

Getting Ahead of the Curve

Plenum 2007 goes Carbon Neutral

As the ecological and atmospheric warning signs of a warming planet continue unabated, government, businesses and individuals are becoming increasingly proactive in reducing their contribution to the continued buildup of greenhouse gasses in the atmosphere. The JCPA has an immediate and unique opportunity to set the standard for sound environmental stewardship during its upcoming Plenum.



Academics, scientists and activists have long noted with a cynical tone that their many conferences and distant travels, often to discuss the dangers of climate change, are part of the problem. Traveling by air, using large conference facilities and eating large catered meals are among the most environmentally costly practices in terms of energy demand, greenhouse gas emissions and waste production.

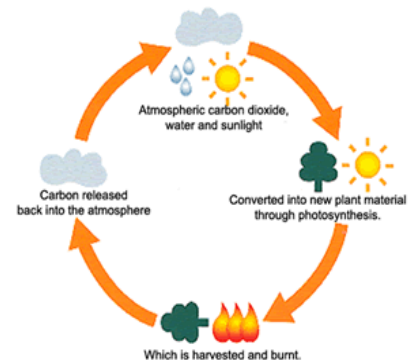
At the upcoming Plenum where we will be joined by the Coalition on the Environment and Jewish Life (COEJL) and Hillel who will be emphasizing their 2007 social action theme of "Environmental Sustainability," we propose to begin by setting a personal example. We will be taking the necessary steps to counteract the environmental impact of our conference by going "carbon neutral."

JCPA will take measures to reduce or offset Plenum's carbon emissions:

1. **Reducing current energy demand.** We will distribute information informing our participants to reduce their energy use by turning lights off in their rooms and conference halls, and monitoring their electricity use. We will discuss with our hotel venue how we might reduce hotel energy use during the conference.

2. **Reducing future energy demand.** We will be promoting the COEJL "Light Among the Nations" Climate Change Campaign, and encouraging participants to change conventional light bulbs in their JCRC offices, synagogues, Hillel chapters, and homes to energy-efficient, cost effective compact fluorescent light (CFL) bulbs.

3. **Purchasing of carbon offsets.** We will coordinate with a non-profit, certified carbon offset fund. Such providers use donations to invest in alternative energies, invest in energy efficiency, support reforestation projects, and buy and retire carbon credits. They have a growing track record of working with environmentally conscious organizations to make conferences carbon neutral.



4. **Reforestation** Directly supporting reforestation projects, including urban green spaces in inner cities in the United States and globally.

These steps range from a relatively small investment to economically profitable changes, but provide tangible environmental benefits, as well as sending a powerful symbolic and pedagogical message that will establish the JCPA as a leader in environmental responsibility and practice.

The JCPA Plenum registration is now open - visit www.jewishpublicaffairs.org

Contact Natalie P. Shear Associates, Inc. 646-525-3606 or 202-833-4456 Ext. 102.

General information: 212-684-6950 Ext. 217 or events@thejcpa.org.

Registration Fees: Delegate \$465 / \$515 after 2/2/2007. Spouse/Partner \$420 / \$470 after 2/2/2007. One day only Sunday \$ 210, Monday \$175, Tuesday \$150. Scholarships for young leaders are available, contact Eszter Margit at pemargit@thejcpa.org

