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FOR IMMEDIATE RELEASE

**San Francisco, CA:** Following the incredible success of the first ever Sustainability Unconference in Honolulu, Important Media, one of the largest sustainability media companies in the world, is bringing the event to San Francisco. The event will be held at ECO-SYSTEM Coworking on Saturday, January 28 from 10am-4pm.

The Sustainability Unconference is focused on bringing together the green business community for cooperative learning. An unconference is organized around a central theme but does not have pre-planned agenda items– the items on the agenda are decided upon by the participants the day of the event!

The open format of the Unconference allows for innovation, sharing, and collaboration across green businesses in ways not always available at regular conferences. This gives participants a chance to learn new skills and gain insight from colleagues within the green business field, whether they are currently working in sustainability, looking to start a green business, or seeking a new green career opportunity.

Regardless of what your role is in the green business field, everyone has organizational, marketing, and general life experiences that can help a fellow Unconference attendee. Workshop topics from the last unconference included:

- Successful inbound marketing techniques
- Navigation of local small business laws
- Building a green business or incorporating CSR into an existing business
- Socially Responsible Investment (SRI)
- Helpful tips for workplace productivity

The Unconference will also feature a Speed Networking session, in which all participants chat with each other for 3 minute intervals to meet potential new customers or partners and help connect the green business community of the Bay Area.

The Honolulu Sustainability Unconference featured dozens of discussions with over 90 participants from a diverse range of businesses and backgrounds. Held at the Impact HUB Honolulu, the event included a dynamic Speed Networking session, a fun and engaging Business Planning session, a locally-sourced organic lunch, and a ‘personal sustainability’ health and wellness session with Nia, yoga, massage, and Feldenkrais mini-workshops.

Chris H., a front-end developer that attended the Honolulu event, said, “The Unconference was a great networking and brainstorming event! My favorite part of the day was the creation of the agenda– hearing everyone’s expertise, ideas and passions.” Lauren S., a yoga teacher and wellness coach, said of the event, “It was such an inspiring, powerful event because it brought

together local experts in various areas of sustainability, with local folks who are genuinely passionate and engaged in these issues.”

Watch a video from the Honolulu event here: [sustainabilityunconference.com](http://sustainabilityunconference.com)

**About Important Media:** [Important Media](http://Important Media) is a premier new media group that owns 20 different sustainability news sites, including [CleanTechnica](http://CleanTechnica), the world’s leading cleantech news site.

Important Media was founded by Scott Cooney, a green business [author](#) and five-time [eco-entrepreneur](#). Scott is the CEO of Important Media, and is the coordinator and host for the event. Sponsorship and marketing is being managed by Andrea Bertoli, Important Media’s Accounts Manager. To schedule an interview with Scott, or for questions about the event, contact Andrea at (808) 492-3819, or email [sustainabilityunconference@importantmedia.org](mailto:sustainabilityunconference@importantmedia.org)

### **Sustainability Unconference Socials and Ticket Information**

**Date/Time:** Saturday, January 28 2017, 10am-4pm

**Location:** ECO-SYSTEM Coworking, 540 Howard St. San Francisco, CA

**Web:** [www.sustainabilityunconference.com/](http://www.sustainabilityunconference.com/)

**Facebook:** <https://www.facebook.com/sustainabilityunconference/>

**Facebook event:** <https://www.facebook.com/events/926215877512123/>

**Twitter:** [https://twitter.com/\\_unconference](https://twitter.com/_unconference)

**Eventbrite:** <https://www.eventbrite.com/e/sf-sustainability-unconference-tickets-28514826614>

A limited number of volunteer positions are open for graduate or MBA students in sustainability-focused programs.

**For event logo, company logos, and pictures:** [Google Folder](#)

### **Suggested Facebook posts:**

What insights can you share with your fellow green business owners? Sign up today to join the Sustainability Unconference and connect with the SF sustainable biz community! Learn more → [sustainabilityunconference.com/](http://sustainabilityunconference.com/)

Bringing the SF green business community together for a day of peer-to-peer learning at the Sustainability Unconference! Get tickets here → <http://bit.ly/2ePTICA>



Everyone has a skill they can teach others: share your business insight at the Sustainability Unconference in SF, January 28 2017. Get your tickets here → <http://bit.ly/2ePTICA>