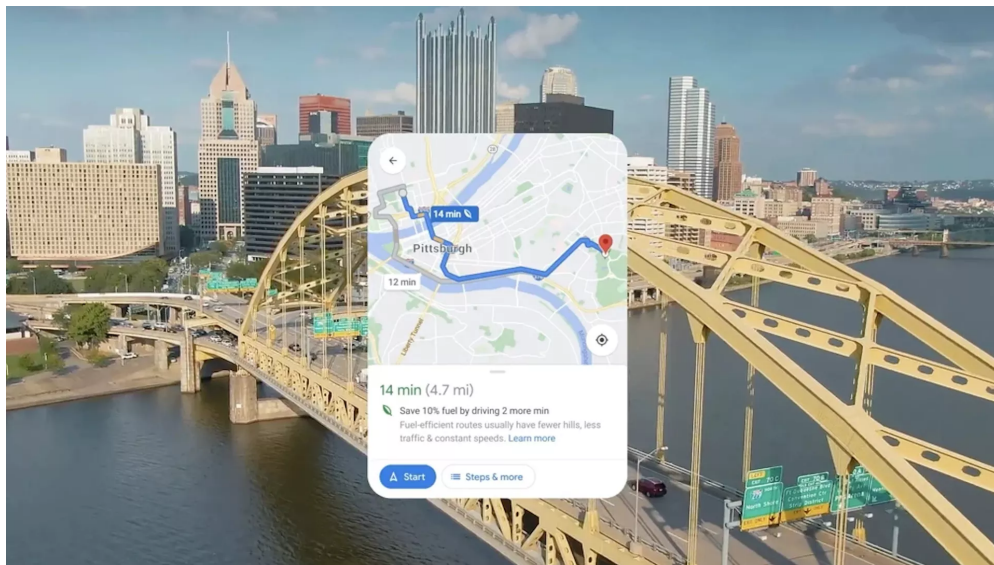


Oct 6, 2021 - Energy & Environment

Google pushes sustainability, from new eco routes to Nest features



Andrew Freedman



Google Maps display with the most efficient routing, set against the backdrop of Pittsburgh. Photo: Google

Google unveiled a suite of sustainability features focused on giving consumers more information so they can choose to cut their greenhouse gas emissions.

Driving the news: The product rollout this morning will

of global warming.

Details: Google aims to enable a "billion sustainable actions" by 2022, said Kate Brandt, Google's chief sustainability officer. Several of the steps go into effect across the U.S. today. These include:

- Showing the most eco-friendly route in Google Maps and defaulting to it when the estimated travel time is comparable to other, more fuel intensive options. This feature was developed in partnership with the Energy Department's National Renewable Energy Laboratory in Colorado.
- The feature uses metrics like road congestion and incline to calculate the route that will burn the least fuel.
- "We believe this feature will have the same impact next year as taking over 200,000 cars off the road," said Sundar Pichai, CEO of Google and Alphabet, in a video presentation.
- Google Flights is surfacing more sustainable choices as well, by starting today, displaying the carbon emissions of various flight options when using the Google Flights search tool. Its metrics are both seat-specific and flight-specific.
- A first or business class seat has a higher greenhouse gas footprint than a coach seat does because it takes up more space.
- The flight search will label flights with a green badge that have much lower emissions than other flights on the same route.

Also in the travel category, the company's hotel search now

shows if a hotel has made sustainability commitments and

this information to their global hotel portfolio, Brandt said in a presentation to the media on Tuesday.

- In addition, beginning this week in the U.S., Google will surface the most cost-effective and sustainable options when you search for energy-intensive appliances, such as furnaces, dishwashers and stoves.

Between the lines: Google is designing new landing pages for when people search for "climate change" and other basic climate science and policy questions. These pages will aim to surface the most reliable information from neutral organizations, such as the United Nations, company officials said.

Yes, but: Ads will still be sold to appear next to these search results, which could still direct users to climate science misinformation from special interest groups. Also, the landing page step is not being applied to Youtube, home of many videos that question the proven findings of mainstream climate science.

State of play: As Google moves towards its goal of becoming a company that runs on [100% carbon-free energy](#) by 2030, it is trying to take its customers along for the journey as well. The early route for this is through its Nest smart thermostats.

How it works: Through a program called "Nest Renew," people with compatible Nest thermostats (a 3rd-generation Nest Learning Thermostat, Nest Thermostat E, or the newest Nest Thermostat) will be able to shift their peak heating and cooling electricity usage to align with times when the electricity grid is cleaner or less expensive.

- A paid version of Nest Renew, to be known as Nest Renew Premium, will cost \$10 per month. This program aims to

compensating for their greenhouse gas emissions.

The intrigue: Google is also in the midst of testing a project that would use AI to fine tune the traffic lights across an entire city to favor a more efficient traffic flow. Testing has been taking place in Israel, and will soon expand to Rio de Janeiro.

The bottom line: "In all of these efforts, our goal is to make the sustainable choice, an easier choice," Pichai said.



Go deeper



Sara Fischer, author of [Media Trends](#)
Oct 7, 2021 - Technology

Google, YouTube to prohibit ads and monetization on climate denial content



that prohibits climate deniers from being able to monetize their content on its platforms via ads or creator payments.

Why it matters: It's one of the most aggressive measures any major tech platform has taken to combat climate change misinformation.

[Go deeper \(2 min. read\) →](#)

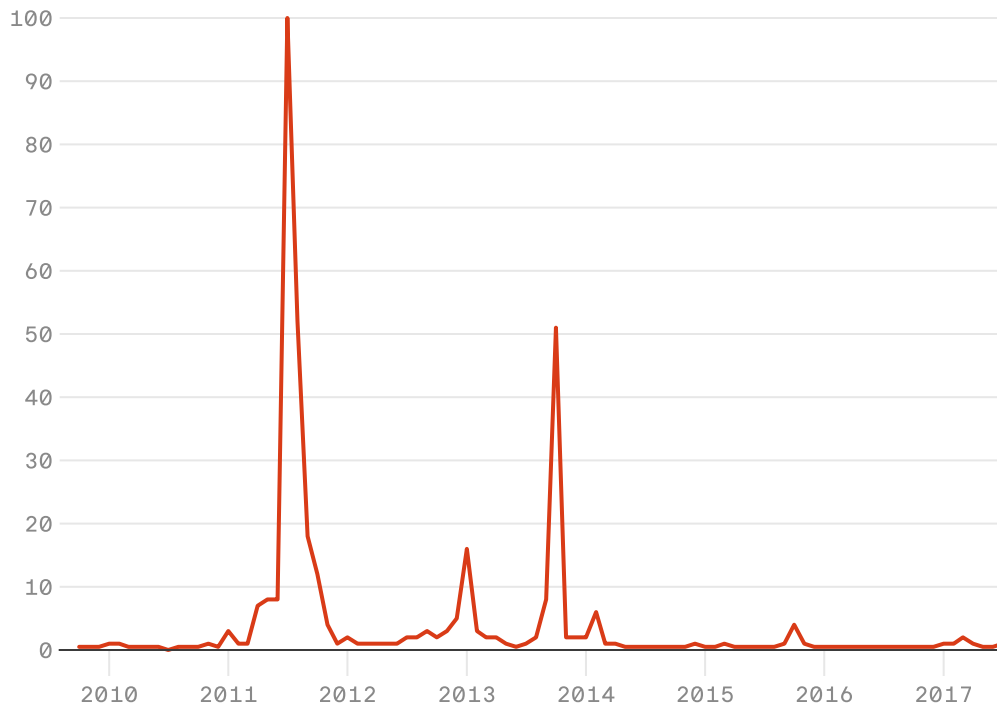


Neal Rothschild
Oct 8, 2021 - Politics & Policy

By the numbers: Debt limit intrigue

Google interest over time in the debt ceiling

Trends index of 100; Oct. 2009 to Oct. 2021



Data: Google Trends; Chart: Axios Visuals

Public interest in the debt limit was just starting to rev up before Senate leaders struck a deal on Thursday to push the

than at any point since 2013 but still well below levels from 2011 and '13, according to Google Trends data.

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Zachary Basu
35 mins ago - World

Assad comes in from the cold



Photo: Mohammed Hamoud/Getty Images

A decade after the Arab League voted to suspend Syria at the onset of a brutal civil war, Bashar al-Assad is being welcomed back in from the cold by some of America's closest regional allies.

Driving the news: Jordan's King Abdullah II, the first Arab leader to call for [Assad to resign](#) in 2011, spoke to the Syrian dictator last week for the first time since the conflict broke out, and recently [reopened](#) the two countries' main border crossing to help boost trade.

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