

February 20, 2016

Re: **Save the Date:** March 31st 2016, Event on Opportunities to Raise Public Awareness about Climate Change Impacts

I am writing to invite you to participate in a conference among New York's leaders in the effort to mitigate climate change. The conference is intended to be a first step in organizing a coordinated effort by metropolitan New York's businesses, institutions, religious organizations and NGOs to create and effectively communicate an aligned, common message on the urgent need for action to reduce greenhouse gas emissions. The conference is being organized by the Association of the Bar of the City of New York, and we are inviting regional leaders in these important diverse sectors of society to join us for a thought provoking day of discussion and dialog at the conference. We are aware of your interest in addressing climate change, and hope you can join us on March 31st. If you plan to attend, please click on the calendar link to place this event on your calendar.

As you know, there is a strong consensus among responsible scientists that significant reductions in greenhouse gas emissions are needed to avoid a global environmental and public health disaster. And in Paris last December the governments from over 190 nations agreed that urgent action on climate change is needed. Nevertheless, the groundswell of public concern needed for effective political action to deal with this impending crisis has not yet emerged. Many state and local governments have acted responsibly to develop climate change mitigation plans, and major companies, environmental groups, religious organizations, individuals and coalitions have done admirable work to improve energy efficiency and reduce carbon dioxide emissions. But the messaging from this diverse group is diffused and does not appear to be as aligned and as effective as the messaging from organizations that are opposed to climate action. As a result, the need to act with the urgency that settled science clearly calls for is not resonating with most Americans.

New York is one of the major cultural, business and religious centers of the world. For this reason, we are uniquely well positioned to bring the message on climate change into focus. With this in mind, the conference is aimed at developing a framework for aligning our separate and independent actions around a common, focused and widely disseminated message that: (i) New York's institutions and businesses are stepping up to meet the global challenge of climate change, and (ii) we are doing so because inaction poses unacceptable risks for our children's future.

The Conference is being co-sponsored by the Sabin Center for Climate Change Law at Columbia University and will be held at the Bar Association headquarters at 42nd East 44th Street in Manhattan on March 31, 2016. The conference will begin at 11:00 AM in the Bar Association's Great Hall, with a keynote address by Professor Jeffrey Sachs, Director of the Earth Institute at Columbia University. Two panel discussions will follow, in which representatives of our business, governmental, institutional and environmental leaders will discuss their ongoing efforts to reduce greenhouse gas emissions, and their thoughts on how to align the message on the need for prompt and effective action. We will then break out into smaller groups for facilitated discussions on aligning the message. Those groups will report the ideas developed in those sessions at a wrap-up general meeting in the Great Hall. The conference will end at 5:00 PM, with a reception to follow. The program's agenda is below.

Our intention is to issue a report shortly after the conference, which will include an action plan for pursuing the strategies we identify. We are asking for your participation as a recognized leader on environmental issues in the New York community, and hope you can be part of this important program on March 31st.

Please let me know if you will be able to attend by emailing me by February 26th. The registration web site will be open shortly and we will send you that information once it is available. Finally, if you know of other leaders that you would believe would be interested in participating please feel free to forward this email to them and copy me providing their name and affiliation (for invitee tracking purposes). Thank you for your support!

Mike Mahoney, Chair- Environmental Law Committee, NYCBA
Vice President & Assistance General Counsel, Pfizer Inc.

Opportunities to Raise Public Awareness about Climate Change and the Need for Action

March 31st, 2016

NYCBA, 42 West 44th Street, Manhattan, NY

Introduction & Welcome: Michael Mahoney, NYCBA Chair, Environmental Law Committee (11:00am; 5 minutes) *Great Hall*

Keynote: Professor Jeffrey Sachs, Director of the Earth Institute, Columbia University, will discuss the compelling business case for prompt and comprehensive action to address climate change. (11:05 -11:45am; 30-40 minutes) *Great Hall*

Moderated Panels: ***Ongoing Efforts to Raise Public Awareness and Drive Action*** *Great Hall*

Panel 1: Getting the Message Across-(11:45am - 12:45pm; 1 hour) – Moderator: Michael Burger, Executive Director of Sabin Center for Climate Change Law, Columbia University

- 1) Climate Change Communications --Bessie Schwarz, Communication Strategist, Yale Project for Climate Change Communications
- 2) Climate Museum Launch Project –Miranda Massie, Executive Director and Founder
- 3) Pope Francis' Encyclical on Climate Change- Father Samuel Fuller, OFM, Cap., St. Pius X, Middletown, Ct.
- 4) NRDC Climate Communications—Lisa Benenson, NRDC's Chief Communications Officer

Networking Lunch: (12:45 -1:15pm; 30 minutes) *Great Hall*

Panel 2: Thoughts on Aligning Actions to Amplify Message- (1:15 - 2:15pm; 1 hour) – Moderator: Jeff Gracer, Partner, Sive Paget

- 1) The B Team —Peter Boyd, Sr. Advisor & Climate Lead; Exec. Fellow, Yale Center for Business & the Environment; Founder & CEO, Time4Good Group
- 2) NYC One Plan—Nilda Mesa, Director, NYC Mayor's Office of Sustainability
- 3) Corporate Perspective --Sally Fisk, NYCBA-Environmental Law Committee Member, Sr. Environmental Attorney, Pfizer Inc.
- 4) Fenton Communications- David Fenton, Founder and CEO

Overview of Break-out Session Objectives (Kevin Healy, Bryan Cave, LLP)

BREAK AND MOVE TO BREAK-OUT ROOMS: (2:15 - 2:30pm; 15 minutes)

Working Sessions: ***Where there is a will, there is a way: Brainstorming ideas to better align and amplify existing initiatives and communications on the need for more public concern*** (multiple break-outs sessions with approximately 10-15 people per room with broad sector representation) (2:30 - 4:00pm; 1.50 hour) *Breakout rooms on Second Floor.*

- Two facilitators per working session:
 - o Allen Zerklin- The Wagner School , NYU and other facilitators
 - o Environmental Law Committee members from different disciplines (corporate; NGO; law firms; etc.)

BREAK AND MOVE TO GREAT HALL: (4:00 - 4:15pm; 15 minutes)

Wrap Up Plenary Session: ***Summary of Working Sessions and Next Steps including, a NYCBA Program Report and Action Plan***; Kevin Healy, Partner, Bryan Cave (4:15 - 5:00pm; 45 minutes) *Great Hall*

Reception (5 - 6:30pm; 1 ½ hours) *Second floor – Reception Area*