

THE BEST LIST

THE 209 BEST WAYS TO INVEST YOUR TIME AND MONEY THIS MONTH

Edited by Jessica Lothstein

THE NAVIGATOR
Ocean activist
Philippe Cousteau Jr.
charts a new course
for his family's legacy.

Clothing by Burberry London.
Watch by Concord.

WHERE TO BUY? SEE PAGE 158



BEST WAY TO SAVE THE WORLD'S OCEANS

It sounds like stuff ripped from the latest apocalyptic Hollywood blockbuster. On the coast of southern Spain, billions of luminescent pink jellyfish wash in and shut down the beach. Residents of Naples, Florida, don surgical masks to protect their lungs from the aerosolized brevetoxins created by red tides. Worse still, scientists discover that the world's oceans are turning so acidic that, perhaps within our lifetimes, they will no longer harbor the underwater rain forests we call coral reefs. Far from being the crazed rantings of eco-extremists, these are the real effects of industrial pollution and overfishing.

"In the days of my grandfather and my father," says Philippe Cousteau Jr., "it was about exploring the relationship between us and the environment." Today, for the grandson of famed explorer Jacques Cousteau, it's about educating humanity and encouraging people to rise up. "Without people taking action, it's all a waste of time." As the cofounder of the environmental nonprofit EarthEcho International and chief ocean correspondent for Animal Planet, Cousteau not only believes it's possible to reverse the damage, but also says it's our responsibility to our future generations. Here's where to start. MEGAN O'NEILL

At the Seafood Restaurant

Many of our favorite fish, such as bluefin tuna, are severely endangered and nearing extinction. Other farmed species, such as salmon, are genetically modified and regularly escape their sea enclosures and weaken wild fish stocks. If, like us, you find it hard to keep track of what seafood is healthiest for you and the environment, you can print out a wallet-size guide to the best choices at blueoceaninstitute.org/seafood.

At the Grocery Store

Each year, Americans throw away about 100 billion plastic bags, many of which end up in the ocean, where they kill roughly a million sea creatures annually. Carrying your own canvas or nylon shopping bag is a simple solution, but not enough people are doing it. Be the change.

In Your Backyard

Eighty percent of water pollution comes from the land. Chemicals used in cleaning products and on crops and lawns are washed down the drain and eventually enter our waterways. Look for nontoxic brands such as Seventh Generation, buy organic fruits and veggies, and grow a garden of local grasses and plants, which don't need as much fertilizer or herbicide. Learn more at OrganicGardening.com.

PHOTOGRAPH BY JUSTIN RUHL