

Welcome to Go Green

There seems to be a growing consensus that the natural world is changing as the human population continues to grow and industrialisation spreads to nations in the developing world.

And it's a sobering thought that future generations might think less of us if we fail to do all we can to protect their inheritance. However, by making just a few, sometimes barely noticeable, changes we can make a real difference to the environment, such as reducing our energy consumption to help lower CO₂ emissions. We can support regional economies by buying locally grown food and we can reduce waste and recycle more. When we choose a holiday, we can pick a destination where sustainability of the local environment is respected—and you can get some inspiration on this by reading the feature on green tourism on page 36.

Until a few years back, eco-responsibility was viewed as something of a fringe movement, but it's now become much more mainstream. Al Gore and Leonardo di Caprio have voiced their environmental concerns and many celebrities and politicians are doing their bit by driving hybrid cars or cycling and advocating organic products. This has all influenced public opinion, which increasingly supports initiatives which are seen as good for the environment and therefore good for all of us.

No one wants our planet to suffer from any of the scenarios predicted by some scientists, such as extreme weather conditions, desertification, rising sea levels, droughts, floods, and extinction of precious species that can never be replaced.

This is one reason for producing the *Go Green* supplement. It's packed with useful tips and advice that all of us can follow to ensure that we limit our impact on the environment. This often has the beneficial side effect of saving money as well. See, for example, the feature on page 12 on reducing the amount of energy consumed in the home, where we quantify how much you can expect to save by ensuring your house is properly insulated, tweaking temperature controls and switching off appliances on standby.

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