

The World's First Collaboration of This Kind



Insiders Guide To **GREENING I.T.**

A collection of stories, blog posts, and practical advice aimed at employees that are looking to start green initiatives within their companies.

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*Modern technology
Owes ecology
An apology.*

– Alan M. Eddison

from the **PUBLISHER**

As part of the global green movement, there has been a tremendous surge in the amount of attention devoted to greening information technology during the past few years. Surging oil and electricity prices along with increased IT energy demands have significantly contributed to bringing the green aspect of information technology to forefront of every IT decision maker's agenda.

But, along the way came greenwashing, the practice of hyping eco-friendly product features that are dubious at best. While the awareness regarding the benefits of green IT has increased dramatically in the industry, the myth that green benefits always come at a premium still perseveres and the actual adoption rate remains low.

Greening IT represents a complex undertaking that involves multiple stakeholders. Instead of working together towards a common goal, quite often Facility, IT and Operations departments are unwilling to collaborate based on a lack of information regarding the best ways to balance green technology with organizational needs and benefits.

This collection of thoughts, stories, personal reflections, observations, and ideas represents an opportunity to beam through the hype of greenwashing, share some great practices in energy conservation, and inspire others to take one extra step towards sustainable living, corporate and personal responsibility.

I encourage you to take advantage of the ideas and best practices found within this ebook to play your part in reducing your carbon footprint and curbing energy consumption while increasing your financial savings and progressing towards sustainable living.

Every little bit counts.

Sincerely,

Dmitry Shesterin

Vice President, Marketing

Faronics — the makers of Deep Freeze and Power Save,
a Proud Member of the Climate Savers Computing Initiative

*The activist is not the man who says the river is dirty.
The activist is the man who cleans up the river.*

– Ross Perot

Time To Stop The Greenwashing

By Glen Barry, with www.ecoearth.info

The Earth and all species including humans are threatened with imminent ecological ruin. You should be afraid, very afraid. Yet real hope remains that fundamental social change can avert a looming failure of global ecosystems. The biggest current obstacle to such change is that since everyone, every product, and every business claims to be “green” we have been diverted from urgent, adequate ecological change required to secure being.

Many mainstream (and some “radical”) environmentalists, most businesses, and essentially all governments are greenwashing—misleading the public regarding the environmental benefits of their practices, policies, and products. Certified FSC logging destroys ancient forests, climate, and water. Coal is unlikely to ever be clean as existing plants emit into the atmosphere, and sequestration is unproven. Biofuels hurt the environment, geo-engineering will destroy remaining natural processes, and buying more stuff is rarely good for the environment.

It is time to stop the greenwashing. After two decades of successfully raising awareness regarding climate change, forest protection, and other challenges to global ecological sustainability, increasingly my time is spent reacting to dangerous, insufficient responses that fail to address root causes of ecological decline, provide a false sense of action, and frequently consolidate and do more environmental harm.

Many “greenwash” to make money, some to be perceived as effective advocates, while others believe incremental progress without changing the system is the best that can be done. Yet all are delaying policies necessary simply to survive. The greatest obstacle to identifying, refining, espousing, and implementing policies required to maintain a habitable Earth may come from “environmentalists” proposing inadequate half-measures that delay and undermine the rigorous work that must be done to bring humanity back into nature’s fold.

Sufficient policies required to save the Earth are massive in scope and ambition. Deep-seated change is required in how we house, feed and clothe ourselves; in our understanding of acceptable livelihoods and happy lives; and in our relationship with the biosphere and each other. To maintain a livable Earth there is no alternative to less people and consumption, a smaller and restorative economy, and an end to cutting natural vegetation and burning fossil fuels.

Systematic failure of global ecosystems and social systems must be addressed in more than a token manner. A whole series of policy actions exist that we know are needed, would work, are sufficient, and could start immediately. These include massive investments into subsidizing renewable energy, implementing population controls, banning coal, ending old-growth logging and financing carbon emission reductions.

Given the Earth has already exceeded what can be sustained in these regards, not only must the destruction stop, but massive regional scale ecological restoration must commence to establish rewilded and connected ecological reserves. Economic growth beyond steady-state use of natural capital must be stopped, and sustainable relocalized communities built around bioregions.

Certainly ecologically positive technology has a role to play. Living in the country and needing a vehicle I recently chose the best transportation option society offers me and bought a Toyota Prius. But leading environmentalists touting technology as the primary emphasis to save our environment are dreadfully misinformed, and are obviously unaware of the ecological nature of being. They seem to have forgotten about the primacy of maintaining and restoring ecosystems.

Even as we personally strive to live frugal, rich lives; necessary consumption should focus upon durable items that will last. Strong tools and minds are required to grow food, make a righteous living, and otherwise practice ecological living. Excessive consumption is a poor substitute for a truthful, fully aware, knowledge filled and experience rich life. All can and should enjoy some luxuries, rather than some enjoying all.

Global ecological threats are intensifying -- oceans lifeless, forests tattered, water scarce, and the atmosphere perhaps irreparably damaged. This occurs even as a climate change backlash builds, largely as a result of truthful apocalyptic warnings presented without adequate policies that go beyond greenwash responses and actually promise a hope filled solution likely and able to succeed.

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Given this increased urgency and public awareness, the environmental community must espouse rigorous, sufficient polices “while the iron is hot” and demand real actions that are sufficient to solve global ecological crises. And greenwashers beware: if you stand in the way of sufficient ecological responses to the greatest emergency of all times, you will be exposed as Earth-destroying charlatans and resisted. It’s important to care for the environment. Good, you are not completely convinced but you’ll give it a try. And perhaps your consciousness will rise to new environmental heights, a sustainability seminar at work for instance.

‘It is time to stop the greenwashing. After two decades of successfully raising awareness regarding climate change, forest protection and other challenges to global ecological sustainability; increasingly my time is spent reacting to dangerous, insufficient responses that fail to address root causes of ecological decline, provide a false sense of action, and frequently consolidate and do more environmental harm.’

Steps In Getting The Workplace Green & Saving Money

By Michael Cassisi, with www.itcostsolutions.com

As companies look to going “green” and try figuring out how to get their arms around energy prices which are drowning data center budgets, IT organizations will need review their design, and consider new efficiencies and tactics.

This is great for data centers, but what about the rest of the workplace which includes office space, desktops, printers, and any electronic handheld’s.

Energy consumption and efficiencies does not just stop at the data center and there are ways to conserve energy in the workplace that can actually add up to big savings from what ends up in our landfills. Along with rising energy prices, one major problem is the amount of electronic equipment that goes from new to old and ends up in our landfills.

E-Waste

Many types of electronic equipment in the office today contain hazardous materials including lead and mercury. This equipment cannot just be thrown in the garbage anymore but must be discarded by authorized personnel/companies that have a permit to recycle, dispose, and even store.

- cathode ray tube (CRT) devices (including televisions and computer monitors)
- desktop and laptop computers
- LCD and plasma televisions
- portable DVD players with LCD screens

Green Desktops

Before you purchase a desktop or laptop don’t just look at it. It’s not all about the largest hard drive and the fastest processor anymore, green computing has now evolved just like everything else. Vendors are now producing computers that draw as little as 15 watts of electricity. This is a tenth of a regular computer.

Also, for people who don’t want to move from a desktop to a laptop due to the size of the screen or keyboard, green computing desktops are evolving quickly.

It seems with new operating systems and newer programs, computers, cell phones and even printers only last between 6 to 18 months. The result is good equipment being thrown out in record amounts.

Here are some simple & effective ways to make the workplace more efficient and environmentally-friendly:

1. During the week, turn off computer monitors once your day is over.
2. On the weekends, consider turning off CPU’s and monitors.
3. Develop programs for recycling paper, cans, bottles, and even printer cartridges.
4. Work with your desktop vendor in disposing of old equipment correctly.
5. Upgrade equipment as needed.
6. When purchasing new equipment buy “green” which uses less electricity and sometime is made with recycled equipment or produced using eco-friendly processes.
7. Lighting, heating, and cooling in the workplace can be placed on separate zones so work areas can consume energy only when needed.
8. Recycle old equipment, don’t just throw it out. This includes cell phones, handhelds, printers, and even computer equipment. Extending the life of a piece of equipment is key.

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Online Conversations With Sustainable Cities

By Ferne Edwards, with www.sustainablemelbourne.com

For the first time in history the majority of the world's population lives in cities. It is in cities that action is occurring – and where it needs to occur - for urban centres to become sustainable systems. By using networked and accessible IT technologies more people can access, it becomes easier to draw people together to create sustainable, urban models of change. The Sustainable Cities project contributes to this collaborative information sharing and networking effort by using a combination of blogs, face-to-face events, and virtual maps.

What is the Sustainable Cities project?

The Sustainable Cities project emerged as part of the Victorian Eco-Innovation Lab (VEIL) in 2007. VEIL¹ seeks to identify and promote emerging technical and social innovations that could form part of future sustainable systems. VEIL also creates conditions to explore emerging ideas and stimulate new ones. As explored in the document, “Melbourne 2032: Looking back over the last twenty-five years”², VEIL produces glimpses of what a sustainable future could look like in twenty-five years time. The Sustainable Cities project, as part of VEIL, researches and maps current social and environmental innovations that could then build towards achieving such visions.

The Sustainable Cities project consists of two blogs; SustainableMelbourne.com and SustainableCitiesNet.com, a series of face-to-face events called the Sustainable Cities Round Tables, and an online map to connect people with projects titled the VEIL Food Map. The most relevant feature to “Greening the IT” is SustainableMelbourne.com, which adeptly knits all these aspects together.

Sustainable Melbourne

SustainableMelbourne.com is a blog that showcases the action and resources existing

within the city of Melbourne, Australia. Topics posted on the site relate to urban sustainability with a range of categories available including local events, models and visions. The site is run on open-source blogging software called Wordpress and has one moderator who contributes regular posts and encourages public contributions and discussion. The blog also features a Newsletter that broadcasts highlights from the site to its approximate 1,500 members. In May 2008, Sustainable Melbourne received recognition from Blogged.com whose evaluation of the site used the criteria of “frequency of updates, relevance of content, site design, and writing style”. SustainableMelbourne.com received 8.3 out of 10!³.

Sustainable Melbourne is connected to SustainableCitiesNet.com which serves as an international portal of sustainable cities-themed websites. Recognising that other cities around the world have similar aims and interests, SustainableCitiesNet.com is a site to link and learn from the experiences of others around the globe. To encourage more cities to begin their own sites, a web template, Code of Practice⁴ and Licensing Agreement were established to assist others.

Sustainable Melbourne differs to other sustainable living sites as it also holds face-to-face events called the Sustainable Cities Round Tables (SCRTs). The SCRTs are regular, public events held in Melbourne that showcase local sustainability initiatives while providing a networking opportunity for people in the government, industry, academia and community sectors. Since their commencement in May 2007, there have been nine SCRTs featuring more than ninety presenters. Each presenter at these events are filmed with the footage published online offering a rich record of Melbourne's sustainability talent.

A major research area of VEIL is that of sustainable food systems. VEIL outcomes in this area include producing innovative visions of what food systems could look like in the years to come⁵, while research outcomes include the comprehensive report, “Sustainable and Secure Food Systems for Victoria: What do we know? What do we need to know?” by Larsen, Ryan and Abraham, 2008⁶. The VEIL Food Map is another dimension to this research, offering an online, urban food production map of Melbourne which records the quantity and variety of food produced in Melbourne. This virtual map applies Google Map technologies with ongoing research to reveal possible sustainable connections. Food has been chosen as the focus for

3 This award can be viewed at <http://www.blogged.com/directory/society>.

4 To view this Code of Practise visit <http://www.sustainablecitiesnet.com/code-of-practise/>.

5 To view student designs visit <http://www.ecoinnovationlab.com/activity/?cat=23>.

6 This document can be downloaded from <http://www.ecoinnovationlab.com/pages/library.php>.

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this research as it connects to other important aspects such as water, waste, urban planning and social inclusion, and touches on issues such as the heat island effect, food miles, and peak oil. Still in its beginning stages, the VEIL Food Map will be extended to include these other areas in time.

As the world wakes up to the gravity of climate of change, people have a growing desire to act. The Sustainable Cities project, grounded in location in specific cities, showcases and networks local resources to harness greater action. By working towards the sustainable VEIL visions and by revealing connections, Sustainable Cities and VEIL offers inspiration and opportunities towards creating more sustainable cities.

For more information about the Sustainable Cities project and the Victorian Eco-Innovation Lab (VEIL) contact Ferne Edwards at fedwards@unimelb.edu.au.

www.sustainablemelbourne.com

www.sustainablecitiesnet.com

www.ecoinnovationlab.com

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“Greening” Employee Get-Togethers

by Jennifer Mattern, with bizammo.com/green-business/

You’ve probably socialized with at least one of your coworkers in or out of the office beyond your basic working relationship. It’s no surprise given that you likely spend 40 or more hours each week in each other’s general vicinity. Coffee breaks, lunches out, in-office birthday, or holiday celebrations – how often does the workplace, or the work day, also serve as the social high point of your day?

When it comes to companies going green, employees are often happy to get on board with new environmentally friendly initiatives, such as reducing paper usage, switching to recycled materials, or conserving energy. But when it comes to the more social side of the workplace, the environment isn’t always a consideration.

Here are five things you can do that will help you and other employees enjoy more of each other’s company while taking less of a toll on the environment.

1. If you leave for a Friday lunch out together, remember to turn off any equipment not in use (such as your monitor, printer, and even computer if possible). There’s no need to waste energy when you aren’t even in the office.
2. Increase your time with your favorite coworkers by carpooling to and from work if you live relatively close to each other. You’ll have more time to talk (especially if you want to discuss things of a more personal nature that might not be appropriate in the office), you’ll save money on fuel costs, and you’ll cut down on all of your emissions by driving less frequently.
3. Get together with a few other employees (or convince your employer) to invest in some inexpensive permanent dishware for the office. If your office doesn’t have its own coffee maker, you may want to add that to your list as well. By keeping these things around, your breaks and in-office parties (like celebrating someone’s birthday or anniversary with the company) can be both cost-effective and greener by not

constantly buying and using disposable plates, flatware, and cups.

4. See if your employer would allow you and other employees to take part in fundraising efforts for an environmental organization or event, promoting it at work (such as selling seedlings). If not, another option would be for a group of you to attend a seminar together to stay educated on environmental issues (or better yet – see if you can convince your employer to sponsor the event by having the seminar at the office after hours or during lunch).

5. If you live in an area where it’s common to do a lot of vegetable gardening, you might get together with a group of gardeners and each agree to grow specific organic fruits and vegetables, which you can then bring to the office to swap or share during a lunch break.

Social interactions in the workplace can be a drain on the environment with everyone driving to meet for lunch, using disposable dishware, and ordering constant take-out and coffee. Fortunately, being a social bug can be environmentally friendly with just a few simple changes – more importantly, being social with coworkers can make going green that much more *fun!*

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Hidden Vampires Go Green

By Paul Muller, with www.caffination.com

Money is green, and frankly so is everything else lately. But money is also king; if it costs too much then green is bad and just won't work. If being green causes people with lots of money to lose some of it or make less of it then green is still bad and will get crushed. However green, lately, is saving consumers lots of money. And the court of public opinion has decreed that green is good. So like a casino giving out a gambling hotline number, big business wants you to be green, through clenched teeth.

In case you hadn't guessed green is the new buzzword for everything from clothing to furniture of late. Green living, green cars, green tech. But what does it mean? Does it mean on one hand reducing conspicuous consumption of goods and tech leaving behind a wakes of debris in your path? Does it mean reducing the oft mentioned footprint that each one of us has? Or is it something about recycle buckets, carbon, and hippies? Quite frankly it could be all of them but don't let buzzwords and stereotypes lead you to believe that this will all wash over, and that any of it really means anything.

Step 1: Identify the Vampires

The most important green we will discuss is money. I don't have enough of it, chances are you don't either. And lucky for us one way of being more environmentally friendly is to reduce the amount of electricity we use, thus reducing the bill and the drain on our wallet. The hidden cost of being a well heeled geek is that technology, in general, likes to be helpful; but by putting a clock on everything from a coffee maker to an oven you draw small amounts of power. Your computer, your TV, and your cable box all suck power even when they are not being used. By understanding that this happens and taking steps to unplug things or attaching them to receptacles with switches then you can very effectively drop the amount of power you are using. Not to mention replacing the bulbs with those cute little curly ones.

Step 2: The Unseen

Yet another big waste of your precious resources are hidden leaks in the containment

field in your house or apartment—uninsulated walls, open windows, broken latches, and the like. Some services have awesome names such as the Green Ghost Busters and come equipped with tons of high tech (read as expensive) equipment. This is all well and good and I think it's a fantastic service. In fact some of the people in the comments under the article had really revealing photographic evidence of what these leaks look like to the unseen eye. Awesome stuff.

But a little common sense can help those with even the most limited cash flow. Use your five senses and you might be able to help your budget out with a good deal.

Step 3: Breaking out the Garlic

The best way to combat the vampire electronics is with a simple list and a little due diligence. List all the electronics and appliances which need to be plugged in. Now on a second list make a list out of the first which need to be plugged in. These should all be mission critical applications—refrigerator, bedroom alarm clock, etc. Now take the remainder of items from the first list and see if there is any detriment to unplugging or switching their outlets off. Sure, you won't have a clock every three feet in your kitchen but if you're not making coffee that morning why do you need it? If there are items on your list which are a pain-in-the-butt to unplug or just out of reach consider finding a way to reorganize so your switched outlets control the vampiric devils.

Step 4: Sharpen the Stake

Unplug all chargers, unless they are charging something. Power supplies draw power even when there is nothing to use the power on. I have walked into a friend's house and seen three cell phone chargers, an iPod brick, and a dust buster all left plugged in. Not a single gadget was being charged. This is bad. Also, as one last little tip—when feeling around windows and doors for drafts use the back of your hand. The hairs tend to react and are much more sensitive to change in wind currents than your calloused palm.

We stand again at the apex of the cycle which vacillates between defining hip as being environmentally conscious or defining hip as being a vapid consumer. The ebb and flow of popular culture once again find those of us who like to keep a weather eye towards helping out mother earth in a favorable light. Hopefully while the light is still good we can make some small difference, each and every one of us.

'In case you hadn't guessed Green is the new buzzword for everything from clothing to furniture of late. Green living, green cars, green tech. But what does it mean?'

6 Ways to Convince Someone to Go Green

By Max Norman, of AsktheKid.org

We humans have created a crisis for ourselves on this earth. Climate change is a reality, and it is affecting the quality of our life on this planet more and more—we need to do something! If someone is a ‘non-believer,’ or is just too lazy to be eco-friendly, here are a few ways to try to convince them to take action!

Its Easy: Show them how incredibly easy it is to go green. Take them to Home Depot and show them the compact fluorescent light bulbs, and the eco-friendly building material. Have them read up on great resources like TreeHugger (they have a fabulous ‘going green’ resource: <http://www.treehugger.com/gogreen.php>), and Green Peace (greenpeace.org). Let them know about all the ways one can indirectly support eco-friendliness by supporting bills in congress, donating to organizations, buy carbon-offsets

Target Them: Go over to the person’s house and have them take you on a tour. As you are walking through, point out what is not good for the environment, and what is acceptable, and then explain to them why these possessions/vehicles are unfriendly towards our planet, hopefully exposing them to more of the science behind climate change. Chances are they will have more bad things in their possession than good, and the guilt you instill in them by illuminating their backwardness might put them on the right tack.

Planet Earth: The Discovery Channel has made a great resource for you: the ‘Planet Earth’ high definition television series. These hour-long documentaries completely opened my eyes to the natural beauty of this earth, and undoubtedly will do the same for others. Sit down and watch a few of the shows (especially those on the polar caps), and have a discussion afterwards about what was gleaned from your viewing.

Inconvenient Truth: Have them watch Al Gore’s movie, ‘An Inconvenient Truth.’

Though it’s now hackneyed, it is a wonderfully effective method of scaring action into a viewer. Though the film does at times stray from its intentions, it leaves a permanent mark of consciousness on one’s psyche.

Get Support: Convince the person’s close friends/family/co-workers to help you in your noble quest to spread the Green Gospel. Like any other major life change, the more positive pressure on a body the better, especially from close friends and family.

Help: If your subject is only partially motivated to go green, offer to assist them in their lifestyle shift. Help can be anything from replacing their light bulbs with compact fluorescents to offering to live with them a day, offering a model for a more climate-conscious daily routine. ‘Greening’ one’s self can seem very daunting, but with some help, it will definitely become more appealing.

You’ve now got the strategies and resources you need. Use any or all of them, and work your hardest to either teach or impose climate consciousness on those who haven’t yet imbued sustainability into their lifestyle.

We Are Frogs In Boiling Cold Water

By Simon Tay, with sgenergycrisis.blogspot.com

“We are frogs in boiling cold water.” That is the analogy that many energy researchers use to describe our present state in the world.

You will not read this in most media newspapers, especially those published by the state-owned publication companies—the world is approaching a serious energy emergency.

The “global warming” problem might be soon replaced by the energy crisis called “Peak Oil” by a mile and we won’t really see it until it’s too late.

Google the term “Peak Oil” and you will find a plethora of explanations stating we are running out of oil soon. In fact, we are not.

Peak Oil is simply explained by the world oil supply soon reaching maximum production rate (speed) and soon suffering inevitable declines in oil supply for another few decades before it really runs out. That doesn’t mean there is no problem, because the increasing demand of crude oil supply by the world’s growing population will ultimately make oil too costly to use.

The result will be devastating as countries start to use alternative sources of energy to replace “easy-to-get sweet crude oil” such as Tar Sands, super deep sea oil fields, oil in politically unstable land, coal, natural gas, and many more.

Crude oil is also one of the key components in power generation for many countries and inevitably will affect the prices of electricity tariff.

Put simply, if oil prices go up so does the cost of electricity, unless electricity in your country does not use a single drop of oil and uses 100% renewable energy for electricity generation from hydro-electric power plants, nuclear, geothermal power or others such as wind/solar/waves energy.

There are several ways that you can save on electricity, many of which may not be that harsh on your normal everyday life.

1. Use cheap power plug timers to switch off your fans in alternate 30 minutes when you sleep.
2. Use innovative power saving software to automatically power down your computer if it is not being used.
3. Switch off “stand-by” mode of television or radio/Hi-Fi.
4. Replace your water boiler/heater dispenser to a water heat trapping containers.
5. Use renewable energy if possible.

There are also many more ideas from many more people. The above is just a guide that I feel will be easy to follow and will help you begin your quest to cut down your electricity use. Good luck!

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Could Greenwashing Be Beneficial?

By Marc Thibault, with green-age.org

Even when the obvious overrated environmental claims abuse the green ideologist inside of me, the pragmatist who meets the ideologist regularly found some benefits to what green experts Steve Ashkin and Scot Case call greenwashing. Place blame with manufacturers and marketers for bringing confusion in the buyers mind, and a practice Joel Makower sees as sloppy marketing.

I have pondered over this and left it to rest for a bit, until I found more and more people asking where could they find green brand X, environmentally-friendly brand Y or kids friendly brand Z, none of them being a green leader (as being much less resource intensive, being completely recyclable/ bio compostable, using only natural ingredients, being safe and so on), and at the opposite using green and the environment as a selling point without having the corresponding environmental benefits. I fell into a cloud of skepticism and while my mood was darkening by the minute, I had an epiphany.

There is actually some hope. Passed the frustration of seeing a major manufacturer launching a new green brand – not that green – and taking the opportunity of this launch to claim that their other products are safe and there is no green brand out there people trust (sic), I'm actually starting to think that there is some benefits to even the most deceiving green marketing claim. Why would someone like me feel this way? Because I need to! But also because I believe that it adds to the green buzz, and that might act as a catalyst to some who are starting to look at green with different eyes and are ready to take action. It has to do with how mature one is with green and environmentally-friendly practices and products inside a specific market that has a relatively long history of green successes and failures (I know you know what I am talking about). Those big brands are right about something: trust goes a long way.

I- You are a green purist ... refer to the last sentence of the next paragraph. And by the way, you are even smaller than a minority, but don't worry, your moment of glory

will come ("I told you so").

2- If you are environmentally-conscious, would you switch from green brand A (the real true green brand) to the newly launched or repackaged 99% natural brand X? Even if you could save a buck? Probably not. You have done your own research, you feel in sync with your purchase, and do not feel, for now, the need to question it. Plus you need to be convinced brand X has real environmental benefits, and then it should have at least as many as brand A. Anyway, you're in a minority, so let's not spend too much time on you, you are not the intended audience.

3- You feel preserving the environment and our natural resources is important, but you definitely do not want to sacrifice the effectiveness of the product's primary function over environmental issues. You're already recycling your household waste, you bought some CFL for the doorway and the bathroom, replace every dead appliances with energy saving ones. You are the target audience the marketers of brand X are trying to reach. So, new brand X product is appealing to you. You might actually try it and see if it is as efficient as your current old brand. And then one day, you might actually be engaged in a conversation about the good things you do to preserve the environment and share your latest experience with brand X. And someone will tell you about this green product that works really well, or about Earth Day. You should bring the kids.

4- You feel somewhat sad and sorry for all these species that you only saw on TV and will now only exist on film. Yes, the icecap is melting quickly, but you live faraway from the seashore. And you do not feel convince your choice will make any difference. But deep inside, if you could do something, it would make you feel good, wouldn't it? You are also part of that target audience. And even if you won't explore further the land of green products, you might actually enjoy using it. Who knows, deep inside, it might have started a revolution and you might be more inclined to try other green products in other product categories.

5- You've always thought green products were bogus. No matter what, they do not work, so why bother? Who knows about green brand A or B? Nobody! You enjoy the smell of new or clean or that particular taste, even if it is not real. The kids love it too, and giving the kids what they like means a moment in heaven ... peace of mind. You tend to buy what mom or pop have always been buying, question of trust. But then, kids come home with new insights: the climate crisis is real, you've got to do your share to protect the environment. Brand X is manufactured by a trusted source, and

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that source is saying it's important to care for the environment. Good, you are not completely convinced but you'll give it a try. And perhaps your consciousness will rise to new environmental heights, a sustainability seminar at work for instance.

6- No matter what everybody says, you don't buy it. You're in a minority and you ignore the facts. That minority will become extinct and will not have its moment of glory. Nothing can do it for you. So long.

So in other words, greenwashing is a deceitful marketing practice but it could – not in extreme cases – be actually beneficial in raising the environmental awareness of consumers. For instance, green cleaning and maintenance supplies represent 2 to 3% of the actual market, the launch of a new brand by a big manufacturer will help gain market awareness and acceptance for these products by convincing more people that green actually works (Oh my God, I said it!!!!). When a giant retail store puts sustainability to work, that speaks more than most ecologists could ever do according to Adam Werbach.

Do I believe in what I just wrote? Better ask the pragmatist: it should not stop us from exposing their practices when they are a threat to our health and the environment. And the idealist? They should do better.

'Even when the obvious overrated environmental claims abuse the green ideologist inside of me, the pragmatist who meets the ideologist regularly found some benefits to what green experts Steve Ashkin and Scot Case call greenwashing.'

about the **CONTRIBUTORS**

Glen Barry

Dr. Glen Barry is the President and Founder of Ecological Internet (EI). Dr. Barry is recognized internationally by the environmental movement as a leading public intellectual and global visionary committed to communicating the severity of global ecological crises. He is a conservation biologist and political ecologist, a writer of essays and blogs, a computer specialist, and technology researcher.

Dr. Barry's tireless use of the Internet to address global ecological change has been described as providing "the global ecological conscience" necessary to pursue and achieve global ecological sustainability.

Ecological Internet specializes in the construction of environmental portals with unique information retrieval tools and original analysis. EI's web sites (Climate Ark, Forests.org, EcoEarth.Info, Water Conserve, Ocean Conserve and Rainforest Portal) are widely recognized as premier environmental news, information and analysis web sites, and enjoys wide use from around the world. As EI's President, Dr. Barry carries out a range of duties requiring disparate proficiencies including ecological research, campaign strategizing, computer programming and NGO management.

Dr. Barry holds a Ph.D. in "Land Resources" from the University of Wisconsin-Madison, a Masters of Science in "Conservation Biology and Sustainable Development" also from Madison, and a Bachelor of Arts in "Political Science" from Marquette University. He recently relocated to Seattle where he practices green living. He frequently speaks publicly and to the media on global environmental issues, having been featured recently in interviews by sources as diverse as the LA Times and BBC.



Michael Cassisi

Michael Cassisi is the Founder & CEO of IT Cost Solutions Inc. His company provides Green efficiency strategies around the Data Center, Desktop and workplace along with business management solutions.

He is the author of the IT action plan "Go Green" 10 Steps for the Savvy CIO, which can be found at www.itcostsolutions.com

He has spent the last 18 years working in the IT industry with companies throughout the world including Bank of America, Nielsen, Sony, PacifiCare and Google.

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Ferne Edwards

Ferne has studied and worked extensively within the fields of environmental anthropology, food politics and social movements. Her research of subcultures' political consumption of 'wasted food' raised pertinent issues about the ethics of food waste. Her research has since been published in Alternatives Journal and the Australian Geographer and been discussed widely on radio. Ferne has much experience working in environmental non-government organizations and has travelled widely in both the developed and developing nations.



about the **CONTRIBUTORS**

Jennifer Mattern

Jennifer Mattern is the owner of JH Mattern Communications, a firm specializing in online Public Relations and business writing (through ProBusinessWriter.com) as well as Web publishing efforts through several websites and blogs. In an effort to help business owners become more environmentally friendly without having to overly disrupt their current routines and budgets, she offers easy green business tips through BizAmmo.com, a blog dedicated to small and online businesses.



Paul Muller

Paul RJ Muller is a Technologist, podcaster, husband and father living in Philadelphia. By day he is a mild mannered Tech worker. He manages servers, helps users and maintains everything in good working order in Temple University's Architecture Department. By night he is the host of the CaffeNation Podcast, a show about his twin loves of caffeine culture and shiny objects.

Paul is self taught when it comes to computers. While earning a degree in Anthropology, Paul picked up his current skill set through books, trial and error and playing around with things.

Max Norman

Max Norman is a teenage writer, musician and actor, currently living in Marin County, in Northern California. He is an active participant in the Marin County Green movement, working with his school and local government to further imbue sustainability into the community's infrastructure and ethos. At AsktheKid.org, Max writes on personal development, healthy living and green lifestyles.

about the **CONTRIBUTORS**

Simon Tay

As a white collar IT professional in this day and age it is extremely challenging when trying to be environmentally friendly or simply save electricity. My name is Simon Tay C.M. and I work for an IT firm in Singapore.

I had discovered in my previous jobs in an energy company that the cost of electricity in Singapore is pegged partially against the rise and fall of oil prices and when I dug deeper into the phenomenon of ever rising oil prices since 2005, I realized that human kind is approaching an energy crisis (a.k.a. Peak Oil).

Cost of using electricity will rise quickly and those who are not prepared may find themselves paying a fortune simply to use the computer in the office or at home. What I usually do to cut the cost of electricity is to switch off the computer when it's not in use for a period of time (e.g. going for lunch) or at least switch off the monitor and activate power save suspension.

If at home, I might use my solar charged batteries to power up the DC to AC inverter and charge my laptop for "a while" before switching to wall plug.



Marc Thibault

Marc Thibault is a green explorer and entrepreneur. He is always hunting for technologies and practices that have the potential to reducing our environmental footprints and replace toxic chemicals. He has launched EcoTru, the first non-toxic cleaner disinfectant and was part of the team that built and launched the CleanWell brand, a new botanical based antimicrobial technology with zero health and environmental impact. Marc can often be spotted at clean technology and green events scouting new technologies or sharing his understanding and experience with other green minded people. When Marc is not working on bringing to market a green solution he is probably involved in an Internet venture, exploring the deep sea, chasing his kids or gardening. Marc shares his exploring the new frontiers of sustainability and discoveries at www.green-age.org/blog.

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