

the climate conversation is getting loud



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Weekly Notes On How We Meaningfully Build the Green Economy

Dear readers,

My family group chat is relieved to know I wasn't in the direct path of Hurricane Helene on Friday. Unfortunately, many of our friends and neighbors in Asheville weren't as lucky—homes have been flooded, and lives turned upside down. Our cities, towns, and communities are vulnerable, and too many people are being displaced from the lives they once knew. The footage is heartbreaking, and while there are stories of survival, they're bittersweet, reminding us how unprepared we are as a nation for disasters like this.

Who's not listening

Last week, I attended Climate Week at the United Nations General Assembly in New York City. Surrounded by impact investors and climate tech founders, I explored [NewLab](#)'s array of startups, working on innovations ranging from energy-charging sneakers to electric ATVs to rooftop robotic solar panel installation machines. It was both fascinating and inspiring, offering a glimpse of what's possible if we can get these entrepreneurs, who are developing life-saving technologies, the funding and political support they need. We can't afford to wait.



I moderated a discussion with Chante Harris (Eunoia Group), Michael Hawthorne (Klean Energy Future), Taj Ahmad Eldridge (Jobs for the Future), and Lacey Reddix (Okolun Minerals) at Brooklyn Navy Yard.

Having been in many prestigious and honorable rooms, I couldn't help but feel how disconnected we are from the reality on the ground. We talk a big game about community impact, but the truth is that [workforce programs](#) still train people for jobs that don't exist or for employers who aren't paying a livable wage or offering a clear path to growth.

The vision of sustainability and the potential for a green-collar economy are real, but we need to be honest with ourselves: We've failed to communicate what truly matters to those in survival mode—

jobs that pay well enough to support a good quality of life and allow people and their families to thrive.

I'll be diving deeper into this as I make it a central focus of my work moving forward. As always, for those of you who share so much with me in the comments, I'd love to hear your thoughts and feedback on this.

The rise of intentional influencing

The role of content creators in today's world has been the consequence of accidentally overdosing on digital access, crashing into spaces once controlled by society's gatekeepers of influence and identifiable expertise and authority. Yet, they're now some of the most powerful leaders and information sources out there—an idea that's both thrilling and terrifying all at once.

Back in college, I ran a beauty blog that gained some popularity—enough to score my roommate and me complimentary expensive organic beauty products, invites to exclusive rooftop parties, private cars to events, and plenty of Facebook gloating moments that made us feel "other" in the face of our peers who did not have the same access we did.

In today's age of content creators and influencers, the impact is undeniable and isn't going anywhere. Even when done just for fun, the idea that you can generate revenue with nothing more than an iPhone, some clever storytelling, or entertaining visuals—and rake in ad dollars—is a phenomenon that still amazes me as someone who studied advertising and marketing. It feels like a cheat code. The world has changed, and I'm not sure if it's for better or worse, but I definitely see the value in the opportunity it presents.

This brings me to Kara Perez. Like most of us, Kara struggled with paying student loans and finding a job after college to dig herself out of debt. She waited tables, earning meagerly and chipping slowly at her debt. As she documented her journey to a debt-free life, her financial prowess became the foundation of [Bravely Go](#), teaching and coaching millennials and Gen Z on the principles of sustainable money practices.

Her new book, [Green Money](#), redefines personal finance through the lenses of environmental sustainability and community, offering actionable steps to improve one's financial health and make a positive impact on the planet.

From my conversation with Kara last week, most of her followers come to her asking big questions about money. As she shares her life taking a bike instead of driving or borrowing a dress to attend a wedding instead of buying one for one-time wear, they ask, "Can I do that as well?"

While ESG investing is catching heat in the investment world, Kara's platform stands out as an argument of trying for impact anyway.

This message was particularly poignant during the panel I moderated

for VC Include last week. What I learned is simple: everything is made up. The systems we rely on—many built decades or centuries ago—were invented before they existed. So why not reimagine what's possible, blending profitability with sustainability?

You can grab Kara's book in my [Amazon](#) store front.

As I focus on making this newsletter a key part of my work and keeping it free for you to enjoy, I'll be sharing affiliate links along with products I personally use, love, or have created myself.

Introduce Me to Women Leading in Climate

If you know a woman making waves in climate tech, please share this form to help her get featured in my Inc. column, [Power Up](#), where I highlight business insights from women driving the climate revolution.

I'll catch you all next week. I'm committed to locking in to growing this newsletter and delivering it consistently at the same time each week.

Make life beautiful,

[Sherrell](#)

Resources

- Books and products I have read or used in my [Amazon storefront](#)
- My ebook on how to [Simplify The Hustle](#) for entrepreneurs trying to lighten the load
- Looking for business advice, particularly around strategy or operations? Book a call with me via [Intro](#).

What to Check Out This Week

How to Fix Our Climate Crisis: [This episode](#) of the Prof. G Podcast with Dr. Ayana Elizabeth Johnson is worth a listen/watch to dive deeper into the hope of turning things around.

Backing Female Founder to Find Climate Solutions in Latin America: Now that I live in Miami, deals in Latin America are becoming an area of interest to me in understanding the future of the region. [This piece explores women leading the charge.](#)

