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ALESSANDRO LANARO AND ECO OPTICS: CHANGING THE WAY WE SEE THE WORLD

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All over the world, hundreds of millions of people of all ages have eyesight problems. While those in developed countries with access to the right technology and enough money can buy the corrective eyewear they need, those in poorer countries have to do without. Alessandro Lanaro, with his [green start-up Eco Optics](#), is changing all that.

How Alessandro Lanaro is Bringing Clear Vision to the World

[Lanaro's start-up](#), Eco Optics, creates beautiful and stylish glasses frames from 95% recycled materials, so that the glasses manufactured by the company are more environmentally-friendly than any of their competitors. What's more, Eco Optics is a partner of OneSight, and the two companies work together to collect used glasses frames and distribute them throughout poorer countries to people who cannot afford to buy their own glasses. If that wasn't enough, Lanaro's Eco Optics also plants one tree for every pair of frames that they sell, creating a greener environment.



Lanaro's mission is to enable every person with eyesight problems to enjoy clarity of vision, even if they can't afford to purchase their own glasses. According to Eco's website, 314 million people of all ages across the world have to go without glasses because they can't afford eye examinations and the right type of treatment. Thanks to Lanaro's efforts, more and more people on our planet can now enjoy clear vision.

About this Entrepreneur for a Change: Alessandro Lanaro

Lanaro is originally from northern Italy, and studied Economics at the Università Ca' Foscari in Venice. He moved to New York in order to start an optics business, and in 1990 Modo was born.

Modo is a glasses designer and retailer which has a focus on environmentally-friendly products, as



a few eco-friendly brands such as 7 For All Mankind are stocked in their stores. However, Lanaro wanted to increase the positive environmental effects of his business, which is why Eco Optics was created in 2008. He focused on creating environmentally-friendly products and allowing consumers to donate their old glasses easily.



Lanaro's Eco Optics was named the “[greenest specs on the planet](#)” by [Fast Company](#), an online economic journal. What's more, Lanaro's program of planting one tree for every pair of glasses sold by his company has resulted in the planting of almost 800,000 trees to date.



Admin

Chief Evolutionary Officer at [Entrepreneurs for a Change](#)

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Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social enterprise, and indigenous wisdom. She helps changemaking entrepreneurs harness the power of the Internet to reach more people and make a bigger impact, while designing the lifestyle of their dreams. She is an [Internet marketing consultant to changemakers](#), and works with innovative tech startups, sustainable brands, social enterprises & B-Corporations on SEO, SEM & Social Media marketing.

This Wordpress Theme is Powered by Genesis Framework



I've built dozens of custom WordPress websites using both free and premium WordPress themes. If I were going to do it all over again, I would have built every single one on the Genesis Framework.

Genesis Framework is not only easily customizable through Genesis hooks, it's search engine optimized and doesn't break with each core WordPress update. Instead of burning up all my precious entrepreneurial time dealing with never-ending bug fixes, I can now focus on marketing and monetization.

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Tara Kehaka from Oakland was about to launch a new online business promoting sustainable tourism and accommodation. She was trying to determine what kind of website she needed to power her business, in addition to the best way to name it. I can't say enough about Lorna's expertise in this field. So many options and routes to take when you're starting out. I'm starting my new business and have questions about choosing a domain name – Do hyphenated names work? How do I choose what domains to purchase? What types of names are going to be successful for SEO? Does .co work as well as .com? She clearly has a lot of experience and (I'm sure) has saved me a lot of time, work, and worry. It's good to know there's someone there who cares about changing the world, being green, and has all that experience to boot.”

– Tara Kehaka, Consultant at Mountain Sobek Travel



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Entrepreneurs for a Change is a podcast, community, and resource for entrepreneurs who are changing the world and the way we do business. We are about business for good, not business as usual. We are about making impact, while making profit. We are about loving our work, rather than hating our jobs. We are about designing a business that supports our lifestyle rather than work that takes over our lives. We are here to show you how you can have passionate work and adventure in life, through the mentorship of entrepreneurs who are already doing it

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