

"Just as SXSW has become a launching pad for new creative content and ideas fueled by a dynamic and diverse audience, the goal for SXSW Eco is to apply the same innovative approach to discussing the most pressing issues of our time. From food issues to the global population explosion to exploring what neuroscience can teach us about human behavior, the panelists and keynote speakers of the conference tackled these topics from a variety of perspectives, providing plenty of intellectual space to grow the conversation." — Ecosalon

"Though the environmental movement established its roots in figurative tree hugging and literal protest holding, the SXSW Eco conference demonstrated how far the movement has come; in fact, some refuse to call it a movement at all. Coupling speakers from big business with non-profits, and government with academia, the conference illustrated the ways in which former adversaries have found a common ground in order to achieve sustainable results." — Stylesight

SXSW Eco  
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## Get Involved Today

You don't have to wait until October. Participate now to advance beyond awareness and into action. Here are three ways to start:

### Propose a Session

Upload your proposal for a panel or solo presentation to **PanelPicker** through June 1. The public, SXSW Eco Staff and SXSW Eco Advisory Board all participate in the selection process.

### Enter Your Startup in Competition

Through July 6, enter your creative cleantech startup idea in the **SXSW Eco Startup Showcase**, a one-day venture capital tournament. Make connections, launch careers and change the world.

### Become a Supporter

Join **The Guardian** and the **Austin Chronicle** and align your organization or business with SXSW Eco through unique support opportunities.

**theguardian**  
Sustainable business

**THE AUSTIN CHRONICLE**  
THE AUSTIN CHRONICLE.COM

### sxsweco.com

Look inside and go online to find more details on the SXSW Eco PanelPicker, SXSW Eco Startup Showcase and SXSW Eco Marketing opportunities.

Register Now for SXSW Eco 2012!

[sxsweco.com/attend](http://sxsweco.com/attend)

Register early to get the best rates and hotel room selection!

Student Rates	September 7	\$195
Purchase by:	Walkup Rate	\$295

Regular Rates	June 15	\$195	July 27	\$295	September 7	\$395	Walkup Rate	\$495
Purchase by:								

SXSW Eco Registration fees are non-refundable.

### Book With Us and Save

The SXSW Eco housing desk has rooms available exclusively for our Registrants at the best available conference rate. Register today and book your rooms at [www.sxsweco.com](http://www.sxsweco.com) to get your ideal room at the best rate. Make the most of your Eco experience by staying close to the action.



SXSW Eco's headquarters hotel for 2012 is the deluxe AT&T Conference Center Hotel, a LEED Gold Certified facility.



October 3-5, 2012

AT&T Conference Center at the University of Texas



### Keynote Series Announcement

Annie Leonard, the creator of the acclaimed **The Story of Stuff** project, will be the keynote speaker on Friday, October 5.

[sxsweco.com/keynotes](http://sxsweco.com/keynotes)

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Welcome to

**SXSW**  
**ECO**  
October 3-5, 2012

South by Southwest (SXSW) is proud to present the 2nd annual SXSW Eco Conference. We would like to invite you to join professionals in business, government, non-profits and academia as we bring together many of the most forward-thinking minds to further discuss solutions to environmental and sustainability issues. SXSW is world-renowned for cutting edge music, interactive and film conferences and festivals. We hope that our experience in creating dynamic forums for innovation and collaboration, as well as unique networking opportunities, can likewise serve the sustainability community.

## A Look Back at 2011

From carbon zero cities, to the neuroscience of consumption, and even how to feed nine billion people, the inaugural SXSW Eco explored solutions to our world's most pressing challenges. By connecting over 1,000 leaders from the sustainability profession, together we furthered this vital conversation from the ground to the systems levels.

A very brief list of 2011 highlights includes

- ★ Philippe Cousteau Jr. launched the Global Echo Exchange Traded Fund (NYSE: GIVE)
- ★ The EPA and HHS unveiled their joint agency Environmental Justice strategy at SXSW Eco during a duo presentation
- ★ Matthew Nordan, Vice President of Venrock, presented evidence revealing entrepreneurial innovations that may advance sustainable consumption



"... SXSW has done a great job of crossing boundaries—bringing different people, different groups together to build new audiences, generate new ideas, [and] foster new approaches. That, I think, is a very smart approach to reaching creative breakthroughs, creative solutions and that's exactly what we need..."

Mark Tercek, The Nature Conservancy, from his 2011 SXSW Eco keynote