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# READY NET GO ... NEWS

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## Tips of the Month

### Want to help save the planet?

#### A) Power down your PC and monitor...

PCs and monitors are responsible for about 40% of emissions from IT devices. Other big emitters are data centers (servers, routers, etc.) and telecom systems (i.e., phone systems).

Depending on the number of PCs and monitors in your business, you can **save substantially** by turning your equipment off at night and employing the power management features during the day such as using your screen saver or having your PC go into standby mode after 30 minutes of inactivity.

#### B) Recycle and Buy **Energy Star** Rated Technology

Dell is ramping up their recycling programs and construction of Energy Star compliant electronics.

For more info, go to: [www.dell.com](http://www.dell.com)

- Click on the link **About Dell** on the navigation bar at the bottom of the screen; then
- Click **Values** on the left navigation bar.
- Click on any of the links to see what steps this major PC manufacturer is taking to address energy efficiency, reduce waste and recycle PCs and components.

#### C) Stay on top of the latest Green Tech news by visiting:

- [www.goodcleantech.com](http://www.goodcleantech.com)

## Technology is Going **Green**

Green products are no longer trendy; they are a reality thanks to consumer demand and manufacturers who are taking the lead to make it happen. Products that use less toxic components and less energy are becoming the norm and serve to not only protect the environment but provide cost savings for consumers and manufacturers too.

Gartner (<http://www.gartner.com>) and Technology Futures, Inc. (<http://www.tfi.com>) consider the greening of IT to be the #1 trend for 2008. Protecting the environment, lowering energy bills, compliance requirements and consumer awareness are just some of the reasons cited for why companies are going green.

There are many ways in which individuals and businesses can play a part. We'll discuss ways in which you can **Go Green** in respect to technology in this newsletter.

### Why Go Green?

Research over the past few decades has revealed how damaging plastics, certain metals and energy consumption have been to the environment and the focus is now on what we can do to lessen or eliminate these items from our waste stream. Three ways being researched are:

1. increasing the lifespan of devices so consumers don't need to purchase products as often;
2. rethinking the design and material used for packaging keeping in mind issues such as security, safety and aesthetics; and
3. devising alternative forms of energy such as solar, wind, fuel cells, etc. and increasing the energy efficiency of products.

### WWW (Websites Worth Watching)

1. [www.mygreenelectronics.org](http://www.mygreenelectronics.org) – Type in your zip code to find local recycling centers for electronic goods.
2. [www.call2recycle.org](http://www.call2recycle.org) – Recycle your rechargeable batteries and cell phones at retailers like Lowes, Home Depot, Sears, Office Depot, Radio Shack and more. Visit the site for specific locations.

## Ways to Go Green

1. Figure out how much energy you use by purchasing a device like the **Kill A Watt meter**. The Kill A Watt meter monitors electricity used by your electronic products both in the 'on' state as well as in 'off/standby' mode (you'll be surprised how much your devices consume even when off but plugged in – called a phantom load, your devices merely plugged into the wall still consume energy and can add significantly to your electric bill over time). Plug the Kill A Watt meter into the wall outlet and then plug any device into the meter to see how much electricity the device consumes (whether it is powered on or in standby mode).

2. Use your purchasing power wisely – buy products that have received the **Green Seal Certified** label. These products have been independently tested and “are conducted using a life-cycle approach to ensure that all significant environmental impacts of a product are considered, from raw materials extraction through manufacturing, to use and disposal”.

(source: <http://www.greenseal.org>)



Buy products that are **lead free** – manufacturers are trying to eliminate this toxic metal from electronic components. Once used because of its corrosion resistance, good electrical conductivity and malleability, lead is now being replaced by other metals such as bismuth, zinc, copper, and tin which are considered non-carcinogenic and environmentally preferable to lead.

3. **Buy multi-function devices** - Multi-function devices are beneficial because the features that used to be in three or four separate devices are now in one device (saves on electronics and packaging). If you aren't a power user who needs robust features in your device, a multi-use device like a Smartphone, which houses music, phone, email, Internet access, and more, is an excellent option.

Typically, multi-use devices offer limited features compared to single use devices to keep the size competitive but as technology improves we will see more features incorporated into one device while still keeping a small footprint. Another advantage is less **batteries and/or charging devices** needed to keep the unit functioning. If you have a digital camera, GPS, phone, PDA, and mp3 player, each device requires its own power source and charging unit. By combining these devices into one, you can reduce your needs considerably by eliminating batteries and chargers.

Downside to multi-use devices? If it breaks or is lost / stolen, usage is disrupted until repaired or replaced.

4. **Purchase energy efficient /solar powered devices** – With the advent of new technology comes an increase in energy efficiency. Sometimes replacing a functional but outdated device is beneficial for the cost savings of improved energy consumption. This is where the Kill A Watt meter can provide surprising, cost-saving results. Hundreds of solar powered products are available including radios, lights, security cameras, electronics chargers (cell phones, laptops, etc) and much more.

5. **Buy in bulk** to reduce packaging and energy needed for shipping. Seek out products with less packaging. Support companies that make an effort to reduce waste and toxic materials.

6. Most importantly, **buy only what you need** rather than what you want and repair, recycle or donate your electronic devices rather than throwing them away. There are many companies around the country that will look at your device for free and tell you how much it will cost to repair. If the cost is high, they may recycle the item for you. You may save a lot by repairing your current device and waiting a few more months for the inevitable price drop associated with electronics every 3-6 months. [Check out the links under this month's WWW for local recycling options.]

And remember that **donating your used goods** to a non-profit such as a local charity or Goodwill gives you a tax credit every year (consult your tax adviser).