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AUTUMN &
WINTER 2006

7 ECO HEROES DETERMINED TO MAKE A DIFFERENCE

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ECO HEROES

MAKING A DIFFERENCE FROM THE GROUND UP

Ever feel that our environmental crises are insurmountable? Don't. Here are seven environmental leaders from all walks of life — corporate, artistic, non-profit and small business — determined to make a difference, no matter how big or small. The consensus among these innovators? Mindful living for a healthier planet is something every one of us can — and must — do.

BY JULIA DAULT PHOTOGRAPHY RAINA KIRN & WILSON BARRY

IAN CONNACHER

Documentary filmmaker
Cryptic Moth Productions

Filmmaker Ian Connacher is currently on a global voyage in search of solutions to plastic pollution, a material he calls "the most ubiquitous product in the world." A trained journalist and television producer, Connacher found his passion after working as a crew member on Captain Charles Moore's oceanographic research vessel in the North Central Pacific Gyre, about one week's travel off the coast of Long Beach, California. The ship monitors the gyre, an immense ocean vortex that is a devastating collection site for dense plastic debris.

Connacher had never seen anything like it. "It wasn't just floating plastic, though there were things like bottles, wrappers and nets," he says. "If you looked closely, you could see specks of plastic, like little bits of confetti. These particles are more menacing than anything out there — they're like little toxic pills that accumulate up the food chain." Connacher took some of the footage from that trip and made *Alphabet Soup*, a short film funded by Aveda and used to educate its employees and inspire better packaging initiatives.

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