

* SPECIAL GREEN ISSUE

RUNNER'S

WORLD

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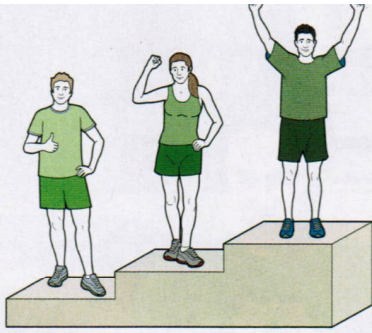
Innovative Gear,
Races, and People

**30 Ways to Be
A Greener Runner**

← **BETTER THAN HEMP**
Jog bra and shorts made
with recycled polyester.
Socks made from organic
merino wool. Shoes have
a biodegradable midsole.
More green details inside.



RUNNERSWORLD.COM
WORLD'S LEADING
RUNNING MAGAZINE



How to Be a Greener Runner

30 things even a busy, sane person (i.e., you) can do

BY JASON STEVENSON

	GOOD	BETTER	BEST
GET TO WORKOUTS	Bike to all group runs and track workouts.	Run to a local farmers' market to buy produce.	Start all your runs from your home or office.
RACE	Participate in eco-conscious races (check out page 74 or go to runnersworld-greenteam.com)	Carpool or take public transit to get to and from events.	Race in your hometown as much as possible.
HYDRATE	Buy powdered sports drinks and mix them yourself.	Wave away plastic race cups by carrying your own water in a secure container (like Amphipod's Hydraform Handheld Pockets).	Use reusable bottles instead of throwaway plastic water bottles.
BUY NEW SHOES	If you run on trails only occasionally, buy one pair of shoes that can handle light off-road use.	Pick shoes that are made with fewer nasty solvents and recycled components, such as the Nike Air Pegasus 25 and END's Stumptown.	Buy the Brooks Trance 8. Its midsole is made out of BioMoGo, a material that reportedly decomposes 50 times faster than conventional midsoles.
BUY APPAREL	Buy shirts, outer layers, and especially socks made with merino wool, a natural and renewable resource.	Buy clothes made from recycled postconsumer polyester, like Patagonia's Capilene 1 T-shirt. And when you're done with it, Patagonia will recycle it into other apparel.	Hold off on new purchases and wear your existing apparel as long as you can.
MAKE A DIFFERENCE	Donate to the Rails-to-Trails Conservancy, local parks boards, or other organizations that create and promote new trails or running paths.	Volunteer to clean up a local trail, or adopt a road you like to run on.	Organize a recycling drive at a local race where participants can bring old gear.
CARE FOR YOUR GEAR	Restore the breathability and repellency (and extend the lifespan) of your waterproof gear by washing it with McNett's ReviveX.	Reduce your consumption of plastic and water by switching to super-efficient concentrated forms of laundry detergents.	Wash your apparel in cold water and hang dry. (Bonus: Your clothes won't pill, and they'll last longer.)
FUEL UP	Recycle energy-bar wrappers with the Energy Bar Brigade (see terecycle.net), which up-cycles them into other products. For each wrapper you save, sponsors give 2 cents to a charity you pick.	Make your own energy bars. You can buy mixes or see page 41 for a recipe.	Eat one less serving per week of meat, which requires significantly more fuel and water to produce than other sources of protein.
CROSS-TRAIN	Run outside whenever you can (rather than inside on a treadmill).	If you need snowshoes, a bicycle, or a set of weights, purchase gently used equipment rather than new gear. Try buying it from someone local through a resource like craigslist.org .	Leave your car in the driveway and bike or run to the gym once a week.
DEAL WITH OLD SHOES	Wear them casually afterward. They may lack cushioning for a long run, but they're fine to walk the dog.	Donate them to Nike's Reuse-A-Shoe program, which recycles the shoes to help surface new tracks and for other uses.	Donate them to Soles4Souls, Shoe4Africa, or One World Running, outfits that give shoes to needy people. For more information, check out runnersworld.com/donate .

impact comes from materials far upstream in the production process. According to a carbon-footprint assessment released by Timberland (which manufactures trail runners), more than half the energy that goes into a pair of shoes comes from processing and producing the raw materials before the shoe is assembled. In an estimate offered up by Nike, the average pair of running shoes embodies 42 kilowatt hours of energy—the equivalent of running a microwave for 40 hours straight.

Some shoe companies are bravely embracing the less-is-more concept. "Dematerialization" is a hot topic in the Outdoor Industry Association's Eco Working Group for footwear. The group formed a couple of years ago to address sustainability, and it's working on a Green Index—modeled after Timberland's—that

companies can use to assess their environmental impacts. Members of the group, including Brooks, New Balance, and Nike, are also working together to pressure their vendors to adopt better manufacturing standards, similar to what's occurred in the last decade over worker conditions. U.S. companies that use leather have joined forces, for example, to get major Chinese tanneries to stop using chromium 6, a highly toxic chemical that was endangering workers and polluting streams.

In promotional literature, Nike depicts a small plastic baggy holding the upper material that went into their brand-new Air Pegasus 25. A fuller baggy holds the material from the upper of an earlier Pegasus. It's not a dramatic difference, but multiplied over millions of pairs of shoes, it would add up. I wanted to