

TOOLS FOR A WORLD OF CHANGE



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SPRING 2024

BOOKS TO BUILD A NEW SOCIETY



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SPRING 2024 UTP SPECIALS

UTP Frontlist Special

Special: 50+ frontlist titles

Discount: 45%

Code: 1FRN

Conditions: One order per code. Ends March 30, 2024.

Combinable across all Ampersand's participating UTP publishers.

UTP Backlist Special

Special: 50+ backlist titles

Discount: 47%

Code: BAC6

Conditions: One order per code. Ends December 31st, 2023.

Combinable across all Ampersand's participating UTP publishers.

Special: 50+ backlist titles

Discount: 47%

Code: BAC7

Conditions: One order per code. Starts January 1, 2024.

Ends December 31, 2024.

Combinable across all Ampersand's participating UTP publishers.

The Story of Upfront Carbon

How a Life of Just Enough Offers a Way Out of the Climate Crisis

Lloyd Alter

Publication date: May 2024

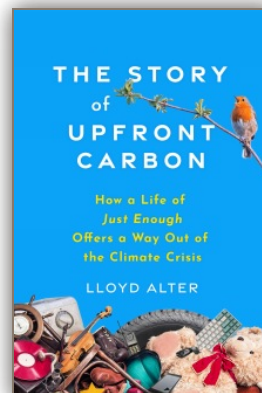
Sales Points

DESCRIPTION FOR SALES PEOPLE

- **Established writer:** Author's previous book *Living the 1.5 Degree Lifestyle* sold over 6,000 copies; author is a contributor to lifestyle series for *The Guardian* newspaper
- **Respected expert:** Editor at Treehugger for 18 years where he set a record for the highest number of page views for a single article; regularly received over half-million pageviews per month
- **Differs from the competition:** Includes detailed explanation and analysis of a new concept that most books about reducing carbon footprints ignore
- **First book about an emerging concept:** Author was the first to start using the term up front carbon in the wider context

PROMOTIONAL TEXT

- Co-op available
- Galleys available
- National advertising, print campaign and excerpts: Google, *Harrowsmith*, *Science News*, *Medium*, *Library Journal*
- Online/social media campaign:
 - Facebook Live event and giveaway with author
 - Outreach to climate action organizations and organizations that promote a low-carbon economy
 - Promotion on New Society Publishers social media platforms
- Promotion through the author's website: <https://lloydalter.substack.com>
- Library promotions via Edelweiss & ALA
- Bookseller promotion via ABA galley mailing



Imprint: New Society Publishers

Audience(s): Those looking to live a more sustainable, climate-friendly lifestyle Readers of Treehugger.com People wanting to understand how to lower their personal ecological footprint and understand how we can hold manufacturers accountable to theirs

Product format: Paperback

Price: \$22.99

ISBN: 9780865719927

Extent: 192 pp

Pictures: 10 Halftones, black & white

Format: 6 x 9 in

BIC Code(s): VSZ, WK, KCM, RNP

BISAC Code(s): SEL039000, HOM022000, BUS072000, SCI092000

About The Story of Upfront Carbon

When you look at the world through the lens of upfront carbon, everything changes

Think that buying an electric car or switching to a heat pump is going to save the planet? Think again. We must cut carbon emissions to mitigate climate change. But emissions are not produced just by driving your car or heating your home. "Upfront carbon" refers to all emissions involved in *making* your car, your home, or any other item.

As we seek to incorporate more renewables and less fossil fuels into our energy supply, upfront carbon becomes increasingly dominant compared to operating emissions, yet they are often ignored. This is why the pursuit of sufficiency, or making and buying just what we need, has become a powerful strategy for tackling climate change.

(continued)



About The Story of Upfront Carbon (*continued*)

By focusing on consumption rather than production, *The Story of Upfront Carbon*:

- Demystifies the complex web of cradle-to-grave life-cycle assessments, demonstrating that the accepted concept of “embodied carbon” is just one part of the carbon accounting equation
- Establishes the compelling rationale for carbon minimalism, arguing that only through frugality, simplicity, and materiality can we address global inequality and avoid climate catastrophe
- Shows how big-picture thinking and a broad, systemic approach to determining a product’s ecological footprint is indispensable to help guide the transition to degrowth and a zero-carbon society.

Packed with concrete strategies for minimizing the upfront carbon produced by transportation, agriculture, consumer goods, the built environment, and more, this highly readable and accessible guide is required reading for a world on the brink.

About the author(s)

Lloyd Alter is a writer, public speaker, architect, inventor, and Adjunct Professor of Sustainable Design at Toronto Metropolitan University. He has published many thousands of articles on *TreeHugger* where he was Design Editor, and on such diverse platforms as *Planet Green*, *HuffPo*, *The Guardian*, *Corporate Knights Magazine*, and *Azure Magazine*. A former builder of prefab housing and a tiny-house pioneer, Lloyd is a passionate advocate of Radical Sufficiency – the belief that we use too much space, too much land, too much food, too much fuel, and too much money, and that the key to sustainability is to simply use less. He is the author of *Living the 1.5 Degree Lifestyle*. Lloyd lives in Toronto, Ontario.

Runaway Climate

What the Geological Past Can Tell Us about the Coming Climate Change Catastrophe

Steven Earle

Publication date: April 2024

Sales Points

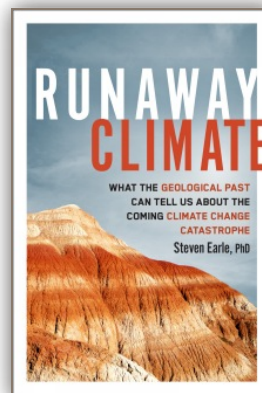
DESCRIPTION FOR SALES PEOPLE

- **Award winning author:** previous book, *A Brief History of the Earth's Climate*, won silver IPPY Award and sold over 3000 copies. Also the author of two textbooks.
- **Expert in Field:** author has BSc and PhD degrees in Earth Science
- **Timely:** The IPCC report of March 2023 delivered a final warning regarding actions that must be taken by 2025 to arrest climate warming. This book will outline possible future events should we fail to act.
- **Science-Based Climate Change Information:** Uses geological records of previous global-warming period of 7°C rise and uses this to model possible subsequent impacts on life on earth.
- **For readers of:** *Uninhabitable Earth*, *All We Can Save*, *The Sixth Extinction*
- **Regional Interest:** Wyoming geology is featured in the book.
 - North American West, Midwest, Texas, NE, and Florida have the highest percentage of people who believe climate change is caused by human activity
 - Mississippi, the Carolinas, Louisiana, and Florida are the states most impacted by climate change

PROMOTIONAL TEXT

- Co-op available
- Galley available
- National advertising, print campaign and excerpts: *Google*, *Science News*, *Library Journal*
- Online/social media campaign
 - Facebook Live event and giveaway with author
 - Outreach to climate action organizations
 - Promotion on New Society Publishers' social media platforms
- Promotion through the author's website: <https://stevenearle3.wixsite.com/website>
- Library promotions via Edelweiss and *Library Journal* & ALA
- Bookseller promotion via PNBA and ABA galley mailing

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Imprint: New Society Publishers

Audience(s): General readers interested in learning about the intense climate-warming of 56 million years ago and how we can learn from and therefore avoid the same outcome. | Climate activists as well as all those who are deeply concerned about climate change. | Environmentalists and naturalists, most of whom are also concerned about climate change. | Post-secondary students in all disciplines, who will increasingly want and be required to understand climate change. | Readers of 'Uninhabitable Earth', 'All We Can Save', 'The Sixth Extinction'

Product format: Paperback

Price: \$22.99

ISBN: 9780865719897

Extent: 256 pp

Pictures: 50 Illustrations, black & white

Format: 6 x 9 in

BIC Code(s): RNP, RBG, RBP, RBC

BISAC Code(s): SCI092000, SCI031000, SCI042000, NAT009000



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About Runaway Climate

With tipping points and extreme global warming looming, the key to understanding our climate future lies in our distant past

With rising emissions, we are on track to cause rapid global warming with devastating consequences. But how bad could climate change get and what might it do to planet Earth and humanity?

Runaway Climate explores the causes of the Paleocene Eocene Thermal Maximum (PETM) rapid climate-heating, its dramatic impact on life on Earth, and lessons for our climate future.

Fifty-six million years ago our planet experienced a period of intense warming known as the PETM, resulting in a rapid global temperature increase of about 7°C. Triggered by natural geological processes over millennia and magnified by strong climate feedback loops, the PETM lasted for about 200,000 years and drastically altered life on Earth. Yet in only a few short decades we've pumped similar amounts of greenhouse gasses into the atmosphere, making the PETM an unsettlingly apt analogy for our current predicament. This deeply cautionary tale explores:

- The runaway feedbacks that pushed the PETM's climate past the tipping point
- Subsequent cascades of environmental devastation—from plant and animal migrations to ocean acidification, extreme weather, and mass extinctions
- A sobering vision of life on hothouse Earth—a hostile world of desertification, sea-level rise, climate refugees, and agricultural collapse
- The urgent need for decisive individual and collective actions to slash carbon emissions, stabilize the climate, and undertake a rapid transition to a cleaner and healthier future.

Scientifically rigorous yet accessible to a wide audience, *Runaway Climate* is essential reading for everyone committed to understanding and taking action on the climate emergency.

About the author(s)

Steven Earle, PhD, has worked as a geologist and developed and taught university-level courses in earth sciences and climate change for over four decades. He is the author of the IPPY award-winning *A Brief History of Climate Change* and the widely used post-secondary textbook *Physical Geology*, now in its second edition. A dedicated community activist, he spearheads local engagement with climate change solutions including low-carbon transportation initiatives, heating systems, and land stewardship. Steven and his family live in a nearly net-zero house on a small sustainable farm on Gabriola Island, BC, Canada.

The Solutionary Way

Transform Your Life, Your Community, and the World for the Better

Zoe Weil

Publication date: June 2024

Sales Points

DESCRIPTION FOR SALES PEOPLE

- **Established author** - author coined the term Solutionary Way; framework is used globally
- **Experienced writer** - author has published seven books and writes the Being a Solutionary blog at *Psychology Today*
- **Regional Interest** - Maine, home of the Institute for Humane Education; New York City, author hometown; schools, and partners in California, Colorado, Chicago, Iowa, Kansas, Florida, DC, New England, Pennsylvania, Texas using the Solutionary Way framework
- **International** - author works with teachers and activists in China, Argentina, Indonesia, Germany, Spain, Italy, Kenya, Cote D'Ivoire

PROMOTIONAL TEXT

- Co-op available
- Galleys available
- National advertising, review and excerpts in Google, Facebook, *Orion*, *Yes! Magazine*, *Psychology Today*
- Online/social media campaign
 - Webinar and giveaway with author
 - Campaign with the various Humane Education organizations, e.g., SPCA
 - Promotion on New Society Publishers social media platforms
 - Promotional video
- Promotion of author at various national speaking engagements
- Promotion through the author's website: : www.HumaneEducation.org

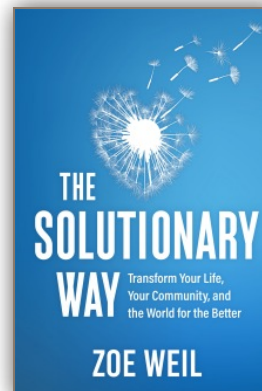
About The Solutionary Way

Forges a path away from polarization toward ethical problem solving and a more humane, equitable, and healthy society

From tackling poverty, to protecting wild spaces, to improving the strength of our communities, deep polarization in our society often prevents us from working collaboratively to solve the problems we face.

Based on Zoe Weil's decades of work as a humane educator, *The Solutionary Way* offers an antidote to dysfunctional societal dynamics. It provides clear, achievable methods to bridge divides, address the root and systemic causes of seemingly intractable challenges, and create positive change.

(continued)



Imprint: New Society Publishers

Audience(s):

Changemakers/activists/advocates for justice, sustainability, and animal protection | Leaders in all fields who want new and better tools for problem solving | People fed up with polarization and arguing, who want a vision and path that is collaborative and leads to positive change

Product format: Paperback

Price: \$22.99

ISBN: 9780865719989

Extent: 224 pp

Pictures: 12 Illustrations, black & white

Format: 6 x 9 in

BIC Code(s): JPW, VSPM, JM, HPS

BISAC Code(s): SOC072000, SEL021000, PSY003000, PHI034000



About The Solutionary Way *(continued)*

Grounded in evidence-based optimism and illustrated with dozens of real-world examples, this invaluable resource includes:

- A guide to the primary components of a solutionary mindset—critical thinking, systems thinking, strategic thinking, and creative thinking
- A clear and comprehensive articulation of the solutionary framework based on the four I's (Identify, Investigate, Innovate, and Implement),
- A compelling argument for the MOGO principle – to do the most good and least harm for people, animals, and the environment
- An inspiring overview of emerging solutions to a variety of systemic problems
- The personal benefits associated with becoming a solutionary, from increased self-respect and a greater sense of meaning and purpose, to deeper compassion and reduced feelings of apathy and isolation.

This exciting and empowering book will appeal to a broad audience, including changemakers, activists, advocates for social and environmental justice and animal protection, business and political leaders, and anyone who yearns to contribute to a healthy, equitable, and humane world.

About the author(s)

Zoe Weil is the co-founder and president of the Institute for Humane Education (IHE), where she launched the Solutionary Way – a groundbreaking approach leveraging critical, systems, strategic, and creative thinking to create positive change. She created the first graduate program linking human rights, environmental sustainability, and animal protection, currently offered through Antioch University. A frequent speaker across the US and around the world, Zoe's acclaimed TEDx talk, *The World Becomes What You Teach* has been viewed nearly 150,000 times. She was named one of Maine Magazine's 50 independent leaders transforming their communities, and is the recipient of the Unity College Women in Environmental Leadership award. She holds masters' degrees from Harvard Divinity School and the University of Pennsylvania. Zoe blogs about Becoming a Solutionary for *Psychology Today* and is the author of seven books, including *The World Becomes What We Teach*, *Most Good, Least Harm*, and *Above All, Be Kind*. Zoe lives in Surry, Maine.

The Regeneration Handbook

Transform Yourself to Transform the World

Don Hall

Publication date: June 2024

Sales Points

DESCRIPTION FOR SALES PEOPLE

- **Foreword by Transition Town founder, Rob Hopkins**
- **Established movement:** over 2,000 communities involved in Transition initiatives in over 50 countries
- **Respected expert:** author has been an international leader in the Transition movement for over 15 years
- **Practical:** a process and set of tools shared through insightful stories
- **New material:** first major book about the Transition Movement since 2011

PROMOTIONAL TEXT

- Co-op available
- Galleys available
- National advertising, print campaign, and excerpts:
 - Google, *Permaculture Magazine*, *Yes! Magazine*, Communities
- Online/social media campaign:
 - Facebook Live event and giveaway with author
 - Outreach to the 1,000+ transition groups around the world and other like-minded organizations
 - Promotion on New Society Publishers social media platforms
- Minimum 12-city national book tour
- Promotion through the author's website: evolutionarychange.org

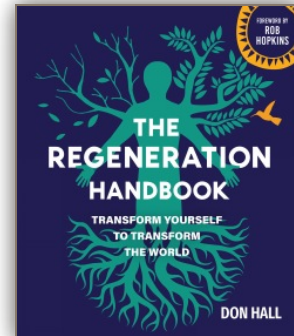
About The Regeneration Handbook

Leadership for the Great Transition—a changemaker's toolkit for cultivating personal and community resilience

The Regeneration Handbook offers an abundance of insights, stories, tools, practices, and resources for experienced and aspiring changemakers to step into their full power at this time of unprecedented global crisis.

By introducing readers to a different kind of activism —, based on universal patterns of Transformation, Expansion, Wholeness, and Balance — it points the way to a truly just and regenerative future.

(continued)



Imprint: New Society Publishers

Audience(s): Active members of the 1,000+ transition initiatives around the world; people active in Permaculture, intentional communities, local food, solidarity economies, and climate justice. Cultural creatives looking to improve themselves and their communities.

Product format: Paperback

Price: \$29.99

ISBN: 9780865719958

Extent: 256 pp

Pictures: 80 Illustrations, black & white

Format: 7.5 x 8.875 in

BIC Code(s): JFFJ, JPW, VSPM, JHBK

BISAC Code(s): SOC072000, POL043000, SEL021000, PSY017000



About The Regeneration Handbook *(continued)*

Drawing on author Don Hall's experience as a leader in the international Transition Towns Movement – as well as the work of dozens of regenerative thinkers and doers across many fields, including ecology, psychology, sociology, organizational development, and systems thinking – this book will help you:

- Better understand our current environmental, economic, and social polycrisis
- Develop a holistic and inspiring vision for the future
- Cultivate the confidence to lead and strengthen inner resilience
- Work effectively in collaborative groups and organizations
- Reach beyond the choir to engage people from all walks of life
- Design and implement practical projects that foster sustainability and justice

While none of us can change the world alone, we all have an important part to play in the Great Transition. By starting wherever we are and leaning into this historic challenge, we'll discover our deepest purpose, realize our highest potential, and learn how to harness the power of regeneration to radically transform our lives, our communities, and our world.

About the author(s)

Don Hall has served in a variety of capacities throughout the international Transition Towns Movement over the past 15 years, first as Education & Outreach Coordinator for Transition Colorado, then as Founder and Executive Director of Transition Sarasota (Florida), and Executive Director of Transition US. He is currently Training Coordinator for the international Transition Network. Don holds a Master's degree in Environmental Leadership from Naropa University, a certification in Permaculture Design from the Central Rocky Mountain Permaculture Institute, and regularly teaches on a wide variety of topics including leadership development, community organizing, effective collaboration, and local food systems. In 2019, Don edited and published *10 Stories of Transition in the US: Inspiring Examples of Community Resilience-Building*. He currently lives in Boulder, Colorado.