



# NATIONAL ASSOCIATION OF REGIONAL COUNCILS

## GREEN REGIONS CAMPAIGN

WWW.GREENREGIONS.ORG

Regions – large and small, urban and rural – are critical players in protecting the environment. Environmental resources such as air, water, land, forests, animal habitat or energy resources can only be protected by the joint actions of cities, counties and towns working regionally across jurisdictional boundaries.

### PURPOSE

The **National Association of Regional Councils** launched the **Green Regions** Campaign to support regional planning organizations in their role as environmental stewards and managers. The Campaign builds upon regional opportunities in applying innovative and cost-effective environmental solutions, while harnessing the benefits of the green economy. Through a website, webinars, research, best practices, leadership training and policy development, **Green Regions** is an efficient way to reach and collaborate with the nationwide network of regional councils, metropolitan planning organizations and their local elected leaders to affect change and secure the healthy future of American communities.



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### ACTIVITIES

**Green Regions** will build a broad base of support for regional solutions to a wide range of environmental issues including water, air quality, climate change, energy, green infrastructure and Landcare, the green economy, smart growth and green operations. The **Green Regions** Campaign will conduct education, training and outreach activities for regional planning organizations, local elected officials and their public and private sector counterparts. Knowledge Centers of general information, tools and research, best practices, action tips and first steps, and news and events will be built out and showcased via [www.GreenRegions.org](http://www.GreenRegions.org), the Campaign website. An interactive regional council database will record and track regional planning organization activities and progress, and facilitate peer-to-peer exchange.

**Green Regions** will address environmental issues on the regional level by:

- **Tapping into the Power of Regions.** Regions are critical partners in addressing environmental challenges and in protecting environmental resources. By building the leadership of regional organizations, **Green Regions** can help stimulate a transition toward regionally-based environmental solutions that address community needs.
- **Expanding Community “Green” Workforce Opportunities.** Many regions around the country seek ways to create and maintain jobs. By leveraging the development of a “green” workforce, U.S. regions can take advantage of this economic growth opportunity while protecting environmental resources and opening avenues for new economic possibilities.
- **Strengthening Community Involvement.** **Green Regions** will help inform NARC members, partners and the general public about the important role of regions in environmental protection and help to create environmentally literate and engaged communities.

### ABOUT NARC

The **National Association of Regional Councils (NARC)** is a 501(c)(3) nonprofit national trade membership organization that works to strengthen and assist the nation’s multi-jurisdictional regional planning organizations. NARC utilizes advocacy, research, and technical assistance to help solve local problems regionally and assist America’s communities in economic development, transportation, environment and emergency preparedness. In addition to **Green Regions**, NARC has launched three other public awareness campaigns - **Mobile Regions**, **Build Regions** and **Secure Regions**.

*For more information on the Green Regions Campaign, please contact Lindsey Riley at [lindsey@NARC.org](mailto:lindsey@NARC.org) or 202.986.1032 x220*

BUILDING REGIONAL COMMUNITIES – LARGE, SMALL, URBAN AND RURAL – THROUGH ADVOCACY, EDUCATION AND TRAINING

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