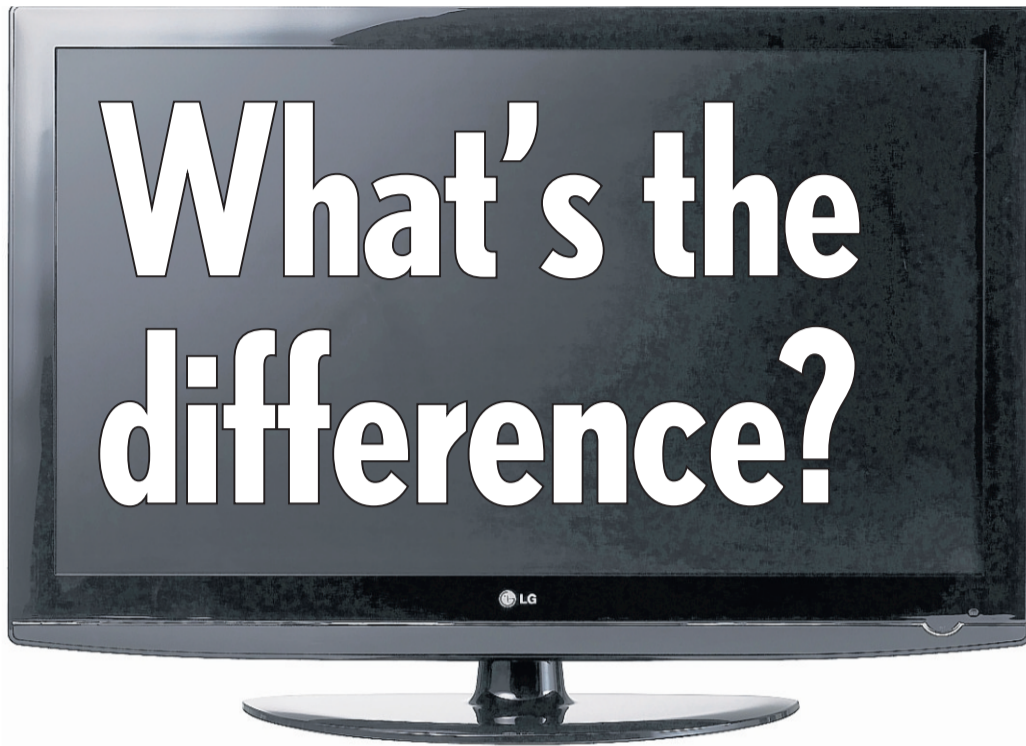


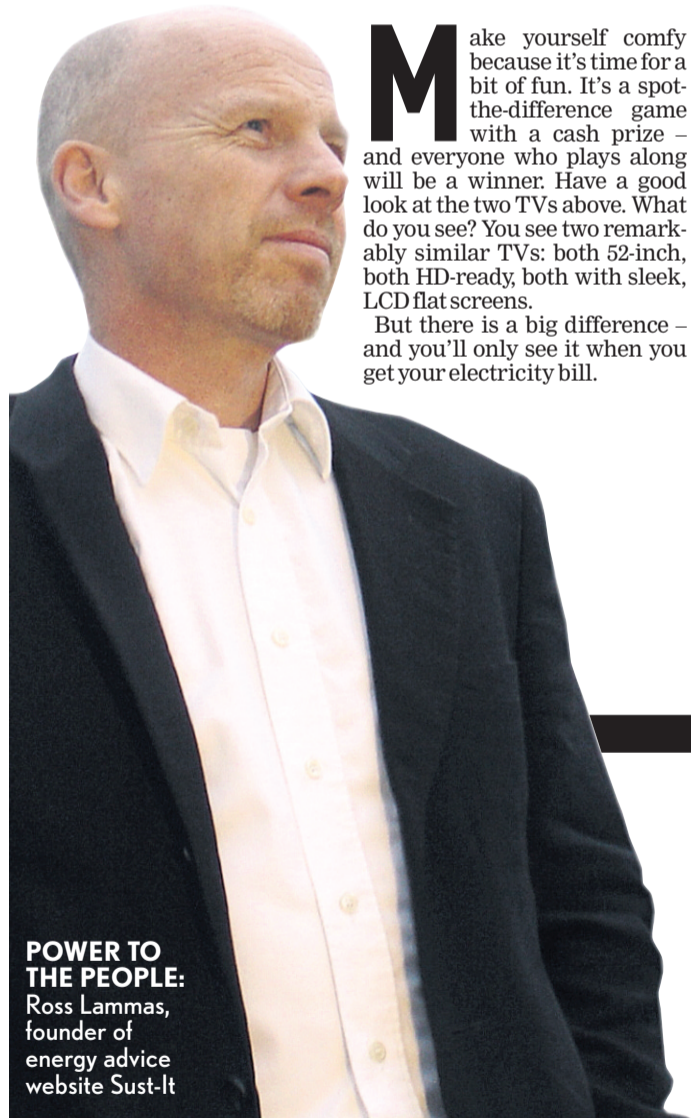


BIG GREEN SWITCH

PLAY OUR GUESSING GAME - IT'S A BIT OF FUN THAT CAN SAVE YOU SERIOUS CASH. **ADAM WAKELIN** INVESTIGATES



ANSWER: A SAVING OF ABOUT £50 A YEAR



POWER TO THE PEOPLE:
Ross Lammam, founder of energy advice website Sust-It

Make yourself comfy because it's time for a bit of fun. It's a spot-the-difference game with a cash prize - and everyone who plays along will be a winner. Have a good look at the two TVs above. What do you see? You see two remarkably similar TVs: both 52-inch, both HD-ready, both with sleek, LCD flat screens.

But there is a big difference - and you'll only see it when you get your electricity bill.

If you buy the LG 52LG5010 on the left and watch it for six hours a day, it will cost you a whopping £50.47 a year more to run than the Sony KDL-52V4000 on the right.

The power-guzzling LG will also add an extra 177kg of Co2 to your carbon footprint than its energy-efficient Sony counterpart.

But this isn't just a tale of two tellies, it's the story of every gadget and appliance in your home - things that could be costing you a small fortune.

Most of us are eco-savvy enough to know that white goods such as fridges and washing machines now have to carry energy-efficiency ratings (A++ for the best, G for the worst) under EU law.

Those little, peel-off stickers are probably the last thing on your mind as you compare models and prices, but they

shouldn't be. An A++ model might cost you a bit more, but the savings can be huge.

For example, a Dell Dimension C521 computer - used eight hours a day, 260 days a year - costs a staggering £241.43 less to run than an Apple Mac Pro (MA356LL).

The list - compiled by energy-saving website Sust-It - contains more than 3,000 consumer durables.

The EU's A to G energy efficiency ratings cover only white goods. If you want to find how power-hungry a TV or computer is, you need to look at the manufacturer's small print or sites such as Sust-It.

Sust-It grew from founder Ross Lammam's frustrations when he was shopping for a new TV.

The specifications on every box told Ross everything about colours and pixels and sound quality - and almost nothing

about what he really wanted to know: the amount of electricity it used and how much was it going to cost to run.

He soon realised that there was a dearth of such information on other products, too. Sust-It, he decided, would fill the gap.

The website grew and grew. It tells users how much Co2 products emit, based on average usage, and how much electricity they use.

Enter the unit cost of your electricity and it will also tell you how much a gadget will add on to your bill.

More of us are getting tuned in to power consumption before buying stuff, says Ross, but there are still misconceptions.

"We're constantly told not to leave things on stand-by, but that's not the real issue," he says. "The real issue is that a stonking, great plasma TV will use four times the energy of a 37-

inch LCD one. Compared to that, stand-by is nothing.

"But we're not properly told about things like that."

Sust-It earns its keep from advertising and links to other websites selling some of the more eco-friendly products.

Despite this, says Ross, the information is totally impartial. Calculations are made using the manufacturers' own data and average UK usage statistics for different types of electrical goods.

If we had the time and the inclination, we could all do the maths. His site does it for us.

"You can save a lot of money buying energy efficient products," says Ross. "The nice, knock-on effect is that you are being green at the same time."

FOR MORE INFORMATION, GO TO:
www.sust-it.net

BATTLE OF THE BRANDS: How some household gadgets compare

PLASMA TVs

42in, watched six hours a day.

MAKE: Panasonic TH-42PX80B

CONSUMPTION: 215 watts

KG OF Co2 A YEAR: 202.47

COST PER YEAR: £57.73

MAKE: Fujitsu P42HTS40GSBS

CONSUMPTION: 405 watts

KG OF Co2 A YEAR: 381.39

COST PER YEAR: £108.74

DVD PLAYERS

MAKE: Sony DVPNS15

CONSUMPTION: 8 watts

KG OF Co2 A YEAR: 7.53

COST PER YEAR: £2.15

MAKE: Cambridge Audio

DVD85

CONSUMPTION: 40 watts

KG OF Co2 A YEAR: 37.67

COST PER YEAR: £10.74

WASHER DRYERS

Based on 264 6kg washes a year.

MAKE: Candy CMD146

POWER CONSUMPTION: 1.14

kilowatt-hours (kWh) per cycle

KG OF Co2 A YEAR: 132.5

COST PER YEAR: £48.57

MAKE: LG WD12316RD

CONSUMPTION: 7.34 kWh

KG OF Co2 A YEAR: 8.52

COST PER YEAR: £261.20

GAMES CONSOLES

Based on two hours play a day.

MAKE: Nintendo Wii

CONSUMPTION: 17 watts

KG OF Co2 A YEAR: 5.34

COST PER YEAR: £1.96

MAKE: Microsoft Xbox 360

CONSUMPTION: 165 watts

KG OF Co2 A YEAR: 51.79k

COST PER YEAR: £19.01

DISWASHERS

MAKE: Siemens SE25M575

CONSUMPTION: 1kWh per

cycle

KG OF Co2 A YEAR: 116.1

COST PER YEAR: £42.61

MAKE: Indesit DVG622KIX

CONSUMPTION: 1.24kWh

KG OF Co2 A YEAR: 143.96

COST PER YEAR: £52.83

NEXT WEEK **APPLIANCE OF ECO-SCIENCE: HOW TO MAKE YOUR HOUSEHOLD GADGETS USE LESS ELECTRICITY**

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