Weekly Sustainability News Summary
February 13, 2015

**Company Initiatives:**

- **Apple commits to landmark power deal** – Apple is collaborating with First Solar to build a 2,900-acre solar farm that will provide enough power for all of the company’s corporate offices, California stores, its forthcoming campus and more. Full Article: Washington Post

- **Shell CEO wants big oil to have high profile on climate change** – Royal Dutch Shell PLC Chief Executive Ben van Beurden is preparing to offer some criticism of the debate over climate-change policy and his industry’s approach to it. Full Article: Wall Street Journal

- **Struggling to pick sustainable products? New Google-backed app aims to help** – A new app backed by Amazon, Google and Facebook, will allow shoppers to decipher product labels – and get information about products’ sustainability – by scanning barcodes into their phones. Full Article: The Guardian

**News, Opinions, and Reports:**

- **California calls on pension funds to divest from coal in climate change push** – California State Senate leader, Kevin de Leon, filed a bill on Tuesday to force California’s state pension funds to divest from all coal companies and to explore the feasibility of divesting entirely from fossil fuels. Full Article: The Guardian

- **Millennials and the social entrepreneurship revolution** – Gen X saw life as a race where you have to go fast and earn a lot of money to be socially considered as successful. Gen Yers are different. For them, collaboration is much preferred to pyramidal organization, as it allows everyone to express their creativity and true talent. Full Article: Triple Pundit

- **Sustainability and the bottom line: the issues most likely to pay – or cost – companies big money** – What really matters in corporate sustainability is tough to answer, especially as the diversity and complexity of issues under the umbrella of “sustainability” continues to grow. Full Article: The Guardian

**Government:**

- **Obama unveils $2B goal for private investments in climate fight** – The White House announced on Tuesday a $2 billion goal for private sector investments in the fight to tackle climate change and improve low-carbon energy technology. Full Article: The Hill

- **GOP avoids showdown over EPA climate change rules** – Republicans’ aggressive energy agenda has so far sidestepped one of their biggest campaign-trail targets: the climate change rules from The Environmental Protection Agency. Full Article: Politico