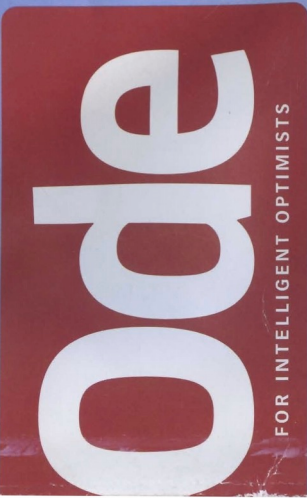


Meet the people making a difference



AS CHOSEN BY:

DAVE EGGERS

CATE BLANCHETT

JEFF BRIDGES

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JAMES LOVELOCK

25 Intelligent Optimists

who are
creating
a better
tomorrow
today

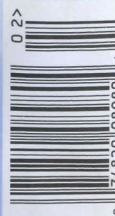
MICHAEL POLLAN

GRO BRUNDTLAND

MATTHIEU RICARD

JOHN LITHGOW

AND MANY MORE



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ODE MAGAZINE'S 2010

INTELLIGENT OPTIMIST OF THE YEAR

SOCIAL ENTREPRENEURSHIP

Gareth Strangemore-Jones

Co-initiator, WorldShift 2012

Penarth, Wales

"IN MANY CULTURES AND PHILOSOPHIES OF THE world, a crisis is also an opportunity—an opportunity to let go of old ways of thinking and outdated practices that are no longer working or serving the new paradigm," says social entrepreneur Gareth Strangemore-Jones. "I feel this is where we are now. It is no longer an option to continue with the materialistic, self-serving economic model of growth-for-growth's-sake."

As an organizer, innovator and activist, Strangemore-Jones has been putting these words into practice. In 2004, he created Tsunami Relief, a fundraising charity that helped raise more than \$40 million for the victims of natural disasters in Indonesia. Around the same time, in London, he organized events for the third meeting of the European Social Forum (ESF), where participants brainstormed progressive global strategies. More recently, he helped launch 999 It's Time, which encourages ordinary people to devote nine minutes a day to practical, sustainable causes.

These days Strangemore-Jones focuses on WorldShift 2012, which is working to create "the foundations of a peaceful, just and sustainable world by the end of 2012." He is overseeing the launch of WorldShift Media Group, which will include television and film projects as well as news and library resources. Strangemore-Jones also organizes WorldShift Events, a series of lectures, performances and spiritual gatherings designed to promote WorldShift 2012's ideas on spiritual and ecological awakening. "I love the creative process," Strangemore-Jones says, "that creative zone where once there was nothing and, through your efforts and those you work with, something tangible and worthwhile evolves." —DAN SCHANK



"Gareth is one of the most dedicated and effective persons I know. He lives with, and for, the great cause of promoting and facilitating a movement that would call attention to the dangers and opportunities we now face in common, and bring people and organizations together to find timely responses and join together in implementing them. With more Gareths in this world, we would soon have the critical mass we need to bring about the 'worldshift' from a negative, crisis-bound path of development to a positive, breakthrough path leading to a peaceful and sustainable civilization."

—ERVIN LASZLO, systems theorist and author