

DOING GOOD

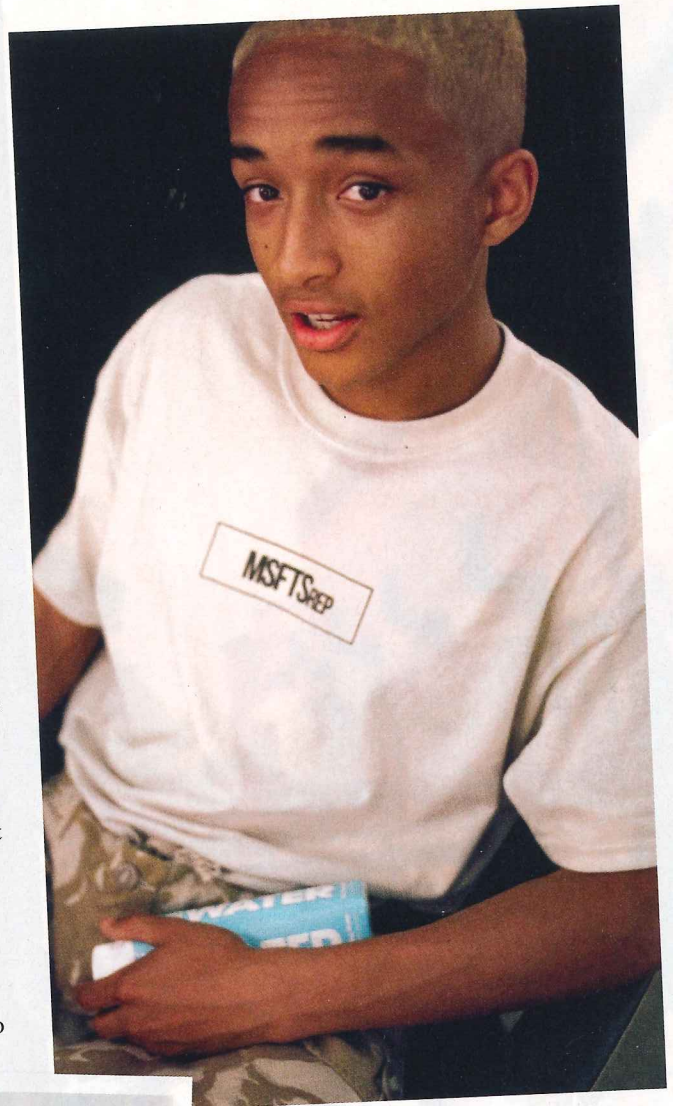
Jaden Smith

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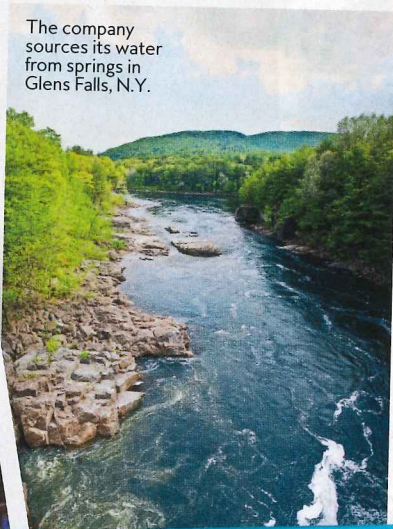
JUST WATER & THE ENVIRONMENTAL MEDIA ASSOCIATION (EMA)

When I was a kid, I kept seeing discarded water bottles on the ground everywhere, and the amount of waste blew me away. I told my parents that I was passionate about reducing our carbon footprint, so in 2008 we helped launch Just Water, a company that sells spring water in more-planet-friendly bottles. In the beginning 52 percent of our bottles were made from renewable resources—now we're up to 82 percent, which means we've further cut our greenhouse-gas emissions. Last year the EMA, a nonprofit that works with pop-culture figures to promote environmental progress, thought what our company did was so awesome that it gave me an award. It was a powerful moment for me. After that I joined the EMA's board of directors to get involved with such programs as the Impact Summit, which brings together eco-conscious innovators and supports them with things like a \$100,000 grant for pioneering projects. My ultimate goal is to move through the entire spectrum of consumer goods and eliminate plastic, one product at a time.

—AS TOLD TO SHALAYNE PULIA



The company sources its water from springs in Glens Falls, N.Y.



“I’m trying to get ahead of the environmental crisis to make a difference for the next generation.”

GET INVOLVED

USE THE CODE “JUSTINSTYLE” FOR 25% OFF YOUR ONETIME PURCHASE OF A JUST WATER 24-PACK NOW THROUGH SEPTEMBER.

Just Water, \$4/pack of 24; justwater.com.

Just Water's bottles are made out of renewable resources like paper and plant-based plastic (created from Brazilian sugarcane), plus small amounts of traditional plastic and aluminum.



More than six million bottles of Just Water were sold in the U.S. last year.

For more information on the EMA, visit green4ema.org