

**PROCEEDINGS OF THE 13TH ANNUAL PUBLIC
INTEREST ENVIRONMENTAL CONFERENCE:**

**“Talk, Technology, and Techniques:
Game Plan for Green”**

The University of Florida Fredric G. Levin College of Law hosted the 13th annual student-run Public Interest Environmental Conference (PIEC) March 1st through March 3rd, 2007. Attendees, including students, academics, attorneys, public officials, and representatives from non-profit and government organizations from around the country, contributed to the success of this year’s conference. PIEC 2007 sought to address positive environmental action through exploring innovative and encouraging talk, technologies, and techniques that could lead to a new “Game Plan for Green.” In particular, this year’s conference highlighted the need for collaboration and cooperation among groups with a diversity of perspectives, but a shared commitment to sustainability.

Keynote presentations at the conference focused on partnerships between the corporate arena and the environmental arena, a technique that is perhaps not revolutionary, but necessary in order to have a lasting impact. The conference kicked off with Thursday’s reception speaker, Jil Zilligen, Vice President of Sustainable Business Practices at Nau, Inc., an outdoor apparel company integrating environmental, social and economic factors, and a unique business strategy built around sustainable business practices, innovative use of technology, and philanthropic partnerships. Ms. Zilligen’s engaging presentation impressed the audience and provided a model for thoughtful corporate involvement with environmentalism.

The conference’s opening plenary session featured five leading faculty: David Driesen of Syracuse University College of Law; Charles Kibert of the UF College of Design, Construction and Planning; Patrick Parenteau of Vermont Law School; J.B. Ruhl of Florida State; and Joseph Tomain of the University of Cincinnati College of Law. Their presentations included creative techniques for engaging market competition as an environmental protection tool, valuing ecosystem services, reshaping energy policy, promoting green building, and the continued need for litigation in attaining sustainability. All five presentations provided a seamless transition into the panel presentations, which addressed the “Talk, Technology and Techniques” concept in more depth. Panels fell into one of three tracks, Green Design, Green Infrastructure, or Green Institutions, and addressed new sustainable strategies re-

lated to a broad range of topics including green building standards, affordable housing, rural stewardship, ecosystem services, corporate responsibility, the media, and education.

Ray Anderson, Founder and Chairman of Interface, Inc. served as the keynote speaker for the conference banquet. With Anderson's expertise, Interface, Inc. has become a leader in sustainable industry by redesigning processes and products, pioneering new technologies, and increasing the use of renewable materials. As a leader in the corporate world, Mr. Anderson truly has the ability to galvanize similarly-positioned company executives. His inspiring presentation provided an excellent example of his power to persuade others to go green.

In addition, a well-attended and well-presented Saturday morning workshop, organized by the UF Leadership Development Institute, encouraged effective communication with corporate leaders. The interactive session provided environmental professionals, citizen activists, business leaders, and government officials with skills to improve communication and develop relationships to promote sustainability as a corporate goal. The Saturday grand finale plenary featured a discussion of ethics and sustainability by Wal-Mart Vice President for Environmental Compliance Phyllis Harris, and former EPA Regional Administrator for Region IV, John Henry Hankinson.

The following articles are contributions by several conference presenters who participated in this year's panel discussions.

The 14th Annual PIEC is scheduled to take place February 28th through March 1st, 2008. We hope that you will be able to attend. For more information about the conference, please visit our website at www.ufpiec.org.

Ryan Baya & Adrienne Dessy
Co-Chairs, PIEC 2007

* The individual authors of the articles in these proceedings accept responsibility for the accuracy of their information, quotations, and citations.