

# 100 per cent green

Talking about the environment means getting all miserable and cynical about humankind, right? Not any more. Your Environment salutes the 100 people who've done more to look after our planet than anyone else.

We removed all Environment Agency-related people from this list to avoid charges of favouritism and self-promotion

## How did we decide who to put in and where?

The following people voted for their top 10 eco-heroes and we used the results to compile the list, based on number of nominations and a slightly heated debate here in the office...

- Chris Baines – wildlife broadcaster, conservationist and gardener
- Mark Everard – author and principal scientist, Environment Agency
- Pam Gilder – head of wildlife, recreation and marine, Environment Agency
- Judy Jones – *Your Environment* contributor and author
- Tony Juniper – executive director of Friends of the Earth UK
- David King – director of water management, Environment Agency
- Paul Leinster – acting chief executive, Environment Agency
- Peter Madden – chief executive, Forum for the Future
- Fred Pearce – *Your Environment* contributor, *New Scientist* environment editor
- Jonathon Porritt CBE – programme director of Forum for the Future and chief executive of Sustainable Development Commission
- Penney Poyzer – *Your Environment* contributor, broadcaster and writer
- Nick Reeves – executive director, Chartered Institution of Water and Environmental Management (CIWEM)
- Julian Rollins – *Your Environment* contributing editor and writer

## Cast your votes please

Do you agree with our panel of experts? Or do you have someone else in mind who we haven't featured? Well, now is your chance to let us know. Inside this issue's centre pages you will find an entry form to the *Your Environment* readers awards for 2006 - your chance to let us know who your eco-hero is and the environmental issues that matter to you most. Each person who submits an entry will be entered into a prize draw for a solar-powered *Juice bag* rucksack (to power your i-pod on the go), books by and about the top 10 eco-heroes and Al Gore's *An Inconvenient Truth* on DVD or the book.

- 100** **Father Christmas** (St Nicholas b. 280)  
Santa keeps an incredibly sleek 'no carbon' operation on the road (but all that wrapping paper, Ed.) *Julian Rollins*
- 99** **Jamie Oliver** (b. 1975)  
His TV school dinners campaign did much to alert people to environmental issues. *Judy Jones*
- 98** **Joe Strummer** (1952 – 2002)  
Former *The Clash* frontman and the world's first carbon neutral artist who helped to found Future Forests. Now the Carbon Neutral Company. *Judy Jones*
- 97** **Dale Vince** (b. 1961)  
Founder of Ecotricity, the 100 per cent renewable energy provider. The company has been building wind turbines and selling electricity since 1996. *Rachel Savage*
- 96** **Margot Wallstrom** (b. 1954)  
Commissioner for the Environment 1999 to 2004, who put concerns about the environment and health at the top of the EU agenda. *Noel Wheatley*
- 95** **Samuel Taylor Coleridge** (1772-1834)  
Romantic poet and philosopher whose *Lyrical Ballads*, written with William Wordsworth, awakened the nineteenth century to the power and beauty of nature. *David Boyle*
- 94** **Alfred Wallace** (1823 – 1913)  
Welsh naturalist, explorer, geographer, anthropologist and biologist whose theory of natural selection prompted Darwin to publish his own research sooner than intended. *Rachel Savage*
- 93** **Ted Green**  
There is no one to match Ted for unbounded enthusiasm for his subject. He is an authority on dead wood, hollow trees and fungi who's changed attitudes towards the importance of ancient and hollow trees at a time when their survival is threatened. *Chris Baines*

- 92** **Siddartha Gautama Buddha** (563 BC – 483 BC)  
Born into a life of seclusion in Nepal. Achieved enlightenment whilst sitting under a Bodhi tree and spent his life preaching to help others reach enlightenment. *Rachel Savage*
- 91** **Tom and Barbara** (*The Good Life* 1975)  
TV's first eco warriors - slightly barking and ever so English but still the benchmark for sustainable living. *Penney Poyzer*
- 90** **Herman Daly** (b. 1938)  
As a student, I was strongly influenced by Daly's book *For the Common Good*, where he set out a coherent and compelling treatise on making a better world. *Peter Madden*
- 89** **Dalai Lama** (b. 1935)  
Head of state and spiritual leader of Tibet who has been living in exile since 1960. *Rachel Savage*
- 88** **Tony Bradshaw**  
Long retired as an academic, Tony is still regarded as the oracle when it comes to urban ecology and its role in derelict land reclamation. *Chris Baines*
- 87** **Charles Darwin** (1809 – 1882)  
Legendary naturalist who put forward the theory of evolution and natural selection. *Rachel Savage*
- 86** **Colin Tudge** (b. 1943)  
Author and one of the most knowledgeable and clear writers about the natural world. *Rachel Savage*
- 85** **Lord John Browne** (b. 1948)  
It might seem odd to choose the boss of an oil multinational; but he stood up on climate change and got BP to show real leadership. *Peter Madden*
- 84** **Bob Flowerdew**  
Always makes 'green gardening', composting and recycling sound like fun. A great communicator. *Judy Jones*





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Photograph: Getty images



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Photograph: Getty images

**83 Rosamund Kidman Cox**  
Ros was the editor of *BBC Wildlife Magazine* for more than 20 years and I know of no one who has enjoyed more professional respect.  
*Chris Baines*

**82 John Stewart**  
A grassroots campaigner on roads, noise and aviation. John combines a warm and self-effacing personality with a tough effectiveness in tackling difficult causes.  
*Peter Madden*

**81 Mahatma Gandhi (1869 – 1948)**  
Because a wise man lives simply.  
*Penney Poyzer*

**80 Paul Brown**  
A brilliant environment correspondent. His quiet and understated manner concealed a genius for spotting key stories and getting them in the paper. Millions have read his work.  
*Tony Juniper*

**79 Professor Paul Ekins**  
Head of the Environment Group at the Policy Studies Institute, Founder of Forum for the Future, specialist adviser to the House of Commons Environmental Audit and Member of the Royal Commission on Environmental Pollution.  
*Rachel Savage*

**78 Stephen Jay-Gould (b. 1941)**  
Widely read scientist of the late 20th century. He was a palaeontologist and educator at Harvard University who made major contributions to science as a leading spokesperson for evolutionary theory.  
*Rachel Savage*

**77 Colin Ward (b. 1924)**  
Top anarchist and prolific writer. He became an anarchist during World War II whilst serving in the army and went on to edit the 'Anarchy' journal.  
*Rachel Savage*

**76 Sue Clifford**  
Sue, along with Angela King, founded Common Ground in 1983. She has an extraordinary ability to communicate the importance of the commonplace with passion, but without being too earnest.  
*Clive Bates*

**75 Karl-Henrik Robert**  
Swedish cancer doctor and medical researcher. He founded The Natural Step in 1988, which works to accelerate global sustainability by guiding companies, communities and governments onto an ecologically, socially and economically sustainable path.  
*Rachel Savage*

**74 Michael Braungart & Bill McDonagh**  
Green chemist and eco-industrial designer who head McDonough Braungart Design Chemistry (MBDC), which works to help create materials that are non-toxic and ecologically sustainable.  
*Rachel Savage*

**73 Robert Heilbronner (1919 – 2005)**  
Wrote about the people behind the economic theories that govern our lives, demystifying their ideas (especially *The Worldly Philosophers*). He removed my fear that change would be impossible.  
*Sara Parkin*

**72 Jane Jacobs (1916-2006)**  
Canadian writer and activist. Best known for her book, *The Death and Life of Great American Cities*, a diatribe against inhuman and tidy urban planning.  
*Rachel Savage*

**71 Christopher Lloyd (1921 – 2006)**  
A personal hero who was enthusing about nature in the garden long before it became fashionable. He helped to legitimise wildlife gardening for the horticultural establishment.  
*Chris Baines*

**70 Nick Hilyard**  
Founder of Cornerhouse, who support democratic and community movements for environmental and social justice. And former *Ecologist* co-editor.  
*Rachel Savage*

**69 Rudolph Bahro (1935 – 1997)**  
His books have been translated into several languages. He believes our industrial way of life must go on if humanity is to survive, saying: 'If you want to get rid of tanks, you have to get rid of cars.'  
*Rachel Savage*



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Photograph: Getty images



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**68 Conrad Waddington (1905-1975)**  
Professor of Animal Genetics at University of Edinburgh and co-signatory of *Blueprint for Survival*. Really stitched together environmental and social justice for me, and inspired me to move from nursing to sustainable development campaigning.  
*Sara Parkin*

**67 Graham Wynne**  
A hugely effective insider and Chief Executive of RSPB who takes their mission to the heart of government where he gains influence right across the suite of policies affecting birds and the environment.  
*Tony Juniper*

**66 Richard St Barbe Baker (1889 – 1982)**  
Often referred to as 'the world's greatest forester'. He was responsible for planting more trees than anyone else in history. He was also one of the first ecologists to bring the global impacts of deforestation and desert encroachment into the public psyche.  
*Rachel Savage*

**65 Charlene Spretnak**  
American author and green activist who combines inspiring writing about spiritually with a political common sense.  
*Rachel Savage*

**64 Dame Miriam Rothschild (1908 – 2005)**  
Combined her extraordinarily broad scientific expertise with personal passion and great communication skills – and was still campaigning for nature at 96.  
*Rachel Savage*

**63 George Barker**  
The Godfather of urban nature conservation in the UK and my supreme example of a maverick civil servant, he worked relentlessly to establish the importance of the people and wildlife agenda from within the government's nature conservation agency, English Nature.  
*Chris Baines*



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Photograph: Getty images

**62 Nan Fairbrother (1913 - 1971)**  
Her book, *New Lives – New Landscapes* has formed the basis for much of the modern 'functional green infrastructure' movement over the past 30 years.  
*Rachel Savage*

**61 Marion Shoard**  
Writer, broadcaster and lecturer on the rural environment since 1980. She worked at the Council for the Protection of Rural England in the seventies and is the author of three books. Her most famous *This Land is Our Land* is about the conflict between landowners' aspirations and the public interest.  
*Rachel Savage*

**60 Marek Mayer (1952 – 2005)**  
Environmental journalist for over 20 years. Editor of *The Ends Report*, a monthly environmental journal and essential reading for people seriously interested in understanding the complexities of modern environmental policy.  
*Rachel Savage*

**59 Gerald Durrell (1925 – 1995)**  
A hero not only for his books and zoo theory and practice – far ahead of his time - but for success in saving endangered species and ecosystems. Durrell also ensured that his philosophy and practical conservation skills have been spread around the developing world via his internationally admired Jersey Zoo training centre.  
*Ian Christie*

**58 George Waterson OBE (1911 – 1980)**  
Former Director of the Royal Society for the Protection of Birds in Scotland. After World War II he bought Fair Isle in the Shetlands and in 1948 he co-founded its bird observatory.  
*Rachel Savage*

**57 Teddy Goldsmith (b. 1928)**  
Founded the *Ecologist* in 1970, the world's most respected environmental affairs magazine.  
*Rachel Savage*

## 56 Caroline Lucas (b. 1960)

Green Party MEP for the South-East of England, who sits on the European Parliament Trade and Environment Committees and is Vice President of the Parliament's Animal Welfare Intergroup.

*Rachel Savage*

## 55 The people of Bougainville

Bougainville is an island in the Pacific Ocean. The Coconut Revolution was its people's fight to maintain their environment and gain independence from Papua New Guinea and Australia. Described as the longest and bloodiest conflict since World War II, the islanders took on Papua New Guinea, Australia and the biggest open cast mining company in the world, lost one tenth of their population and began the world's first true eco-revolution.

*Rachel Savage*

## 54 Sir John Banham (b. 1940)

He was the first 'captain of industry', in my experience, who genuinely recognised both the ethical responsibility and the commercial benefit of big business (Tarmac plc) taking the environment seriously. He is also a brilliant chairman - a skill that I greatly admire.

*Chris Baines*

## 53 Swampy (b. circa 1974)

Dreadlocked eco-warrior and the public face of activism in 1996. Swampy was one of the last protesters to emerge from the tunnels at Fairmile Camp in south Devon, in protest of the A30 between Exeter and Honiton.

*Rachel Savage*



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Photograph: Getty images

## 52 G K Chesterton (1874-1936)

Author and journalist behind the Distributist movement between the wars, with its emphasis on rural revival, small business and human-scale institutions.

*David Boyle*

## 51 Lester Brown (b. 1934)

Former farmer, civil servant and founder of the Worldwatch Institute, the first green Washington think-tank. Has warned for 30 years about looming world food shortages. Now head of Earth Policy Institute.

*Fred Pearce*

## 50 Sunita Narain (b. 1961)

Director of the Centre for Science and the Environment in India - currently taking on Coca-Cola around the world.

*Rachel Savage*

## 49 Henry David Thoreau (1817 - 1862)

His most famous book, *Walden*, is a look at simple living among nature. He wrote many lasting works on natural history and philosophy, where he predicted the methods and findings of ecology and environmental history, two sources of modern day environmentalism.

*Rachel Savage*

## 48 Jane Goodall (b. 1934)

Primatologist who knows everything there is to know about chimpanzees, she campaigns vigorously to protect them and other primates.

*Rachel Savage*



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Photograph: Getty images



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## 47 St Francis of Assisi (1182 - 1226)

Catholic Patron Saint of Animals and Ecology who reminds us to bring about justice and peace in our world, to end violence and war, poverty and oppression, and to protect our fragile planet.

*Rachel Savage*

## 46 John Dower (1900 - 1947)

John Dower wrote a report called 'National Parks in England and Wales' in 1945. In it he said that a National Park is 'an extensive area of beautiful and relatively wild country in which, for the nation's benefit and by appropriate national decision and action'. The Peak District became the UK's first National Park six years later.

*Rachel Savage*

## 45 Petra Kelly (1947 - 1992)

German peace activist and Green politician and a founder of the German Green Party in 1979. She was a member of the Bundestag (West German Parliament) for the Greens between 1983 and 1990.

*Rachel Savage*

## 44 Mike Hands

'And his one-man quest to rescue the blasted rainforest through planting of the Inga Tree'

*Penney Poyzer*



45

Photograph: Getty images

## 43 Andrew Lees (1949 - 1994)

Former Campaigns Director of Friends of the Earth, who died in the forests of southern Madagascar in 1994, aged 46. He worked closely with local communities in all his campaigns and passionately believed in empowering people to find their own solutions for environmental, social or personal development.

*Rachel Savage*

## 42 Dionisio Ribeiro Filho (died 2005)

Brazilian environmentalist who was murdered on the rain forest reserve he had protected for 15 years. Ribeiro dedicated his life to defending the rainforest against people harvesting palm trees and trapping tropical birds and animals. He was an advocate for sustainability and worked to protect the rainforest from logging, oil and gas companies and land-grabbers. He was shot at close range with a shotgun.

*Rachel Savage*

## 41 Paul de Jongh

Author of *Our Common Journey* who spent 20 years developing and building the Dutch national environment plan, the first and probably still the best national strategic process for sustainable development.

*Ian Christie*

## 40 Dr Paul Johnson

Chief Greenpeace scientist who set up the Greenpeace Research Laboratories at London's Queen Mary College in 1987 and continued as principal scientist when they relocated to Exeter in 1992. He has been providing scientific advice and expertise to Greenpeace offices around the world for nearly 20 years.

*Rachel Savage*

### 39 Dai Qing (b. 1931)

Chinese journalist and anti-dam campaigner. Her book about the Three Gorges dam on the Yangtze River, which will displace millions of people, was outlawed in China and she was imprisoned for five months.

*Fred Pearce*

### 38 Octavia Hill (1838 – 1912)

Campaigner for open spaces for poor people, which resulted in the establishment of the National Trust.

*Rachel Savage*

### 37 Mayer Hillman (b. 1931)

Climate change expert, for shouting so loudly about CO<sub>2</sub> emissions and eventually being heard.

*Penney Poyzer*

### 36 Max Nicholson (1904 – 2003)

A distinguished ornithologist who was instrumental in the foundation of the World Wildlife Fund and the Nature Conservancy, now English Nature. He was also an environmentalist, with a sweeping vision for the development of London and founder of the (Silver) Jubilee Walkway, which extends over 14 miles through the centre of the capital.

*Rachel Savage*



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Photograph: Getty images

### 35 David Suzuki (b. 1936)

Often recognised as the world leader in sustainable ecology, he lives in Canada where he's known to millions as the presenter of the popular science programme, *The Nature of Things*.

*Penney Poyzer*

### 34 Percival Potts (1751 – 1800)

Physician who discovered that chimney sweeps in London were developing cancers of the scrotum and nasal cavity as a result of exposure to soot, back in 1775. Giving us the first indication that environmental factors can affect our health.

*Rachel Savage*

### 33 Thomas Malthus (1766 – 1834)

Over 200 years have passed since Malthus proposed that the human population would grow to such a point that it would outstrip the world's resources.

*Rachel Savage*

### 32 Jim Hansen (b. 1959)

Most ballsy climate scientist in the US government. As director of the NASA Institute for Space Studies he testified before the House of Representatives in 1988 that there was a strong 'cause and effect relationship' between temperatures and human emissions into the atmosphere.

*Rachel Savage*



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Photograph: Getty images



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Photograph: Getty images



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### 31 David Brower (1912 – 2000)

Founded Friends of the Earth (FoE) in 1969 and initiated independent FoE organisations across the world in 68 countries. In 1982, he founded the Earth Island Institute, Brower Fund, and biennial Fate and Hope of the Earth Conferences to bring peace, environmental, social justice, and other groups together, to achieve peace on and with the Earth.

*Rachel Savage*

### 30 John Ruskin (1819-1900)

Victorian art critic, whose critique of industrialism and the corrosive effect of money on human relations and the environment inspired Morris, Gandhi and the twentieth century green movement.

*David Boyle*

### 29 Arnold Schwarzenegger (b. 1947)

What a busy bee. Since 1947 Arnold Alois has managed to squeeze in successful careers as bodybuilder, bricklayer, film actor and (since 2003) governor of California. In that role he's become a surprise eco-hero, putting in place a pledge to cut greenhouse gas emissions by 25 per cent over 20 years.

*Julian Rollins*

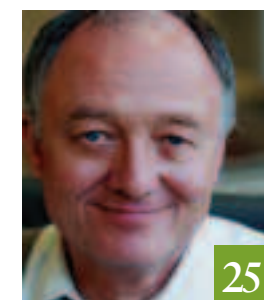


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Photograph: Getty images



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### 28 Kirkpatrick Macmillan (1812 – 1878)

Opinions differ, but the smart money goes on Scots blacksmith Kirkpatrick Macmillan as 'the' inventor of the bicycle. Sadly for Macmillan, he didn't patent his invention and was ripped off by sharper operators.

*Julian Rollins*

### 27 John Muir (1838 – 1914)

Born in 1838 in Dunbar, Muir moved to America as a boy. He grew up to become a botanist, geologist and founding father of the conservation movement. He led the campaign to protect Yosemite and other wilderness areas.

*Julian Rollins*

### 26 Tony Juniper (unknown)

Friends of the Earth's UK boss who joined FoE in 1990 from the conservation organisation BirdLife International. It's largely down to him that so many of us think about timber-sourcing when we shop for patio furniture and charcoal.

*Julian Rollins*

### 25 Ken Livingstone (b. 1945)

The 'velvet evolution' of newt-loving Red Ken's media caricature back in the 1980s continues to wrong-foot his critics and please green supporters. Fearlessly, he stuck by his controversial congestion-charging scheme for London – and won the argument. What next?

*Judy Jones*

### 24 Michael Meacher (b. 1939)

Michael Meacher proved that he believed in something and was prepared to stick with it, even if he created political risks for himself. He did a great job in office where his commitment to green issues made a huge difference.

*Tony Juniper*

### 23 George Monbiot (b. 1963)

Son of a prominent Conservative, Guardian columnist George Monbiot has a sharply different take on the world to his dad Raymond. Made his name as an investigative journalist, has been an anti-roads campaigner and founded the land rights lobby group The Land Is Ours.

*Julian Rollins*

### 22 Tim Smit (b. 1954)

Successful record producer (think Barry Manilow) turned super-gardener. Restored the Lost Gardens of Heligan in Cornwall before creating the Eden Project, a vast exhibition of how the world uses plants, that has attracted millions of visitors since opening in 2001.

*Fred Pearce*

### 21 Sir Peter Scott (1909 – 1989)

Sir Peter is my only real 'Eco-Heavyweight'. I was lucky enough to know Sir Peter in his last few years, but he began to influence me when I was still in primary school (My class adopted a duck!) The Wildfowl and Wetlands Trust is a world class conservation organisation, its London Wetland Centre was the brilliant final piece of his visionary jigsaw, and of course he also founded WWF.

*Chris Baines*

## 20 John James Audubon (b. 1785 – 1851)

Audubon's great work, *The Birds of America*, was a book of 435 giant prints, hand-coloured engravings more than three feet long, which took 11 years to produce from 1827 to 1838. The power, the movement and the sheer lustrous brilliance of the images leave you stunned. There has been nothing like Audubon and his double elephant folio, before or since.

Mike McCarthy

## 19 Joseph Bazalgette (1819 – 1891)

One of the great Victorian civil engineers. Chief engineer of London's Metropolitan Board of Works, who created a sewer network for central London that helped rid the city of cholera epidemics. Also began clean-up of the River Thames.

Rachel Savage

## 18 David Bellamy (b. 1933)

Tarnished by his scepticism about climate change, the veteran 'wild man' TV botanist, and tireless campaigner over 40 years for innumerable green causes, nonetheless remains a formidable figure. Single-handedly defeated plans for a dam in virgin rainforest in Tasmania. Recently argued against wind farms, especially on his beloved bogs.

Fred Pearce

## 17 Chico Mendez (1944 – 1988)

A Brazilian rubber tapper, unionist and environmental activist. He fought to stop logging in the Amazon Rainforest for cattle ranching. He said: 'At first I thought I was fighting to save rubber trees, then I thought I was fighting to save the Amazon rainforest. Now I realise I am fighting for humanity.' He was murdered by ranchers opposed to his activism.

Rachel Savage

## 16 Aldo Leopold (1887 – 1948)

Aldo Leopold is one of the greatest American ecologists and is widely acknowledged as the founder of wildlife management as a discipline and profession. He's also the author of superb essays on conservation, observation of animals and places, and the value of the wild to civilisation. The most famous of these is *A Sand County Almanac*, a natural history journal that has inspired many to follow in his footsteps.

Ian Christie

## 15 Fritjof Capra (b. 1939)

Austrian doctor of theoretical physics who combines an interest in Eastern mysticism with a fascination for what makes the planet tick. Based in California, his most recent book *Hidden Systems: A Science For Sustainable Living* argues the need for a natural rather than a technical toolkit to tackle the impending global crisis.

Julian Rollins

## 14 Ansel Adams (1902-84)

His passion for wilderness and photographic innovation converted millions to the cause of environmentalism. Adams made us appreciate the vulnerable beauty of the natural world and the need for collective action before it's too late. His heart belonged to the Yosemite Valley, yet his cultural legacy continues to move and educate rising generations worldwide. More than most, Adams' work still shows that a single great picture beats a thousand words.

Judy Jones

## 13 Vandana Shiva (b. 1952)

Vandana Shiva is the most remarkable campaigner I've met. She has the most amazing intellect, incredible communication ability and boundless energy. Vandana has had a major impact of a vast range of issues ranging from forest conservation to GM crops and from world trade policy to organic farming.

Tony Juniper

## 12 Amory Lovins (b. 1947)

American energy guru who launched Friends of the Earth in Britain and later founded the Rocky Mountain Institute, a technology think-tank that develops blueprints for low-energy devices such as the 'hypercar'. Says 'soft technologies' can cut energy use by three-quarters, and mean we can live the good life and save the planet.

Fred Pearce

## 11 Richard Sandbrook (1946 – 2005)

Richard was only 59 when he died last year, but what a life. He helped set up Friends of the Earth UK, the Eden Project and Forum for the Future. At International Institute for Environment and Development (IIED) he was instrumental in bringing together the poverty and environment agendas. I will miss his fizzing intellect, his savage mickey-taking, and the wise and gentle way he guided me.

Peter Madden



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Photograph: Sandy Lovelock



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Photograph: Alamy



10

Photograph: Getty images



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Photograph: Getty images



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Photograph: Adrian Sherratt/Alamy

## 10 Gro Harlem Brundtland (b. 1939)

At the peak of Thatcherism, here was a Norwegian woman Prime Minister putting forward an alternative worldview of 'sustainable development'. Her 1987 report 'Our Common Future' summed it up as 'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs' and laid the ground for the Rio Earth Summit.

Peter Madden

## 9 Al Gore (b. 1948)

Forty-fifth Vice President of the US, who ran for the presidency in 2000 and was defeated by George W Bush after the US Supreme Court halted all legal recounts in the state of Florida. Now a leading campaigner for global warming, his documovie *An Inconvenient Truth* hit our cinema screens this year and ruffled many a feather. The film follows Gore on his one-man mission to halt global warming with his deadly 'slideshow of truth' that walks us through the history of global warming and looks boldly at its future consequences.

Rachel Savage

## 8 William Morris (1834 – 1896)

His fame as a designer of wallpaper has somewhat eclipsed his prediction of the problems of the unsustainable nature of industrialisation. His utopian view of a society in harmony with nature still has great resonance for all engaged in trying to make sustainable living the norm for all. And his wallpaper designs inspired by nature are still selling!

Penney Poyzer

## 7 Charles Windsor, Prince of Wales (1948)

Prince Charles and his promotion of locally produced organic food makes him an eco hero. His Duchy of Cornwall line of products has helped to shape the consumer's desire for locally produced, high quality, organic foods. It is perhaps his crowning achievement.

Penney Poyzer

## 6 Wangari Maathai (b. 1940)

Africa's 'tree woman', who won the Nobel Peace Prize in 2004. One of Kenya's first female scientists who left the lab to help poor rural women plant trees and restore their environments. For 30 years, her green belt movement has set up tree nurseries, planted 30 million trees across Kenya and cemented the idea that the environment matters to the poor, especially women. She's also campaigned against logging and defeated plans for a 60-storey tower block in Nairobi's Uhuru Park. Locked up several times by former governments, she became a reforming environment minister in the new administration.

Fred Pearce

## 5 James Lovelock (b. 1919)

British inventor of the Gaia theory - which says that the Earth's biosphere works as a single 'living' organism, able to manipulate the climate and chemistry of the atmosphere and the oceans to keep them fit for life. Gaia has been hugely influential among environmentalists, religious thinkers and scientists. Controversial now for arguing that the 'revenge of Gaia' on humans will cause environmental mayhem and a population crash, and for advocating nuclear power.

Fred Pearce



4 Sir David Attenborough (b. 1926)

Still something of a sex symbol at 80, the beloved Sir David has, for 50 years, been educating and thrilling millions with his inside knowledge of the natural world. Enthusiastic and curious, he has done more than any other broadcaster to unravel the mysteries of the planet. His series 'Are we changing planet Earth?' put images of the ravaging effects of climate change into the sitting rooms of millions - something only he could achieve because of the fondness and esteem in which he is held and because his programmes are so eminently watch-able.

*Penney Poyzer*



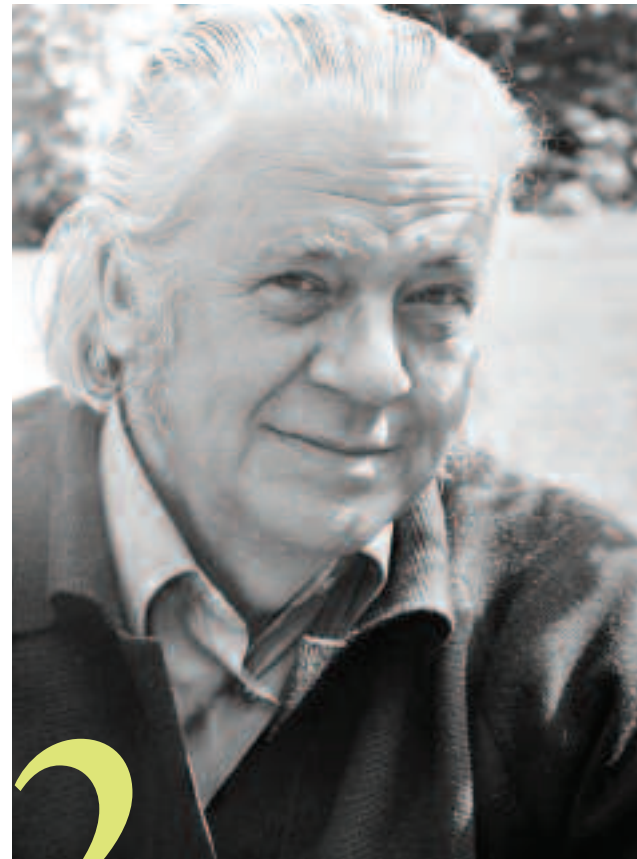
3 Jonathon Porritt (b. 1950)

Porritt started out as a barrister before switching career paths to teach in an inner London school. Educated at Eton and Oxford, he is the son of a baronet; since his father's death in 1994 he's been Sir Jonathon (although he doesn't use the title). He became an Ecology Party (now the Greens) activist in the 1970s and was later the party's chairman. He gave up teaching in 1984 to become director of Friends of the Earth. In 1996 he co-founded the Forum for the Future.

An influential mover and shaker, he's reportedly a confidante of Prince Charles. In 2001, Tony Blair appointed him chairman of the UK's Sustainable Development Commission.

In his latest book *Capitalism As If The World Matters*, he argues that capitalism is the only economic game in town, and says the green movement must forge an "evolved, intelligent and elegant" form of capitalism with sustainability at its heart.

*Julian Rollins*



2 E. F. Schumacher (1911-1977)

Better known as Fritz, he revolutionised the way we look at economics and provided insights – notably in his 1973 book *Small is Beautiful* – that have made a genuinely green economics possible.

The book, subtitled *Economics as if people mattered*, sidestepped the main issue of environmental economics – how to price the environment properly in the economic system – and questioned whether the objectives of western economics were realistic or desirable. 'Mankind talks of a battle with nature,' he wrote, 'forgetting that, if he won the battle, he would find himself on the losing side'. Schumacher emigrated to the UK from Germany before the Second World War, was a protégé of Keynes and chief economic advisor to the National Coal Board under Lord Robens, when it was a hothouse of alternative thinking. He became well known in alternative circles in the 1960s with his concepts of 'intermediate technology' – a critique of the disempowerment of conventional development aid – and 'Buddhist economics'.

He was an early critic of economic growth as a measure of national progress, as well as other sacred cows of the 1960s like nuclear energy and the chemical-driven 'green' revolution in developing countries. He founded the Intermediate Technology Development Group, now Practical Action, and the Soil Association. His close associate George McRobie, the author of *Small is Possible*, was among those to set up the New Economics Foundation in 1986.

*Small is Beautiful* is now among the Times Literary Supplement's 100 most influential books since the war. Its success catapulted Schumacher and his ideas to the forefront of international debate, shortly after the energy crisis. He was invited to meet President Carter and even received death threats on his final visit to the USA. He died in 1977 on a lecture tour in Switzerland. His final book, *A Guide for the Perplexed*, was a critique of scientific reductionism and a vindication of the human spirit.

*David Boyle*



1 Rachel Carson (1907 – 1964)

Rachel Carson is seen by many environmentalists as patron saint of the Green movement, a reputation based on the explosive impact of her 1962 book *Silent Spring*, a passionate and revelatory account of the damage done by unrestrained use of pesticides.

Carson died prematurely, stricken by cancer in 1964, and so did not live to see the full influence of her last book on policy and the wider culture of industrial society. She is now remembered largely for the controversy sparked by this enduringly powerful and beautifully written book, but there was much more to her than *Silent Spring*. Carson was famous beforehand as a very distinguished marine biologist and author of three impressive books on the sea and its environments. These best sellers – *Under the Sea-Wind*, *The Edge of the Sea* and *The Sea Around Us* – are among the most vivid and fresh accounts of the natural world to appear in the twentieth century. Carson's books of the 1940s and 1950s introduced the basic concepts of ecology and the now familiar words, such as ecosystem and food chain, to a wide audience. She was showered with awards for her work and even without *Silent Spring* she would have an honoured place in the environmentalist hall of fame.

But it is the final stage of her all-too-short career that has raised Rachel Carson to the status of a world-changing eco-heroine. In her introduction to the 1989 edition of *The Sea Around Us*, the natural history writer Ann Zwinger notes that it is now impossible to read Carson's account of marine ecology without a sense of 'the dramatic transition that came in her lifetime, which she helped bring about, from the Age of Innocence to the Age of Awareness'. That transition, from seeing the natural world as a mine, dump or playground, to

seeing 'the environment' as the system in which we are embedded and that sustains us only as long as we respect its boundaries and rhythms, was to a large extent triggered by *Silent Spring*.

Carson's world-famous expose of the impact of pesticides on the environment and human health is as lucid and beautifully composed as her books on the sea. It also packs a tremendous political punch in its demonstration of the inadequacy of pesticide regulation, the complacency and wilful ignorance of major commercial interests, and the need for open debate and access to reliable information. *Silent Spring* was a brave and unignorable assault on an unhealthy symbiosis between US science and the pesticides industry, and it ignited fury. Carson was assailed by the lobbies she had challenged and was subjected to mud-slinging and what we'd now call 'spin'. Her response was calm and determined, and by the time she died in 1964 her case had gained much ground. Its influence helped to inspire many environmental campaigns, and led to the banning of DDT and other toxic synthetic chemicals. At the time, and ever since, contrarians have damned Rachel Carson as an alarmist and luddite. Even now, the recent partial rehabilitation of DDT as a pest control chemical is used by some as evidence that her influence has been negative and undeserved. But Carson was no luddite: she stressed that she was not out to ban all use of pesticides and other agricultural chemicals. Her message was a call for humility in applying our ingenuity to nature, for 'prudent concern for the integrity of the natural world that supports all life', and for 'full possession of the facts' to enable open and honest debate about our technological impacts on the Earth.

*Ian Christie*