



# HOT TOPIC

BY BRIAN SCHWARTZ

**M**arc Cortez sets out to be a voice of reason in the often controversial conversation surrounding climate change in his book *Climaturity*. Cortez is a former Cal Poly entrepreneurship professor and cleantech entrepreneur. He shares a common thread I often see with authors; discovering a purpose greater than oneself.

Most authors have to be willing to take a fair amount of criticism. But, when you put your opinion out there on the heated topic of climate change, you're bound to get more than most. Cortez doesn't shy away from others with opposing viewpoints. Avoiding conflict doesn't lead to resolution, but rather drives us further apart. If we are going to have any hope of making a dent in an issue, we have to be willing to engage in honest dialogue about it. We have to look at the facts presented and understand that we all have some level of implicit bias we can't see.

Cortez believes the truth of the 'great climate debate' lies somewhere between the two extremes. Denying that climate change exists is on one end of the spectrum. Forcing everyone to drive electric cars is on the other end. While solar is seen as a positive step, like wind power, it is not without its own share of the CO2 production pie.

We're seeing evidence that any form of power generation isn't without drawbacks. What we define as clean energy is subjective and the goal of a zero-carbon footprint falls short to reverse the impact we as humans are having on the planet. Think carbon-negative.

Cortez's message is simple, yet without sponsorship from any single entity that would benefit (besides the planet). To lessen our impact on the climate, we need to consume less, drive less, and rediscover activities that don't contribute to the problem. Be less swayed by marketers and look at the motives behind the claims. Plant more trees, eat less meat, and think about the collective impact of our daily choices. We can rise above our materialistic ways and support policies rooted in common sense and equality.

Marketers know how to spin any data to prove their point. We see it in documentaries that conveniently exclude evidence. Policies that fail to consider the economic impact will ultimately be met with resistance. In *Climaturity*, Cortez aims to show how the billions of dollars we're spending on well-intended, but ultimately poorly thought out solutions will only widen the gap between the rich and poor and further economic rifts in our society (while passing on the tax burden to our children).

To a large extent, *Climaturity* is a whistle-blower tell-all of an exaggerated false narrative, that can only be told by someone who once played a part in crafting that narrative.

Convinced we are heading into oblivion? Take a closer look at all the facts and be open to a new point of view. The truth likely lies somewhere in the 'muddy middle.' See conflict as an indication that your assumptions may be at fault and stay open to opposing points of view. In the end, conflict can only be resolved by setting aside our pre-existing biases and engaging in respectful dialogue. Following Cortez's prescription, aim to traverse through life more gently and value the delicate nature of the world we must coexist in and become an advocate for truth. Learn more and connect with Cortez at [Climaturity.com](http://Climaturity.com). **SLO LIFE**

**TIP!** You can meet Cortez at the Indie Author Fair being held at Monarch Books in Arroyo Grande on Sunday, October 23rd from 3-5 pm.