

PROFILE

An inconvenient TRUTH: Isn't it about time that SANTA CLAUS took a look at his own carbon footprint?

# Green Santa

By Duncan Christy

**T**HE GOOD NEWS, SANTA, is that you were always about alternative fuels; the sleigh doesn't burn any. The bad news is that you'd better put LEED certification for environmental friendliness on your own holiday wish list—because there's no way it's happening without a few changes at the North Pole.

Let's take a look at the workshops. What's powering them? Nonrenewable fossil fuel? Reindeer chips? *Tsk, tsk!* We'll cut you some slack on location: No one expects you to operate near existing water and sewer lines. But, dammit, man, you're on an environmentally sensitive site. And it's melting!

Let's take a look at the tools. In a world of vastly burgeoning populations resolutely spoiling their children at every turn, we know you had to move the elves over to power tools. But are they Energy Star-compliant? Ergonomically designed to minimize repetitive stress disorders? No? And a quick quiz, old boy: Define VOCs. You *don't* know? You don't know that "volatile organic compounds" are commonplace in paints, affect internal air quality and give off vapors that can be harmful to children?

Let's take a look at the elves. What have you done to encourage diversity in the workforce? What percentage of your senior executives (vice president and above) are women? What percentage of your suppliers are minority-owned businesses? Santa? If Starbucks can commit to it, buddy, so can you.

Let's take a look at the toys. Santa, the nicest thing we can say is that they're a lot like you: quaint. But when you get letter after letter this year asking for "carbon offsets," what are you planning to do? (Hint: They don't grow at the North Pole.)

Let's take a look at the reindeer. For once you're ahead of the curve here on power usage. But how come it's always "Now, Dasher! Now, Dancer!" first? Haven't you ever thought that Donder and Blitzen might like to be first for a change? And that little Prancer is really suffering from low self-esteem, always there in the middle and totally overlooked by the glamorous Vixen (who's something of a princess, if the truth be told). OK, this isn't Green per se, but, it is all about dignity. This is all about what Green is really all about: sharing power, not hoarding it.

A Green profile begins with taking a look—a good, hard, footprint-calculating look—at everything in your environment. It's a new world out there, Santa: a Green world.

*Smoking? Smoking!? In 2007?  
No way—and certainly not  
on a Delta aircraft!*

*A belly that shakes when you  
laugh like a bowlful of jelly  
went out with William "The  
Refrigerator" Perry. A little less  
plum pudding, please, and a lot  
more trips to the salad bar.*

*The scratchy union suit  
must feel as uncomfortable  
as it looks!*

*"Nose like a cherry" makes  
people suspect a few too many  
trips to the eggnog bowl.  
Have you thought about  
pomegranate juice? It's very  
high in antioxidants.*

*Props for the benevolent  
smile. It will be even more  
appropriate when recycling  
statistics improve  
dramatically.*

*Is that fur for  
real? Who do you  
think you are—  
Anna Wintour?  
That's definitely  
got to go!*

*Baby dolls for girls? Not in  
2007—unless they're on a  
Green career/life track. How  
about "Rainforest Barbie"?  
Or "Locavore Barbie"?  
Or "EPA Barbie?"*

*Guns and swords for boys are  
way too violent. How about a  
new "Green Sims" iteration,  
drafting a revised Kyoto  
Protocol and encouraging  
true world cooperation?*

*Are any of your  
toys made with  
sustainable  
materials?  
Any?*

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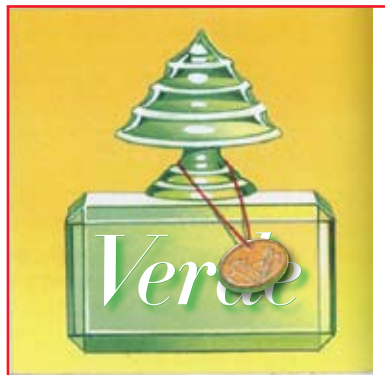
# Green Santa: The Details



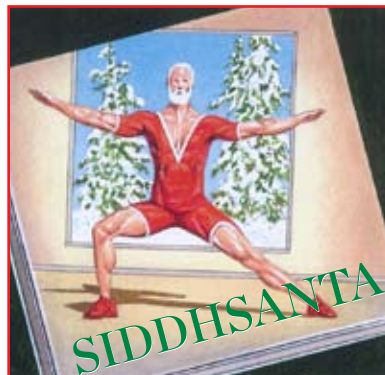
← **THE HEARTH.** A real log-burning fire? Spewing pollutants? No way. Green Santa's hearth features this miraculously lifelike LED-display fire by Fee Fie Faux Feux, with dancing incendiary tips.



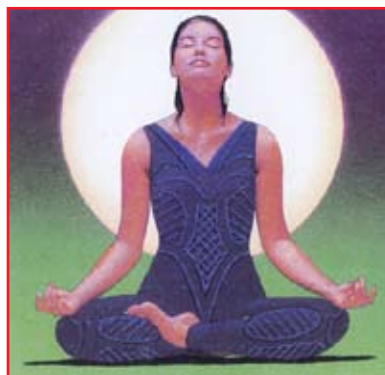
→ **THE STOCKINGS.** We'll give you the traditional red—because the dye is Earth-friendly. We'll also give you these organic cotton stockings, with sustainably raised Tasmanian merino trim, that cleverly unfold into grocery bags. But, please, no lumps of coal! By Hempispheres.



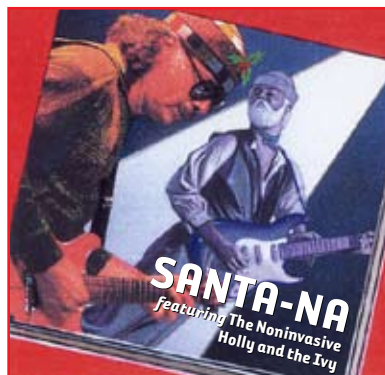
← **THE SCENT.** Now that Elizabeth Taylor's gone quiet in the scent department, Santa, the opening is wide. Will your chemists have "Verde" ready by Christmas, with its heady odors of rainforests and shade-grown botanicals? In recycled glass phials, of course.



→ **THE VIDEO.** The three R's begin with "Reduce." If Santa can do it, so can you. Daily practice with "Siddhsanta," Santa's workout and meditation video, will have you as sleek and as supple as a sapling in spring. And as Green.



← **THE FABRIC.** Sure, it's a lot easier to say "flannel" than "activated carbon particles from coconut shells blended with 100 percent recycled polyester." It's also a lot easier to lose precious fluids and minerals when the fabric isn't ultra-wicking, like Green Santa's workout and meditation



→ **THE ENVIRO-RECORDING "SANTA-NA."** Santa pairs with that remarkable musical traveler Carlos Santana in this virtuoso, guitar-soaked treatment of "The Noninvasive Holly and the Ivy." (Bonus track: "Oye Como Van Los Regalos.")



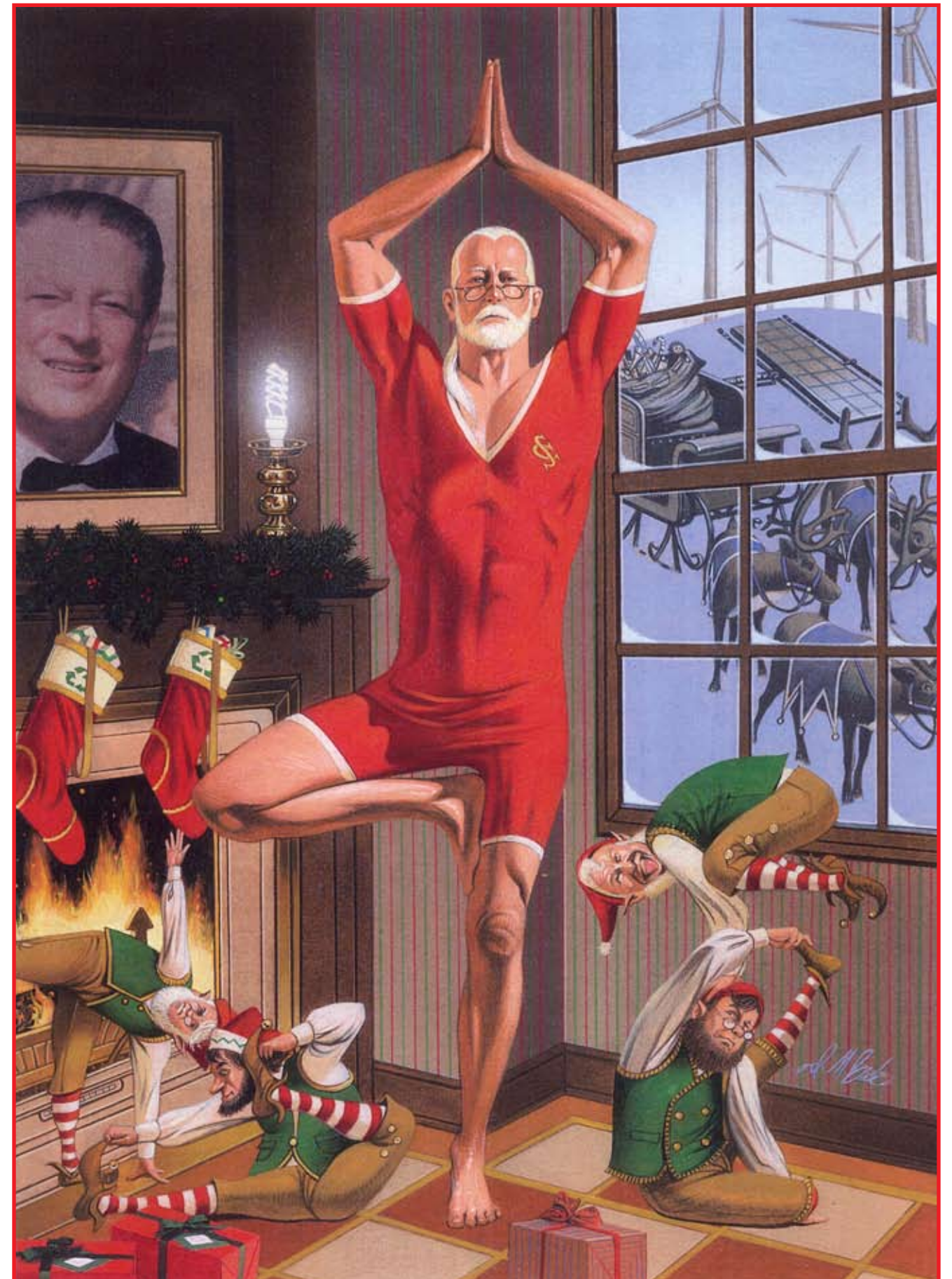
← **SANTAVISION:** How do you know when you're being "Greenwashed"? It's easy with this handheld Naughty/Nice Detector, which instantly registers faux Green or real. (Batteries not included.) By Santastic.



→ **THE REINS.** No, he's not quite ready for vegetable tanning. But rest assured that Santa's reins used no chromium-6 in the tanning process. The bonus: That pesky rash that Comet always developed on December 26 seems to be a thing of the past. By ReignDeer.

*Duncan Christy is Sky's editorial director and resident Santa.*

bodysuit by Chemiso.



ILLUSTRATIONS BY DAVE BECK