



Greening your home
with Sara Snow



Natural fashion
Nicole Bridger sets an
eco-trend

**MEDIA
PLANET**

October 2010

GREEN & ORGANIC LIVING



3
FACTS

TAKING ENVIRONMENTAL RESPONSIBILITY

Sir Richard Branson commits to the war against carbon by
leading efforts in sustainability

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CHALLENGES



FACT
1
"GREENWASH-
ING" REFERS
TO A PRODUCT
WITH DUBIOUS
ENVIRONMEN-
TAL BENEFITS

GLOBAL SUSTAINABILITY
Malu is standing by her
new solar lights in
Karunagapally, India.
Photo: Rajendra Shaw/Oxfam

Excessive consumerism makes an enormous impact on our planet. In the fight against damaging our environment, we need to become **PRO-sumers:** examining our purchases before we make them.

Understanding the green consumer

Every day, we consume. We eat. We power our homes. We travel from point A to B. We buy stuff. The truth is we can't get away from consuming things. It's necessary for our survival; for putting food on our tables, clothes on our back and shelter over our heads. The problem is we consume much more than we need and this has a huge impact on the planet. So what do we do?

The truth is we all have to become PRO-sumers instead of CON-sumers. We need to examine the impact our purchase has before we hand over our hard-earned cash. For example, before you make that new purchase ask yourself:

- **Do I really need it,** or can I make do with what I already have?
- **Can I afford it?**
- **How long will it last,** and how will I dispose of it when I no longer want or can use it?
- **Am I buying this** just because it's a clever marketing ploy or part of the latest trend(s)?

■ **Am I satisfying** my sense of obligation to others and the environment simply because I can recycle it once it's outlived its usefulness to me? (Think about reducing and reusing before recycling).

Needs vs. wants

If asking these questions sounds familiar, chances are you're already practicing aspects of prosumerism. After all, it is based on one of the oldest economic principles around—needs vs. wants. And as I hear from so many Canadians who say they not only want, but need to be more environmentally responsible, being a prosumer is one of our greatest every day means to supporting a healthier environment and, in turn, healthier communities and families.

So how does being a prosumer support a healthier environment? Well, as you'll see in this Green Living feature, there are more green consumer options than ever before. The question is how do you tell which are legitimate products with



Jed Goldberg
CEO, Earth Day Canada

MY BEST TIPS

- **Reflect:** Ask yourself what you really need versus what you want.
- **Stay informed:** Health, community and environmental groups promote tips to help you make responsible choices.
- **Do your part:** Commit today to make responsible consumer choices.

environmental benefits and which aren't?

To avoid "green-washing" (products promoted as "green" that have dubious environmental benefits), consider:

- **Read the label** and educate yourself on how the product is manufactured, the company behind it and the elements used to make it
- **Do a search** on the internet for product information and reviews to establish the integrity of the product
- **Look for** recognized third party accreditation

So there you have it. A few simple things to consider the next time you go shopping that will help you become a prosumer. Of course, you and I both know prosumerism isn't a quick fix solution to our environmental problems. But it's economically and environmentally responsible, and it can go a long way toward making every day a little bit more like Earth Day.

Political change means environmental gain

Here's some good news for women. A recent article published in Population and Environment says: "Women convey greater assessed scientific knowledge of climate change than do men."

Several reports published over recent years confirm that women are indeed more informed about climate change.

Polls show we are more concerned about it too.

We know dramatic nationwide action is needed, and we're willing to do our part by changing our personal lives, even if it costs us more in the short term.

But we're less likely to tell our elected officials to take action.

Why? The next sentence in Population and Environment piece gives us a clue: "Women underestimate their climate change knowledge more than do men."

So we recycle. And we clip out

"green living tips" from magazines. And we know it will take much bigger changes than that. But we fail to light a fire under our politicians. Because we don't think we know enough.

We can't keep using that as an excuse. Climate change is already a crisis for women in developing countries. The drought in the Sahel and flood in Pakistan are just the beginning of this terrible story. We have a comfortable distance from these crises now, but that gap is shrinking all the time.

Women in developing countries don't have time to let insecurity hold them back. They know the climate is changing and with Oxfam's support they are taking action. In Sri Lanka, they're planting mangroves as a barrier against rising seas when typhoons hit. In India, rural women are making smokeless stoves and solar water heaters and lights. In Kenya, women are working together to stop erosion and

"Let's get our politicians moving on policies to help protect these women from our pollution."

Audra Williams
Andrew E. Harding
Oxfam Canada

other damage from deforestation.


And they are pressuring their own governments to sign a climate global deal that will stave off even more dramatic changes.

We need to put our insecurities aside and meet these women halfway. While they have done very little to cause climate change, Canada is one of the top ten polluting countries in the world.


Let's get our politicians moving on policies to help protect these women from our pollution.

Like funding for developing countries to adapt to climate changes they didn't cause. Like a global deal on climate change that stops excessive greenhouse-gas emissions from devastating poor-people's agriculture.

We might not feel confident right away. We might have to "fake-it-till-we-make it". But we know what we're talking about, and it's their job to listen to us. Call your MP today. The world's women can't wait.



WE RECOMMEND



Natural health care
Benjamin Stone takes the organic approach.

PAGE 11

"When you start receiving living food... your body accepts it and utilizes it."

Reducing home energy p. 9
Tips from Home Depot explain how to heat your home for less.

Green eating p. 11
Learn how vegetarianism is good for you, your wallet and the planet.

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YOUR OLD APPLIANCES COST YOU MORE THAN YOU THINK

It is tempting to hold onto old appliances in your home as long as possible. However, instead of costing less over time, those old appliances actually cost more to operate.

Traditionally, many Canadians wait until an appliance breaks before they buy a new one. Recently, we have seen a growing number of savvy homeowners who are finding ways to save money and get the appliances they want before this happens. Why are they choosing to do this? There is a convergence of two trends: very rapid improvements in energy efficiency and a competitive manufacturers' landscape for appliances that has led to more affordable prices.

"Our estimate is that the average Canadian household could reduce their energy use by 50 per cent using existing technology," says Dr. James Gray-Donald, Sustainability Leader at Sears Canada. We generally see that replacing appliances bought before 1990 offers a sound financial return; for example, in Ontario, upgrading your old mid-efficiency furnace can often pay for itself in eight years or less. In Nova Scotia, a fridge that dates back from before 1980 will pay back within 5 years."

Is there really that much energy to be saved?

Yes. A 20 year old fridge uses on average 1000 kWh per year versus a new ENERGY STAR qualified fridge at about 400 kWh per year; a new ENERGY STAR qualified central air conditioner with a S.E.E.R.† 21 rating uses about half of the electricity as a model from 1990.

"We estimate that consumers can save about \$130-\$170 per year in electricity and water costs if they replace their old top-loading washer with an efficient front-loader," says Gray-Donald. "There are also some lifestyle benefits that families can enjoy from efficient appliances. Front-loaders are softer on your clothes, so you get less wear and tear. They also have a much better spin cycle, so you save money and time on drying."

Is replacement good for the environment?

Initial studies of the life cycle of an appliance indicate that around 90 per cent of its carbon footprint comes from the energy it uses. Materials, manufacturing and transport account for a small fraction of the impact of owning a major appliance. The good news is that major appliances have one of the highest recycling rates of

any category of household items because they contain enough readily recyclable metal for collection to be profitable.

Why should I choose Sears to help me save money on my energy bills?

1. Sears has developed a Cost and Carbon Savings Calculator to help customers translate energy savings into dollar savings. Customers can input information about their existing appliances to measure the money and carbon they could save by upgrading to new appliances. The Calculator contains data primarily from Environment Canada and Natural Resources Canada's Office of Energy Efficiency.

2. Sears has been chosen as the ENERGY STAR Retailer of the Year for three years in a row – four years since the Award's inception in 2003 - making it the only Canadian retailer to receive this honour four times.

3. Sears helps customers make better choices through its Live Green program, which provides Canadians with environmentally-friendly solutions in four categories: Renewable Resources, Healthy Home, Saving Water and Uses Less Power.

4. Sears partners with utility companies and government agencies across the country to develop and offer a variety of programs for their customers:

- Sears and BC Hydro have made the Cost and Carbon Savings Calculator available to British Columbians through interactive, touch screen kiosks located at select Sears stores across British Columbia. Sears Robson store in Vancouver also features a life-size, touch screen Calculator in its storefront window – the largest of its kind in Canada!
- Last spring, Sears introduced the 1000 Tonne Challenge with the support of the Ontario Power Authority and Ontario Electronic Stewardship to collect and recycle consumer electronic waste.
- This October, Sears, with support of the Ontario Power Authority, will launch the Home Energy Tune-Up through which customers can have a trusted Sears

associate visit their home to perform some energy saving tasks, such as switching out incandescent light bulbs for compact fluorescent ones, reprogramming the thermostat for the winter months, and weatherstripping doors. Sears will also conduct a brief energy review of the customer's home and make recommendations for further improvements to energy efficiency.

5. In addition to making it easy for their customers to be green, Sears has made commitments to reduce the impact of their own operations and nurture a culture of sustainability with their associates, customers and communities in which they operate. In 2008, Sears set goals that included recycling 90 per cent of its waste and further reducing its energy consumption by 20 per cent within 5 years. Since 2007, Sears has reduced its paper consumption by 30 per cent.

So it sounds like Sears is the place to go to help me save energy in my home, but what can I do next?

1. Try the Cost and Carbon Savings Calculator to see first-hand the impact that your choices have on the environment and your pocket book. Visit www.sears.ca/eco.

2. Check out Sears first ever Eco Catalogue to browse their selection of environmentally-friendly products. Visit www.sears.ca/eco.

3. If you live in the GTA or Ottawa, you're in luck – these are the first markets where Sears will offer the Home Energy Tune-Up. For more information call 1-866-506-7580 or visit www.energysavingsathome.ca


Sears*

NE095F210 © 2010. Sears Canada Inc.

*Mail-in rebate. Offer valid on purchases made October 15 to November 18, 2010, on approved credit. Some restrictions apply. Ask for details.

†Seasonal Energy Efficiency Ratio

PROFESSIONAL INSIGHT



DON'T MISS

GLOBAL SUSTAINABILITY
Amar Mahanty,
Centre Director Professor
Photo: University of Guelph

University of Guelph focuses on sustainable alternatives

For the past two years, the U of G Bioproducts Discovery and Development Centre has been making strides in using renewable resources to create consumer goods.

Researchers have revolutionized the use of agricultural products, turning soy, wheat, corn and other crops into everything from car parts and furniture to fuel.

“This discovery centre is a nexus where physical and engineering scientists and plant biologists work together on viable solutions to some of today’s most pressing problems,” says president Alastair Summerlee.

“Our reality now is global warming, growing environmental threats and depleting petroleum resources, and we must develop sustainable alternatives. Just as we have so many times in our almost 150-year history, Guelph has once again broken the trail and is leading the way.”

The Bioproducts Discovery and Development Centre will produce greener bioproducts to substitute non-renewable materials in many manufacturing sectors, consumer goods and services. This includes turning crops into renewable bio-fuels to run vehicles and into resins, polymers and tough fibres for the production of biobased materials, which will reduce dependency on petroleum materials.

These biomaterials can be used for everything from car parts and furniture to building materials to new kinds of rubber. And unlike current products, plant-based biomaterials are more eco-friendly, and the crops produce them are completely renewable.

“It’s a whole new way of looking at agriculture,” said centre director Prof. Amar Mahanty, an international leader in the field of biomaterials. He holds the \$3-million Premier’s Research Chair in Biomaterials and Transportation, part of the Ontario Research Chairs program.

The bioproducts centre contains machinery and equipment that can turn plant material into components in the manufacturing process. For example, residues and waste biomass from soy, corn and wheat become plastics used to make bumpers, seats, dashboards and other automotive parts. Prototypes of many of the products have already been produced.

The centre also supports innovative crop utilization initiatives such as learning how to use corn husks, stalks and leaves as well as straw, switch grass and even wood chips to make bioproducts. U of G researchers are also creating new industrial crops that can be turned into composite materials.

“Bioproducts are the wave of the future,” Mohanty said. “Not only can they create environmentally sustainable alternatives, but they also have the potential to energize the economy.” Economic benefits range from crop diversification and increased use of marginal lands to the creation of new products and industries, he said.

“This new centre will help Ontario facilitate a transition to a biobased economy, and it positions Guelph as a world leader in bioproducts.”

Source: University of Guelph



PHOTO: POLINA OSHEROV

Greening your home with Sara Snow

My parents became a part of what we now call the “green” movement before it was commonplace; the way they raised us as kids was well before it’s time.

We grew our own food, heated our home with passive-solar heat and a wood burning stove, and lived in a very sustainable way. The home I live in now with my husband and new baby is a little different, but it’s still green!

Five years ago my husband and I bought our 90-year old home, and over time we have weather-proofed it everywhere replacing drafty windows and doors and insulating attic spaces. We have compact fluorescent light bulbs throughout the home, as they’re enormously energy efficient. A CFL can last up to 10 years, so they’re especially good to use in the hard-to-reach areas. We have low VOC paint on the walls, and practice lots of different things to make our home a green, efficient and healthy environment.

Insulating your home reduces your



“Insulating your home reduces your energy costs by keeping the cold air out in the winter.”

Sara Snow
TV personality and author

energy costs by keeping the cold air out in the winter, and heat out in the summer. Using a low-VOC caulk or weather-stripping to stop drafts coming in around your windows and doors can make your home more energy-efficient. Rebates help make this more cost-efficient, too.

Get the most out of your furnace

You may not want to turn your furnace off this winter, but you can supplement other ways of heating to reduce its usage. For example, by ensuring the windows on the south side of the home aren’t shaded, and by keeping

the blinds open, you allow solar heat into your home. To be effective, your furnace should have a high SEER (Seasonal Energy Efficiency Ratio) Rating. Anything less than a rating of 13 is worth replacing. It will cost you money initially, but efficient performance will save you money (as much as 40 percent each month) over time.

There are so many other lifestyle changes that don’t cost a dime but can save you money and energy. Flushing your toilet uses a lot of water, and some of it unnecessarily. By submerging a brick or water bottle filled with pebbles into the back toilet tank, you’ll displace some water, so you’ll use less

with each flush, and lower your water bill in the process.

Your refrigerator is one of the biggest energy-guzzlers in the home. You want to ensure your fridge is full, but not too full, to make it run efficiently. But if it’s too bare, you’re wasting money to cool empty space. If you live alone, fill bowls of water and place them in the fridge to take up space, and trim your electricity bill.

I find the time when most people consider “greening” their home is when they become a family, and are suddenly responsible for more than just themselves. It’s worth spending the extra money on organic milk, or taking time to find greener cleaning products, as these are the areas that affect more than the earth; they affect our health. Making sure your cleaning products are free of harsh chemicals is an especially important one!

With the economy as it is, it’s a great time to be saving money. But with these tips and tricks, you can do your part for our environment, and keep your family healthy too.

Bottled water taps out

NEWS

■ **Question:** Why switch from drinking bottled water to using a water filter?

■ **Answer:** To reduce waste, conserve energy and save money.

When the Toronto City Council voted to ban the sale of plastic water bottles on all municipal premises back in December of 2008 (to be implemented by 2011), it set off a veritable tidal wave of similar proposals, with dozens of municipalities across Canada following suit by implementing restrictions on bottled water.

In April of 2010, Nova Scotia Premier Darrell Dexter announced that the province would stop purchasing

bottled water in order to reduce waste and increase public confidence in public tap water.

It’s part of a trend across Canada and around the world, where a growing number of individuals, companies and governments are reducing bottle water usage, out of concern for the environment and for financial reasons.

The high costs of bottled water

According to Statistics Canada, 30 percent of all Canadian households primarily drink bottled water. If you consider that 69 percent of bottled water containers end up in the trash, and it takes 2,000 times more energy to produce a bottle of water

than an equivalent volume of filtered water, that makes for a whole lot of trash and wasted energy.

And the costs can be truly enormous.

According to the Polaris Institute, for example, the Government of Canada spent \$15.6 million on bottled water between 2003 and 2008, including \$8.6 million in facilities with access to safe and clean public sources of water.

Bottled water is up to 10,000 times more expensive than tap water, which can often be dispensed for literally pennies per glass.

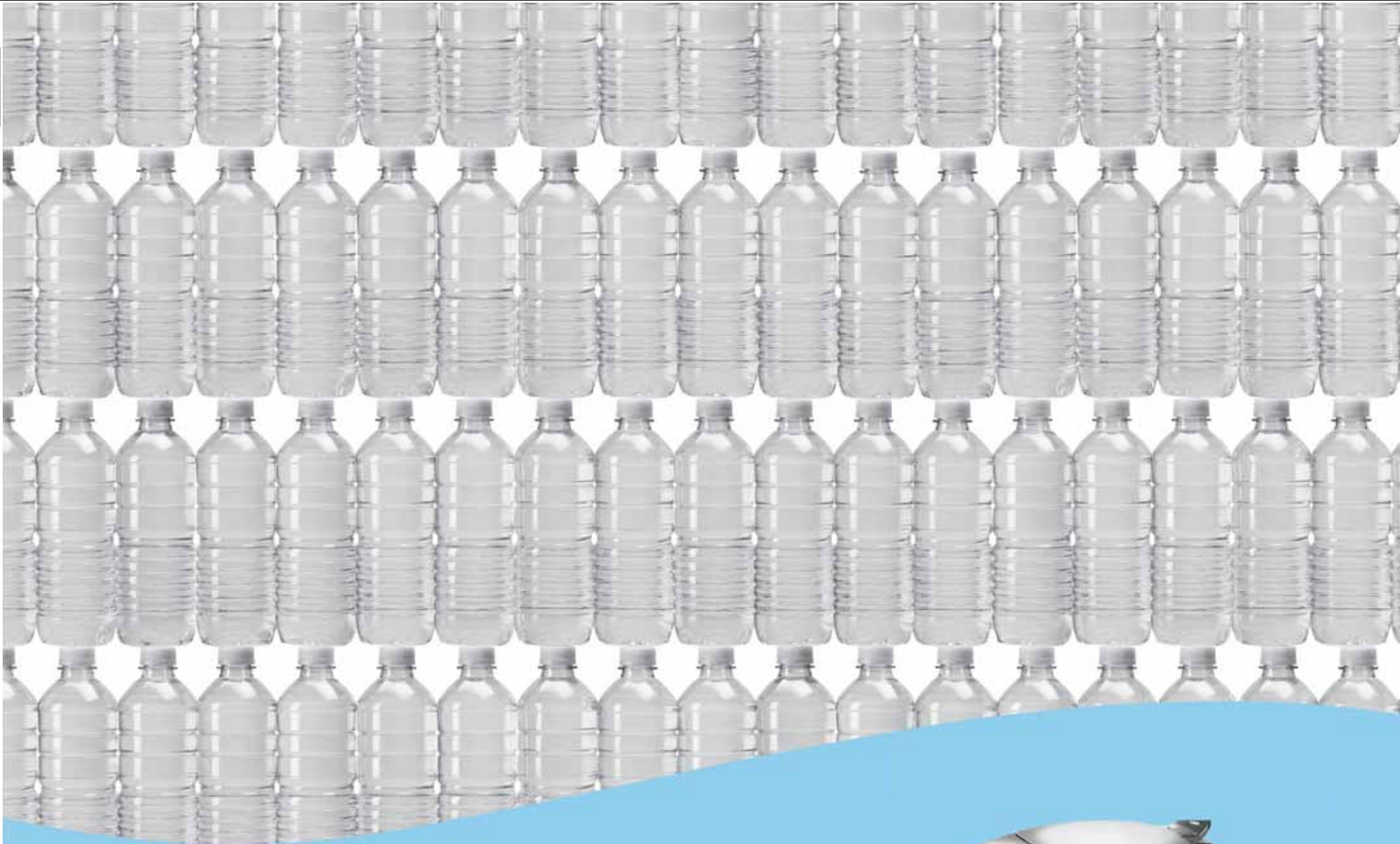
Filter for good

Environmental groups are increasingly embracing the movement away

from bottled water and organizing in hopes that the trend continues.

FilterforGood, a campaign by water filtration company Brita, encourages Canadians to change their routine by pledging to switch to a reusable bottle and drinking water from the tap. The group estimates that one pitcher filter can effectively replace as many as 300 standard water bottles.

Since establishing the pledge, Filter for Good estimates it has reduced bottle waste by an estimated 13 million bottles and counting.



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INSPIRATION

Question: How does one of the world’s biggest businessmen advocate green living?

Answer: Branson has pioneered the way for developing alternative fuels that will change the way we fly, drive and protect our environment.

FACT

2

DEMAND FOR OIL WILL EXCEED SUPPLY IN 4-5 YEARS

Richard Branson: The face of green living

LEADER TO LEADER

Speaking to Richard Branson, it’s instantly clear he loves nature.

On a Saturday morning, Richard is calling from Necker Island whilst, in his own words, “looking out at the beauty of our world.” It’s this beauty that Branson has committed himself to protecting over the last five years, by pioneering the “war on carbon,” creating initiatives to battle climate change, and most recently, funding the development of alternative and sustainable fuels.

“I have a number of businesses that are possibly damaging the world, airline businesses and the like, and therefore I have a bigger responsibility than others to balance my books,” he says. “I believe if we can use our brain power we ought to be able to get on top of the problem of global warming, and we ought to be able to come up with alternative sources of energy that will not eat into our food supply, but will power our planes, trains and automo-

biles in a manner that is not damaging our environment.”

The need for alternative fuels has peaked in recent years, with the supply of natural oil unable to meet the ever-rising consumer demands. “The world is running out of conventional fuels, particularly oil; we did a study recently which showed the demand for oil will exceed supply in about four or five years time,” he explains.

Environmentally-friendly and cost-effective solutions

Branson has been recognized for his commitment to environmental causes, and was honoured with the United Nations Correspondents Association Citizen of the World Award in 2007. The recognition came months after Branson developed the Virgin Earth Challenge, a \$25 million prize awarded to the person or group able to design a system for removing carbon dioxide from the atmosphere. But the aim is to not only create an environmentally-viable option, but an economically-viable one, too. “We’re

PROFILE

The Carbon War Room

Position:

Dedicated to working with industries to create a carbon-free economy.

Membership:

Industry leaders & entrepreneurs such as Jose Maria Figueres, Jigar Shah and Virgin Unite CEO Jean Oelwang sit on the Executive Board.

Strategy:

Removing carbon from industries such as urban planning, finance & aviation.

working with people who have come up with ideas, and seeing if we can make that work economically,” says Branson. “If they don’t work economically, they’re unlikely to work at all.”

Branson, along with the Virgin Group, is doing his part to develop such systems, largely by funding the research and development of bio-fuels. “The two fuels that we think are most hopeful are isobutanol, a derivative of sugar, and algae. We’ve come up with the fuels, and now we’re investing in them to develop them as fast as possible, then going through all the Civil Aviation Authority tests to make sure they’re safe to use.”

Branson is also among the founders of the Carbon War Room, a centre in Washington committed to removing giga-tons of carbon from the earth’s atmosphere. Again, it is the balance between environmental responsibility and economic practicality that Branson wishes to achieve, working with industries rather than against them. Simply put: “Carbon is the enemy.”

Practicing what he preaches

It’s clear that Branson has established himself as a leader in the field of sustainability, but his commitment to green living also extends into his private home. Along with utilizing solar and wind power on the island, he ensures his home is as green as possible.

“Because I live on an island I don’t actually have any cars, but if I did I would own a battery-operated car. And obviously little things like light bulbs, I try to make sure they’re as environmentally-sensible as possible.”

Branson’s love affair with his home and natural surroundings is palpable, even in the face of stormy weather—literally. “The weather is a bit too good here actually, I think a hurricane is either headed our way or heading by us. Some people say global warming will cause a few more hurricanes because the sea will heat up. But who’s to know...”

JANE SMITH

editorial@mediaplanet.com



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THE CARBON FIGHT
1. Branson and Arnold Schwarzenegger purchase carbon offsets via touchscreen on board a Virgin aircraft.
2. Sir Richard Branson, CEO of Virgin America
PHOTO: VIRGIN AMERICA

4

KAZ FLINN'S BEST TIPS



Kaz Flinn
Corporate Social Responsibility and EcoLiving Program, Scotiabank

- Installing a programmable thermostat allows homeowners to set lower temperatures at night and during the day when people aren't home.
- Buying an ultra-low flush toilet can cost as little as \$100 and provide great water savings, since the water used to flush your toilet accounts for about 30 percent of indoor water use.
- Having a professional home energy audit done will help you determine the most effective ways to go green. It's also a requirement for many energy retrofit incentive programs.
- Upgrading the insulation in your ceiling and exterior walls will help make your home more energy efficient, saving you money on heating and cooling bills.
- If you are in the market for new appliances or products, be sure to check out ones that are certified as energy efficient, such as the Energy Star label. And don't forget to unplug appliances when not in use—they continue to use energy even when they are off!



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Winner of the
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The 3rd Generation Prius

Prius has won the 2010 MotorWeek Drivers' Choice Best of the Year Award! It's also the recipient of the 2010 ecoENERGY Award^{††} – an award the Prius has won ten times in a row for outstanding fuel-efficiency in its class due to its revolutionary hybrid technology. The same technology that's inside the Camry Hybrid, Highlander Hybrid, and over 2,000,000 Toyota hybrids around the world.



CAMRY HYBRID



HIGHLANDER HYBRID



toyota.ca

	<p>Eric Green Co-Founder & President, Planet People</p> 	<p>Soula Kioussis Director of Marketing, Clorox Company of Canada</p> 	<p>Stephen Beatty Chief Environmental Officer, Toyota Canada Inc.</p> 
<p>Question 1: What are some simple lifestyle changes Canadians can make to achieve a green lifestyle?</p>	<p>Next time you're at the supermarket, keep the three 'R's in mind: 'Reduce. Reuse. Recycle'. Reduce your purchases of products with needless packaging. Why buy vegetables wrapped on a foam tray when you can buy them loose in a reusable bag? Why buy single serving yoghurts when you can buy a tub and use reusable containers? And when packaging is absolutely necessary, make sure it's recyclable. You'll be hauling a lot less garbage to the curb each week with a surprisingly fuller wallet.</p>	<p>Going green doesn't have to mean giving up all of the things you enjoy. Some small changes can add up to make a big impact. Consider:</p> <ul style="list-style-type: none"> ■ turning off your computer at night. ■ eliminating bottled water waste by drinking filtered tap water in a reusable bottle instead. ■ changing your light bulbs with energy-efficient versions. ■ shaving a minute or two off your shower time. ■ using environmentally-friendly, natural products whenever possible for everything from cleaning your home to personal products. 	<p>A growing number of environmentally conscious consumers are looking for greener products that meet their lifestyle needs without compromise to performance or benefits they provide. Automotive manufacturers that understand this are developing more fuel efficient vehicles that do not demand large investments in new infrastructure or driver re-education. That's part of the success with the hybrid vehicles, which are designed to reduce the environmental footprint of the automobile, not just from fuel savings and emission reductions but in all aspects of its design, production and eventual recycling.</p>
<p>Question 2: In your opinion, how does it benefit Canadians to be more environmentally-conscious?</p>	<p>Smarter choices for the environment are often smarter choices for you in other ways. Reducing your purchases of wastefully packaged products can save you money. Replacing toxic cleaning products in your home with naturally-derived ones can improve your family's health while leaving your house cleaner than ever. Make small lifestyle changes that are win-win for you and the environment; even if they're small changes, they'll have a large impact on the planet because you'll stick with them over time.</p>	<p>Living sustainably can provide a number of benefits to Canadians. For starters, it can save you money. Being more conscious of your water and electricity consumption, for example, can result in lower utility bills. Also, changing the products you use to natural, eco-friendly versions will not only help the protect the planet by reducing your personal carbon footprint, it'll also positively impact your health and well-being by exposing you to fewer harsh chemicals. Being more environmentally-conscious is truly a win-win situation in many respects.</p>	<p>We are all more conscious of the need to manage our energy consumption, resource use and reduce our environmental footprint. Minimizing our impact on the environment ensures that it is preserved for future generations. Choosing sustainable transportation options such as hybrids has enormous benefits which lead to a reduction in green house gas and smog forming emissions. Choosing the right vehicle technology helps conserve non-renewable resources such as fossil fuels.</p>
<p>Question 3: Is a green lifestyle an affordable lifestyle?</p>	<p>Going green doesn't have to be expensive. In fact, some of the easiest and most tangible ways to reduce your environmental footprint will actually save you money: avoiding products with unnecessary packaging; using concentrates instead of paying for water; buying a smaller, more fuel-efficient car. Some of the newer green technologies are indeed costly and are therefore out of the reach of many. But the most sustainable green lifestyle changes are often the ones that save you some 'green' too.</p>	<p>Thankfully, yes. With our increased awareness comes increased demand, and increased demand for sustainable products has favourably affected the availability and price of green products. They'll continue to become even more affordable, as sustainability becomes more the norm than the exception. This environmentally-conscious awakening means that green products—from lotions to cleaning products—are all widely available at the comparable cost as conventional versions.</p>	<p>Absolutely. There is no model of future sustainable transportation that is not designed to improve the industry's environmental performance. That's why the automotive industry invests \$1 million an hour 24 hours a day 365 days a year in research and development. The near future will see amazing advances in design, safety, alternative powertrain technologies including electric and fuel cell vehicles as well as intelligent transportation technologies that will revolutionize personal mobility -- but you don't have to wait because conventional technologies are moving just as fast and each new generation of vehicles is achieving more power and dynamic performance while reducing emissions and fuel consumption.</p>



- Sodium lauryl sulphate, sodium laureth sulphate, and other chemicals with the letter combo “eth” in their name
- Cyclomethicone and siloxanes
- Fragrance/Parfum
- Triclosan
- DMDM hydantoin, diazolidinyl urea, imidazolidinyl urea, methenamine, quaternium-15, and sodium hydroxymethylglycinate
- Parabens (e.g., methylparaben)

Apply Environmental Defence to your products

Cosmetics and personal care products can make us look good, smell good, and feel better.

But, they may also be exposing us to harmful chemicals, sometimes without our knowledge.

That's right. Formaldehyde has been found in baby shampoos. Triclosan is in various antibacterial products. Lead has been found in lipstick. Parabens preserve all kinds of personal care products. And diethyl phthalate (DEP) has

been found in fragrances. Some of these chemicals are linked to cancer, while others have been linked to disrupting hormones, damaging the nervous system, or causing birth defects. Yet we are willing to put them on our body and sometimes, inadvertently into our mouths.

The good news is that the government is currently reviewing the Cosmetics Regulations and reading labels can, in part, help us identify safer products. So here are a couple of simple tips to get you started:

- Never automatically trust “eco” or “natural” claims on the front of the bottle - always verify these claims by checking out the ingredient list on the back.

- Look for products that are made with the fewest number of ingredients and the greatest number of ingredients that can be easily pronounced.

■ Spend some time on the webpage www.cosmeticsdatabase.org to check out the safety of various products, ranked on a scale of zero to

10. **Also, remember to be patient** as it may take some time before you find an alternative that you like, be prepared to spend a bit more money than you normally would, and of course, be ready to read labels. While they do not tell us everything, it's certainly a good place to begin.

JANET F. WITZEL

Environmental Defence
editorial@mediaplanet.com

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PROFESSIONAL INSIGHT



FARMING CO2
Over 30 percent of the planet's surface is dedicated to factory farming.

The power of plant-based eating

As climate change continues to wreak havoc on the planet's weather systems, people are eager to make small choices that can have a big impact.

While international treaties require months of negotiation to produce results, there's a new player in the climate game who has the power to put an 18 percent dent in our CO2 emissions: you!

Each one of us has the power to make an impact every time we pick up our forks by cutting out resource-intensive, high-emissions food products like meat and dairy and choosing deliciously sustainable vegetarian options instead.

First, the facts: a 2006 study by the Food and Agriculture Organization of the United Nations estimated that

animal agriculture was responsible for a whopping 18 percent of global climate change. Hard to believe, until you consider that 30 percent of the earth's surface is currently used for animal agriculture! In fact, 77 percent of Canada's cereal crops (including soy, wheat and corn) are currently fed to farm animals.

A big part of the problem is the shift over the past fifty years from small family farms to factory farms, which now account for the vast majority of animal farming operations in North America. These farms, explored in Jonathan Safran Foer's "Eating Animals", intensify harmful greenhouse outputs like CO2, nitrous-oxide and methane. Adding injustice to injury, animal welfare laws in North America provide extremely limited protection for farm animals, leading to poor liv-

ing conditions and cruel treatment on today's factory farms.

The good news is that each of us can have an impact by choosing vegetarian foods, which are not just nutritionally sound, but have many health benefits, including the power to prevent or manage conditions like type-2 diabetes and heart disease.

You can get started today:

■ **Sign up** for our Veggie Challenge at veggiechallenge.com to try a vegetarian diet for one week. We'll send recipes, meal plans, nutrition info and other handy tips.

■ **Visit meatlessmondays.ca** and pledge to take part in Meatless Mondays and find a plethora of great recipes and information about making your meals meatless one day a week.

■ **Need more help?** You'll find lots of great resources at the Toronto Vegetarian Association's resource website, veg.ca, including a directory of vegetarian friendly-businesses in the city of Toronto and links to other groups in communities across Canada.

So if you're ready to cut back on meat-consumption, please consider Meatless Mondays. If you want help becoming vegetarian, the Veggie Challenge is a great place to start. We know from experience that choosing a vegetarian diet is healthy, easy and delicious. And it's a great way to take a bite out of climate change.

DAVID ALEXANDER
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Quick ways to make your home save energy

There are a number of simple do-it-yourself projects that will help Canadians ensure that they stay warm, keep green and save money this winter.

■ **Windows and doors:** Energy Star certified windows and doors are stylish, affordable and a great environmentally-preferred addition to any home.

■ **The savings:** Reduces the energy required to keep your house warm, saving approximately 12 percent per year on energy costs

■ **Light fixtures:** Upgrade to an Energy Star brand light fixture to create a stylish, energy efficient look.

■ **The savings:** Energy Star-certified light fixtures use up to 66 percent less

energy than traditional alternatives.

■ **Weather stripping:** Windows are the number one culprit of unnecessary heat and energy loss. Make your home air tight with easy-to-apply weather stripping.

■ **The savings:** Air loss through windows and doors accounts for 30-40 percent of heat loss in the home. Applying weather stripping can offer 20 percent savings on heating and cooling bills.

■ **Insulation:** Wrap your home in insulation with a higher R value to ensure those cold drafts don't make their way inside—the higher the R value, the more effective the insulation.

■ **The savings:** Adding insulation in attics, floors over crawl spaces and

accessible basements can reduce home heating and cooling bills by up to 20 percent.

■ **Compact fluorescent light bulbs (CFL) :** Make the switch and save! Replace energy-wasting incandescent lights with energy-efficient compact fluorescent light bulbs (CFLs).

■ **The savings:** CFL light bulbs use 75 percent less energy than incandescent bulbs and last ten times longer.

■ **Programmable thermostat:** Reduce wasted heat by replacing your old thermostat with a new programmable one. This way you can turn the heat down low when no one is home, and ensure it's cozy when it matters.

■ **The savings:** The average household saves about \$180 a year by setting their programmable thermostat and

maintaining those settings.

■ **Water heater blankets and pipe insulation:** Wrap your water heater and pipes in hot water heater blankets and pipe insulation. Minimizing the amount of heat lost through walls of the water heater causes it to turn on less often, saving you money.

■ **The savings:** Insulates your water heater and pipes and saves up to nine percent on water heating costs.

■ **Dimmer switch:** Turn your lights down low. An easy to install dimmer switch can not only help you set the right mood, but can increase your savings as well.

■ **The savings:** Extends bulb life and reduces energy use by up to 20 percent.

Source: Home Depot

! ENERGY STAR EXPLAINED

EPA started the ENERGY STAR program in 1992 as a way to reduce greenhouse gas emissions through greater energy efficiency.

Today, the Energy Star is available on over 60 different kinds of products as well as new homes and commercial buildings. Energy Star helps consumers; in fact last year alone, consumers saved \$17 billion on their bills and reduced greenhouse gas emissions equal to that of 30 million vehicles.

Through Energy Star, EPA makes it easy to make the energy efficient choice when buying products for your home or office. The typical U.S. household spends \$2,200 a year on energy bills. Energy Star qualified products are beneficial because consumers can save more than 30 percent (more than \$700 per year), with similar savings of greenhouse gas emissions and without sacrificing features, style or comfort.

For example:

Clothes washers that earn the Energy Star use 30 percent less energy and 50 percent less water than conventional clothes washers. Energy Star qualified refrigerators are 20 percent more energy efficient than the minimum federal standard. Choose a new qualified model rather than a non-qualified model and cut your energy bills by \$165 over the lifetime of your fridge.

Do you have a dishwasher made before 1994? If so, you're paying an extra \$40 a year on your utility bills compared to owning a new Energy Star-qualified model. A dishwasher built before 1994 also wastes more than 10 gallons of water per cycle compared to owning a new Energy Star-qualified model.

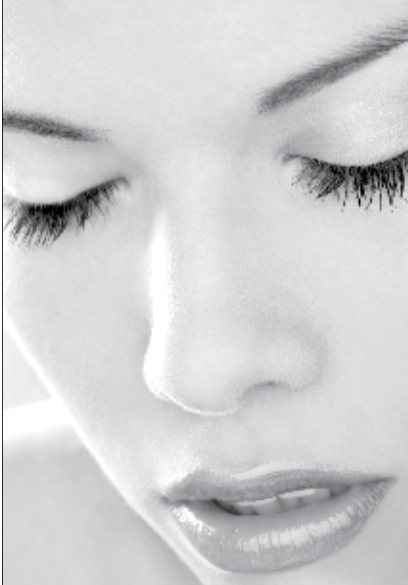
Heating and cooling costs the average homeowner about \$1,000 a year—nearly half the home's total energy bill. If your central air conditioning unit is more than 12 years old, replacing it with an ENERGY STAR qualified model could cut your cooling costs by 30 percent.

For more information, including what you can do to make your home more energy efficient and how to recycle old equipment, visit www.energystar.gov.

Source: Energy Star

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FACT

3

COMMON ECO-FABRICS INCLUDE ORGANIC COTTON, WOOL, HEMP AND SILK

Question: How is the Canadian fashion industry becoming more environmentally conscious?
Answer: Designers like Nicole Bridger are using fabrics from natural and renewable resources.

Nicole Bridger sets an eco-trend

While she may have won awards, been featured in *Elle Magazine* and exhibited her “I am Love” line at New York’s Fashion Week, what Canadian fashion designer Nicole Bridger is really known for is taking a refreshingly eco-friendly stance towards fashion.

Born and raised in Vancouver, Bridger started sewing as a young child making clothes for her dolls, and as her interest grew, she enrolled in a fashion design program at Ryerson University in Toronto. Her socially-conscious approach has been with her from the beginning.

“I grew up recycling and living consciously. When you’re educated on the state of the earth, you can’t just turn it off, or at least I can’t. So when I’m creating my company it’s going to reflect my own beliefs. I’ve been using

natural fibres since university just because I know it’s a better choice for the planet. Back then there was never a term “eco fashion”—it’s just what we did,” says Bridger.

Building a natural business
An internship working with Vivienne Westwood in London solidified Bridger’s design aesthetic and gave her the confidence to move forward in fashion on her own terms.

She returned to Vancouver and ended up collaborating with the owner of Lululemon Athletica on a line of casual and eco-friendly clothing called Oqoqo.

With a firmer grasp of business fundamentals, she decided finally to venture out on her own, starting the Nicole Bridger line of women’s wear, with the idea of providing women a source for comfortable clothing made from natural and renewable resources. From low impact dyes to the

tagua nuts used for buttons, Bridger takes a fairly exhaustive approach to minimizing environmental impact.

“We use organic cotton, hemp, linen, organic wool, silk, modal and tencel. It’s just about doing the best we can. There is no such thing as a perfectly eco fabric, just some are better than others and for many different reasons.”

The Bridger line is also manufactured entirely in Vancouver, where the company is able to monitor the factories and working conditions first hand.

I am love
The first recipient of Canada’s Eco Fashion Award from Fashion Takes Action, Bridger is serious about having a positive impact on the world, both through environmental and socially conscious business practices, and by integrating a spiritual message into all of her garments.

“I put a label in each piece of clothing that says “I am love.” It’s a reminder that we are all love energy and to come from that place of love and respect throughout your day. Speak kindly to yourself and others.”

While the message and business practices are key, Bridger acknowledges much of her success can be credited to design and execution of the garments.

“They love the design of the clothing first, the way it fits their body, the way it makes them feel. The way it works for their lifestyle. That it’s good for the planet and is ethically made helps them feel like they are promoting positive change,” says Bridger.

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DON'T MISS!

Waste not, want not:
Post-recycled paper

According to the National Resources Defense Council, every year “clear-cut logging claims half a million acres of Ontario and Alberta’s boreal—a primeval expanse of pine, spruce, fir and poplar trees that nourishes caribou, lynx, bear, wolves and scores of songbirds.”

Paper companies from Canada and the United States cut down the majority of the virgin forest to make paper products like tissues and newspapers. In the process, resources vital to fighting global warming are destroyed.

Canada uses six million tonnes of paper and paperboard annually, only 1/4 of which is recycled, according to Environment Canada, and paper and paper products account for more than 1/3 of all the nation’s waste.

The solution to this problem is nothing new, but surprisingly underutilized.

Post-consumer recycled paper

Post-consumer recycled paper is made from post-consumer waste—material like office waste, old newspapers and magazines. Recycled paper uses 64 percent less energy than paper from virgin pulp and every ton of recycled paper saves 17 trees.

While post-consumer recycled paper has been around for years, manufacturers still have a big job to do in educating the average Canadian on the positive impact using it can make.

“Our company was founded on the principle that consumers will feel better about product choice if they know how their purchases affect the environment,” says Mark Gavin, co-founder of Ecojot.

The company makes 100 percent recycled and recyclable notebooks made from 100 percent post-consumer waste, which means no new trees were cut to make the company’s products.

Their paper is certified by the Forest Stewardship Council; glues and inks are vegetable-based and biodegradable; the mill used to make the paper uses clean, affordable recovered landfill gases as their alternative power source.

Extending the commitment

This year the company is extending their commitment to the environment by collaborating on a licensing agreement with the Jane Goodall Institute. Ecojot has created a line of journals for which the royalties will be used to help save endangered species and is setting up an collaboration with OneKid One World, a charity committed to providing education to children throughout the world.

According to Gavin, “This is utterly consistent with the value Dr. Goodall has been promoting for years—that the small changes in behavior we all make can collectively amount to a significant difference.”

RICHARD SHARP
editorial@mediaplanet.com

How a green diet helped a man survive cancer

Question: What is a raw foods diet?
Answer: One that emphasizes the use of raw and natural organic foods and cutting out meat and dairy

NEWS

Ben Stone credits raw foods with saving his life—in more ways than one.

In 2008, he was diagnosed with Stage III Malignant Melinoma, and doctors removed a softball-sized malignant tumor from his body. At the time, he was working a high stress job, going through relationship issues and weighed in at 260 lbs.

“I was stressed, exhausted, bloated and sick,” says Stone.

After removing the tumor, doctors subsequently ended up removing five of Stone’s lymph nodes, including two that were cancerous. In follow-ups they recommended removing the remaining lymph nodes, and undergoing a yearlong program of chemotherapy. Chances of success were far from certain, and Stone was at a crossroads.

Exploring options

With surgeons giving the odds of chemo and further surgery working at “two to three percent at best,” Stone opted to research alternative solutions. A friend recommended the Hippocrates Health Institute, which teaches people about raw foods diets—emphasizing the use raw and natural organic foods and cutting out meat and dairy.

He told his doctors that he was going to approach the next part of the process holistically by undergoing a radical change in his diet.

“They basically very politely said ‘you’re an idiot and that won’t help you,’ but I decided to go ahead and do it anyway.”

Making the change
Stone underwent a three-week program in Florida emphasizing a raw foods diet, exercise, and mental, spiritual and emotional wellbeing. By the time he returned to Canada, Stone had experienced a remarkable transformation.

“When you start receiving living foods—nutrients and enzymes from



Benjamin Stone
Founder, Raw Naturals

“When you start receiving living food... your body accepts it and utilizes it.”

food that’s alive—your body accepts it and utilizes it, and you end up with better skin, less diseases, energy and weight loss. I lost 65 pounds. I came back at 195, and went from a size 44 pant to a size 34.”

Most importantly, Stone’s cancer

was gone.

While he continues to face unrelated health challenges and yearly checkups, he credits the raw foods lifestyle with bringing change to his life.

Finding a purpose

Stone was so convinced of the transformative power of the raw foods lifestyle that he decided to start a group of companies called Raw Naturals, which provides healthy supplements following naturally occurring standards from sustainable companies.

“I have a wide range of people that get referred to me, or have just read my story. And all these individuals that I have worked with have come back and said ‘I listened to what you said it struck a chord and I changed my diet and lifestyle, and now I’m stronger,’ or ‘I’ve lost weight,’ or ‘I feel better, I feel healthier.’”

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DISCOVER THE KENNEMORE ADVANTAGE

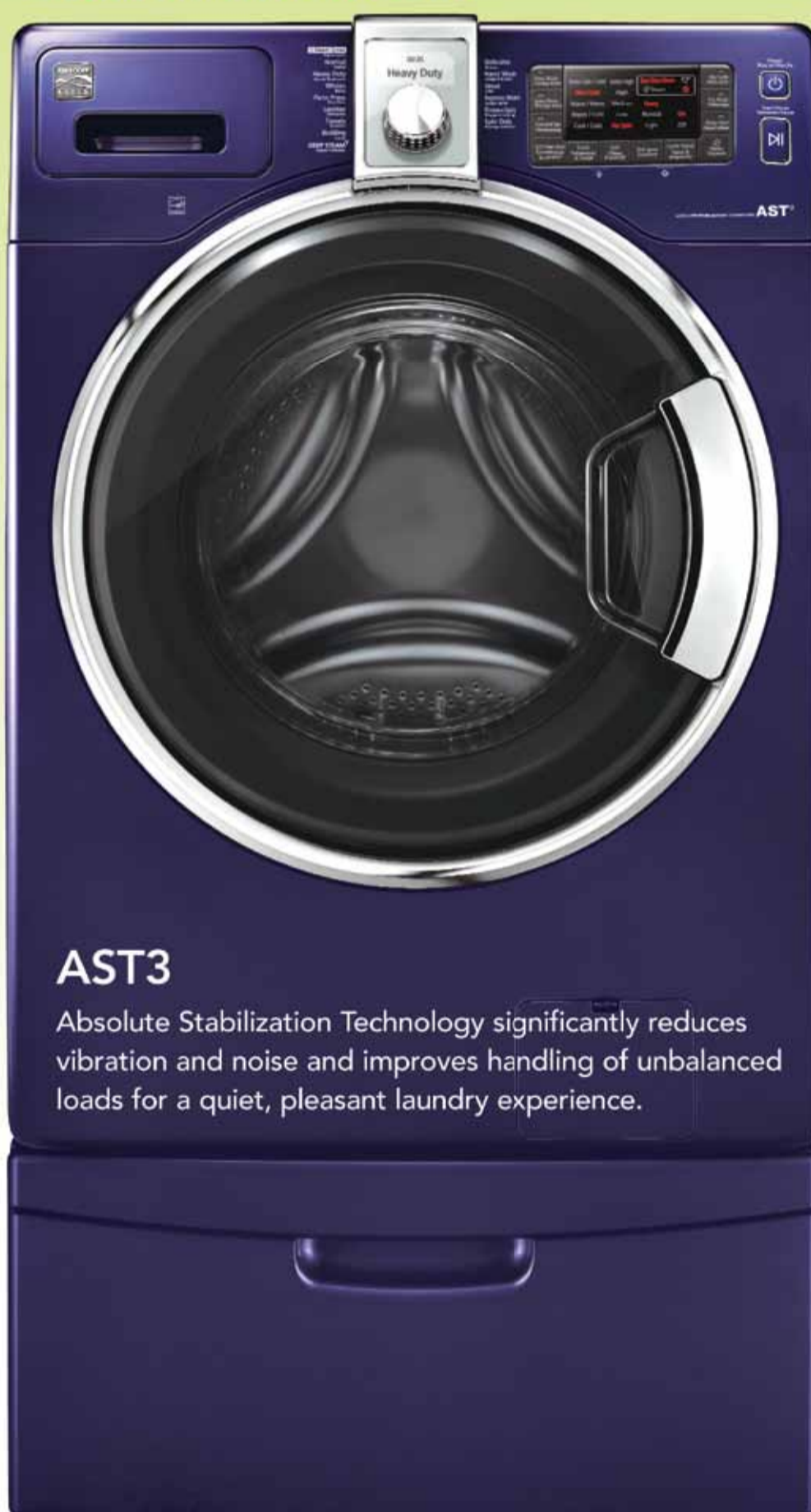
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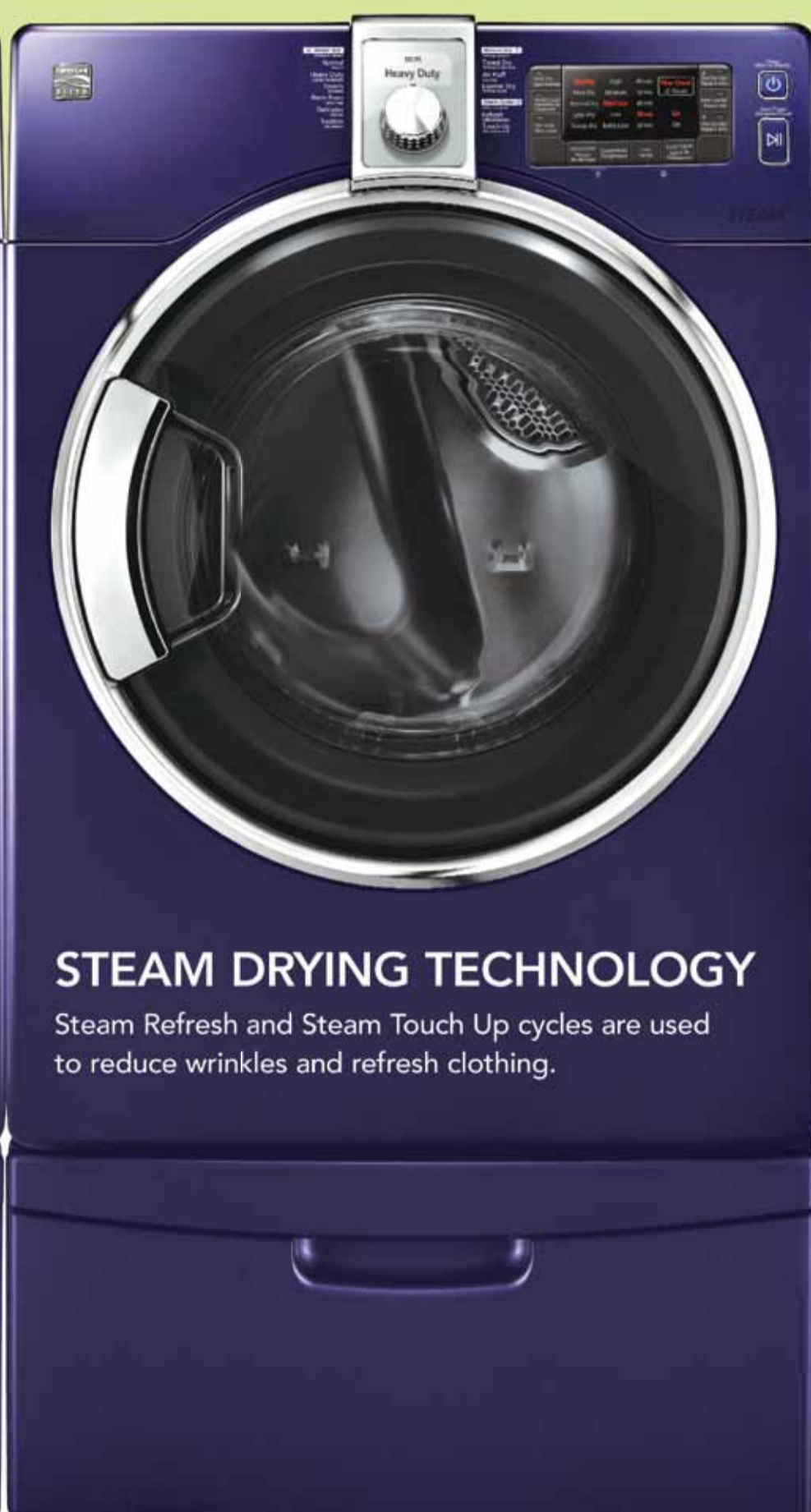
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