

GREEN GIANT

JULIAN KNIGHT LEFT MAN GROUP TO SAVE THE PLANET, ONE TON OF CARBON EMISSIONS AT A TIME

NAME: Julian Knight

AGE: 37

CITIES: London and Singapore

LIFE IN TRADING: 1995-'96: Forex trader at NM Rothschild, London; 1996-2004: senior derivatives trader, head of forex and global head of sales at Fimat Banque, London; 2004-'06: global head of sales at Man Group, London

LIFE AFTER TRADING: Chairman of Global Cool, an initiative to combat global warming, and Coolaworld, the organization's economic arm

THE STOP-LOSS: At Man, Knight helped build the carbon-emissions group Eco Man, a fund of funds focused on green enterprises. "I've always been involved in new-product design," he says, "so it really began as a hobby." Though he served as an emissions-trading adviser to Britain's Parliament, Knight says he didn't fully comprehend the challenges facing the environment until, in Brazil on assignment for Man in 2005, he found himself at the edge of the world's largest landfill. "I had a life-changing moment: 'I should be doing some good for the planet.'"

A DIFFERENT SHADE OF GREEN: "My life is richer now," Knight says. "I don't get a chance to bury my head in the sanctity of the trading floor." Global Cool routinely hosts high-profile events, tapping celebrities (Orlando Bloom, Kate Bosworth) to help promote the cause — yet Knight still keeps one foot firmly in finance, advising Man deputy chairman Stanley Fink and other top executives about environmental investment opportunities.

THE LONG POSITION: Global Cool launched in Los Angeles and London in 2007; it has since expanded to India and elsewhere in Europe. Knight's goal? For a billion people worldwide to reduce their annual carbon emissions by one ton each within 10 years. His trading background has prepared him well: "The world needs a huge superfund," he says. "I want to be a part of the architecture of that as well."

LIFE AFTER TRADING



WRITER: CRISTINA VELOCCI. PHOTOGRAPH BY STEPHEN AMBROSE

TRADER TICKER

26.5

NUMBER OF TONS OF CARBON DIOXIDE, IN BILLIONS, EMITTED WORLDWIDE EACH YEAR, ACCORDING TO GLOBAL COOL

500

NUMBER OF TONS, IN MILLIONS, BY WHICH THAT FIGURE IS INCREASING ANNUALLY, ACCORDING TO GLOBAL COOL