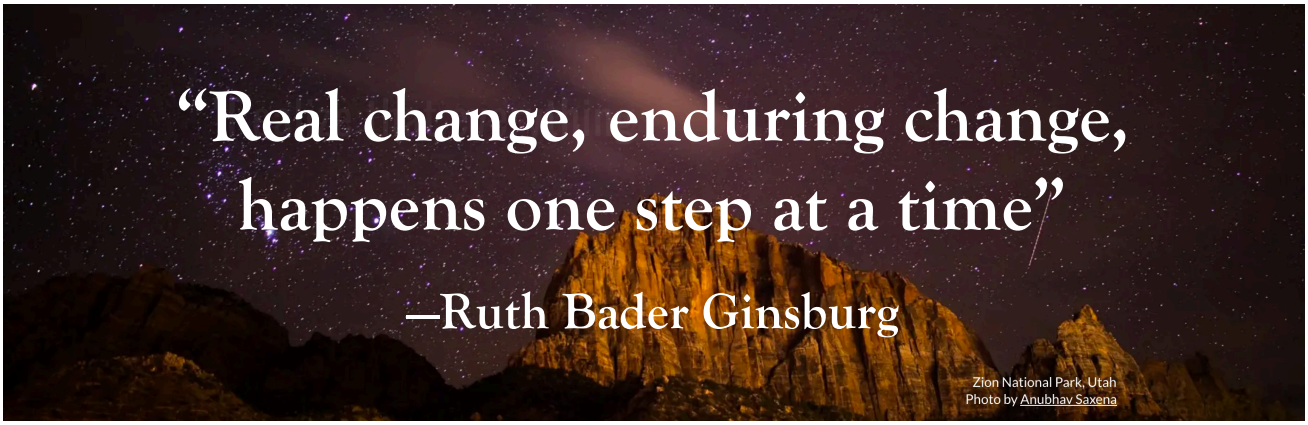
CLIMATE CHANGE RESOURCES

climatechangeresources.org



CLIMATECHANGERESOURCES.ORG IS NEEDED NOW

Global warming created by human activity is the single most important human concern. If unchecked, it will ultimately end human civilization as we know it. The beauty is that changing human behavior can reduce future consequences.

Climate Change Resources (CCR) is the web's most dedicated climate change aggregator. Dense with carefully curated information and practical solutions to the climate change crisis, it is built as a one-stop hub for people who are interested in the causes and consequences of climate change, and want to do something about it. It is valuable whether you are new to the issue or a leading voice on the topic.

It is not the only website devoted to climate change. The causes and effects of climate change are documented and explained by scientists from many disciplines: energy science, environmental science, atmospheric science, physics, biology, and agriculture. The impact of climate change on the world and the potential remedies vary with the realities of culture, politics, commerce, and the law. There are literally hundreds of organizations focusing on dozens of climate change topics—from sea level rise to endangered species, from renewables to nuclear and migration, from legislation to justice, from new technologies to carbon pricing. There is disagreement on some aspects of both the problem and the solutions. The sheer volume of available, and contradictory, information can be overwhelming.

CLIMATE CHANGE RESOURCES

climatechangeresources.org

CCR links to all the best existing sources with the intention of being *the* climate change portal to worthy sources of information and action. It is a place to get and sort the facts, understand the debates, and find the opportunities for action. CCR exists to first inform and then connect informed citizens, communities, and corporations with ideas, sources, actions and organizations with which they identify *and* with whom they can become more involved. A deeply curated hub, it has been built to serve those motivated to learn and work on these problems.

It is the place to get the information that will inspire and influence change.

LEARN MORE TO DO MORE

CCR is dedicated to providing two services:

- Carefully curating climate change information (FAQs, events, news, organizations, courses, books and films) much of it by subject through the creation of individual pages by subject—states, politics, health, economics (as examples) —and much of it through the creation of pages by target audience—kids, teenagers, individuals, communities, towns, cities, and businesses.
- Delivery of practical climate change actions. There are many actions to take (simple or complicated; cheap or expensive; immediate long-term), and they differ whether you are a kid, a grownup or someone acting on behalf of an organization or a municipality. CCR is your personal executive assistant, sorting through the possibilities and advising you. It starts with an overview, and when you are ready it can take you on a deep dive.

We know that given knowledge, people will act. We know that when people learn more, they will be empowered to do more. We know that fear is accelerated by ignorance and that action fuels optimism.

This is the foundational truth that drives our work at Climate Change Resources.

CLIMATE CHANGE RESOURCES

climatechangeresources.org

CCR opens with an extensive **Home Page**, delivering an overview of what is available throughout the site:

NEWS: A curated roundup of the week's best reporting and links to all relevant news feeds. Find out what's resonating; Learn about the most significant mainstream and climate change media. Read blogs. Sign up for a weekly newsletter. Check in to what People Are Talking About.

LEARN MORE: Backgrounders on dozens of subjects—politics, energy, laws & litigation, science, food, climate justice, health, and more.

TAKE ACTION: Join events, sort out your possibilities for action, and reform your shopping habits to reduce, reuse and recycle more effectively.

YOUTH: Dedicated to the segment of the population that will inherit this earth, and highlighting all they can do and are already doing to make a difference.

RESOURCES: The curated lists live here. Find the best books, films & podcasts, the most important organizations and reports, as well as critical information on jobs and education, and more.

FAQS: Organized under Truth, Consequences, Adaptation, and Mitigation, this is where the questions and answers are. Q&As are another way into the information.

Before you immerse yourself in the site, you might go from the **Home Page** to the Site Map where you can see all individual pages—a really useful way to get a sense of the entire website.

And, then you begin. Choose a page, read the introductory copy, absorb the graphic, drill down to read articles, discover the key resources, and learn as deeply as you are interested from many of the best sources available. See what risks are specific to one state or community; learn about policies being enacted in the places you care about; understand the intersection of coronavirus and climate change; wrap yourself around the

CLIMATE CHANGE RESOURCES
climatechangeresources.org

Biden administration's climate plans; or get ideas for your child's Earth Day project. You can spend hours or minutes finding the information you need. You can be confident it will come from a source that relies on the latest and best climate science, research, and articulation.

Everything on the site is linked to an original source, whether a major newspaper, organization, writer, scientist, website, podcast or TED talk. Links are archived and accessible by date and by news source. Everything can be found through the SEARCH bar.

Climate Change Resources has undertaken the task of organizing the massive amount of climate change information that is available, in order to make it as accessible as possible, so anyone can learn how to target their personal efforts in contributing to collective change.

A FULFILLING PARTNERSHIP

Climate Change Resources is eager to partner in engaging audiences in the work needed to save our planet. We all need to contribute to climate solutions, and education is key to assembling and deploying an army of climate change advocates. By partnering with Climate Change Resources, you can join us in outreach education to anyone, and everyone. This engagement is especially meaningful when focused on people, especially young people, who are new to the issue and are looking for reliable information and inspiration.

Innovative companies, organizations and philanthropists in the United States are already supporting groundbreaking initiatives to stem global warming and promote sustainable living. Our partnerships focus on publicizing and normalizing those initiatives, showcasing them as positive models. Climate Change Resources marks them as credible, meaningful and sustainable.

CLIMATE CHANGE RESOURCES
climatechangeresources.org

ACKNOWLEDGING YOUR CONTRIBUTION

CCR acknowledges its partners on the website in whatever way best supports their engagement goals, e.g. logo placement, a blog post and/or sharing content.
Where appropriate, partnerships will also be acknowledged in educational materials and publications, as well as publicity materials.
CCR will gratefully acknowledge and celebrate the critical role our partners play in facilitating the website and other education initiatives.

CLIMATE CHANGE RESOURCES NEEDS YOUR SUPPORT

CCR is a 501(c)(3) nonprofit, registered in N.Y.S. Currently the site is being run by volunteers, a paid web developer, and paid interns. The overhead is being assumed by everyone, including the interns, who are using their own work spaces, internet, and electricity as the pandemic has forced everyone to work from home. The plan for the site going forward requires funding in all areas:

Operations

As we emerge from covid, CCR will need to re-engage its lease and accompanying overhead expenses—rent, phone, copier, internet, office supplies, in addition to the subscriptions and fees we currently undertake.
We need to fund our accountant, Pease & Co. (including the filing of taxes), our attorney, Jack Levy at Morrison, Cohen (including trademark and non-profit status), and our insurance policies.

Staff

The site needs to employ a full time Executive Assistant, a Managing Editor, two Associate Editors, a Fundraising Director, a Marketing Director and an Outreach/ Social Media Director. Most of the staff will continue to consist of interns who commit to at least six months of working on areas of interest to them. CCR is committed to paying its interns and, when applicable, allowing them to receive college credit.

Capital Expenses

The site needs a budget for computers and printers as the staff expands.

Publications

We anticipate that once the site is running smoothly, we will begin to create publications which grow out of our expertise. All oversight will be done by co-founder Lena Tabori, who has spent her professional life as an accomplished publisher. Authors, designers, editors and production will all be handled on a freelance basis. Distribution will be retailed through publishers, websites, and wholesalers in print, online, and through ebooks, when applicable. CCR will also distribute books as fundraisers and make them available through the relevant partners.

Potential Titles:

- *52 Things You Can Do Today to Make a DIfference in Climate Change: For Kids and Their Parents,* illustrated by Kathleen Founds
- *A Climate Change Guide for Middle and High School Teachers*
- *Climate Change by the Numbers*
- *Understanding Climate Change Through Graphics*
- *Climate Change: Questions and Answers*

All books will grow out of the work of the site, and will be linked to both the site and the original sources of information.

Engagement

While CCR holds information for everyone, it will be especially useful to people who are new to the fight, including motivated young people who are making their voices heard on these issues. Every single day, more people wake up ready to fight for the climate. They are often paralyzed into inaction by the vastness and complexity of the challenge. ClimateChangeResources.org will be their on-ramp to understanding and taking action.

We are especially interested in connecting with children and young adults. Through partnerships with schools, science educators, youth-serving organizations, and media companies, we will engage young people as advocates for the planet. We

are interested in gaining insight into their discussions, promoting their ideas, and celebrating action they are taking in their communities.

Development
CCR intends to engage a development professional to manage year-round fundraising efforts to keep the site going.

CONCLUSION

For the climate crisis to no longer threaten our existence, we all have to pitch in to mitigate global warming. The silver lining of this human-created crisis is that humans also have the power to solve it. Only by increasing the number of climate activists, can the planet be saved.

Only through curation and explanation can this complex world be made navigable.

Climate Change Resources will enable a more educated and empowered army of climate change activists to take the critical steps needed to rescue humanity's future. There is simply no time to waste!

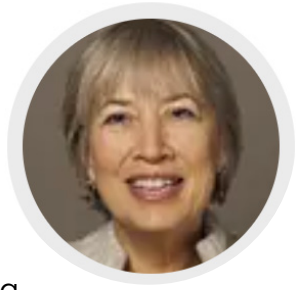
MEET THE CCR FOUNDERS

Climate Change Resources was created by veteran publisher Lena Tabori and publishing consultant Mike Shatzkin. In 2016, Lena and Mike ran into each other at a memorial of all places. They inquired about each other's work, and realizing they were both doing grassroots work on climate change resolved to do something together. Naturally, they first talked about a series of book titles but because of the speed and depth of movement in the world of climate change, decided on a website. They spent three years developing the site before removing the password in the Spring of 2021. Now they bring their deep expertise in content development and curation to Climate Change Resources, and the effort to keep our planet alive.

CLIMATE CHANGE RESOURCES

climatechangeresources.org

LENA TABORI



Although she is not an expert on climate science, Lena understands the power of information, having spent her professional life as a visual book publisher, curating and delivering powerful non-fiction. An award-winning media executive, Lena is the co-founder and CEO of the book packaging firm **Welcome Enterprises**, and former head of its publishing imprint Welcome Books. Previously, she co-founded the publishing firm Stewart, Tabori & Chang. She was the first female Vice President at Harry N. Abrams Inc., the venerable publishing company. She also served as President and Publisher of Collins Publishers San Francisco.

In 1983 Lena won an Emmy for executive producing *Ziggy's Gift,* an animated television special adapted from Tom Wilson's Ziggy comic strip. She has won dozens of awards for her work in publishing, for stewarding titles like *The Art of Walt Disney* (Hyperion); Judith Levy's best-selling *Grandmother Remembers;* the award-winning *Glorious American Food* (Random House) by Christopher Idone; *The Oxford Project* by Stephen G. Bloom, photographed by Peter Feldstein; *American Farmer, The Heart of Our Country* with photographs by Paul Mobley and text by Katrina Fried; and *Love: A Celebration in Art and Literature* (STC), which she co-edited with Jane Lahr. She created the Little Big Book series, twenty-seven titles that include *The Little Big Book of Christmas* and *The Little Big Book of Love.*

Lena's vision for Climate Change Resources is simple: inspire everyone to do something towards a solution. She is proof that with information and a desire to contribute every person can help find solutions that benefit our planet and our longevity as a species. With this site, she brings her own expertise in publishing to the cause, curating information from experts and everyday people who can explain the science and impact of climate change. Her motto is "learn more in order to do more."

Lena sits on numerous boards including the Executive Board of **The Association of Foreign Press Correspondents.** She also chairs the **East Hampton Town Energy Sustainability Committee.** Her work on climate change is inspired by the impact it will have on the lives of her two daughters and their children.

CLIMATE CHANGE RESOURCES
climatechangeresources.org

MIKE SHATZKIN

Mike Shatzkin is the son of scientists and was raised with both a basic understanding of science and a social conscience. Starting in the 1990s, Mike began to grasp the implications of fossil fuel burning and global warming and shifted some of his attention to growing his awareness and understanding of climate change.

Although not a "scientist" himself, Mike has developed his own agenda and priorities for what he sees as a literally existential struggle that has begun and will continue for generations. He has personally changed his position on nuclear power (from being worried about its "danger" to seeing it as the one of the possible solutions to mankind's biggest-ever problem) and is a full-throated supporter of the carbon-fee-and-dividend concept championed by Citizens Climate Lobby and Climate Leadership Council.

Mike is a veteran media executive and consultant. He is founder and CEO of **The Idea Logical Company** and has been a widely-acknowledged thought leader about digital change in the book publishing industry for decades. He writes a blog, The Shatzkin Files, and in March 2019, Oxford University Press published his latest book, The Book Business: What Everyone Needs to Know, co-authored with the late Robert P. Riger. He is ecstatically married to his wife Martha Moran.

CLIMATE CHANGE RESOURCES
climatechangeresources.org

CLIMATE CHANGE RESOURCES, INC.

6 West 18th Street, 4B
New York, N.Y. 10011
212-989-3201

Co-founders:

Lena Tabori
lena@climatechangeresources.org

Mike Shatzkin
mike@idealog.com

Development Advisor:

Desa Philadelphia
support@climatechangeresources.org

Climate Change Resources, Inc. is a 501 (c) 3 non-profit organization, registered in NYS