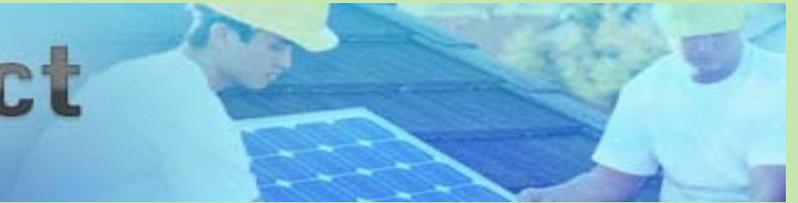


Fair Climate Project

Promoting fair and equitable solutions to climate change



National Wildlife Federation Fair Climate Project

Marc Littlejohn

Manager, Diversity Partnerships



Photos: Curbs, Eyewire, Comstock



Who We Are

- One of the nation's oldest conservation organizations celebrating our 75th Anniversary in 2011.
- Largest grassroots conservation organization with more than 4 million members, partners, & supporters
- 11 regional and national offices spanning the country and we have state affiliates in nearly every state
- Was the go-to environmental organization on the scene during the BP Gulf Oil Spill

National Wildlife Federation's Mission:

To inspire Americans to protect wildlife for our children's future



Who We Are

- In 2009, NWF launched the Fair Climate Project
 - The goal of NWF's Fair Climate Project is to build and engage a **national network of leaders** representing **underserved communities** to advance equitable and just solutions to climate change
- The primary objectives of our outreach and engagement efforts are to:
 - Connect leaders to **each other** to seed ideas and begin implementing local solutions;
 - Connect leaders to **resources** that exist to jumpstart local projects; and
 - Connect leaders to **decision makers** that have the authority and ability to implement national policies that will support our shared goal of restoring our communities and rebuilding our economy.



Why is this important to NWF?

“America's strength is not our diversity; our strength is our ability to unite people of different backgrounds around common principles.”

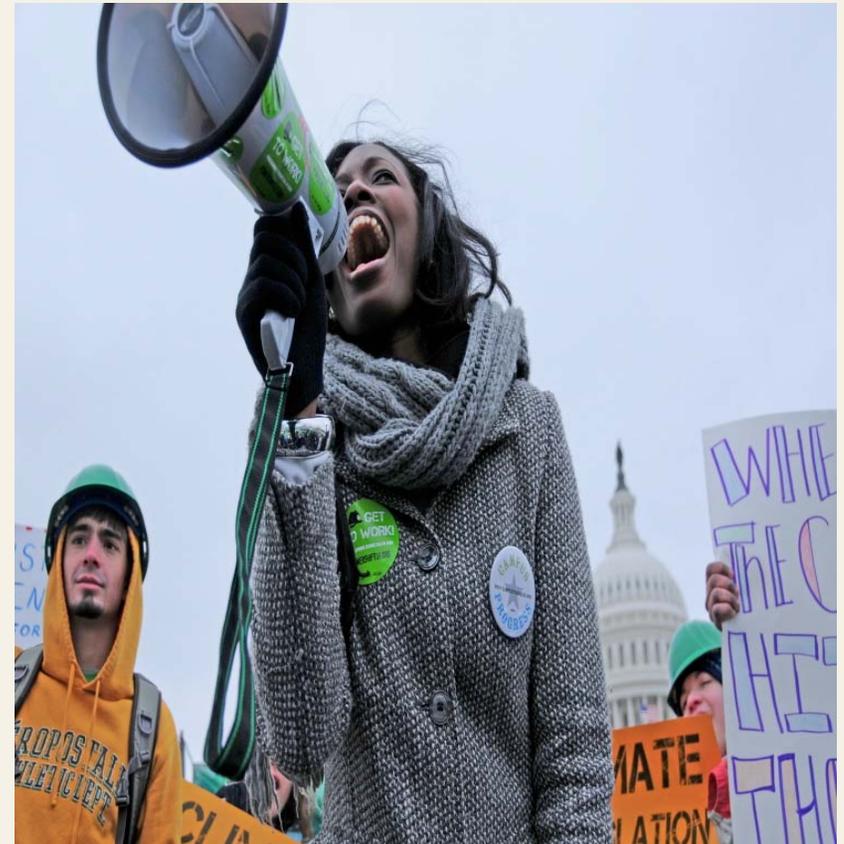
~ Ernest Istook

- Clean air, clean water and abundant wildlife sustain Americans from all walks of life. We all have a shared responsibility to protect these resources for our children’s future.
- People of color, indigenous peoples, and low-income communities are at greatest risk of climate change effects.
- These communities are directly affected by living in close proximity to the largest sources of climate change pollution
 - **68 percent of African Americans** live within 30 miles of a coal-fired power plant
 - **66 percent of Latinos** live in areas that do not meet the federal government’s air quality standards



What We Do

- We provide **community leaders** with the tools, resources, and opportunities that can help them learn how to **advance fair solutions** for climate justice
 - Social Media
 - Bi-weekly Newsletter
 - Webinars
 - Fair Climate blog
 - Twitter
 - Events
 - National Summit
 - Regional Workshops
 - Energy Efficiency Workshops
 - Other Events & Roundtables



What We Do

Connecting Community Leaders with Climate Solutions

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The Value We See In This Work

- Just as a diversity of animals and plants are essential to a healthy ecosystem, NWF derives its strength and relevance from bringing together people from diverse backgrounds and cultures to create healthy communities for all.
 - A diverse network and base = more effective social and environmental campaigns and programs
 - Too often, community organizations are overlooked or brushed aside. We work to engage these communities on the issues that affect them.



What's Coming Up

- The Clean Air Act Under Attack
 - EPA can begin to regulate harmful carbon pollution BUT
 - Congress will look to rollback on pollutions standards that affect the health of communities across the US
 - Mercury, Arsenic, Lead
 - Pollution is becoming a partisan issue
- Cutting back on investments
 - Government fiscal problems may give Congress excuse to cut back on critical investments in renewable energy



How Communities Can Get Involved

- Sign-up to receive our bi-weekly newsletter – www.fairclimateproject.org
- Attend one of our Regional Summits
- Join us in our efforts to protect the Clean Air Act and continue to push for other legislation to address Climate Change.

Contact us at fairclimateproject@nwf.org to discuss our program or issues in your community

