



FOR IMMEDIATE RELEASE

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With Innovative Programming, Waterfront Alliance Addresses Coastal Resilience During Climate Week NYC

#OurCoastOurFuture social media campaign to highlight stories and raise awareness about the risks of sea level rise and increased coastal storms

New York, NY—From a two-day resilience course for design professionals to a family-friendly beach workshop in Lower Manhattan, the [Waterfront Alliance](#) is raising awareness about coastal resilience with innovative programming and a new social media campaign during [Climate Week NYC](#). Climate Week NYC takes place September 23 through September 29 in New York City and features more than 200 events that encourage collaboration and environmental action among thousands of participants from the region and around the world.

Activities that the Waterfront Alliance is organizing or participating in during Climate Week NYC include:

#OurCoastOurFuture Awareness Campaign

September 23 through 29

During Climate Week NYC, advocates across New York and New Jersey will join forces on social media to raise awareness about the risks of sea level rise and increased coastal storms. Look for the shared hashtag **#OurCoastOurFuture** that is being used to share awareness of what's at risk through facts, personal stories, data, and photos. The [#OurCoastOurFuture social media toolkit](#) provides additional guidance for how to participate in the campaign.

WEDG® Professionals Course

September 25, 1pm to 4:30pm, and September 26, 9:30am to 1pm, at Brooklyn Borough Hall

The Waterfront Alliance's new [WEDG® Professionals course](#) will be offered for the first time during Climate Week NYC. An opportunity for those in the fields of design, engineering, planning, and development to learn cutting-edge resilience strategies, the two-day course will provide an overview of [WEDG® \(Waterfront Edge Design Guidelines\)](#), a nationally-applicable credit system and set of guidelines for resilient, accessible, and ecologically-sound urban waterfront design that earned the 2019 American Planning Association Gold National Achievement Award for Best Practice. Sessions will be taught by Waterfront Alliance staff and guest speakers, all experts in their fields, who will offer case studies and technical knowledge for instruction and discussion. Participants who complete the course will earn WEDG Associate credentials. Cost \$125–\$275; [registration required](#).

Built Environment Symposium

Friday, September 27, 8am to 1:30pm, 605 Third Avenue

During Climate Week NYC, Waterfront Alliance is participating in the [Built Environment Symposium](#), a series of panel discussions on climate change adaptation and resiliency strategies hosted by AECOM and the New York Building Congress with Knowledge Partner McKinsey & Company. Topics include Battery Park City Coastal Resiliency: Systemically Reducing Risk in Lower Manhattan; Water Reclamation and Reuse Innovation: Preserving a Precious Resource; New York City's Climate Mobilization Act: Significantly Reducing Building Emissions; and The Role of Equity in Resilience Investment and Planning. The event is open to the public; [registration required](#).

SUBMERGE

Saturday, September 28, 11am to 4pm, Pier 84 at West 44th Street/Hudson River

Waterfront Alliance will offer a sea level rise activity at the [SUBMERGE Marine Science Festival](#). Hosted each year by the Hudson River Park Trust, this day of interactive science celebrates New York City's coastal waters, with dozens of organizations offering science experiments, catch-and-release fishing, kayaking, arts and crafts, musical entertainment, and more. At the Waterfront Alliance table, visitors will be able to see New York City's 50-year floodline and identify areas that are at risk, in line with the #OurCoastOurFuture campaign (see below). These flood zones include landmarks and notable places like schools, parks, museums and restaurants. Visitors may find that very familiar places are at risk. The event is free and open to the public.

Climate Science on the Sand

Saturday, September 28, 1pm to 5pm, Brooklyn Bridge Beach

Children and adults are invited on to the rarely accessible Brooklyn Bridge Beach (please note: the beach is under the Brooklyn Bridge on the Manhattan side) for free, hands-on activities hosted by the Waterfront Alliance that will reveal the past, present, and future of our local waters. Participants will be able to climb down to the sandy shoreline, touch the East River and test its temperature and pH, and learn how warming waters and ocean acidification are affecting us. Free and open to the public.

Organized in coordination with the United Nations and the City of New York, Climate Week NYC is run by [The Climate Group](#), the international non-profit focused on accelerating climate action. Climate Week NYC events are in 11 different categories, aligning with topics to be covered by the [United Nations Climate Action Summit](#), which takes place September 23.

"It has become clear that we must act immediately and decisively to try to reverse the decline of the environment. For New York—a city of islands, a city of water—coastal resiliency is especially critical. Thank you to The Climate Group for organizing Climate Week NYC, to the Waterfront Alliance for enlightening us so ably on coastal resiliency, and to the City of New York for allowing our precious Brooklyn Bridge Beach to open for environmental education," said **Manhattan Borough President Gale Brewer**.

"The WEDG® Professionals course is a great opportunity for waterfront professionals to take action and hone their resilient design expertise during Climate Week," said **Dena Prastos, AIA, Founder and Principal of Indigo River and waterfront alchemist at TMS Waterfront**. "With WEDG Professionals on the front lines of protecting and adapting our waterfront communities, it's never been more important to cultivate the WEDG skill set."

"The social media blitz around #OurCoastOurFuture, prepared by the newly convened Resilience Task Force, is intended to raise awareness of coastal adaptation in the larger climate crisis conversation," said **Kate Boicourt, Waterfront Alliance Director of Resilience**. "Next up for the Resilience Task Force in 2020: a comprehensive campaign for regional resilience, involving policy change, incentives and regulation, funding for physical and natural infrastructure investments, and more. Join us. We're all in this together."

"We welcome environmental activists to New York for Climate Week NYC and we look forward to working with you," said **Roland Lewis, President and CEO of the Waterfront Alliance**. "In this era of climate change and rising, warming seas, we are compelled to adapt to a new reality in our coastal city. With the emergence of the Resilience Task Force, the Waterfront Alliance and leaders in New York and New Jersey seek to offer practical measures as we navigate this existential emergency together."

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The Waterfront Alliance inspires and effects resilient, revitalized, and accessible coastlines for all communities.