first publication of all projects awarded through this contest including the right to publish the abstracts of all proposals and the identity and contact information of the project leaders

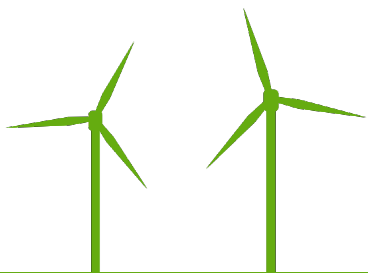


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## Report Guidelines (Report due May 2011)

- An executive summary/one page abstract of the results
- A three page report that includes titled sections on research or development methods, key findings, conclusions and or next steps.
- Three to five images with captions and photo credits if applicable to the project
- A 15 slide power point presentation to be delivered in 15 minutes.



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