Weekly Sustainability News Summary
March 13, 2015

Company News:

- **Google-powered map helps fight deforestation** – Global Forest Watch brought together a broad coalition of NGO, corporate and government partners. **Full Article: The Guardian**
- **Gap, General Mills, Symantec push for California drought action** – California’s drought is more than a California problem. **Full Article: GreenBiz**

Trends, Studies and Reports:

- **Threatened by climate change, Florida reportedly bans term 'climate change'** – It is one of the profound ironies of climate change that a state besieged by its effects — where coastal islands face existential threats and daily floods render major thoroughfares difficult to navigate. **Full Article: The Washington Post**
- **Why fresh water shortages will cause the next great global crisis** – Last week drought in São Paulo was so bad, residents tried drilling through basement floors for groundwater. As reservoirs dry up across the world, a billion people have no access to safe drinking water. **Full Article: The Guardian**
- **New Ceres report aims to improve investor practices on global water risks** – Amid growing concerns about water scarcity and other global sustainability risks, the nonprofit group Ceres today released a new report designed to help global investors improve their analysis and decision-making on such issues. **Full Article: 3BL Media**
- **China’s carbon emissions drop for the first time since 2001** – China’s emissions of climate-warming carbon dioxide fell last year for the first time in more than a decade, offering fresh evidence that efforts to control pollution in the nation of 1.4 billion people are gaining traction. **Full article: Bloomberg**
- **As drought worsens, L.A. water agency offers cash to Sacramento Valley farmers** – With the drought stretching into its fourth year, a heavyweight water agency from Los Angeles has come calling on Sacramento Valley rice farmers, offering up to $71 million for some of their water. **Full article: Sacramento Bee**

Opinion:

- **Commentary: We need a Marshall Plan for climate change** – The real threat to the planet isn’t climate change deniers -- it’s people who accept the reality of climate change but don’t act like it’s a species-threatening crisis, writes Naomi Klein. **Full Article: The Guardian**
- **Sustainability jargon-busting - a handy guide** – The movement to save the planet has created a language all of its own. Like many specialist areas, sustainability uses a lot of confusing jargon. Some of these terms have entered everyday conversation. **Full article: The Guardian**