

# MEN WE LOVE

WRITTEN BY: NIKKI LIN & ERICA J. EDDINGS  
WITH A SPECIAL TRIBUTE BY ANNA GRIFFIN

## THE JET SET



SIR RICHARD BRANSON, PHOTO CREDITS: VIRGIN AMERICA

These eight outstanding men have captured the true essence of the contemporary Jet Setter. Inspired by a love of humanity, they create innovations that advance society via concepts as diverse as space tourism and true global healthcare, to protecting our beautiful and fragile earth. In assembling this wonderful group of men, we continuously found ourselves inspired by their dedication to life and the fashion in which it is optioned to us all. Join us by land, sea and air as we take a closer look at Coco Eco's Jet Set.

### SIR RICHARD BRANSON

It is an absolute must to begin with Sir Richard Branson in our salute to the most dashing, daring and innovative gentlemen that we have the honor to know. He is the very definition of a Jet Setter; famous for his Virgin Group of over 400 companies including Virgin Records, Virgin America, Virgin Atlantic, and Virgin Galactic. What stands out most to Coco Eco is that throughout his career, Branson has sought to conduct business in an altruistically avant-garde manner.

In late June, Sir Richard joined dozens of celebrities such as Paul McCartney, Penelope Cruz, Robert Redford, Javier Bardem and Pedro Almodovar at Rio de Janeiro's 'Rio Earth Summit', to launch a bid for a global sanctuary in the Arctic. By signing their names on an Arctic Scroll, they have symbolically ignited an effort by Greenpeace that demands oil drilling and industrial fishing to be banned from the North Pole and Arctic waters.

Currently, the huge expanse around the pole belongs to all of us because it's defined in international law as the high seas, and underneath it is the deep seabed which is the common heritage of all mankind. But as temperatures rise

and the ice melts the Arctic states are making territorial claims on the seabed so they can open the door to the oil giants. Without these disturbances, the region is already vulnerable to climate change with the polar ice cap shrinking by 9 percent each decade. Branson has signed on to help spread the word in deterring plans to begin drilling in the region this summer.

Branson has also issued a very public call for Rhino Cruelty Action. Through his work with the group WildAid, significant effort has been made in regions where rhino horn attracts overzealous poachers who can move them on the black market at high prices. As a result, more than 90% of our rhinos have been lost in the past 40 years. Through public awareness and education people can learn about the illegal procedure of rhino poaching and help dismantle black market demands.

“WildAid has created PSAs featuring leading Asian figures in sports, entertainment, and business to generate social pressure against rhino horn consumption. Particular attention is paid to developing government support for the campaign. Also, Peabody-Award winning director Deborah Scranton has worked on a feature-length documentary about the rhino poaching crisis, as seen through the eyes of China’s biggest star (and long-time WildAid Ambassador) Yao Ming,” says Branson.

He added, “The group has previously conducted similar public awareness campaigns in China, using star power from Chinese celebrities such as Yao Ming and Jackie Chan to educate the public about shark finning, tiger poaching, and other devastating effects of the unsustainable wildlife trade. ‘When the buying stops, the killing can too’ is their campaign slogan – and absolutely true.”

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**MATT GOULD AND GRIFFIN MATTHEWS**

Activists. Artists. Allies. Matt Gould and Griffin Matthews formed a friendship that grew into an impactful and inspiring partnership. Creators and authors of the play “Witness Uganda”, the dynamic duo has received two ASCAP awards among others, and honors such as a Disney/ASCAP workshop with “Wicked” composer and lyricist, Stephen Schwartz.

The idea began when Griffin visited Uganda in 2005 as a volunteer. Learning that education in this country was neither free nor accessible to the masses, he met a group of poverty stricken teenagers who lost their parents to the AIDS virus. Griffin instantly became their mentor and sponsor, promising to continue sending money for their progress and education.

Unfortunately, in 2008 Griffin’s fundraising efforts seemed hopeless. Matt encouraged Griffin to take a trip away from the stress, and recorded Griffin venting his frustrations. Later adding music, he created the first song of their play. Witness Uganda started as a 20-minute pitch to nonprofits for funding, but the play continued to grow as more people embraced the experience and identified with the story. Matt believed, “people will look to the arts as a means of inspiration, self analysis, and change...a Broadway musical can be about a cause.”

Their biggest accomplishment is watching the Uganda Project students graduating from high school, with four now in college. “The show sparks conversation. A movement. A shift in our attitudes about our responsibility to our fellow human beings both here and abroad,” says Griffin.

Receiving the Richard Rogers Award from American Academy of Arts and Letters for Up and Coming Music Theatre Team, “Witness Uganda” will be read at a major non-profit theatre in NYC. Both are currently writing, and preparing for a highly anticipated concert in Los Angeles later this summer.

[WWW.UGANDAPROJECT.COM](http://WWW.UGANDAPROJECT.COM)  
[WWW.WITNESSUGANDA.COM](http://WWW.WITNESSUGANDA.COM)



PHILLIP & JORDAN WAGNER, PHOTO CREDITS: GENEROSITY WATER

**PHILLIP & JORDAN WAGNER**

Nearly 1 billion people on our earth lack access to clean water. Former entrepreneur Jordan Wagner is CEO of the non-profit organization Generosity Water, and works alongside his father Phillip Wagner. Phillip started this organization through his work as the founding pastor of Oasis Church, based in Los Angeles. After travelling throughout Africa and becoming increasingly concerned with the alarming status quo, Jordan joined this very important cause, making it a family affair.

Starting as a grassroots effort, Generosity Water has seen massive expansion and now aids those lacking this precious resource worldwide. The organization identifies villages in need, and works with locals to build wells and cisterns to bring fresh water to these communities. Donations are used to bring this opportunity for health, life, and a natural resource with which to flourish.

“We have now funded nearly 400 wells in 18 different countries serving over 250,000 people with access to clean water,” reported Jordan. “As we move forward, we are going to focus our efforts in Haiti, Ethiopia, and Ghana with the possibility of adding another country in the next year.”

In late Spring 2012, E!’s Jason Kennedy and The View’s Sherri Shepherd hosted the ‘4th Annual Night of Generosity’ gala at the Roosevelt Hotel in Hollywood. Kennedy has hosted this star studded event each year, and has been passionate about supporting Generosity Water. Jordan has also produced a new documentary film “La Source”, which is narrated by actor Don Cheadle.

Says Jordan, “It’s an honor to work alongside my father and to learn from his leadership, wisdom, and experience. He is one of the most compassionate people I know and Generosity Water would not be where it is today without his genuine heart for people and his vision to see change happen in their lives.”

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[WWW.LASOURCEMOVIE.COM](http://WWW.LASOURCEMOVIE.COM)



CHRIS TARNAY, PHOTO CREDITS: OSCAR ZAGAL

## DR. CHRIS TARNAY

Coco Eco met with Dr. Chris Tarnay at the UCLA Medical Center, where he acts as co-director of the Fibroid Treatment Program. There in the glistening and vast, newly built facility we learned about his work with Medicine for Humanity (MFH) where there is scarce access to women's healthcare, or many times even the social acceptance of it.

Dr. Tarnay and his colleagues travel regularly to Mbarra, Uganda to work with expecting mothers and women who lack prenatal care and healthcare, which are the result of poverty, limited educational opportunities and lack of outlying health care infrastructure.

"Our mission is to improve the health of women in underserved populations by bringing much needed medical care and creating sustainable programs of education, prevention and treatment," explained Tarnay. "MFH also spends great energies to maintain

relationships with the local health-care community, doctors, nurses and particularly the women they help care for."

One of the most difficult aspects is the sheer magnitude of need. Although MFH has worked in countries throughout the world, they have recently focused on regions where they can maintain a recurring presence, so that their colleagues know that they will return and can be counted on.

"Most people do not realize the scope of the problem, that women are dying during labor and sustaining debilitating injuries like fistula by the thousands. Only when countries begin to recognize and acknowledge this huge health and social blight on how girls and women are treated will real change occur."

Dr. Tarnay is also an Associate Professor of Obstetrics and Gynecology at the David Geffen School of Medicine at UCLA. He is a recognized authority in his field, and specializes in both surgical and behavioral therapies with an emphasis on a compassionate approach to women's health care.

[WWW.MEDICINEFORHUMANITY.ORG](http://WWW.MEDICINEFORHUMANITY.ORG)



GEORGE WHITESIDES, PHOTO CREDITS: VIRGIN GALACTIC

## GEORGE WHITESIDES

George Whitesides is CEO and President of Virgin Galactic, the spaceflight company founded by Sir Richard Branson. Whitesides previously served as Chief of Staff for NASA, where he was awarded the Distinguished Service Medal, the highest award the agency confers.

With Scaled Composites, the company has developed the WhiteKnightTwo and SpaceShipTwo vehicles, based on the X Prize-winning SpaceShipOne. Scaled expects to begin rocket-powered flights under the recently issued experimental permit toward the end of the year. Depending on a variety of internal and external conditions, Virgin Galactic is planning to begin commercial operations late in 2013.

Whitesides explained the process: "Flight time will be approximately two hours from takeoff to landing. At 50,000 feet, WhiteKnightTwo will release SpaceShipTwo for a thrilling Mach 3.5 rocket ride away from the earth's surface to about 150,000 feet. Once in space, SpaceShipTwo passengers will have several minutes of out-of-seat weightlessness before returning to Earth."

Virgin Galactic is a unique, clean-tech project that has as its mission the transformation in safety, cost and environmental impact of access to space for private individuals and scientific research. Their willingness to invest and to take risk is already pushing the pace of change where government agencies and traditional industry have stalled. In achieving its mission, Virgin Galactic will also act as a test-bed for new and clean technologies,

such as the use of carbon composites in large aircraft, which have applications across a range of industrial sectors.

"We believe that sending thousands and eventually millions of people into space will have a profound impact on planet Earth. Those who fly with us will come home sharing a view of the world that only very few have had before, developing a greater understanding of the fragility of our world and our position in the universe."

[WWW.VIRINGALACTIC.COM](http://WWW.VIRINGALACTIC.COM)



PAUL WATSON, PHOTO CREDITS: BARBARA VEIGA/SEA SHEPHERD

## CAPTAIN PAUL WATSON

After completing over 225 ocean expeditions, Captain Paul Watson upholds his honor and name as Time Magazine's 'Hero of the Planet'. He is Commander of the flagship Steve Irwin for Sea Shepherd, an organization that works to expose and end illegal activity in the ocean, for the survival of seals, sharks, whales, dolphins, and other sea creatures.

Two Sea Shepherd boats, the M/Y Bob Barker and Brigitte Bardot sailed into Sydney, Australia on June 12th, receiving a hero's welcome in preventing the slaughter of 768 whales from a Japanese whaling fleet. Sea Shepherd also handed over their Automatic Identification System to the Galapagos National Park Service, with enough continued support to track illegal vessel movement for years to come.

While filming one of his expeditions back in 2002, Watson stopped a group of poachers from shark finning. Although he had the permission of the Guatemalan government, Interpol dismissed Costa Rica's extradition order, and Germany acted on the warrant. Watson was arrested this past May, a full decade later. Watson responded, "This is a political issue...Money talks big in Costa Rica and sharks don't vote."

On May 23, 2012, a huge campaign launched worldwide called "S.O.S. Save Our Skipper," protesting the Honorable German Ministers, embassy, and consulates. Supported by celebrities like John Paul DeJoria, Pam Anderson, Richard Dean Anderson, Bob Barker, and Perrey Reeves, Watson was released eight days later on bail.

The President of Costa Rica, Laura Chinchilla, is meeting with the Chancellor Merkel in Berlin. Hopefully with her full support, Germany will clear Watson of these charges. Watson immediately returned to his ship, and says, "If the whales survive and flourish, if the seals continue to live and give birth, and if I can contribute to continuing their future prosperity, I will be forever happy."

[WWW.SEASHEPHERD.ORG](http://WWW.SEASHEPHERD.ORG)  
[WWW.GREENPEACE.ORG](http://WWW.GREENPEACE.ORG)

## SIMON TATUM

With major box office hits like "Corpse Bride" and "Harry Potter" on his resume, multi-award winning filmmaker Simon Tatum walked away from Hollywood to pursue projects with a deeper personal connection and cultural impact. A London native, Tatum finds inspiration from day to day life encounters and observations. He is most fascinated by "...outsiders and people living on the fringes of society," says Tatum.

His film "Into the Jungle," was his first project addressing environmental issues in the world. Visiting the Ecuadorean Amazon, his crew met and observed the indigenous Cofan tribe. The tribe is currently suing Chevron in a monumental court case, regarding the toxic waste residue that remains in their jungle, their home. The river serves as the major source of life to this tribe, "...and because of reckless, greedy oil companies, it's destroying them" Tatum explains. He now has a profound appreciation of life from the experience in the Amazon, and discovering thousands of years of an existence in which the world is unacquainted.

Tatum's most recent project "Damn Right, Rebel Proud," is a documentary based on the story of Hank Williams III. Known as the last true rebel outlaw and the grandson of country legend Hank Williams, this story is important to Tatum in honoring the American south and its lost traditions. His passion for this film was inspired by the rich music and background of the south. Believing that mass consumption from a corporate mentality is diminishing the history, Tatum wanted "to capture that culture before it's too late."

Approaching each project and story with compassion, Tatum hopes to change people's misapprehensions, and convey what it truly means to be human in any real life situation and circumstance.

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LAWRENCE ANTHONY, PHOTO CREDITS:  
LAWRENCE ANTHONY EARTH ORGANIZATION

## LAWRENCE ANTHONY

A SPECIAL TRIBUTE, BY ANNA GRIFFIN

No Men We Love Jet Set Issue would be complete without a posthumous tribute to the late, great, global conservationist Lawrence Anthony, who passed away in March of this year. A renowned environmentalist and bestselling author, Lawrence fearlessly fought for the protection of wildlife, including leading the charge to save the creatures abandoned in Saddam Hussein's Baghdad Zoo during the 2003 US-led Coalition invasion of Iraq. He also rehabilitated seven rogue elephants as their last hope of survival in 1999.

It was to his home, Thula Thula, that he brought Nana and the herd, forging a deep bond that inspired his book "The Elephant Whisperer," which established him as a passionate and respected wildlife advocate throughout the world. In addition to building a private game reserve and rehabilitation center at Thula Thula, he also gained notoriety as a conservationist committed to creating innovative programs that involved remote African tribes invested in their own traditional land, an activity he considered essential to the future well being

of conservation in Africa. Prior to his death, his last passion was raising awareness of the illegal rhino poaching trade that is threatening to wipe out the remaining rhino population of South Africa. His book, "The Last Rhino: My Battle to Save one of the World's Greatest Creatures" which was published after his passing, details his crusade to raise awareness, (including his nail-biting negotiations with the infamous Lord's Resistance Army in Southern Sudan) to protect this endangered species.

As the last journalist to go into the bush with him, Lawrence deeply impacted me. From watching him and his team try to rescue a sick juvenile zebra, to spending time with him hanging out in his Land Rover with seven-ton rogue elephant Marbula standing by, I personally experienced this man's undeniable charisma not just within the animal kingdom, but also with people too. His passion and authenticity were legendary, and to say his passing is a loss is an understatement, such was the depth and genuine understanding of this gentle giant of the natural world around him. His mission was clearly to define a new way of thinking in relation to conservation and our planet, best summarized in one of his most famous quotes, "I have never understood the saying 'To think outside the box.' Why would anyone sit inside of a box and then think outside of it? Rather, just get out of the box."

Having just received his honorary doctorate posthumously from the University of KwaZulu Natal, Lawrence's vision continues through the work of his non-profit, the Lawrence Anthony Earth Organization, and at his beloved home Thula Thula Private Game Reserve.

FOR MORE INFORMATION VISIT [WWW.EARTHORGANIZATION.ORG](http://WWW.EARTHORGANIZATION.ORG)  
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