

Looks black, right? Wrong; it's green.



#### Here's why.

The three cases in Targus' Eco Smart Line accommodate notebooks with up to 15.4 inch screens, are manufactured without the use of heavy metals and toxic substances and use less packaging than usual to minimize resource consumption and waste. Each comes with a limited lifetime guarantee and can be sent back to Targus for final disposal, where all materials will be separated and recycled.



## Testing, testing

by Kendra Hanson

ON FEBRUARY 2, 2007, the United Nations issued a report concluding that, "changes in the atmosphere, the oceans and glaciers and ice caps show unequivocally that the world is warming due to human activities."

According to the report, the impact of human activity on the environment is roughly five times greater than that of the sun. As a result, among other serious outcomes, sea levels could rise by as much as one metre and typhoons and hurricanes will become more intense as ocean temperatures increase over the course of the century.

What was once seen as the concerns of "over zealous environmentalists" is now legitimized by scientific consensus and is on the world's radar.

While consumers are taking matters into their own hands by making choices such as re-using material bags at the grocery store and loading dishwashers to capacity before running them, what are governments and businesses doing to reduce the negative impact modernity seems to be having on the environment?

On October 10<sup>th</sup>, 2006, Prime Minister Stephen Harper announced the Canadian

government would introduce the *Clean Air Act*. If passed, the proposed amendment to the *Canadian Environmental Protection Act*, *Energy Efficiency Act* and the *Motor Vehicle Fuel Consumption Standards Act* would make this government the first to regulate and enforce emissions standards versus making them voluntary.

In addition to government input, companies the world over are changing their approach to developing and distributing products and services. The range of green products available continues to increase with everything from recycled paper, to environmentally-friendly cars, energy efficient appliances, such as washers, dryers, refrigerators, and more. Companies are showing they mean business when it comes to reducing their environmental footprint. For example:

- The Shell Environmental Fund provides up to \$5,000 per Canadian project eligible to receive the funds donated by the company to help grassroots projects improve and protect the environment.
- Intel recently announced a new implementation guide, the first new guide since 2000, developed in conjunction with the US Environmental Protection Agency to help PC manufacturers and system integrators deliver ENERGY STAR qualified PCs based on Intel microprocessors and other system components.

- Targus, maker of the world's best-selling notebook carrying cases and accessories, has launched the Eco-Smart line of notebook carrying cases, reducing the use of resources and the production of waste in the development and distribution of the line.

From large corporations such as Shell, Intel and Targus, to smaller companies such as the more than 90 percent of small businesses that comprise the Canadian economy, businesses and consumers alike are changing the way they create and consume goods and services in an effort to make sure this generation leaves a better legacy than its predecessors. *MM*

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