AGENDA

Constructing Green:
Sustainability and the Places We Inhabit

Sponsored by:
Erb Institute for Global Sustainable Enterprise
Graham Environmental Sustainability Institute
School of Natural Resources and Environment
Taubman College

University of Michigan, Ann Arbor
May 20-22, 2010

Thursday, May 20, 2010

5:30pm-6:40pm - Welcome Reception / Documentary screening of “The Greening of Southie”
Colloquium Hall & Room, 6th Floor Ross School of Business

6:40pm-9:00pm - Dinner / Speaker: Monica Ponce de Leon (University of Michigan)
Colloquium Room, 6th Floor Ross School of Business

Friday, May 21, 2010 – All Conference Sessions in Room R2220, Ross School of Business

8:15am-8:45am - Registration and Continental Breakfast

8:45am - 9:00am - Welcome and Conference Objectives/Overview
Rebecca Henn and Andrew Hoffman (University of Michigan)

9:00am-10:30am - Session 1: Enactment of Energy Efficiency
1. “Building expertise: A system of professions approach to low-carbon practice”
   Kathryn Janda (Oxford University)
2. “Knowledge under construction: Coordinating controversies in energy efficient building”
   Satu Reijonen (Copenhagen Business School)
3. “Empowering the inhabitant: Communications technologies, responsive interfaces and living in sustainable buildings”
   Kathy Velikov (University of Michigan)

10:30am-10:45am - Break

10:45am-12:15pm - Session 2: Organizational Values and Comparative Cases
4. “Building up to organizational sustainability”
   Christine Mondor (Carnegie Mellon University)
5. “Lessons in the design of sustainable campuses: eBay First Avenue Campus and the University of Chicago Laboratory Schools”
   Joe Valerio and Bob Webber (Valerio Dewalt Train Associates)
6. “The nitty-gritty of going green: Lessons from the design process of a Dutch green town hall on niche-regime interaction”
   Ellen van Bueren and Bertien Broekhans (Delft University of Technology)

12:15pm-1:45pm - Lunch / Speakers: Jill Lerner (Kohn Pedersen Fox Associates) and Scott Ceasar (Cosentini Associates)
Room W0750, Wyly Hall
1:45pm-3:15pm - **Session 3: Organizational Change and Team Processes**

7. “Becoming a leader in sustainable building: Organizational change and issue framing in a public school district”  
*Michelle Lueck, Jennifer Cross and Zinta Byrne (Colorado State University)*

*Rebecca Henn (University of Michigan) and Jeffrey York (University of Virginia)*

9. “LEED as collaborative planning vs. LEED as public policy”  
*Nicholas Rajkovich (University of Michigan) Alison Kwok (University of Oregon), and Larissa Larsen (University of Michigan)*

3:15pm-3:30pm – Break

3:30pm-5:00pm – **Session 4: Social Narratives and Decision-Making**

10. “Living walls in the built environment”  
*Clayton Bartczak and Brian Dunbar (Colorado State University)*

11. “Constructing Grey in a UNESCO-World Heritage site: Pacing the rise of competing rationalities in organizational fields”  
*Olivier Berthod (Freie Universitaet Berlin)*

12. “Conveying greenness: Sustainable ideals and organizational narratives”  
*Beth Duckles (Bucknell University)*

6:00pm-9:00pm – Dinner / Speaker: William D. Browning (Terrapin Bright Green)  
Colloquium Room, 6th Floor Ross School of Business

**Saturday May 22, 2010** – All Conference Sessions in Room R2220, Ross School of Business

8:30am-9:00am - Continental Breakfast

9:00am-10:00am - **Session 5: Quantitative Determinants of Green Innovation**

13. “Periphery-to-Core: Network perspective of residential green building certification adoption”  
*Ruthairat Protpakorn (Penn State University)*

14. “Building green industries: Socio-cultural determinants of entrepreneurial entry”  
*Jeffrey York and Michael Lenox (University of Virginia)*

10:00am-10:15am - Break

10:15am-11:45pm - **Session 6: Social Dimensions of Economic Valuation Metrics**

15. “The business case for greening the built environment”  
*Ronald Fry and Garima Sharma (Case Western Reserve University)*

*Nitin Joglekar (Boston University) Rohit Verma (Cornell University) and Jie Zhang (Boston University)*

17. “Sustainability and the dynamics of green building”  
*Nils Kok (UC Berkeley/Maastricht University) Piet Eichholtz (Maastricht University) and John Quigley (UC Berkeley)*

11:45pm-1:30pm - Lunch and Adjourn