

## NeoCon Update: Monday Keynote-Majora Carter

14 06 2010



This morning, Majora Carter launched the annual NeoCon World's Trade Fair, happening June 14-16 at the Merchandise Mart in Chicago, with the kickoff keynote address, "Greening the Ghetto and How Much it Won't Cost Us."

Majora Carter is many things. She's a visionary. She's a leader. And she's an environmentalist.

Born, raised, and continuing to live in the South Bronx, Majora Carter travels around the world in pursuit of resources and ideas to improve the quality of life in environmentally challenged communities. She founded Sustainable South Bronx in 2001, and by 2003 had implemented the highly successful [Bronx Environmental Stewardship Training \(BEST\) program](#) — a pioneering green-collar job training and placement system. She is currently president of the green collar economic consulting firm the Majora Carter Group, LLC.

In her address, Majora spoke to the audience about her passion for environmental stewardship, and how people need to see themselves as environmental stewards of their communities. In her own neighborhood of the South Bronx, through her activism and determination, she helped to turn an illegal garbage dump along the Bronx River into what is now Hunt's Point Riverside Park. She has also campaigned to increase the number of green roofs in the city, not just for the obvious environmental benefits, but also for local job creation.

By weaving her personal story with the story of her ancestors, Majora illustrated the negative cycle that exists in low-income neighborhoods, including her own. The economic and physical landscape creates "pathways to prison, not prosperity." By making small changes in the landscape, we can affect the future of another generation.

For more information on Majora, visit the [MajoraCarterGroup.com](http://MajoraCarterGroup.com)