

SUSTAINABLE LIVING



3

TIPS

TO REDUCING YOUR
CARBON
FOOTPRINT

YOUR GUIDE TO ENSURING A SUSTAINABLE PLANET



Creating the foundations for an **environmentally conscious lifestyle.**

Reduce, re-use, recycle:
Why you should use recycled paper products at home

Electric cars:
The future of efficient transportation

Sustainable coffee:
Businesses that enhance our environment and economy



COFFEE BERRIES IN HONDURAS
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NEWS

SUSTAINABLE
LANDSCAPING

The benefits of sustainable landscaping extend far beyond having an attractive lawn. Sustainable landscaping is designed to be in balance with local climate and environmental needs, while requiring minimal resource input and output. By implementing the following tips into your design landscape, you can have an impact on your environment while ensuring your home is protected.

Proper plant selection

➔ Using native plants and others ideal for your landscape conditions will save money and help the environment as they grow and thrive locally and require less supplemental irrigation, pesticide treatment and fertilizer than non-native plants.

Lawn space

➔ Consider converting high-maintenance turf areas to low-maintenance landscapes. Planting perennials, installing mulch or establishing no-mow regions will save money and resources, including water and fertilizers.

Perennial colour displays

➔ Perennial plantings can offer the same visual impact as annual flower plantings with less cost and maintenance. The investment in perennial plantings often pays off in just a few seasons, and the flowers return every year — bigger and brighter.

Proper mulching

➔ Using effective amounts of mulch can help retain soil moisture and reduce irrigation amounts. Replacing gravel with mulch lowers soil temperature, inhibits weeds and requires less frequent replenishment.

Energy efficient landscapes

➔ Use of evergreen trees on the western and northwestern exposures of your property will cut down on exposure to winter's penetrating winds. Deciduous trees on southern and eastern exposures buffer summer's intense sunlight but allow winter rays to warm your home. According to the Environmental Protection Agency, a well-planned landscape can reduce cooling costs by up to 50 percent and heating expenses by up to 40 percent.

Irrigation system

➔ Auditing your irrigation system is the first step in making sure you get the best return on the investment. An effective irrigation system can substantially reduce water use, and usage of drip irrigation in lieu of spray heads cuts down on the amount of water lost to runoff and evaporation.

Water conservation

➔ Low-flow water devices have been shown to save water and money. Rain gardens can slow the run-off of rainwater, help eliminate overload on storm water systems, and reduce erosion.

Green maintenance practices

➔ Where possible, revert to "old-school" methods of maintenance. For example, pruning shrubs instead of mechanical shearing is better for air quality and the plants themselves, and it allows the pruner to create a more natural shape. Recycling grass clippings, leaves, sheerings and other lawn debris will trim the expense for transporting materials to an off-site location.

SOURCE: DAVEY TREE EXPERT CO
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Electric Transportation: A welcome alternative for the environmentally conscious consumer

Far from being a modern conception, electric vehicles were among the first vehicles on the road.

Despite the initial hesitations, there has been an increase in electric and hybrid electric vehicle popularity due in part to the consumer shift of mindset to find environmentally friendly and cost effective solutions that could be easily implemented into daily life. Thus spawning the use of electricity as a fuel for transportation.

Domestic sourcing

Electricity in much of Canada comes from clean, sustainable, and domestic sources, notably our abundant hydro generators. In Quebec and British Columbia, the majority of electricity comes from hydropower. This convenient resource, that can be found in our own backyards, has for centuries been under appreciated and under utilized even though it has the capacity to charge several millions of commuter electric vehicles.

It is this realization, along with the constant increase in consumer education, that has prompted Canadian drivers to seek out a change. Consumers have actively sought out vehicles that provide an increase in energy efficiency, utilize 'green' sourced fuels, emit no emissions, and provide quiet and smoother driving, without compromising the quality of the product.

An energy efficient future

At the forefront of many environmentally conscious consumer minds is whether or not the vehicle they are buying is energy efficient. Internal



"The educated consumer is ultimately the responsible consumer."

Chris Hill
President & CEO, Electric Mobility Canada

combustion engines which run on gasoline convert only 20 percent of the energy in the fuel into force that turns the car's wheels. The other 80 percent is lost as heat, which in turn requires a massive cooling system to manage the temperature of the car's engine. In diesel engines, the efficiency improves closer to 28 percent.

An electric motor, which has a tiny number of moving parts and no heat as a by-product, is more than four times as efficient as a gasoline engine. The absence of heat, moving parts, and the lowered maintenance needs means the motor does not wear out as fast as a combustion engine, therefore extending the life of the vehicle.

Fueling the future

But wait, someone said the electricity has to come from somewhere and that must mean emissions. That's true if fossil fuels, like those manufactured from coal, are being burned to generate electricity. However, coal generation is declining in Canada. Hydro-electricity currently provides over 62 percent of Canada's power, while nuclear and natural gas accounts for the remainder of our power generation. Even a natural gas power plant,

which is about 65 percent efficient in converting fuel to energy, produces fewer emissions overall compared to thousands of internal combustion engines in cars (remember they are just 20 percent energy efficient).

Utilizing one of Canada's natural resources also allows us to avoid relying on imported oil for energy. About 50 percent of the oil refined into gasoline in Canada comes from overseas, with the largest sources for Eastern Canadian refineries coming from Algeria, Venezuela, and Kazakhstan.

Reducing our emissions

Just as important for many electric vehicle owners is the reduction of engine exhaust emissions including greenhouse gases that cause climate change. While these are not completely eliminated in hybrid cars, which have both a gasoline engine and an electric motor, the improved fuel economy means lower emissions over the same distance travelled.

Tailpipe exhaust remains a leading source of air pollution and accounts for roughly one third of the nation's emissions of carbon dioxide (CO₂), a key contributor to global warming. Gasoline and diesel powered motor

vehicles generate almost 25 percent of the pollutants responsible for climate change. In battery-powered vehicles with no gasoline motor, there is no tailpipe and hence, no emissions.

Smooth Driving

Alongside the incentive of reduced pollutants associated with electric vehicles is the lack of emissions including those of vibration, smell, and noise that are often associated with gasoline vehicles. The absence of an internal combustion engine, as well as many of the moving parts needed to ensure the running of a gasoline fuelled vehicle, provides a quiet and smooth voyage not often associated with vehicular travel.

Making informed decisions

While limitations associated with investing in electric vehicles remain — premium price, limited range, and difficulty finding charging stations — their clean and sustainable vapour trail has ensured the steady adoption of electric vehicles as a viable means of transportation. For the environmentally conscious consumer, these vehicles provide a welcome alternative and a means to leaving the earth a better place than how we found it. The next time you're looking to purchase or upgrade your vehicle, make sure you've done your research. The educated consumer is ultimately the responsible consumer.

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Your choice affects the future of our forests

■ **Question:** Why should Canadians integrate eco-friendly strategies into their everyday lives?

■ **Answer:** Using recycled products aids in the restoration of one of Canada's largest natural resources.

The forestry industry is not only part of the heritage of this country but is integral to Canada's economic survival.

Our precious natural resources provide clean air, water, food, and habitats for wildlife and local communities. However, in order to prolong these benefits, consumers need to make educated choices when purchasing paper and wood products.

"As the largest Canadian manufacturer of these types of products, we recognize a responsibility to continually improve our environmental footprint and offer environmentally-friendly products to consumers so that they have a choice," states Steven Sage, Vice



Steven Sage
Vice president, Sustainability and Innovation,
Kruger Products

President of Sustainability and Innovation at Kruger Products, the makers of EnviroCare.

Two is better than one

With sustainable products, consumers are able to benefit from doing something good for the environment without compromising on what's important to them and their families — price and quality. EnviroCare tissue products are a prime example of why 100% recycled

fibre is important to helping preserve our environment. "It's one of the easiest payoffs for consumers because they recycle paper and get back tissue products made from that," says Sage. It's a responsible purchasing decision with a large and positive impact on both local communities and Canada's economic driver — our forests.

Stamp of approval

To help identify responsible products, consumers should look for credible, third-party verification such as Forest Stewardship Council® (FSC®), EcoLogoM, and Earth Day Canada (EDC). "Recycling is important to preserving our forests.

For consumers to be part of the solution, they simply have to look for the FSC logo on products to know they are making a good decision for the environment," says Francois Dufresne, President of FSC Canada, a non-profit organization that ensures forests are managed in an environmentally appropriate, socially beneficial and economic-

ally viable manner.

EcoLogoM, a third-party certification of environmentally responsible products, is also highly recognized for setting and enforcing stringent standards of environmental leadership. Whereas, Earth Day Canada is a national environmental charity that provides Canadians with practical knowledge and tools to support a healthier environment.

A future in forestry

Recycling, reusing and reducing are the primary solutions to securing the future of Canada's forests. As a community, Canadians have a responsibility to minimize up our environmental footprint. There is power in the choices we make, whether through our pocketbooks or by raising awareness. No matter how small the contribution, we can all actively engage in preserving Canada's forests and heritage while driving positive change.

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