

## Pioneers

Six trailblazers who have successfully incorporated a social or ecological mission into their business plan

### TRAVEL Whitney Tilt

AS THE EXECUTIVE DIRECTOR of the Everlands Conservation Initiative, Tilt, 55, oversees the exclusive destination club's \$1 million Conservation Prize and tries to preserve the club's spectacular properties in places like Big Sky, Mont., and Devon, England. Before working at Everlands, Tilt was director of conservation at the National Fish and Wildlife Foundation. [everlandslife.com](http://everlandslife.com)

### FASHION Stella McCartney

THE EXTREME NEEDLE HEELS that spiked her recent runway are merely the latest indication that this British designer, 37, has created a definitive, sought-after style that spearheads trends, all while banishing fur and leather from her shows. McCartney, who showed her third eco-capsule collection this season and also produces an organic skin-care line, reported a 600% profit increase in 2007. [stellamccartney.com](http://stellamccartney.com)

### E-COMMERCE Robert Chatwani

INDIA'S BUSTLING open-air markets left a lasting impression on Chatwani, 33, who, as a member of eBay's Global Citizenship team, partnered with World of Good founder Priya Haji to open [worldofgood.com](http://worldofgood.com), an online marketplace to promote fair trade and sustainability. The website, which launched last fall, has over 20,000 product listings, linking artisans from more than 85 countries to eBay's more than 86 million active customers.

### E-COMMERCE Priscilla Woolworth

PUTTING HER SMARTS and good name to use, Woolworth, 46, recently launched her digital version of a general store with hard-to-find eco-friendly household products like solar-powered flashlights and recycled aluminum foil. Also available at [priscillawoolworth.com](http://priscillawoolworth.com) are fun items like pouches made from recycled billboard signs and hand-carved wooden pens.

### RETAIL Paulette Cole

IN 2004, COLE DECIDED to transform ABC Home, the Manhattan-based retailer of upscale home design, into a mission-based business focusing on the environment and social responsibility. She began by asking furniture manufacturers where they sourced their wood. Today ABC Home sells 650 choices of "good wood" furniture. Cole, who calls herself the good housekeeper of the design world, is expanding her retail influence with new programs developing products made in India, Africa and Asia. [abcshome.com](http://abcshome.com)

### EDUCATION David de Rothschild

A BORN ADVENTURER, De Rothschild, 30, shares the fruits of his experiences through Adventure Ecology, an organization he founded to raise environmental awareness. Gearing up for *Plastiki*—a voyage he's making with the support of watchmaker IWC, aboard a boat composed of 12,000 plastic soda bottles—he's also just premiered a Sundance Channel TV series called *Eco Trip: The Real Cost of Living*. [adventureecology.com](http://adventureecology.com)



John Hardy's bamboo farm on the company compound feeds 700 workers daily.

## Companies with a Conscience

These eco-friendly establishments embraced the green movement before it became good for the bottom line

### Ikea

More can be done with less. For Ikea, that means promoting the use of natural substances in its products, such as wood from responsibly managed forests. The Swedish home goods giant also plans to release a line of electric outdoor lighting models, starting in 2009.

### John Hardy

Nature is at the heart of Hardy's jewelry business. The company's headquarters in Bali, which were constructed from recycled bricks. Proceeds from its Bamboo collection go to plant 3,569 seedlings have

### Ligne Roset

The French company's furniture furnishings is also a leader in sustainable design. Ligne Roset's Sustainable Furniture line manufactures and completes products in a way that breaks down and reuses 90 percent of its end of its life cycle.

### Macy's

A trendsetter among retail chains for its recyclable shopping bags and in-store green beauty shop, Macy's houses lines such as Burt's Bees and Pangea Organics. The U.S. retailer also utilizes solar energy in more than 30 of its stores nationwide and supplies biodegradable packing material for all online purchases.

### Nike

Shoe designer Nike has recycled more shoes to make new ones and athletic gear. The company also plans to consider using recycled materials in its factories. Nike's goal is to reduce its carbon footprint.

### Patagonia

Patagonia's commitment to environmental performance is well known. The company's CO2 emissions are tracked and reported. The company also donates 1 percent of its sales to environmental charities.

### Tiffany & Co.

A pioneer in the eco-gold and ethical-mining movement, Tiffany & Co. is also a leader in energy conservation. The jewelry company installed two solar-power systems at its distribution plant in New Jersey. The panels generate about 1.4 megawatts of power annually, making up 35% of the plant's electricity needs. —By Mengly Taling

