

Environmental Awakening: With over 500 protests a day, this month we look at the role and impact of environmental protests which are largely rural and water related. Professor Zweig, the Director of the Center on China's Transnational Relations also weighs in with his views. Given increasing NGO pressure, reputational risk of brands come into question: Textile specialist Pinneco Research ponders if water woes signal the end of fast fashion or will new trends emerge? Esprit tell us why they are a trendsetter in this regard with their new recycled collection boasting up to 70% water savings.



AUGUST NEWSLETTER

EDITORIAL

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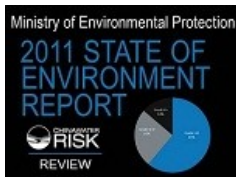
Lincoln Poon, Global Brand Manager of Pinneco Research on why, given China's water woes, fast fashion may have to slow down

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- HSBC Global Research: [Weather on Steroids in 2012](#)
- IPE: [Understanding the Water Footprint of a Business: A Case Study](#) (Draft)

Quote:

"To fight for every drop of water or die: that is the challenge facing China" Wang SuCheng, Former Minister of Water Resources

Interests:

- [Chinese protestors scored environmental victory](#) as government abandons plans for industrial wastewater pipeline
- Greenpeace vows to shut off companies and financial institutions from environmentally destructive businesses
- Nestle's CEO worries more about water than carbon
- CNN covers the India-China's water conflict saying the time to sign a water treaty is now
- Beijing: heaviest rains in 60 years; 77 dead
- The Hongkong & Shanghai Hotels Limited saved >850,000 bathtubs of water in 2011

THE PENINSULA HOTELS
856,360 BATHTUBS
bathtubs saved
SAVED
Note: 200 litres per bathtub. Reference made from ChinaWaterRisk.org

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