Company Initiatives:

- **The greening of Apple** — Just in time for Earth Day, Apple has released a glossy video and an Environmental Responsibility Report, its second. The video hits all the right notes, and will burnish Apple’s image as a green company. Full Article: [Fortune](http://fortune.com/)

- **Starbucks and Harris + Hoole share the dregs in ethical coffee rankings** — Consumers have been urged to switch to independent coffee shops after major brands including Costa, Caffè Nero and Starbucks scored poorly in an assessment of their social and environmental impacts. Full Article: [The Guardian](http://theguardian.com/)

Trends, Studies, Opinions:

- **Top 50 green brands chosen by their customers** — Today is the 45th anniversary of Earth Day. Its celebration comes with the hopes of tens of millions of people that this is the moment in history where equilibrium between sustainability and economic growth is realized. According to the experts, to do that, everyone — including brands — have to commit to a low carbon future. Full Article: [Forbes](http://forbes.com/)

- **Troubling interdependency of water and power** — In Modesto, Calif., utility records chart an 18 percent rise in farmers’ energy use in 2014 compared with 2013. No evidence shows exactly why this happened, but California’s drought, now in its fourth year, sent many farmers to their wells to pump from hidden aquifers water that normally would be found at ground level. Full article: [New York Times](http://nytimes.com/)

Government Action:

- **Obama: US can profit from climate change** — President Obama told National Geographic this week that the fight against climate change “represents one of the greatest economic opportunities of the 21st century.” Full Article: [The Hill](http://thehill.com/)

- **A challenge from climate change regulations** — As President Obama prepares to unveil his climate change regulations on coal-fired power plants, the nation’s electric utilities are preparing to transform the system that keeps the lights on in America. Full Article: [The New York Times](http://nytimes.com/)

- **Bloomberg is giving $42 million to U.S. cities to solve problems in smartest ways possible** — Michael Bloomberg wants America to have smarter, problem-solving cities, and he’s banking on data to make it happen. Full Article: [Huffington Post](http://huffingtonpost.com/)
