

About Van



photo by Richard Hume, courtesy of Experience Life magazine

Van Jones is founding president of **Green For All** and a senior fellow with the Center for American Progress. He is also a TIME Magazine 2008 Environmental Hero, one of Fast Company's 12 Most Creative Minds of 2008, and the the New York Times Bestselling author of *The Green Collar Economy* (Harper One 2008), which is endorsed by Nancy Pelosi, Tom Daschle and Al Gore.

Green For All is a U.S. organization that promotes green-collar jobs and opportunities for the disadvantaged. Its mission is to build an inclusive, green economy - strong enough to resolve the ecological crisis and lift millions of people out of poverty.

A 1993 Yale Law graduate, Van is a husband and the father of two small boys. He is a tireless advocate, committed to creating "green pathways out of poverty" and greatly expanding the coalition fighting global warming.

Awards & Honors

In 2008, Van was awarded: one of Essence Magazine's "Influential/Inspiring African Americans of 2008"; the Puffin/Nation prize for "Creative Citizenship"; the Elle Magazine "Green Award 2008"; selection as one of the George Lucas Foundation's "Daring Dozen 2008"; Hunt Alternatives "Prime Mover Award 2008"; Campaign for America's Future "Paul Wellstone Award 2008"; Global Green USA "Community Environmental Leadership Award 2008"; designation as one of the nation's "Plenty 20" in the October/November 2008 edition of Plenty Magazine; San Francisco Foundation "Community Leadership Award 2008"; Environment News Feed's "2008 Top Eco-entrepreneur of the Year"; in 2008, and one of the 20 Hottest Influences in the National Urban League's Urban Influence Magazine.

Earlier in his career, Van was also awarded: the 1998 Reebok International "Human Rights Award"; the International Ashoka Fellowship; selection as a World Economic Forum "Young Global Leader"; and the Rockefeller Foundation "Next Generation Leadership" Fellowship.

In 2008, Tom Friedman profiled Van in his bestselling book, *Hot, Flat & Crowded*. Also in 2008, Wilford Welch featured him in the book *Tactics of Hope*, and Joel Makower highlighted Van's ideas in the book *Strategies for the Green Economy*.

A 'Green Jobs' Pioneer – Globally & Nationally

In 2005, Van produced the "social equity track" for the United Nations' World Environment Day 2005 summit, which was themed "Green Cities: Plan for the Planet." As a result of Van's advocacy, the resulting Accords called upon the world's mayors to: "Adopt a policy or implement a program that creates environmentally beneficial jobs in slums and/or low-income neighborhoods." The adoption of these accords marked the beginning of the global movement for "green jobs."

In 2007, Van helped the City of Oakland pass a "Green Jobs Corps" proposal. The City allocated funds to train Oakland residents in eco-friendly "green-collar jobs."

At the national level, Van worked successfully in 2007 with U.S. House of Representatives Speaker Nancy Pelosi (D-CA), U.S. Rep. Hilda Solis (D-CA), U.S. Rep. John Tierney (D-Mass.) to pass the Green Jobs Act of 2007. That path-breaking, historic legislation authorized \$125 million in funding to train 35,000 people a year in "green-collar jobs."

In 2008, Green for All partnered with the Al Gore's Alliance for Climate Protection to launch the Green For All Academy. The Academy trains U.S. grassroots leaders to effectively advocate for an inclusive, green economy.

On September 27, 2008, Green For All worked with national partners to produce "Green Jobs Now" – the first-ever "national day of action" calling for green-collar jobs in the United States. More than 600 communities in all 50 states participated, with more than 50,000 signing a petition that called for federal government action to spur green jobs.

(Serially) Successful Social Entrepreneur

In 1996, Van co-founded the **Ella Baker Center for Human Rights**, which advocates for juvenile justice reform, police reform, youth violence prevention and green-collar jobs. The Center's "Books Not Bars" campaign has successfully blocked construction of a super-jail for youth, closed two abusive youth prisons and helped to reduce California's youth prison population by 30 percent.

In the wake of Hurricane Katrina in 2005, Van co-founded **Color Of Change**. Boasting 400,000 members, Color of Change has become the nation's biggest online advocacy organization that focuses on African-American issues.

Van is also a co-founder of a new national coalition that promotes the idea of a national "Clean Energy Jobs Corps." This multi-billion-dollar federal initiative would put hundreds of thousands of people to work rewiring and retrofitting the energy infrastructure of the United States.

Additionally, Van is a founding board member of the National Apollo Alliance and 1Sky, two national organizations promoting clean energy jobs and climate solutions.

National Media Appearances

Van's efforts have received attention from prominent news sources. This year, he appeared on CNN's "Feature #1," FOX News "Your World With Neil Cavuto," NPR's Living On Earth and Steven Colbert's "The Colbert Report." Van has also been featured in Good Magazine, Time Magazine, Newsweek, The New York Times, and many online blogs.

A proud native of Jackson, Tennessee, Van Jones, 40, is proud to champion some of the most hopeful solutions to America's toughest challenges.

THE GREEN COLLAR ECONOMY

PRESS KIT: BLURBS AND QUOTES ABOUT THE BOOK

“This book illustrates the link between the struggle to restore the environment and the need to revive the US economy. Van Jones demonstrates conclusively that the best solutions for the survivability of our planet are also the best solutions for everyday Americans.”

- *Vice President Al Gore*

“Van Jones has a unique ability to inspire people of all colors, classes and generations to uplift vulnerable people, while protecting our vulnerable planet. His sparkling intelligence, powerful vision and deep empathy are all on full display in *The Green-Collar Economy*.”

- *Nancy Pelosi, Speaker of the House of Representatives*

“The baton is passed to climate advocate Van Jones who clearly sees that our future must be green and must include everyone. His powerful new book *The Green Collar Economy* shows us how to accomplish it.”

- *Laurie David, global warming activist*

“Van Jones’ authentic and passionate arguments trump the status quo. In *The Green Collar Economy* he holds the welfare of our neediest people front and center as he lays out a viable plan for the remainder of the 21st century.”

- *Tavis Smiley, Author, Television and Radio Host*

“Van Jones may be the best speaker in America addressing social justice and environmental issues. Audiences are always moved by Van’s heart, inspired by his commitment, and rocked by his eloquence. Van doesn’t read his speeches; he suffuses them into his listeners because he is utterly present and available. I can think of no one more pertinent to our future than Van and his seamless integration of race, poverty, the environment, and human rights.”

- *Paul Hawken, author of *The Ecology of Commerce and Natural Capitalism: Creating the Next Industrial Revolution**

“It’s rare that someone with such a gift for speaking is able to convey the energy and excitement of his message equally well in writing. With *The Green Collar Economy*, Van Jones surpasses all expectations. The country seriously needs his take on the environment and the economy.”

- *Gavin Newsom, Mayor of San Francisco*

“Van Jones reminds us that the worst of times can also be the best of times -- that a nation with an abundance of resources it’s wasting -- beginning with its youth -- has an enormous opportunity to stop foolishly bankrupting itself by chasing resources it is running out of -- like oil. We also have lots of ingenuity, engineering talent, wind, and sun -- put them together and we have a powerful tomorrow.”

- *Carl Pope, Executive Director Sierra Club*

“Out of those seen as today’s leaders, I know Van Jones to be one of the most important visionaries, strategists, and voices of our times.”

- *Julia Butterfly Hill, environmental activist and heroine*

“With *The Green Collar Economy*, Van Jones accomplishes the super heroic feat of linking together the solutions for poverty, the energy crisis, and global warming. That’s ‘silver rights’ movement leadership at its best. And Van is the only environmentalist I know who acknowledges the central role of low-wealth communities in creating the green world of the future. Van is a visionary of our times, and one of my personal heroes. Every relevant 21st century leader needs to read Van’s book.”

- *John Hope Bryant, Founder & CEO, Operation Hope*

“Van’s words echo the sentiments of many indigenous communities, who have endured the effects of coal strip mining, uranium mining and mega dams. We too embrace a green path for the future--indeed this green path is a part of Ojibwe prophecies. There is an absolute mandate in the wealthiest society in the world to create an economy not based on conquest but on survival, and on dignity between peoples and the natural world. *The Green Collar Economy* outlines industrial society’s path towards a just future.”

- *Winona LaDuke, Native American and environmental activist*

“Around the world, people of African descent are creating exciting, new environmental movements: from Kenya’s Wangari Maathai to the South Bronx’s Majora Carter. To that list, we now can add a new name: Van Jones. In *The Green Collar Economy*, he shows how “green” can be good for people of ALL colors. “

- *Kerry Washington, actor*

“Once in a very long while, a truly original voice enters our national political discussion--and changes the conversation for the better. By breaking through the old ‘jobs versus the environment’ stalemate, Van Jones does just that. *The Green Collar Economy* lets us envision a world in which the Earth and everyday people both thrive.”

- *Senator Tom Daschle*

“In *The Green Collar Economy*, Van Jones turns conventional environmentalism on its head. This book is less about green consumers - more about green workers. It’s less about our private choices as individuals - more about our collective action as citizens. It’s less about building hybrid cars - more about building a hybrid political movement, one that can fuse together our best social and ecological solutions. Watch out: this book could change everything.”

- *Larry Brilliant, Google.org*

“As the Earth warms and the oceans rise, the civil and human rights agenda must expand. In the wake of Katrina and Rita, we must focus on equal protection from environmental disasters. And as solar and wind industries take off, our jobs agenda must embrace these new opportunities. No one has worked harder to level the playing field in the rapidly growing green economy than Van Jones.”

- *Ben Jealous, President, NAACP*

“In *The Green Collar Economy*, Van Jones has penned a working man’s manifesto for the solar age. When green solutions finally catch on among everyday folks, Van and this book will deserve the lion’s share of the credit.”

- *Rev. Lennox Yearwood, Hip Hop Caucus*

“The Green Collar Economy is a both a rallying call and a road map for how we can save the planet, reduce our dependency on budget-busting fossil fuels, and bring millions of new jobs to America. Van Jones shows how climate solutions can turbocharge the ailing U.S. economy. So what are we waiting for?”

- Fred Krupp, Environmental Defense Fund President and New York Times best-selling co-author of “Earth: The Sequel”

“Van Jones represents a new generation of environmental leader – one who sees the Greening of America as both a moral imperative and a nuts and bolts economic issue. He sees within the stark reality of An Inconvenient Truth the potential for a healthier, more prosperous, and more socially-just future. His passion, intelligence, and idealism shine through every page of this must-read book.”

- Arianna Huffington

“Brother Van Jones is a visionary who spells out real solutions in black and white—and, of course, green. Van’s vision of a thriving, green economy doesn’t have throw-away things or throw-away people. It’s the kind of environmentalism everyone can get behind.”

- Mario Van Peebles, actor and producer, Mario’s Green House