

# LEADERS *FROM THE* HEART:

## *COCO ECO'S MEN OF THE YEAR.*

COCO ECO HONORS A FEW GOOD MEN FOR  
THEIR DEDICATION TO A CAUSE GREATER  
THAN SELF.

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# BOBBY KENNEDY

by Kelly Gallagher

“Kennedy’s daily motivations are his “children... and the need to protect future generations from toxic harm.”



Robert F. Kennedy Jr. also known as “Bobby” is an accomplished Eco Warrior with a past and present so amazing it is almost unbelievable. The third out of eleven children, he hails from the largest and most influential Irish Catholic Dynasty in America...The Kennedy’s.

His life has been on public display since before he was born; his family tree filled with adventure and privilege offset by scandal and extreme tragedy. Bobby is the nephew of 35th President John F. Kennedy and the son of Robert F. Kennedy, JFK’s brother, who was married to socialite, Ethel Skakel. RFK was JFK’s Attorney General during his short-lived administration and a NY State Senator until his assassination in 1968 during his Presidential campaign.

So why do we love Bobby Kennedy other than the fact that he’s a Kennedy and political royalty?

Because Bobby Kennedy does not ride on his name alone. Not even close. With an undergraduate degree from Harvard, a Law Degree from University of Virginia, and a Masters in Law from Pace University School of Law, this environmental attorney, activist, prolific magazine writer, book author, and warrior for the truth takes his self-directed job to protect human health and the planet’s health very seriously.

He is a senior attorney at the National Resources Defense Council, Chief Prosecuting Attorney for the Hudson Riverkeepers, as well as the President of the Waterkeeper Alliance. He attracts and uses his celebrity to raise money for the causes he believes in.

When he is not out saving the world, he is with his six children, extended family and friends sailing, climbing, white water rafting, skiing or participating in the sport of falconry; as he is a master falconer and a New York State-licensed bird rehabilitator. When I asked him what gets him out of bed in the morning? He answered, “My children... and the need to protect future generations from toxic harm.”

A fitting answer from a man with a new book coming out entitled, “Thimerasol: Let the Science Speak, about the controversial vaccine preservative that contains mercury, a known neurotoxin. The book is penned with Dr. Mark Harmon and aimed at exposing the truth about the vaccine industry.

One thing is for sure, Kennedy is committed to protecting the environment and the planet for generations.

<http://www.robertkennedyjr.com/>  
<http://www.waterkeeper.org>  
<http://www.riverkeeper.org>  
<http://www.nrdc.org>

# PAUL WATSON

by Kelly Gallagher

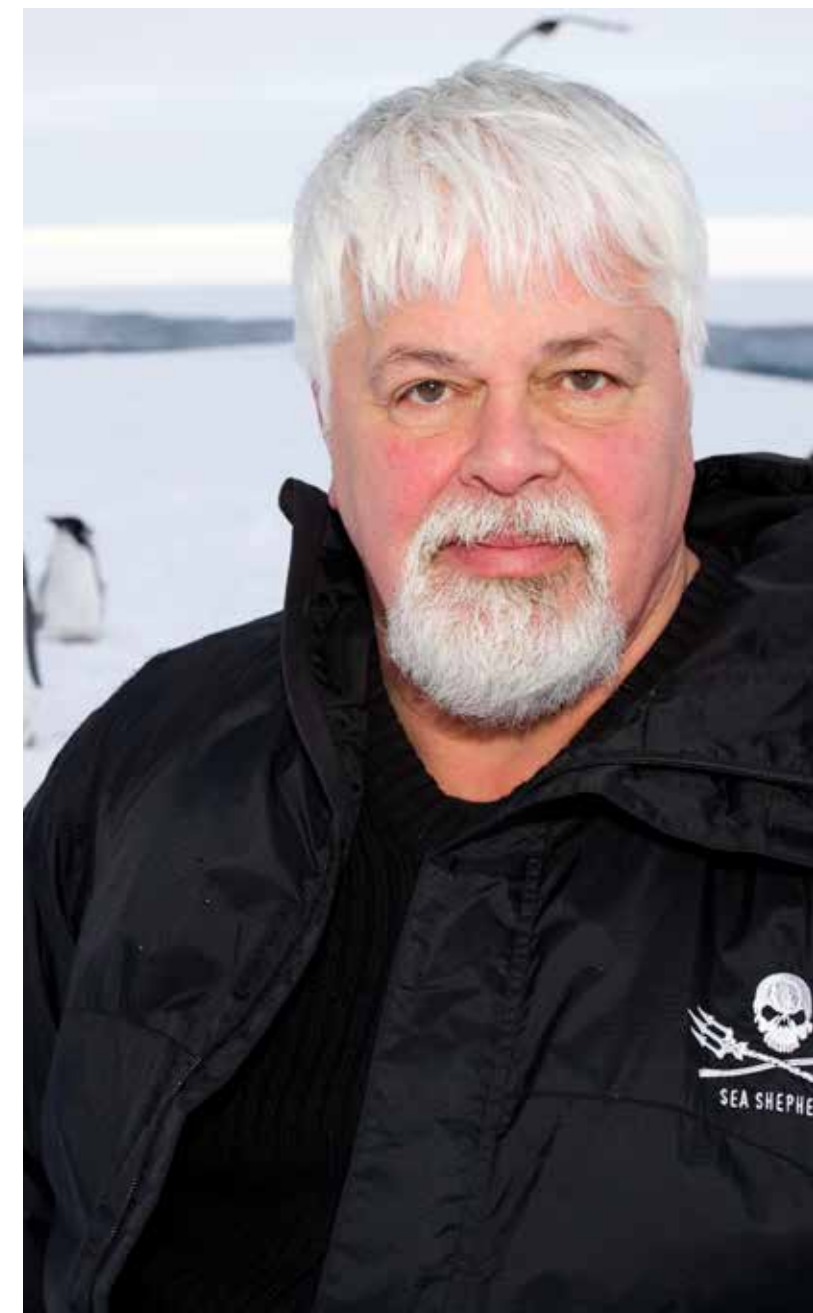
“I don’t think people really understand that connection. No oceans. No civilization. No humanity.”

Sea Shepherd Founder Captain Paul Watson, and star of the reality show “Whale Wars” on Animal Planet, is a controversial world-renowned leader in environmental issues. A native of Toronto, Watson was the youngest co-founding member of Greenpeace and an early board member; but was ousted in 1977 when his strategy of direct action conflicted with the Greenpeace interpretation of nonviolence. He left and immediately founded the Sea Shepherd Conservation Society (SSCS), a non-profit conservation organization whose mission is to conserve and protect ecosystems and species of wildlife in the world’s oceans.

Under Watson’s leadership, Sea Shepherd has led numerous successful campaigns to protect our oceans. The group uses innovative direct-action tactics to investigate, document, and take action when necessary, to expose and confront illegal activities on the high seas and inland-based campaigns around the world. By safeguarding the biodiversity of our delicately balanced oceanic ecosystems, Sea Shepherd works to ensure their survival for future generations. “I don’t think people really understand that connection. No oceans. No civilization. No humanity,” Watson accentuates.

Captain Watson has been the subject of numerous print and broadcast profiles and countless prestigious accolades, including being named “one of TIME Magazine’s Top 20 environmental heroes of the 20th Century.” In 2012, Captain Watson became the second person after Captain Jacques Cousteau to be honored with France’s Jules Verne Award for environmentalists and adventurers. Accepted in absentia due to Japan’s global hunt for him for his success in shutting down their illegal whaling operations in Antarctica, this was an especially proud moment for Captain Watson, whose longtime personal hero is Captain Jacques Cousteau.

[www.seashepherd.org](http://www.seashepherd.org)







# DANNY GLOVER

“I felt a sense of strengthening that we will fight this...”

From stage to screen, we all know and love Danny Glover for unforgettable and powerful performances. A cinema legend that has battled aliens and bad guys, off screen battles social injustice and inequality across the globe. In his current role as UNICEF Ambassador, he recently visited the country of Ecuador by invitation of the National Secretariat of Communication to see firsthand how Chevron oil refinery operations from 1964-1990 has affected the community over the last 3 decades from massive environmental contamination.

Glover was quick to respond to the invite, and visited the amazon rainforest where former oil field Aguarico 4 resided in northeast Sucumbios. The soil and water resources were contaminated due to Chevron Texaco using substandard methods, pouring over 18 billion gallons of toxic waste into unprotected pits. Glover had the opportunity to dip his hand in an oil pit, and “felt a sense of strengthening that we will fight this...a manifestation of what we can do to change this.”

Chevron was sentenced to pay \$18.3 billion for environmental damages and health problems, but have ignored the Ecuadorian ruling to resolve. Chevron is also in a legal battle with the city of Richmond, CA, where Mayor Gayle McLaughlin will not let the corporation ignore the 15,000 residents hospitalized due to respiratory issues after a massive fire at the local refinery.

A strong voice and passionate social, political, and humanitarian activist. Glover is an advocate, champion, and hero for all.

[www.unicef.org](http://www.unicef.org)



# JOSHUA KATCHER

“Fashion can be a powerful tool for social change.”

If you make it, they will come. Joshua Katcher, saw a void in the market for the eco conscious, stylish man, and founded the Brave Gentleman clothing line and is author of The Discerning Brute blog. The passion and tone of the blog and brand emphasize how fashion “is more than just a frivolity, and those of us who want to change the world for the better can use it, refine it, reject it,” he affirms.

Katcher created The Discerning Brute blog for men who enjoy fashion, sports, food, and culture, just like him. “I wanted guys to know that not only are there other dudes who care about animals and the environment and are still men, but there are inspiring role models and brands catering to their standards,” Katcher states.

Realizing there were many products, but few that aligned with his sustainable standards, he began designing his own line; with hopes to “show that not only can sustainable, ethical, vegan menswear look amazing and function well, but that it can be superior to things like leather, fur and wool,” he explains. The Brave Gentleman website also offers a concierge service from personal shopping to setting appointments with vegan tattoo artists.

Next year’s Brave GentleMan AW14 collection is made from mostly recycled cotton and polyester, and domestically-grown organic cotton. He is also developing ethical fashion course curriculum, “Fashion and Animals,” focusing on the production, and impact on people, ecosystems, and animals. Katcher is educating and empowering the fashion community and consumers to use their influence and realize that “fashion can be a powerful tool for social change.”

[www.thediscerningbrute.com](http://www.thediscerningbrute.com)  
[www.thebravegentleman.com](http://www.thebravegentleman.com)  
[www.joshuakatcher.com](http://www.joshuakatcher.com)





# DAVID ALFONSO, JARRET WINFIELD, AND CHRISTOPHER ZENT

“We wanted to do something different, innovative, and progressive. We weren’t happy with the status quo.”

When it comes to friendship and business, David Alfonso, Jarret Winfield, and Christopher Zent are masters in partnership. They are the creators and founders of the men’s grooming line, Hanz de Fuko (HdF), featuring organic and eco-friendly hair care products.

During the time of development, there were only two grooming brands available for men with standard ingredients. Alfonso, Winfield, and Zent are childhood friends, and “as bay area natives, environmental consciousness and sustainability were cultural norms for us growing up,” the group explained. “We wanted to do something different, innovative, and progressive. We weren’t happy with the status quo.”

HdF redefined the processes and standards for this industry. They took old products and found ways to make them more

water-soluble, stripping away the harsh chemicals. Even in negotiations with their vendors, it is important to the group to reduce their carbon foot print in the recyclable packaging and distribution of the line, with zero animal testing.

The products are created with heart and brilliance, and with the quality “even if the cost is a little more to produce, it is totally worth it,” they affirmed. HdF also provides an educational and support network through YouTube and Facebook, where men can teach and share styling practices from home.

With a few new products in the works, HdF is reaching into other areas of personal grooming. The brand will have a pop-up styling lounge at the 24th Annual KROQ Almost Acoustic Christmas Backstage Artist Lounge, where they can share their products and offer grooming services to all of the artists one on one. Alfonso, Winfield, and Zent exemplify fellowship, business, and consciousness: a great recipe for continued success.

[www.hanzdefuko.com](http://www.hanzdefuko.com)

# SEBASTIAN COPELAND

“We are the ones that have the most to lose, but also the ones who can effectuate change”

Award-winning photographer and activist, Sebastian Copeland continues to trek our arctic lands as an advocate for the environment. He has authored five books, journeyed 8,000 km on skis on the ice, and founded SEDNA, a non-profit working to educate the public on global warming and the destructive impact of oil drilling in the Polar Regions.

His photos are featured in numerous museum exhibits, and media outlets like National Geographic. He also serves on the board of directors of organizations like Global Green USA and Shine On Sierra Leone, an organization providing educational platforms for children of war-torn nations. Copeland has spoken to multiple organizations like the United Nations to raise awareness around global warming; and recent events like Hurricane Irene and Sandy, and the typhoon in the Philippines, have “dialed up the volume of an international call for action,” he states.

“Globally, our collective passivity on climate change is slowly shifting thanks to irrefutable science and dramatic natural events, but we still face powerful deniers and are a long shot from taking conclusive action,” Copeland explains. “In the end, we are the ones who have the most to lose, but also the ones who can effectuate change. We vote with our purchases, thereby sending a clear message to the business community. And watch what you put at the end of your fork.”

Looking forward, Copeland is starting to work on a new photographic book about the arctic; and just finished *Across the Ice* with Red Bull Media, a documentary chronicling his 2010 record-setting expedition across Greenland, for release later this year. And you can see his first film about his expedition to the North Pole, *Into the Cold*, now available on Netflix!

[www.sebastiancopeland.com](http://www.sebastiancopeland.com)

[www.intothecold.org](http://www.intothecold.org)

[www.antarcticabook.com](http://www.antarcticabook.com)





# WAYNE PACELLE

:"To create the world we want, we have to be intentional and active."



Passion. Empathy. These two words merely sum up the heart and work of Wayne Pacelle, the President and CEO of the Humane Society. Approaching his 10th year in this position, he fights for animal rights and humane practices in industries like farming and cosmetics. His advocacy efforts have increased public awareness, the Humane Society's membership, and political influence; emphasizing that "to create the world we want; we have to be intentional and active."

Working with organizations and government agencies like the National Institute of Health and the U.S. Fish & Wildlife Service - and with the President signing a new bill, they are reaching goal of a five year campaign to enhance protection standards, like transferring chimps from labs to sanctuaries. Pacelle also supported an effort in Alabama and Georgia in August, raiding 13 dogfighting operations, and sending the victims to safe properties for full veterinary care and rehabilitation. This is not just work for Pacelle, as he has "a lifelong passion for animals, and have always loathed the idea of humans using their power to exploit or harm animals. "To me, opposing cruelty is not just a personal preference, but it's the mark of a civil society."

The Humane Society has ongoing campaigns and numerous ways for people to get involved. Adopt from local shelters, spay and neuter your pets, and supporting anti-factory farming. Pacelle encourages people "to put the ideas relating to animal protection into action in our personal lives - making conscious choices about food, clothing, and household products and cosmetics."

[www.humanesociety.org](http://www.humanesociety.org)

# COLIN BEAVAN

"What if we could possibly discover a way of life that was both happier for the people and happier for the planet?"



Named one of MSN's "Ten Most Influential Men," and listed in Time Magazine's "Top 15 Blogs," Colin Beavan is author of the book and blog entitled No Impact Man, and founder of No Impact Project. After seeing the environmental damage in the Polar Regions from societal impact, Beavan felt the need to take action, and make a personal lifestyle change. He wondered, "what if we could possibly discover a way of life that was both happier for the people and happier for the planet?"

For one year, Beavan and his family lived without electricity, a car, material consumption, and only ate local foods in New York City. They discovered what was good for the planet was good for them, like losing weight and saving thousands of dollars. "We stopped spending our time being consumers and ended up spending more time being a better family, friend, and neighbor," he shared. Their experience was filmed, resulting in the No Impact Man documentary.

The No Impact Project created a program this year called No Impact Week. Over 60,000 participated by living a no impact life for a full week. "It's humbling how many individuals around the world truly want to take responsibility for our planet's problems and find a better way to live—a way based on human values rather than economic ones," Beavan proudly states.

People can still get involved by registering on the No Impact Project website. Beavan is also working on his next book; and is an advisor for New York University's Sustainability Task Force, and serves on the board of New York City's Transportation Alternatives.

[www.noimpactproject.org](http://www.noimpactproject.org)

[www.noimpactman.typepad.com/blog](http://www.noimpactman.typepad.com/blog)

[www.colinbeavan.com](http://www.colinbeavan.com)