Weekly Sustainability News Summary
March 20, 2015

Company Initiatives:

- **Ferguson eyes economic rebirth as corporations invest in troubled region, its residents** — Wanting to engage more young black men, the Urban League joined corporate sponsors AT&T Inc., Wells Fargo & Co., Monsanto Co. and Anheuser-Busch, among others, to start a "Save our Sons" initiative. **Full Article: Washington Times**

- **Starbucks now serving coffee with a dose of debate on race** — In partnership with USA Today, Starbucks has launched a week-long campaign under the banner "Race Together" to get staff and customers talking about race. **Full Article: The Washington Post**

Trends, Opinions, and Studies:

- **As California drought enters 4th year, conservation efforts and worries increase** — Now, as the end of the official rainy season approaches — this state gets 90 percent of its water from December through April, most of it in December and January — California is facing a punishing fourth year of drought. **Full Article: The New York Times**

- **Sustainability reporting 2015: The materiality burden and opportunity** — Materiality has been thrown into the mainstream of sustainability reporting. Three leading standards – the Global Reporting Initiative (GRI)’s G4 guidelines, the International Integrated Reporting Council (IIRC) and the Sustainability Accounting Standards Board (SASB) – all have materiality at their core, **Full Article: Eco-Business**

- **How companies make us forget we need to consume less to stop climate change** — Companies know that most of us have a basic instinct to protect the environment. Some also know that our doing so could well be a serious threat to their business model. Why? **Full Article: The Guardian**

- **Can treating low-wage workers well become the hot new business strategy?** — Aetna, Gap, Starbucks—and even Walmart—are making moves to pay and treat their employees better. Are we seeing the start of an age of friendlier big business? **Full Article: Fast Company**

- **How well is your company prepared for climate change?** — More businesses recognize what is at stake and are grappling with this ongoing change. Consumer goods company Unilever, for example, has estimated that extreme weather events, such as drought and flooding, cost it $210 million in 2011 alone. **Full Article: GreenBiz**

- **Why science denial is about much more than corporate interests** — It’s not “An Inconvenient Truth” — yet. But for a movie focused on climate change, Sony Pictures Classics’ “Merchants of Doubt” — is already generating a huge volume of discussion. It seems poised to become a must-watch film in the climate debate. **Full Article: The Washington Post**

Government Action:

- **Barack Obama’s green gambit** — President Barack Obama is quietly but steadily working behind the scenes on what could become one of his signature achievements: A global agreement to reduce greenhouse gas emissions. **Full Article: Politico**

- **Obama guarantees GOP will change on climate** — President Obama said that the Republican Party will be forced to change its views on climate change in a new interview with Vice News. Obama described the "phase the Republican Party is going through" as one of political dysfunction. **Full Article: The Hill**

- **Chinese premier vows tougher regulation on air pollution** — Premier Li Keqiang of China said on Sunday that the government was failing to satisfy public demands to stanch pollution and would impose heavier punishments to cut the toxic smog that was the subject of a popular documentary belatedly banned by censors. **Full Article: The New York Times**