



City Launches GreeNYC Educational Campaign

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As part of Mayor Bloomberg's PlaNYC 2030 initiative, the City is conducting a large scale public awareness campaign for people to take ten simple steps to help the city become more environmentally friendly. Here is a short TV ad that has been playing in NYC:

Here is the [GreeNYC top ten list](#) to become more environmentally friendly.

1. Switch to ENERGY STAR® qualified Compact Fluorescent light bulbs (CFLs).
2. Buy ENERGY STAR® appliances.
3. Don't air condition an empty room.
4. Unplug chargers and appliances when not in use.
5. Switch to a green energy provider.
6. Walk or take public transportation.
7. Recycle your glass, metal, paper and plastic.
8. Bring your own cloth bag to the grocery store.
9. Use green cleaning products.

10. Switch to paperless bank statements and online bill paying.

Which of these are most important? How much of this really matters? What would be on your environmental friendly top ten list?

I have to say that largely absent from the city's environmental pitches is anything related to the carbon footprint of food and air travel, perhaps two of the most important contributions within the control of individuals. I would like to see a call to eat less meat, to eat more local/seasonal foods from greenmarkets/CSAs and to vacation closer to home - something that would benefit both local farmers and the local tourism industry.

And the city left off it's list a few items it is pushing in other areas, like encouraging people [to drink tap water over bottled water](#) which are just as important to reducing carbon footprint here and elsewhere.



Perhaps because the city is focusing on reducing the CO₂ and methane released within the City from power plants, automobiles and carting around waste it is missing the fact that NYC residents are responsible for carbon released in other places. In fact, as I have often argued here, NYC can not only be a leader in urban design for a lower carbon footprint, but it can also leverage it's consumer market muscle to reduce carbon produced elsewhere and create a market for green products.

And I'm expecting more than just education on these issues - it's time for public policy to actively favor these activities.



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