GREEN IS THE NEW BLACK: BRINGING THE LIBRARIES INTO THE GREEN SCENE

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Abstract

The green cover is depleting at an alarming rate and the big industrialists and the common man alike, are making all possible efforts to cause as much irreparable damage to the environment as possible, with each passing year. This article deals with how the impact of damage to environment also falls equally on libraries and in what ways can library professionals fight them back by just going outside the limits of conventional thinking. Librarians need to embrace GREEN and should promulgate & broadcast it to fellow librarians thus making it more than a place to check out reading materials. Paper canvasses how ICT captivates the librarians to "Live Green, Love Green & Think Green" also touching upon the false practice of Greenwashing.

Keywords: Green Library Standards, Greenwashing, Green ICT, Green Marketing Mix

INTRODUCTION

Librarians need to exhibit a new public persona of libraries in newfangled contemporary world. Librarians should act as an epitome for sustainability by providing suitable and relevant information related to green issues and concerns. They should focus upon imperishable, durable, reusable, recyclable, reducible, reprocessable, carbon neutral, recoverable, renewable, biodegradable, endurable, supportable materials & resources. Libraries can act as a matchless channel to educate & disseminate the community about responsible environmental practices. Green library management emphasizes a new mindset of taking responsibility for the stability of nature, health of library users and staff and catering for the needs and interest of future generations of users. The conceptions like Environment Literacy, Nature Preservation & Energy Conservation stand in need to be foregrounded. It shows that your library cares about its long-term effect on the community and inspires others to start implementing eco-friendly efforts. Libraries should also identify the major green library initiatives at the international and national level, make suggestions for building green libraries for sustainable development, identify the standards for green libraries in India, helps form relationships with other community leaders and organizations working toward similar environmental goals. Libraries can portray their skillfully and pleasing executed role in becoming the planet green thus helping the libraries in becoming a leader in

eco-education. Furthermore, library professionals and patrons can propose their opinions and suggestions for building green libraries for sustainable development.

THE ROLE OF GREEN LIBRARIAN

Librarians need to be on the constant cutting edge in terms of technology, researching, web tools and even architecture and design. But libraries are also a great place to educate the public and your students about the environment, from eco-friendly lifestyle choices to organizations that promote green causes.

- o The Green Librarian's role is to discern the need for standardization of the products & equipments which forms the part of library decorum.
- o Implanting the convention of eco- friendly libraries among its users by inviting them to participate in "Go Green Drive".
- o "Economy and Ecology" are the notions for making libraries flourishing, prosperous and carbon neutral.
- o Stimulation of the trend to organise workshops, conferences, in-house displays in the libraries.
- o Librarians need to popularise & familiarise the 'Idea green' by nourishing the practices- in-library displays, publications, and library programs relevant on 'going green'.
- o Successful implementation of green libraries demands correct value positioning of patrons.

GREEN TEAM

Building a "green team" is the need of the hour for the purpose of probing & scrutinizing the measures taken for constructing a biohazard library thus being able to block all the vandalism caused to nature.

- o Create incentives for staff – i.e. monthly "green" staff member wins a "green" prize.
- o Thorough appraisal of suppliers with complete examination of how and what all sustainable practices are being executed by them.
- o The Environmental Protection Agency (EPA) National Library Network is building up its resources on environmental protection, the basic sciences, engineering, and more.
- o Authors who write extensively about nature, land and the environment–like Wordsworth (Cambridge)–deserve Boost and recognition.
- o Patrons can help in urging an appeal or by writing a petition to set upright the funds in growing a library green.
- o Libraries can arrange strategic thinking and planning sessions to ensure sustainability.
- o Sustainability in library buildings should be taught to LIS students so that new generation librarians will adapt these ideas.
- o Advantage of cloud computing services should be perfectly reaped out hence evading the print materials.

STANDARDS FOR GREEN LIBRARIES

(1)Indian Green Building Council (IGBC)

It fostered an endurable and sustainable environment and facilitate India to be one of the global leaders in sustainable built environment by 2025. The dream of making Green Library Building construction would not have turned into a reality without the establishment of IGBC in 2001 to promote and rate Green buildings in India.

(2) Leadership in Energy and Environmental Design (LEED-India)

Leadership in Energy and Environmental Design is paradigm in green building rating system and is a nationally and internationally accepted benchmark for the design, construction and operation of high performance green buildings. There are four certification levels (Certified, Silver, Gold, Platinum) awarded according to achievement as evaluated by points using the LEED scorecard.

- LEED rate on 100 points and certify the buildings on the following criteria:
- 25-40 points as Certified.
- 41-50 points as Silver.
- 51-60 points as Gold.
- 61-80 points as Platinum.

LEED-India stimulate a whole building approach to sustainability by acclaiming the performance in the following key areas:

- o *Site location*- The libraries can select eco-friendly design before building the Green Libraries.
- o *Water conservation*- It makes the atmosphere cool of the libraries.
- o *Energy efficiency*- The libraries can save energy when not using the electricity.
- o *Materials*- The libraries can also use quickly renewable materials in the libraries.
- o *Indoor air quality*- Open windows can cool the environment and save energy.
- o *Vegetated Green Roof*- It makes convention cooling in the libraries and save electricity.
- o *Conserves the energy*- Natural daylight conserves the energy and electricity in the libraries.

INITIATIVES IN INDIA

- o *GRIHA*- TERI envisioned the need for development of an indigenous tool for rating of green buildings in India. This rating system - GRIHA – Green Rating for Integrated Habitat Assessment has been adapted by the Government of India as the National rating system. GRIHA attempts to quantify aspects such as energy

consumption, waste generation, renewable energy adoption, etc. so as to manage, control and reduce the same to the best possible extent.

o *COSTFORD*- In Kerala, COSTFORD (Centre of Science and Technology for Rural Development) a non-profit organization established in 1985 anchors on refinement of housing and made noteworthy gains in providing fruitful, energy efficient and more earmark housing for all groups.

o *HABITAT TECHNOLOGY GROUP*- established in 1987 is a non-governmental organization is totally committed to the concept of green and human architecture. It has been accepted as a nodal agency to carry out green buildings in Kerala.

INITIATIVES OUTSIDE INDIA

- *MY TREE HOUSE*- The launch of the "My Tree House" was held on 31 May 2013 to tie in with CDL's 50th anniversary as well as showcasing it at the International Federation of Library Associations (IFLA) World Library Conference held in Singapore in August 2013.

- "My Tree House" will be the pioneer official green children library in Singapore and the world.

- "My Tree House" has also won the Building Construction Authority Green Mark Platinum Award, Singapore in May 2013.

- *GREEN STAR SYSTEM* - Currently the Green Star system is the most commonly used certification system in Australia which is administer by Green Buildings Council of Australia (GBCA). This system is an all embracing and voluntary in nature.

- *SEATTLE CENTRAL LIBRARY* - It is designed by <u>Rem Koolhaas</u> and opened in May 2004. It employs a number of innovative techniques to achieve the status of a green library.

- *CHILDREN'S MUSEUM OF PITTSBURGH*- The <u>Children's Museum of Pittsburgh</u> underwent extensive expansion and renovation in 2004 using sustainable techniques and guiding principles thereby earning silver LEED-certification, one of the largest museums in the country to receive this designation, and the first children's museum in America to do so.

STRATEGIES & METHODS IN "GOING GREEN"

Maintenance and Green Building

o Turn down the heat one or two degrees **by taking advantage of windows.**
o **Supplement the use of eco-friendly light bulbs and** Energy Star **products.**
o **Switch to** safe cleaning products
o **Re-insulate your library by using recycled paper.**
o DIY your own green remodeling project
o Reducing Energy Consumption by stressing the use of Solar Energy (Photovoltaic or Solar Panels), Wind Turbine Systems

o Augmenting the use of Materials like Carpet Tiles and Sustainable Carpets, Low embodied energy materials, E-Crete .
o Set up a large bike rack in front of your library to encourage patrons to ride their bikes instead of drive to the library.
o Use up every inch of scratch paper before throwing it away by using both sides of the paper.
o **Subscribe to newsletters, magazines and special catalogs online and help in eliminating junk mail.**
o **Buy pillows and furniture made of eco-friendly items.**

Hardware

o **Purchase** eco-friendly versions of computers.
o Use of laptops consume comparatively less electricity than desktop versions.
o Eco-friendly, safe computer cleaning tips include using biodegradable dust cloths and old t-shirts.
o Safely recycle computers instead of harming the environment when you throw them away.
o Buy recycled ink cartridges and other supplies.
o **Consider the** Kindle 2: It's expensive and may upset some reading purists, but it is an eco-friendly reading tool. Purchase one for the library to spread awareness to readers.
o **Hook up several computers to the same printer** to save electricity, paper and money.
o **Use** eFax: This online version of a fax service cuts down on wasted paper.

Special Events and Projects

o **Apply for** grants: environmental agencies are actively involved or the government will help your library with funding for green projects and renovations.
o **Start a paper drive**: Ask the public and your students to bring in old newspapers and other papers to recycle.
o **Hold recycling contests**: Hold recycling contests between grades, individuals, or against other libraries.
o **Apply for** green awards: Find out if your state or community offers an award for libraries who go green
o **Put up a display about reducing your** carbon footprint: Put together a presentation or display to discuss each person's carbon footprint.
o **Invite special guest speakers**: Educate your patrons by inviting professionals who work for environmental causes to give a presentation.
o **Start an arts and crafts event**: Show patrons the cool items you can make out of recycled items, including recycled books.
o **Sponsor an essay contest**: Sponsor a kids' essay contest, and ask them to write on any environmental issue they care about.

Awareness

- o **Use an eco-friendly car as your bookmobile**. If your budget allows for a bookmobile, lobby for an eco-friendly vehicle to drop off books.
- o **Sell Fair Trade coffee in your snack area.** Fair Trade coffee is used in many academic libraries and is made in humane, eco-friendly conditions.
- o **Go all out for Earth Month.** It is not just about *Earth Day* anymore. Use the whole month of April to showcase your library's green progress.
- o **Sell eco-friendly snacks and drinks**: Sell drinks and snacks that are bottled and packaged in eco-friendly materials.

Using the Web

- o *SecondLife*: platform that features 3D-based user-generated content and help organize meetings and training workshops online through the implicit arena.
- o ***Create an online catalog****: Cut down on paper by moving your catalog onto your website.
- o ***Send*** *e-mail updates:* Instead of mailing out paper newsletters, create e-mail campaigns to announce special events and keep in touch.
- o *WorldCat* is a popular source for going paperless.
- o ***Move archives online****: Put newspaper and magazine archives online to help preserve the originals.
- o *Monkey on Your Back:* Send memos and reminders via this online service, rather than wasting paper and sticky notes.
- o *Backpack:* Use Backpack to share information, announcements, task lists and files with those who work in your library. It's all online, cutting down on paper and clutter.
- o *Facebook:* Create a Facebook page for your library to keep in touch with patrons, list events and announcements, post pictures, and more.
- o *Basecamp:* Basecamp is another online tool that lets you organize your team.
- o ***Start a blog****: Spread awareness about your library's green activities by blogging about it regularly.
- o **Customizing your home page.**

Networks

- o *Care2:* Care2 is a social network that organizes people who want to make a difference by living green.
- o *TreeHugger:* Learn about the latest trends in green design, food, fashion, building, travel and technology.
- o *United Nations Environment Programme*: This network discusses natural disasters and global conflicts, ecosystem management, pollutants, resource efficiency, climate change, and more.
- o *EnergyStar:* Learn about environmentally safe electronics, lighting solutions, heating and cooling resources, and more.

o *National Audubon Society*: Discover how your library can support this wildlife protection agency through special projects, field trips and sponsorships.
o *Natural Resources Defense Council:* This organization tackles everything from global warming and green living to environmental policies and more.
o *The Nature Conservancy:* The Nature Conservancy has lots of information about protecting the environment. Your library can pick from lots of different causes to support, like the Atlantic forest, the fresh water initiative, global warming, and more.
o *National Geographic Society:* The National Geographic Society is an educational organization that has plenty of tools and materials for learning about the environment and discovering how to care for it.
o *Earth 911:* Get your patrons involved on this site, which explains how to recycle different materials and where to find recycling centers in your area.

Must-Read Resources

o *The Green Library Blog*: Read this blog to learn about green library news and to get tips on how you can improve your library.
o *How to Green a Library Conference:* Learn how to make your next library conference or library meeting more eco-friendly.
o *Reducing Your Carbon Footprint:* Get tips on being more energy efficient and conscious of your lifestyle here.
o *Greening Our Libraries:* Read this for several great guides and tips for making your library a more environmentally friendly place.
o *Green Design/Sustainable Architecture:* Read up on sustainable architecture to get ideas on how your library can improve.
o *Green Consumer Guide*: Get tips for staying green at the office and more.

GREEN ICT INITIATIVES

o Device standardization.
o Device consolidation.
o Server virtualization.
o Be energy smart.
o Carry out a data centre audit.
o Telecommuting as per end user satisfaction.
o Monitor & PC management.
o Systematic disposal of e-waste.
o Green Computing.
o Reality check of IT infrastructure.
o Specify the minimum full lifecycle energy and material usage (for new Procurement for all ICT assets).
o Reduce air travel by utilizing video/teleconferencing.
o 'Work Anywhere Policy' - Enabling flexible working and location independence.
o Remove active screensavers.
o Switch monitors to enter sleep mode after 5 minutes of inactivity.

- o Employees to shut down Desktops at the end of the work day.
- o Deploy power management softwares to deliver automated power off to desktop left on at 9pm on workdays.
- o Require all substantial system software revisions to include assessment of environmental impact.
- o Reduce cooling in the data center to appropriate level and increase the ambient room temperature.

GREEN MARKETING MIX

In order to create a greener economy, there must be a range of new green products and technologies. Successful and green production requires a process with a high level of integration and communications, good information, precise attention to concepts of the environment, senior management support and using a personality approach for measurement and benchmarking. 4 P's of Green Marketing Mix are:

Product: The ecological objectives in planning products are to reduce resource consumption and pollution and to increase conservation of scarce resources thus disbanding existing environmental damages.

Price: Price is a critical and important factor of green marketing mix. Most consumers will only be prepared to pay additional value if there is a perception of extra product value. This value may be improved performance, function, design, visual appeal, or taste. Green marketing should take all these facts into consideration while charging a premium price.

Promotion: A communication with the market should put stress on environmental aspects, for example, a company possesses a CP certificate or is ISO 14000 certified. There are three types of green advertising:

- o Advertisements that address a relationship between a product/service and the biophysical environment
- o Ecological products requires special sales promotions.
- o Advertisements that present a corporate image of environmental responsibility.

Place: The choice of where and when to make a product available will have significant impact on the customers. Very few customers will go out of their way to buy green products. A distribution logistics is of crucial importance; main focus is on ecological packaging.

ADOPTABILITY

An important challenge facing marketers is to identify which consumers are willing to pay more for environmentally friendly products. It is apparent that an enhanced knowledge of the profile of this segment of consumers would be extremely useful.

"*Everett Rogers",* communication scholar and author of "Diffusion of Innovations", claims that the following five factors can help determine whether a new idea will be adopted or not, including the idealism of the shift towards "green":

o *Relative advantage-* is the degree to which the new behaviour is believed to accrue more beneficial outcomes than current practice.
o *Observability-* is how easy it is to witness the outcomes of the new behaviour.
o *Trialability-* is the ease with which the new behaviour can be tested by an individual without making a full commitment.
o *Compatibility-* is the degree to which the new behaviour is consistent with current practice.
o *Complexity-* is how difficult the new behaviour is to implement.

GREENWASHING

"Greenwashing" is the practice of making an unsubstantiated or misleading claim about the environmental benefits of a product, service, technology or company practice. It refers to the practice of false advertisement on a product that claims to be eco friendly but in reality it is deceptive and delusional. In today's marketing world, companies spend billions of dollars in Green PR or green marketing that is why it is easy to fall prey to false advertisements. We are constantly bombarded with commercials or online ads about a company's green strategy, whether it may be a commodity like a fuel efficient car or a basic cleaning product, consumers often fall victim to these fallacious and misleading advertisements. Greenwashing helps in commencing a meticulous approach on whether a product is eco friendly or just a false illusion. As consumers, we must take the initiative to investigate a corporation's claims of sustainability.

"TerraChoice Environmental Marketing Inc" set up in 2007 stood up to demolish the fraudulent claims of corporations and their actions and through its research, it came across the "seven sins of Greenwashing". These sins are:

o *Sin of the Hidden Trade-Off:* which states that a producer claims sustainability aspects of product based only in one sustainable attribute and disregards missing areas.
o *Sin of No Proof*: It is based on the environmental claim that a product is sustainable but the producer has no proof.
o *Sin of Vagueness:* A product's environmental factors are presented vaguely.
o *Sin of Worshipping False Labels:* A product that, through either words or images, gives the impression of third-party endorsement where no such endorsement exists; fake labels, in other words.
o *Sin of Irrelevance*: This refers to an environmental claim that is of no relevance to the product.
o *Sin of Fibbing:* False propaganda.
o *Sin of Lesser of Two Evils:* This refers to an environmental claim that may be true but distracts consumers from the underlying factor or lack of sustainability.

EXAMPLE of Greenwashing: The Coca-Cola Company's so-called Plant Bottle packaging claimed to be eco-friendly but it may have to turn over a new leaf.

CONCLUSION

Libraries are an asset to the future of our society. Liability of preventing the environment from being destructed lies equally on the libraries and they are on their way in realising their part. Libraries prove to be most flexible medium in educating the people regarding our current situation, and empower them to make a difference. Libraries are discovering that their green building gives them a great opportunity to educate the citizenry. For the next generation, library professionals should move beyond environmental sustainability symbolised by various practices of "greening libraries" and focus on decisive and clear-headed steps to guarantee future sustainable development of libraries. Thus, Library professionals should adopt the strategies to promote Green Marketing and pave way to make 'green products' more ecological-viable and economical viable.

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