



## **MEDIA ADVISORY**

For immediate release  
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### **LAUNCH OF THE GREEN COLLAR JOBS ROADMAP** By Urban Agenda and the Center for American Progress

**WHAT:** The release of the Green Collar Jobs Roadmap—a comprehensive strategy to grow an equitable, prosperous and just green economy for all New Yorkers.

The Roadmap is the product of the *Green Collar Jobs Roundtable*, a multi-stakeholder campaign of over 170 job-training organizations, community-based programs, businesses, and labor unions committed to creating green collar jobs in New York City. The Roundtable was convened by Urban Agenda and compiled data on green jobs and workforce development best practices while developing more than 30 recommendations on how to ensure that the green economy's growth creates broadly shared prosperity for businesses, communities and workers.

The Roadmap will be used to advocate with elected officials to enact its recommendations to make New York City a global leader in good, green collar jobs.

**WHY:** The emerging green economy encompasses a range of goods and services that help provide environmental benefits such as reducing greenhouse gas emissions, removing hazardous substances from water and land, improving air quality, and increasing urban vegetation. Ensuring that the jobs in this economy are good jobs is fundamental to preserving the middle class, increasing broadly shared prosperity, diversifying the local economy, and boosting the city's global competitiveness.

The economic downturn has given new urgency to finding innovative ways to create good jobs. The Roundtable campaign believes that a comprehensive, coordinated, citywide agenda that advances sustainability initiatives and prepares New Yorkers for green-collar jobs should be the cornerstone of any strategy to navigate New York City out of today's recession. It will provide immediate relief and lay the groundwork for a better future where the green economy is prosperous for communities, workers, and businesses.

**WHO:** **J. Mijin Cha**, Director of Campaign Research, Urban Agenda  
**Michael Fishman**, President, 32BJ Service Employees International Union  
**Kate Gordon**, Vice President of Energy Policy, Center for American Progress  
**Edward F. Ott**, Chair, New York City Apollo Alliance

**WHEN /** Tuesday, October 27, 2009; 9:30am – 12:30pm (*A light breakfast will be served*)  
**WHERE:** SEIU 32BJ, 101 Avenue of the Americas, New York City  
*RSVP required*

## About the New York City Green Collar Jobs Roundtable Campaign

The Green Collar Jobs Roundtable is a multi-stakeholder campaign to mobilize New York City to prepare New Yorkers for green collar jobs. Convened by Urban Agenda, the Roundtable brings together 170 partners from green employers, community-based organizations, labor unions, workforce development providers, and environmental and environmental justice groups, committed to creating good, green jobs in New York City — jobs that enhance or sustain the environment while offering family-supporting wages, benefits, and opportunities for career advancement.

Since its inception in June 2008, the Roundtable has expanded rapidly in scope and scale, directing the city towards forward-thinking workforce development for green collar jobs. The Roundtable has developed a **Vision Statement** of guiding principles for the campaign, and a **Green Collar Jobs Roadmap** — a comprehensive strategy to grow an equitable, prosperous, and just green economy. The Roadmap includes specific recommendations to make the Roundtable's shared vision a reality. After the Roadmap's release, the Roundtable will advocate for elected officials to enact its recommendations to make New York City a global leader in good, green collar jobs.

The Roadmap will be launched jointly by Urban Agenda and the Center for American Progress, with support from the AFL-CIO Center for Green Jobs, on 27 October 2009 in New York City.

## About Urban Agenda

Urban Agenda is an action-oriented public policy, research, and advocacy organization dedicated to building a socially, economically, and environmentally just New York City. It advocates policies and programs grounded in strategic research and supported by strong coalitions of union, business, and community partners.

Urban Agenda spearheads the Green Collar Jobs Roundtable Campaign, drawing on its extensive experience leading city-wide campaigns and staffing effective coalitions. As convener of the **NYC Apollo Alliance**, Urban Agenda partners with business, labor, advocacy, workforce development, and environmental justice organizations. In addition, a close working relationship with the NYC Central Labor Council (CLC) enables Urban Agenda to tap the knowledge and reach of the CLC's 400 affiliated unions representing 1.3 million workers.

[www.urbanagenda.org](http://www.urbanagenda.org)

[www.urbanagenda.org/roadmap](http://www.urbanagenda.org/roadmap)

## About the Center for American Progress

The Center for American Progress is a nonpartisan research and educational institute dedicated to promoting a strong, just and free America that ensures opportunity for all. We believe that Americans are bound together by a common commitment to these values and we aspire to ensure that our national policies reflect these values. We work to find progressive and pragmatic solutions to significant domestic and international problems and develop policy proposals that foster a government that is “of the people, by the people, and for the people.”

[www.americanprogress.org](http://www.americanprogress.org)