**Project Title:** One Sustainable Iowa Conference Event Planning

**Project Description:** The Office of Sustainability and the Environment (OSE) needs an event plan for the One Sustainable Iowa conference to be hosted for Iowa college and university students in sustainability fields. The plan must include (1) a practical campus location, (2) a keynote speaker, (3) a way for each college to showcase their sustainability program, (4) breakfast and lunch involving locally sourced food and vegan and vegetarian options, (5) engaging activities and breakout sessions for networking and developing solutions for campus sustainability. The event will run all day (9 AM – 5 PM). Produce a plan for the event that upholds the conference structure, but feel free to get creative for a conference unique from previous years.

**Background Information:** In 2019, Iowa State University hosted the first One Sustainable Iowa Conference, a gathering of environmental and sustainability students and faculty. Around a dozen Iowa colleges and universities were in attendance; or approximately 100 attendees.

The event began with a breakfast from Iowa State University’s Memorial Union, which involved some locally sourced food. The event on University of Iowa’s campus will also likely have to draw from IMU Catering or Housing and Dining food. The lunch involved catering from outside and local restaurants in the Des Moines and Ames area. The Office of Sustainability and the Environment would like to source from some local food and restaurant options if possible but may be constrained to food prepared on campus.

After breakfast, the crowd heard from keynote speaker Xiuhtezcatl Martinez, an indigenous environmental activist, leader of a youth climate group, and musical artist. Propose some keynote speaker options for the Office of Sustainability and the Environment to draw from. If you choose a theme, you may want to choose a speaker who goes with that theme. Discuss why you chose the speaker you did.

The ISU conference involved breakout sessions. In the first session, each college or university sent ambassadors up to present a PowerPoint of ~3-5 minutes on their program. The second breakout session involved workshopping real campus project proposals to get feedback from one another. The third breakout session involved groups talking about environmental issues important to them. Propose unique ways the campuses can showcase their work, as well as different activities that can be done in breakout sessions (approximately 1 hour each).

Campus Parking was free with the cost of attendance. Cost of attendance was $25/student, $50/faculty; $30 and $55 for day-of registration.

**Desired Outcomes:**

* Produce an event plan with various options that the Office of Sustainability and the Environment can use to host the One Sustainable Iowa Conference.
* A sample conference agenda based on the plan, like this one: <https://www.livegreen.iastate.edu/sites/default/files/03_takeactions/10%20Year%20Celebration/Conference%20Agenda%20for%20Invite.pdf>

**Target Audience:**

* Iowa college students and faculty involved in sustainability fields

**Collaborators/Stakeholders:**

* Office of Sustainability and Environment staff
* College students in environmental, geography, and sustainability disciplines
* UI Housing and Dining and/or outside catering
* Iowa Memorial Union and/or Facilities

**Resources:**

2019 Event pictures: <https://www.livegreen.iastate.edu/multimedia/10-year-celebrations/march-2019-exploring-green-one-sustainable-iowa>

Iowa State Event summary and registration page: <https://www.event.iastate.edu/event/47159>

Facebook Event details: <https://www.facebook.com/events/353608591870982/>

2019 Conference Agenda: <https://www.livegreen.iastate.edu/sites/default/files/03_takeactions/10%20Year%20Celebration/Conference%20Agenda%20for%20Invite.pdf>

**Goals:** Create an event plan for the next One Sustainable Iowa conference, accounting for instructions and details in the above sections. Balance academic engagement, fun, and networking in determining activities. In the plan, include backups where necessary, and justify why choices were made. Supplement the event plan with an agenda that can be distributed to guests.

**Evaluation:**

* Criteria based on: Can the plan be reasonably used by the OSE? Is the plan well thought out and unique from previous years? Is the Agenda thorough and simple? Does the plan include the (5) indicators in the project description and account for details in the background information and supplemental documents?

**Course Relevance:**

* Course: EVNT 3154 Foundations of Event Management
* Course: EVNT 3260 Event Management Workshop
* Course: GEOG 2013 Introduction to Sustainability

**Keywords Tags:**

* Topics: Conferences, One Sustainable Iowa, Event Planning, Sustainability, Environmental and Sustainability Education