



Let's fight air pollution.



 Your Lung Association
cares about every
breath you take.
The Christmas Seal People.

NEW YORK
CITY BAR

NYC Bar Association – Advancing Action on Climate Change



**“We need to be creative, both in reforming the law
and using the laws we already have to address
climate change...**

**Equally important though, we need to change public
awareness, and transform public consciousness on
this critical issue.**

**To do that, we all need to be activists. This is
certainly not a new fight, but I believe that we are
facing a defining moment in this effort.”**

***- Attorney General, Eric Schneiderman, remarks at
NYC Bar Association, Sept. 22, 2014***



**Report on the New York City Bar
Association's Program on Opportunities
to Raise Public Awareness about Climate
Change and the Need for Action**

New York City Bar Association

September 14, 2016

NYCBA's Initiative

VISION (draft)

New Yorkers, our citizens and institutions, recognize the need for action on climate change and are committed to making NYC's ambitious 80% reduction by 2050 goal a reality.

MISSION (draft)

We will support our City to help it achieve its carbon reduction goal by encouraging and enabling all entities and individuals to take action to contribute to this important effort. We will communicate to all New Yorkers through a public awareness campaign that NY's institutions, businesses and individuals are coming together to meet and beat this global challenge.

NYCBA's Initiative

KEY GOALS:

- Draw from 24,000 NYCBA members to **provide legal assistance** to remove legal and policy impediments that hinder carbon reductions achievement and identify incentives to accelerate carbon reductions.
- Catalyze a broad, inclusive and non-partisan **civic movement and alliance** that will inspire all New Yorkers to adopt and scale up proven climate solutions, unlock financing and help create green jobs for our diverse metropolitan region .
- Together with the **advertising** community, generate a breakthrough **public awareness campaign** to mobilize NYC citizens and institutions in order to engage them to help the City achieve its ambitious GHG reduction goal and do so in a very public and well-publicized way.