



## GREEN LEADERS

Like plants peeping up here and there in spring, the green economy is growing and blooming nationwide. Across sectors and professions, Latinos are leading the way.

art & architecture

**ALAN OJEDA**  
CEO of Rilea Group,  
developed first  
LEED Gold tower in  
downtown Miami  
Miami, FL

**CISCO DIAZ**  
Antique restorer  
and artist at Restore  
and Rework, makes  
art of trash and  
second-hand goods  
Castro Valley, CA

**RAMIRO GOMEZ**  
Artist at Happy Hills,  
cardboard cutout artist  
and environmental  
activist  
Los Angeles, CA

**TWO OF THE HOTTEST ISSUES IN THE UNITED STATES TODAY ARE** the significant growth in the Hispanic population and the increased emphasis on green issues. Less publicized is what is happening at their confluence: more Latinos are playing important roles in environmental issues than ever. PODER's Top 100 Green Latinos recognizes the pioneers of this new frontier.

The numbers confirm the trend: Latinos have skin in the green game. According to a Sierra Club poll, the percentage of Latinos who say they live or work near a toxic site increased to 43 percent last year from 34 percent in 2008, while 83 percent of Latinos favored moving from coal plants to clean sources of energy. In California, according to Tulchin Research, two-thirds of Latino voters considered themselves "conservationists," while 90 percent believe we could "protect the environment and create jobs at the same time."

Our list features Latinos from all walks of life trying to do just that; from high-profile entertainers like Rosario Dawson to long-time environmental justice activists like Antonio Gonzalez, writers like Javier Sierra and attorneys like Adrianna Quintero. Hispanic business owners across the country are approaching the issue entrepreneurially, launching innovative green companies in clean energy, finance and other industries.

by  
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Latinos can also be proud of high-profile leaders such as Interior Secretary Ken Salazar and the Department of Justice's Assistant Attorney General Ignacia Moreno. Still, Hispanics remain underrepresented among corporate executives working on sustainability. But that is bound to change as green attracts more attention and the Hispanic population grows. ●

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