



SOCIAL "ECOPRENEUR" PROJECT

The Climate, Inc.



- A woman and minority-owned, nonprofit multi-platform, media and technology company: *“Telling diverse and inclusive **solutions-oriented** stories of the world, through the lens of the climate crisis.”*
- It’s a trusted, credible source featuring *The Climate Daily* podcast, aka “The Skimm of climate change news.”
- *The Climate Daily* podcast--“A quick roundup of news stories featuring people and organizations taking action to combat climate change.”
- It’s a credible source helping folks deal with Climate Change; helping people feel agency in order to commit to climate action
- This pitch is about a concept which will provide elementary school-aged children with a solutions-oriented, social entrepreneurship project. This project will help them realize the massive impact that they can have on the world in a really short amount of time.



Climate Change: Nobody on Earth has ever experienced this before. And...

the
CLIMATE

**THERE'S
NO
PLANET
B**



DISCUSSION DRAFT





**That's a lot to process.
Especially if you're a kid.**



...Which can be overwhelming. Which creates a Hope Gap—
“The abyss between the despair people feel around climate change and an imagined future with solutions worth striving for.”
--Jeffrey James Madison



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NEWS | 22 September 2021

Young people's climate anxiety revealed in landmark survey

Children worldwide worry about the future and feel let down by governments, a huge study on attitudes towards climate change has found.

[Tosin Thomson](#)

Children feel helpless because they feel they're too young to make a difference. Except NOW, there IS a way for children to make a difference, at any age.

How? Turning Kids into Social “Ecopreneurs” in 4 Simple Steps



1. Teaching students about Compassion
2. Teaching students about Agency
3. Teaching students about Social Ecopreneurship
4. Teaching students how to run a social ecopreneur project, allowing them to directly support re-forestation projects on a massive scale, while allowing them to display compassion for the planet and helping them develop agency.

1. COMPASSION= Empathy + Action



Students empathize with the plight of the Earth/climate, but they feel unable to make a difference because they feel they're too young. They don't know what they can do to help. They lack Agency.

2. AGENCY:



The sense of control that one feels in their life, their capacity to influence their own thoughts and behavior and have faith in their own ability to handle a wide range of tasks and situations.

A sense of agency helps a person to be psychologically stable, yet flexible in the face of conflict or change.

3. WHAT IS A SOCIAL ECOPRENEUR?



Somebody who gets other people to buy into helping them make the world a better place.

Social Ecopreneur Project: Have a class of students each produce a personalized video directed at adult relations of those students. Each video is a personal appeal for the intended person to donate \$2/day for 4 months to replant a forest in a specific location in USA or internationally. The videos will then be sent out by each student simultaneously as a class as part of a marketing strategy the students learn.

Goal: Each class to achieve a minimum of 50 people participation. For every 50 people who do, 10,000 trees (a forest) will be planted. Trees will be planted by 30+ tree-planting NGOs who are partnering with The Climate and the schools.

Plus, they will plant a Miyawaki Tree Forest project on their school property!

Follow Up: The Climate's proprietary "Climate Protection Dashboard" will show where each forest is planted, along with other vital data. Its app will allow students to track the progress and growth of each forest they plant.

LOGIN

THE CLIMATE: CHANGE HEROES

LET'S REPLANT A FOREST IN CALIFORNIA!
--JEFFREY JAMES



\$4,567.00 / \$10,000.00
Amount raised

12
Contributors

33
Days left



When a small group of us comes together, we can create a huge impact in the world. Join our team - let's do this together!

DONATE



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The personalized video ask:



$\$2.00/\text{day} \times 4 \text{ months} \times 50 \text{ people} =$

10,000 trees—A forest!

(All forest restoration done by The Climate's 26 tree-planting NGO partners->->)

Key Tree Planting Partners

- Veritree
- One Tree Planted
- Arbor Day Foundation
- Trees for the Future
- National Forest Foundation
- International Tree Foundation
- Eden Reforestation Projects
- American Forests
- Green Ethiopia Foundation
- Fair Ventures Worldwide
- Jewish National Fund
- Trees for Cities
- Casey Trees

- Grow Trees
- Tree-Aid
- Goumbook
- ReForest Now
- High Atlas Foundation
- APAF Association
- FOGA
- Hommes et Terre
- Tree Sisters
- Asociacion Alvelal
- Tree Canada
- Alliance for International Tree Reforestation
- The Woodland Trust



the CLIMATE



The team of students, The Climate and its 26+ NGO Tree Planting Partners ultimately will help...



- ...Each student participant realize the massive impact that they can have on the world in a really short amount of time.
- ...Each student participant develop agency through social entrepreneurship.
- ...Each student participant get the chance to become the change they wish to see in the world.

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Our Very Specific Marketing Challenge:



In order for this concept to work, The Climate needs a marketing campaign designed to introduce me, The Climate and its social entrepreneurship concept to elementary school principals, administrators and teachers.

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Thank you for your time.

Thank you for helping foster a project that will stand the test of time.

Thank you for being part of something special.



