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WE KNOW THE PROBLEMS THAT COMPROMISE OUR FUTURE...

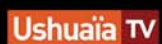


SOME OF US ALREADY KNOW HOW TO SOLVE THEM.



# ARCHITECTS OF CHANGE

Season 1



[www.architectsofchange.tv](http://www.architectsofchange.tv)

## EPISODE 1

# To Innovate is To Imitate

In just one century, technological and scientific progress has made unprecedented improvements in living conditions possible. Nonetheless, we are now realizing that these technical advances carried within them the seeds of many of today's environmental and social problems.

A new scientific approach is opening the way to a new pattern of development that takes inspiration from the organization of ecosystems, or the way living systems function, and attempts to integrate these ideas into human technology. This is precisely what certain Architects of Change are working on.



### MICK PEARCE / AUSTRALIA

Mick Pearce was born on February 6, 1938, in Harare, Zimbabwe. He studied architecture in London and received his degree in 1962. His passion for architecture and his interest in sustainable development led him to do things differently and to work particularly in Zimbabwe, Zambia, the United States and Australia, finally settling in Australia in 2000, when the conflicts that shook his native country pushed him into exile. Mick Pearce's philosophy differed greatly from that of other architects of his time. He put into practice principles of biomimicry and used natural materials to offer a form of responsible architecture that does not harm the environment. Among his most noted works is the Eastgate building in Harare, whose temperature-control system was inspired by that found in termite mounds.



### TAKAO FURUNO / JAPAN

Born in 1950, Takao Furuno lives in a rural region in the south of the Japanese archipelago. A small farmer, he was one of the first to begin using farming methods that had proved their worth in the past and have recently made a come back: organic farming. He undertook the venture in 1978, immersing himself in Rachel Carson's famous book, *Silent Spring*, and finding in it the motivation he needed to take a new direction on his farm. After ten years of using organic farming methods and a lot of back aches, Takao Furuno learned of a traditional farming method that consisted of letting ducks eliminate the weeds in the rice fields. His first experiment was a great success. In addition to protecting his family's health, Furuno now produces crop yields that equal those harvested using more conventional methods, and is now sharing his knowledge with other producers.





## JANINE BENYUS / UNITED STATES

Janine Benyus was born in 1958 in New Jersey, in the United States. She studied at Rutgers University, graduating with a degree in English literature and natural resources management. During the 1980s, she translated various scientific works and began to write herself. In 1997, she published *Biomimicry*, a book which popularized this term and examined technological innovation inspired by nature. In 1998, Janine Benyus became one of the founders of the Biomimicry Guild, a company that places the employees' knowledge of biology at that service of designers, engineers, architects and business people who are committed to sustainable development. She is also president of the Biomimicry Institute, which promotes the importance of following nature's example when developing innovative projects.

### EPISODE 2

## Philanthropy and Capitalism: An Unlikely Marriage?

The economic, social and environmental issues of our time gradually transform our worldview. Soon, it will become essential to redefine the standards of our capitalist societies and to put capitalism to the test in the face of the new realities of man's place in the world's economy.

Are the concepts of entrepreneurship and sustainable development compatible? It seems that some Architects of Change are working hard to show that it is indeed possible to practice a form of responsible capitalism that is both financially and socially profitable for shareholders, corporate leaders and consumers alike.

## MUHAMMAD YUNUS / BANGLADESH

Muhammad Yunus was born on June 28, 1940, to a big and financially comfortable family. He spent his youth in Chittagong, the second largest city in Bangladesh, where his father had a jewellery store. He started traveling through membership in the Scouts, then became interested in economics and the arts, the two subjects he studied at university. An ambitious young man, he set up his first company at the age of 21, a packaging and printing plant. Despite a successful entry into business, Muhammad left Bangladesh to study in the United States, and earned a doctorate in economics. He then taught economics in America before returning to his native country during the War of Independence in 1971. Deeply touched by his homeland's widespread poverty, he founded the Grameen Bank a few years later, and in so doing provided a convincing demonstration of the effect that microcredit can have on the quality of life of disadvantaged Bangladeshis.



## BILL DRAYTON / UNITED STATES

A native of New York, in the United States, Bill Drayton was born in 1943 to an Australian mother and an American father. A brilliant student, he attended the best universities in the country, including Harvard and Yale, obtaining his doctorate in 1970. During his studies, he met a man who travelled throughout India looking for land to parcel out to the poorest of the poor. His goal: to break the cycle of poverty, an ambitious initiative which thoroughly impressed the young Drayton. At the beginning of the 1980s, Bill Drayton set up Ashoka, an organization that offers support to entrepreneurs who have innovative ideas which are likely to have a positive impact on society. This principle proved a great success. Today, as head of the organization, Drayton has received many awards and is among the 25 most respected leaders in the United States according to the trade press.



## TRISTAN LECOMTE / FRANCE

Born in Reims, France, in 1973, Tristan Lecomte holds business degrees from the École des Hautes Études Commerciales in Paris and the Fondation Getulio Vargas in Sao Paulo. Shortly after completing his studies, he was offered a position at Lancôme, the cosmetic company, and later went to South Korea while working for the L'Oréal group. Upon his return to France, he held a position that allowed him to travel, but he quickly noticed that he enjoyed being abroad more than at home. He undertook humanitarian work, notably for Solidarité France Népal, an organization that he cofounded in 1995 whose aim is to find ways of stopping deforestation in that Himalayan country. He later became interested in fair trade and created, in 1998, Alter Eco, a company whose mission is to import and distribute fair-trade products.



## EPISODE 3

### Made To Last

The exponential increase in the number of humans on the planet has resulted in the urgent need to find new strategies to deal with the housing issue. At a time when the future of the planet is a constant source of concern, it is worthwhile to re-examine how we design and build our homes and cities in order to meet the challenges of sustainable development.

Constructing, using, maintaining and even destroying buildings incurs significant environmental costs, which is why some Architects of Change are working on concepts that run counter to conventional trends in architecture and are attempting to adapt new building projects to today's realities.





## FABRICE ANDRÉ / FRANCE

A native of France, Fabrice André is an inventive person with a highly developed environmental conscience. He had planned on a career in agriculture, and first studied at the Ecole nationale d'ingénieurs des techniques agricoles, the national agricultural university. However, he soon realized that modern agricultural practices were too far removed from his sustainable development values. In 2003, Fabrice André decided to put his talent for invention to work with the skills of his girlfriend, Catherine Bergiron, an interior designer. Together, they rebuilt the Refuge du Col-de-Sarenne, a mountain lodge which had been destroyed by a fire 20 years earlier. Their love of nature led them to develop innovative solutions, creating a building in complete harmony with nature, in the heart of the Alps.



## ROLF DISCH / GERMANY

Rolf Disch was born in Freiburg im Breisgau during the 1940s, while Germany was at war. As a young man fascinated by architecture, he studied architectural engineering in his home town before completing specialized training in structural engineering at the technical college in Konstanz. In 1969, he founded his own architectural company, the Architekturbüro Rolf Disch, in Freiburg. In contrast to most other architects of the time, Rolf Disch incorporated his concern for the environment in his work. Very active in his native city, he participated in creating the Vauban eco-friendly residential district. Disch was also responsible for developing and building the unique rotating solar house in Freiburg, called the Heliotrop®. An experimental but fully functional residence, it utilizes the resources offered by nature with no needless waste.



## JAIME LERNER / BRAZIL

Jaime Lerner was born in 1937 in Brazil, to a family originally from Poland. During the 1960s, he obtained his diploma in architecture at the Federal University of Paraná and soon became worried as he watched his town, Curitiba, undergoing rapid urban development. He set up various initiatives to influence decision-making officials, including the Instituto de Pesquisa e Planejamento Urbano, an urban planning and research institute, which supported preservation of the historical district and improved traffic control. In 1971, Jaime Lerner was elected mayor of Curitiba. He rapidly surrounded himself with creative and innovative people and put forward ideas that gained popular support. His goal was to promote the city's development without neglecting environmental and social factors. He was re-elected mayor twice, in 1979 and again in 1989. The city's efficient public transit network, ingenious waste management system and green spaces preservation program are all legacies of the Lerner era.

## EPISODE 4

# The Need Of Biodiversity

Human beings play a key role with regard to the Earth's biodiversity and their lifestyles greatly influence the balance of ecosystems. The impacts of industrialization and demographic development on the planet are real and are beginning to pose major challenges for future generations.

The pressure that humans place on natural resources often results in encroachment on wild regions that are the habitat for countless life forms. Thankfully, the Architects have found ways of stimulating the economy while respecting the issues of biodiversity and avoiding the destruction of ecosystems.

## DENER JOSÉ GIOVANINI / BRAZIL

Born on November 17, 1967, in the Brazilian city of Rio de Janeiro, Dener José Giovanini became interested in ecological movements during adolescence. He studied humanities and biology at the University of Vassouras before leaving his studies to devote himself entirely to fighting the trafficking of wild animals, a cause close to his heart. A committed environmentalist, Dener José Giovanni did not hesitate to express his opinions and participated in the creation of the Green Party and the "Living Wood" organization. In 1999, he founded RENCTAS, the Brazilian national network to fight the trafficking of wild animals. Since that time, he has been recognized many times for his commitment and work, including the Sasakawa Prize, undoubtedly the most prestigious award in the environmental field.



## JOHANNE LALUMIÈRE / CANADA

Johanne Lalumière holds multiple university degrees, including a Bachelor's degree in Agricultural Sciences from McGill University and a Master's degree in Environmental Sciences from Université de Québec à Montréal. She has held various positions related to environmental issues. She is the originator of a management system put in place by Hydro-Québec. In September 2003, Joanne Lalumière became the General Director of the Granby Zoo with the mandate of overseeing a major modernization project. Since her arrival, the zoo has received numerous grants, put in place numerous sustainable practises and obtained its accreditation with the influential Association of Zoos and Aquariums.





## WANGARI MAATHAI / KENYA

Born in Kenya in 1940, Wangari Maathai was raised in a farm family of six children by progressive-thinking parents. Even in the face of heavy family responsibilities, she was encouraged to pursue her education in the United States and obtained a Bachelor's degree in Biology in 1964, becoming the first East African woman to receive the distinction. With the personality of a fighter, Wangari Maathai has always been a militant for the causes she takes to heart, such as the environment and women's rights. In 1977, she founded the Green Belt Movement, a tree-planting project creating jobs for Kenyan women. In 2004, the one known as "The Tree Woman", was awarded the prestigious Nobel Peace Prize for her many achievements.



## EPISODE 5

### Economics of Taste

Few people today can remember how farming was done many decades ago, before the appearance of petrochemical fertilizers and pesticides. However, in farmers' fields around the world, major issues have arisen surrounding intensive agriculture, mechanization, standardization of farming practices and the use of chemical products.

But, thanks to the efforts of some Architects of Change, traditional agrarian values — inextricably linked to the history and the culture of the people who live on the land — are rising like the phoenix from the ashes in farming areas in every corner of the globe. Determined to make a difference and reverse current trends, these Architects suggest that it is through a return to traditional agrarian values that sustainable development will become possible in modern agribusiness.



## PHILIPPE RENARD / BELGIUM

Philippe Renard was born in 1955, in Waremmme, a small French-speaking town in Belgium. Having often watched his grandmother as she worked as a cook at the local manor, he decided to study restaurant and hotel management in Liège, opening his own restaurant in 1983. He subsequently became a chef in a Flemish restaurant, but a few years later his career was abruptly derailed by a car accident. During his convalescence, Philippe Renard learned about organic products and their beneficial effects. Gradually, the idea of providing organic food to people took form, and he soon founded a consulting company for the restaurant industry. In 2000, he was hired by the Ethias insurance company to transform their restaurant, a challenge he met through great perseverance. Since his arrival, the clientele of the restaurant has tripled and its menu is now 85% organic.



## DAGMARA BIENKOWSKA / POLAND

Dagmara Bienkowska is a native of Poland, in central Europe. After studying geography, she decided to focus her efforts on combining her two passions, architecture and the design of public spaces. However, the approach she advocated differed from that favoured by most professionals in her field. She was less interested in the static elements that shaped the places she worked on than she was in the people who lived there. With the help of two partners, Dagmara Bienkowska founded a development consulting company to help revitalize declining rural economies. As a consultant, she bases her work on social values and has long discussions with the local people to find out about the challenges and problems they are facing. By focusing her development efforts on rural traditions and cooperative efforts, Dagmara Bienkowska is able to give a second life to towns where the economy is on the brink of oblivion.



## JEAN-GUY HENCKEL / FRANCE

Jean-Guy Henckel was born in the French region of Franche-Comté, to a working-class family that valued austerity and hard work. After completing his studies in the city of Besançon, he took a job as an educator at a transition shelter for the unemployed, where he was saddened to see people so unoccupied, wandering about with no clear goals. He came up with the idea of providing work to socially disadvantaged people. He chose organic truck farming as a sustainable solution. In 1991, he founded the very first Jardin de Cocagne in Chalezeule, a small rural community located near Besançon. The name of the farm was inspired by the legend of Cocagne, which refers to a time when the dyer's woad plant was at the centre of the region's prospering economy. The source of a blue dye that was sought after throughout Europe, the plant's leaves were formed into dried balls called cocagnes, which became a synonym of "the Land of Plenty".

### EPISODE 6

## Growth the Green Way

The economic growth of industrialized nations, motivated by the pursuit of ever-greater profits, has driven a blind and irrational exploitation of the planet's non-renewable natural resources. Since the industrial revolution, the market economy has dictated the standards of a capitalist system that has shown little concern for environmental and social values.

More recently, we have become aware of the effects that such blind and unfettered economic development can have on our shared future. Convinced that it is still possible to reverse this trend, some Architects of Change are defying established norms by advocating for a green economy, within an inflexible system that must nonetheless be changed and redefined to meet the needs of future generations.



## DONNA MORTON / CANADA

Donna Morton grew up in a working-class neighbourhood in Toronto, where she was often told that life is not fair. Far from losing hope, those comments fuelled her drive to do everything in her power to make a difference and to fight against injustice. A committed activist, she moved to British Columbia in 1986, where she joined the ranks of Greenpeace. During that period, she often found herself in prison for expressing her strong views. In 1997, at the age of 27, Donna Morton tried her luck in politics for the Green Party of Canada, but was not elected. She then decided to study tax policy and take a new approach to transforming the economy.



## GARY HIRSHBERG / UNITED-STATES

Gary Hirshberg was born in 1954 and spent his youth on the ski slopes of New Hampshire. It was while skiing on Mount Washington that he noticed that smog was blocking the view of the Atlantic Ocean. From that point on, he developed a strong interest in the environment and climatology, which became the focus of his university studies. At the beginning of the 1980s, Gary joined a research group working on renewable energy. He later worked at an organic farming research and education centre. With Samuel Kaymen, a friend who shares his beliefs and who had developed a recipe for yogurt made from organic milk, Gary Hirshberg began Stonyfield Farm in 1983. Beginning with a herd of just seven cows, the two men worked incessantly to make their business profitable, a goal they finally reached in 1991. Although he is still president of the company, Gary recently sold Stonyfield Farm to the Danone Group.



## PAUL BASIL / INDIA

A native of India, Paul Basil was trained as a mechanical engineer before realising that the applied aspects of his profession were not entirely his cup of tea. What really interested him was the impact that technology and innovative products have on people and on communities. Consequently, he undertook studies at the Indian Institute of Forestry Management in Bhopal, where he hoped to learn more about community development and rural resource management. In 1994, Paul Basil moved to Kerala to participate in a horticultural development program for small producers. This period in southern India proved to be an inspiring and telling experience, one which made him want to improve conditions for small farmers in his native country by serving as a liaison agent between rural communities and centralized institutions. To help small farmers develop their innovative ideas, both financially and technically, he founded the Rural Innovation Network in 2001.



## EPISODE 7

# Nothing Is Lost

In this era when the number of consumer products available has exceeded the total number of species in nature, we have to ask ourselves just how far we should go in this reckless race of ceaselessly producing and buying goods. The trash we generate, our outmoded or broken gadgets, the water we waste — it is all thrown out into the environment after we have used it.

Far from being satisfied with managing the accumulation of electronic wastes, most of which contain toxic materials that are harmful to the environment and human health, Fernando Nilo also wanted Recyclca to provide jobs for socially disadvantaged people. In 2003, after a long search to raise investment capital, Nilo's electronic waste recycling company became a reality.



### FERNANDO NILO / CHILE

A native of Chile, Fernando Nilo has always had a highly developed environmental and social conscience. During a trip to California's Silicon Valley, he became aware of the consequences of the rapid development of new technologies and the proliferation of electronic devices. Originally an accountant for a company that recycled and resold metals, he decided to give up his job to found his own company, Recyclca. Far from being satisfied with managing the accumulation of electronic wastes, most of which contain toxic materials that are harmful to the environment and human health, Fernando Nilo also wanted Recyclca to provide jobs for socially disadvantaged people. In 2003, after a long search to raise investment capital, Nilo's electronic waste recycling company became a reality.



### MAKOTO MURASE / JAPAN

Makoto Murase, nicknamed Dr. Rainwater, was born in Japan on March 22, 1949. He obtained a doctorate from the Tokyo University of Pharmacy before being offered a job in the public health department in Sumida, one of Tokyo's eastern wards. Shortly after he was hired, he had to deal with a major flood. The pharmacologist called on various experts, who suggested that the rainwater be stored underground. Although the idea of collecting rain puzzled Makoto Murase at first, he soon became interested and began making plans. In the 1980s, he convinced Japan's Sumo Wrestling Federation to install a rainwater recycling system in a new arena. This was just the start for Murase, who has never stopped taking on new projects since that first success. Today, he continues to work for the ward of Sumida and also teaches at Toho University.





## IFTEKHAR ENAYETULLAH & MAQSOOD SINHA / BANGLADESH

Iftekhar Enayetullah is an engineer with a master's degree in waste management. During the 1990s, while still a student, he focused on household waste issues. He decided to put his skills and knowledge to work in Dhaka, the capital city where he grew up, which was struggling with the accumulation of household waste. While working on his thesis, he met Maqsood Sinha, another Bangladeshi who shared his convictions and ambitions. Maqsood Sinha is also a native of Dhaka, but he completed his studies in Thailand, obtaining his master's degree in urban planning and waste management from the Asian Institute of Technology in Bangkok. He attributes his altruistic bent to his years in the Scouts and his father's community involvement. In 1995, he joined Iftekhar Enayetullah to found the Waste Concern Group.

### EPISODE 8 Spreading Hope

The social problems that affect urban and rural populations alike are not limited to developing countries. Illiteracy, elevated school drop-out rates, delinquency, unemployment and poverty are issues that face countries around the world, both in the East and the West.

The youth of any society represent its future. Unfortunately, a large number do not have access to the necessary tools to help them reach their full potential. Some fall into delinquency or live in poverty, others do not have access to adequate education. By focusing on our young people, some Architects of Change are working to ensure a better future.

## SÉBASTIEN MAROT / CAMBODIA

Born in France, Sébastien Marot holds a degree in political science. Upon finishing his studies, he was posted to the French Consulate in Japan for two years. While in Asia, he decided to explore the continent in more depth, spending a year backpacking before returning to France to work for L'Oreal. Feeling the need for change, he returned to the Far East in 1994; this time his destination was Cambodia. Upon his arrival in that Southeast Asian country, Sébastien Marot was shaken when he saw homeless children sleeping on the streets as luxury vehicles drove by. In Phnom Penh, accompanied by Barbara Adams and later by Mark Turgesen, he regularly brought food to the homeless children. The three travelling companions soon decided to open Friends, a shelter for disadvantaged Cambodian children that serves as a place for transition and reintegration into society.



## JANE GOLDEN / UNITED STATES

Jane Golden is an artist who is known in the United States for her involvement with the Mural Arts Program, an organization working to combat urban graffiti while reducing delinquency in Philadelphia, Pennsylvania. She was drawn to the city after reading about the Philadelphia Anti-Graffiti Network, which had been established in the 1980s by then mayor, Willie Wilson Goode. The Director of Los Angeles Public Art Foundation at the time, Jane Golden wrote to the Mayor of Philadelphia looking for a job. She was given a position with the Anti-Graffiti Network to establish an arts program designed to help turn young offenders' destructive energies into creative ones. In 1996, the project became the Mural Arts Program. Under her direction, over 3,000 interior and exterior murals have been created.



## RAM KARAN / INDIA

Ram Karan was born in India in the state of Rajasthan. For over twenty five years, he has been sharing his knowledge with the students of the Barefoot College in his home village of Tilonia. Although he is a law school graduate, he now supervises this large training network that includes men, women and children from many relatively isolated villages in the region. The Barefoot College is made up of over 3,000 "barefoot teachers" in various locations. The majority of the teachers were themselves uneducated villagers who attended the organization's schools or acquired other specific training. Their goal is to share their knowledge with the residents of their villages. Since its foundation in 1972, the organization has provided basic education to more than 75,000 children.



## EPISODE 9

### The Right To Be Healthy

The quality of healthcare and sanitation varies significantly around the world. Despite improvements in quality of life and education over the past decades, there is still much work to be done regarding the access to healthcare and sanitation services and awareness of public health issues.

To fight against disease and avoidable health issues, efforts should be directed towards prevention and education. This is the focus for some Architects of Change.





## GARTH JAPHET / SOUTH AFRICA

Garth Japhet was born into a family of lawyers in Johannesburg, South Africa. He received his medical degree in 1987 during his native country's apartheid era. Because he did not share the prevailing segregationist notions, Garth chose to help those around him. However, after several years in practice, he concluded that prevention is often the best medicine. After a long period of soul searching, Garth Japhet decided to take matters into his own hands and educate South Africans on a variety of issues such as AIDS, domestic violence, malnutrition and asthma. He chose an unusual vehicle in order to do so: the media. He communicates his message through radio, television and newspapers, mainly through the series Soul City.



## JACK SIM / SINGAPORE

Singapore native Jack Sim did not take the traditional route of a university education requiring years in classrooms. Instead, he went into business for himself at the age of 24 but quickly became aware that it was not for him. Unmotivated by profits, Jack decided his path in life was to help people and decided to become involved in humanitarian causes. In 1998, Jack Sim read that the Prime Minister of Singapore had observed that the state of public restrooms was one way to measure social graciousness. This inspired him to create the Restroom Association of Singapore that works to improve the standards of public toilet cleanliness. In 2001, he created the World Toilet Organization after realizing that many countries needed help with public sanitation issues.



## DR. NAMPERUMALSAMY / INDIA

Dr. Namperumalsamy has always been aware of the public health issues plaguing his native country. After graduating with a medical degree from the University of Madras in 1963, he decided to continue his studies to specialize in ophthalmology. Upon receiving his master's degree in 1970, he left his native country temporarily to acquire the necessary training in the field that had become his passion. After his studies, Dr. Namperumalsamy went to the United States to refine his skills in various highly specialized areas of ophthalmology and then taught in several institutions in North America and India. In 1971, he opened his first eye care facility for visually impaired Indians and joined the team of his brother-in-law, Dr. Venkataswamy, at the Aravind Eye Hospital where he is now president.

## EPISODE 10

### The Traditional and the New

Approximately 370 million people belong to indigenous communities in some 70 countries around the world. They are the descendents of the first people to inhabit their native lands, long before colonization, and generally adopt lifestyles that incorporate their ancestral traditions.

As their survival is often closely tied to access to the natural resources around them, indigenous peoples in many countries are frequently dispossessed, impoverished, ignored or exploited by modern business practices. Fortunately, some Architects of Change have decided to treat indigenous groups with respect, by joining forces with them and trying to build bridges between peoples.

#### PAT STUBBS / SOUTH AFRICA

A native of the United States, Pat Stubbs had a long and successful career in business, during which she traveled to the four corners of the world many times. Shortly after her retirement, she was still looking for new challenges and happened upon a magazine article about the rapidly expanding tourist trade in South Africa. In another chance encounter, this time on a flight in 1996, Pat Stubbs met Maggie Bryant, an American with experience in both ecotourism and environmental protection. Together, the two women decided to go to South Africa to study the possibility of partnering with the Zulu people. The result of that collaboration is the Isandlwana Lodge, a very special hotel.



#### MARCO ROMERO / CANADA

Marco Romero was born in Santiago, Chile, in 1962. He was four years old when he immigrated to Montréal with his parents. After high school, he decided to take off to explore the world with just a backpack - an adventure which extended over three years. In 1983, he settled in British Columbia, where he had once had a summer job assisting a geologist for the Rio Tinto mining company. During the 1980s and 90s, Marco Romero headed a number of major projects, including Shangri-la Minerals Ltd., Eldorado Gold Corp. and Ivanhoe Mines Ltd., providing him with valuable experience in the mining industry. In 2000, he founded Polaris Minerals Corporation, a construction aggregate producer that operates several large quarries, building a partnership with representatives of the local First Nations on whose lands the quarries are located.





## ZENON PORFIDIO GOMEL APAZA / PERU

Zenón Porfidio Gomel Apaza was born in the Peruvian Andes in 1969. He pursued his interest in farming by studying agronomy, finishing his degree in 1994. He then decided to return to his home town in the Altiplano (high plains), not far from Lake Titicaca, to share his university learning with the people of the area. Unfortunately, he soon realized that what he had learned was not very applicable in this region and that modern farming methods had their share of problems. Gomel Apaza recognized that the conventional farming practices in use, which were based on the technical advances and petrochemicals of the 1970s, had depleted the soil and impoverished the local communities. He decided that the best alternative was to encourage the people to return to their traditional farming methods and indigenous planting patterns, which were better adapted to the Altiplano's harsh conditions, an initiative that rapidly proved its worth.



# ARCHITECTS II OF CHANGE



## EPISODE 11 – WHERE THERE’S HOPE, THERE’S MONEY

Director : Sylvain Braun

An informal sector groups together a variety of business activities which do not conform to the standard model for developed countries, or which operate beyond official regulation. Nevertheless, this type of work has a major influence on the global economy.

Many people who lack formal education or adequate training manage to get by, engaged in various odd jobs on the fringes of the economic system. However, if they wish to escape the poverty trap, impoverished workers must adopt a more professional approach, organize themselves and assert their rights.



### Albina Ruiz

Originating from Peru, Albina Ruiz set up the Ciudad Saludable in 2001, meaning “healthy town”. The organization encourages Peruvian “recyclers” to officially group together in micro-enterprises. It also gives numerous workers the chance to improve their situation and several towns to effectively manage their waste.

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### Bagoré Bathily

Over 90% of the milk consumed in Senegal is imported from other countries at a great cost, mainly in powder form. However, there are 4 million people in Senegal who work as livestock herders who can produce milk. In order to find an alternative to this senseless situation, Bagoré Bathily launched “La Laiterie du Berger” in 2006, an organization devoted to the development and distribution of Senegalese milk.

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### Séri Youlou et Thomas Granier

The Nubian Vault Association was set up in 2000 with the aim of combating the lack of adequate and affordable accommodation in sub-Saharan Africa. Together, Séri Youlou and Thomas Granier train masons the architectural and ancestral vault techniques. They also revive the local economy by creating a competent workforce and by giving the population the chance to have a decent and sustainable place to live.

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## EPISODE 12 – WATER: A RESOURCE, A CHALLENGE

Director : Sylvain Braun

Water is a vital element of our planet and all that inhabit it. However, this essential resource has been poorly-managed, wasted and polluted for centuries by all mankind. We use it in the far corners of the world to supply our factories, take away our waste, wash ourselves, travel, or even simply for enjoyment.

We are becoming increasingly aware that any water unfit for consumption that returns to the environment is inextricably linked to the water we consume. Even if we in the developed world are managing to clean our used water, in poor countries water which is fit for consumption is all too often an inaccessible resource, even a privilege.



### Thierry Jacquet

After realizing that plant remediation was studied by scientists but never actually put into practise, Frenchman Thierry Jacquet founded his own company specializing in ecological remediation: Phytorestore. The company mainly works to transform waste water into drinking water, rid the air of pollution and transform the sewage sludge to compost, all by means of filter gardens that are economical, ecological, and aesthetically pleasing..

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### Juan Carlos Calizaya Luna

Working at the very heart of CENCA, an urban architecture planning organization, Juan Carlos Calizaya Luna devotes his energy to the development of water supply and irrigation systems in underprivileged regions. His initiative has allowed many Peruvians to benefit from an efficient and affordable service. Amongst his main innovations, he created an ecological toilet system, ECODESS, in order to prevent human waste ending up in surrounding rivers.

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### Lo Chay

In the majority of rural areas in Cambodia, the inhabitants do not have access to drinking water supplies and the consumption of unsafe water results in serious health issues. The N.G.O, 1001 Fontaines pour demain, co-founded by Lo Chay in 2004, educates inhabitants on the dangers of consuming water that is unfit for consumption, whilst improving their health and giving them access to clean water.

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## ÉPISODE 13 – ENERGY FOR CHANGE

Director : Sylvain Braun

Since the invention of fire, humankind has not ceased to invest time and money in the research and exploitation of new sources of energy. A never-ending challenge faces us, as our current lifestyles are largely dependent on energy resources extracted from our planet.

Mastering the use of these various elements, renewable and non-renewable, has provided the modern world with scope for progress. However, after prolific misuse, it is time to find alternative durable solutions so that we may continue to meet the energy needs of everyone, everywhere.



### Eugène N'dione

In order to rectify the use of charcoal as fuel in Senegal, Eugène N'dione, Director of Operations for the N.G.O. CERADS, had the idea to use an invasive plant, typha, as a domestic fuel. He was inspired by technology introduced in Mali to create a pilot plant in Senegal that could transform this plentiful and costless raw material into an ecological fuel.

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### Harish Hande

In India, nearly half the population is deprived of access to electricity, whereas the rest of the population makes do with a service that is often unpredictable and inefficient. In 1995, Harish Hande co-founded the Solar Electric Light Company (SELCO) to offer Indians in rural regions a reliable, ecological and sustainable energy source, thanks to an abundant resource in this country: sunlight.

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### Hans Krock

The research of American professor Hans Krock focuses on thermal energy from the sea, an energy system that could be an excellent alternative to the types of non-renewable energy on which we depend. Even though he has already demonstrated a theoretical plan, the system remains to be put into practise on a larger scale. Hans Krock strives to develop and promote this form of energy.

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## ÉPISODE 14 – TOURISM TAKES ITS TOLL

Director : Sylvain Braun

Tourism may well be indispensable industry for a large number of countries world-wide, but it also brings its fair share of disadvantages. It is often a major source of pollution, be it from transport for visitors, the construction of vacation resorts, recreational activities or simply from the rising quantity of waste materials.

Tourism can also harm ecosystems by unsettling animal and plant species, or create a cycle of dependence amongst impoverished inhabitants. Fortunately, it is possible to tackle tourism responsibly and in harmony with people and the environment: tourism which benefits visitors and their hosts alike.



### Bill Gallegos

Los Angeles is ranked as one of most polluted towns in the United States and even in the world. In order to make both the inhabitants and the visitors aware of the surrounding pollution, American Bill Gallegos created Toxic Tour in 1995. Endorsed by the organization Communities for a Better Environment, this visit allows tourists to observe the effects of pollution. Bill Gallegos' aim is to shock visitors to influence a change in their mentality.

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### Jany Hansal

Reconstructing a country heavily destroyed by war is not to be taken lightly. Nevertheless, Jany Hansal gave herself this very challenge. At first, determined to revive the traditional art industry in Croatia through DESA, an organization created in 1993 during the war, Jany Hansal next turned to tourism to revive the country's economy and get its slow reconstruction underway. She encourages villagers to share their culture and their past with people from all over the world.

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### Jean-François Reumaux

The Gibbon Experience, established by Jean-François Reumaux in Laos in 2004, is an eco-tourist activity that lets tourists discover the forest and its biodiversity by moving from tree to tree like a gibbon, with the help of a zip-line measuring over 30 kilometres. Jean-François Reumaux has succeeded in creating a sustainable eco-activity whose profits are enjoyed by the forest and its inhabitants.

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## ÉPISODE 15 – CHANGING TOWNS

Director : Sylvain Braun

The predictions are that by 2050, 80% of the planet's inhabitants will be town-dwellers. Even so, the frenzied urbanization that has characterized recent decades has triggered a number of problems world-wide, both social and ecological. Nowadays, we ought to be asking ourselves if planning can be improved.



### Carin Smuts

When Carin Smuts founded her architectural firm, CS Studio Architects, in 1989, she decided to entirely focus on the destitute in South Africa. She brought a new slant to architecture by proposing the construction of schools or community centres to breathe life into the districts. As a result, she satisfied the real needs of the inhabitants and succeeded in putting an end to their isolation.

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### Fernando Funes

For Cuban researcher Fernando Funes, the future of his country's agricultural production lies in biological and urban farming. Since the fall of the Soviet Union, on which Cuba was greatly dependent, he has gone to great lengths to promote this mode of sustainable exploitation so that Cubans can support themselves.

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### Wan Chao

By 2020, China is expected to construct about 400 new towns. Considering urban centres in this country generate over 300 million tons of waste per year, it is of vital importance to modify current approaches. This is why more and more Chinese opt for eco-districts boasting ecological and sustainable architectural practises, such as those created by urban planner Wan Chao, creator of one of China's first eco-districts, the "district of golden rivers".

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## ÉPISODE 16 – REINVENTING THAT « COMMUNITY SPIRIT »

Director : Jean Bourbonnais

Decades of rural flight have resulted in a rise in city dwellers. This situation increases urban poverty and contributes to the creation of ghettos and shantytowns. Consequently, a large number of people around the world live in a state of extreme poverty.

Faced with the anguish of the most destitute, is it now time to ask ourselves if we have lost all feelings of solidarity and have become completely insensitive towards the suffering of others.



### Patama Roonrakwit

Founded in 1997 by Patama Roonrawkit, CASE is a group of Thai architects who share a particular way of thinking and have the same objective to redefine the world of architecture by adapting the design to the inhabitants' individual needs. Based on a human approach, the group works directly with the people in order to accurately define each of their characteristics.

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### Efren Penaflorida

The Dynamic Teen Company, co-founded in 1997 by Efren Penaflorida, has one clear goal : to divert the attention of the young people in the streets by offering them better perspectives for the future and a basic education. Today, the organization boasts many educators and its contribution is recognized. Consequently, Efren Penaflorida was elected hero of the year by the CNN network in 2009.

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### Sylvain Laroche

Faced with the exodus of young members of the community and the closure of businesses in Saint-Camille, in Estrie, Sylvain Laroche founded a citizen investment group with other residents in 1985: the "Groupe du Coin". Together, they bought out stores and businesses that had closed down or were facing closure and revived community living.

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## ÉPISODE 17 – CULTURE AS A RESOURCE FOR SUSTAINABLE DEVELOPMENT

Director : Jean Bourbonnais

At present, an estimated 50% of the world's inhabitants are under 25 years old. Moreover, there are millions of children and young people who suffer from numerous afflictions: poverty, illiteracy, exclusion from school, violence, forced labour, prostitution, or drug abuse... No country is left untouched.

How can we help young people across the world and focus on developing their independence, rather than dependence on charity? According to some Architects of Change, introducing them to the rich culture that surrounds them and educating them will give them the resources they need to develop and participate.



### Mathieu Fortier

The Kalkeri Sangeet Vidyalaya school, founded in India by Mathieu Fortier, Blaise Fortier and Ustad Hameed Khan, is based on the principles of *gurukul*, requiring that young people live on campus in order to be educated by a master. As well as teaching them music and offering them a healthy diet, the school adopts all of the regular school teachings, hygiene methods and discipline.

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### Khuon Det

Phare Ponleu Selpak is the brainchild of Khuon Det and a group of young Cambodian refugees willing to help children in difficult situations. Over time, the project became a circus school. By setting up educational, cultural and social services, Phare Ponleu Selpak has not only helped children in distress, but has also enriched the cultural lifestyle in Cambodia that had been largely undermined during the Khmer Rouge regime.

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### Kathy Knowles

The Osu Children's Library Fund fights against illiteracy in Ghana and strives to make reading accessible to all. It was founded by Canadian Kathy Knowles in 1990, who began by inviting children into her garden to tell them stories. She went on to transform her garage into a reading centre, before buying a merchandise container where she stored 3000 books: the first permanent building of the Osu Children's Library Fund.

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## ÉPISODE 18 – TOWARDS THE SUSTAINABLE MANAGEMENT OF FORESTS

Director : Jean Bourbonnais

It is estimated that over three quarters of virgin forests have already disappeared and those that remain are disappearing at the rate of several million hectares per year. As well as compromising humankind's quality of life and biodiversity, this situation is also hastening global warming.

We must reverse the trend, starting from today, to save the remainder of the world's forest covering and even restore what has been destroyed. To achieve this, we must find new sustainable methods of forest exploitation and management, as well as educating people about the importance of its preservation.



### Sebastian Chuwa

In Tanzania, Sebastian Chuwa set up the African Blackwood Conservation Project, an organization particularly concerned with the case of the African Blackwood, an over-exploited and threatened species of tree that takes dozens of years to reach maturity. By encouraging the population to cultivate shoots, then plant them in their garden or sell them, Sebastian hopes to not only change the fate of this tree but also create economic leverage through the conservation this resource.

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### Jeff Masarjian

With a family originating from Armenia, Jeff Masarjian is the General Director of the Armenia Tree Project, an organization devoted to making Armenians aware of the importance of the forest and encouraging them to plant fruit trees in their community. A part of the tons of trees planted are actually financed by the Armenian diaspora scattered across the world. Since its establishment, the organization has planted around 1.5 million trees in Armenia.

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### Roberto Lamego

Roberto Lamego is the founder of Salveaserra, a Brazilian association devoted to educating people about the importance of the forest, introducing reforestation activities, storing samples of arboricultural species in a seed bank and integrating the culture of trees and bushes to the agriculture and breeding domain. As well as attempting to repair the damage caused in Brazil's past, Salveaserra aims to change modern-day and future mentalities.

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## ÉPISODE 19 – HIGH HOPES FOR WOMEN

Director : Jean Bourbonnais

Even today, the situation of women in many countries around the world is one of oppression. Prostitution, submission, torture, violence, exploitation and poverty often part of the daily lives of women deprived of their human rights and who are cruelly lacking the means of escaping it.

More than one in five women around the world will fall victim to a serious physical or sexual crime in their lifetime. In many countries world-wide, these women who have nowhere to turn to, or any rights, often manage to rebuild their lives through independence or by gaining access to education.



### Dilma Felizardo

The Casa Renascer, in Brazil, is a refuge for prostitutes and their children. Founded by Dilma Felizardo, the Casa Renascer also contains an education centre that encourages women to work with their hands, as well as providing them with a basic education and psychological support.

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### Halime Güner

Halime Güner took on a mission to make people aware of the dangers faced by women in Turkey. In order to improve the status of women in this country, she established the Flying Broom and the Local Women Reporter's Network, a group of volunteer women journalists who do their utmost to portray a realist and positive image of women in the Turkish media that depicted them in a negative fashion all too often.

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### Somaly Mam

Somaly Mam, a survivor of Cambodian brothels, created the AFESIP organization (Acting for Women in Distressing Situations) in 1996. Dedicated to saving girls who have fallen victim to human trafficking, the organization offers them refuge, medical treatment and re-adaptation programs. To date, her organization has succeeded in saving the lives of over 5000 little girls and young women trafficked into brothels.

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## ÉPISODE 20 – REBUILDING WITH OUR OWN HANDS

Director : Jean Bourbonnais

The History of Mankind has been tainted by armed conflicts provoked by religious, territorial or even ideological disputes. Loss of human life, bombing, pillage, explosions, rape and torture are but a few of the direct consequences of these wars.

Long after the event conflicts leave scars that are difficult to heal. All over the world we encounter orphaned children, traumatized survivors, people who have lost everything, lands sown with anti-personnel mines, towns in ruins... The challenge we face is to rebuild that which has been destroyed.



### Bart Weetjens

Troubled by the landmine situation in Africa, Dutchman Bart Weetjens founded APOPO, an N.G.O which trains rats to detect explosives. As well as saving lives and rendering mine-filled territories safe again, Bart Weetjens's initiative has succeeded in creating jobs in economically underdeveloped regions.

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### Karen Tse

Karen Tse, an American originating from Hong Kong, is the founder of the International Bridge to Justice, a non-profit organization (based in Geneva) whose objective is to defend human rights in developing countries and to ensure they receive a fair trial with the benefit of legal assistance. Karen Tse and her organization also aim to eradicate all form of torture and physical force connected to the suspect's arrest, incarceration and interrogation.

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### Paul Hogan

During the course of the 90s, Canadian Paul Hogan established the Butterfly Peace Garden in Sri Lanka, an organization whose main objective is to provide psychosocial help to Sri-Lankan children affected by the civil war or the dreadful tsunami of 2004 by allowing them to explore their artistic creativity.

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Nom du document : Résumés\_ADC II\_Français\_EN  
Répertoire : C:\Users\maxime.o.algerson\Documents\Nouveaux  
Médias\09 septembre 2011  
Modèle : C:\Users\maxime.o.algerson\AppData\Roaming\Microsoft\  
Templates\Normal.dotm  
Titre : Summary for Episode 11  
Sujet :  
Auteur : mc.gagne  
Mots clés :  
Commentaires :  
Date de création : 2011-09-13 09:56:00  
N° de révision : 14  
Dernier enregistr. le : 2011-09-13 14:12:00  
Dernier enregistrement par : Maxime.o.algerson  
Temps total d'édition : 187 Minutes  
Dernière impression sur : 2011-09-13 14:35:00  
Tel qu'à la dernière impression  
Nombre de pages : 11  
Nombre de mots : 2 912 (approx.)  
Nombre de caractères : 16 016 (approx.)