



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL

Becoming A Sustainable & High Road Business

Advancing Economic, Social and Environmental Goals





MaryAnne Howland
Founder, President, Ibis Communications, Inc.
Founder & CEO, Global Diversity Leadership
Exchange
ASBC board member



David Levine, Co-founder & CEO
American Sustainable Business Council

ASBC Business Members

Individual business owners ranging from small Main St. Shops to large publicly traded corporations

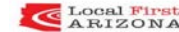
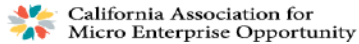




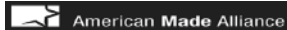
SC Small Business
Chamber of Commerce



ASBC Organizational Members



Who We Represent





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Building State Business Support & Power

North Carolina

Louisiana

Alabama

Mississippi

Missouri

Maryland

New York



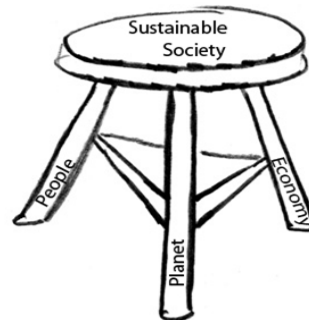
West Virginia

Kentucky

Ohio

Time for a New Economic Paradigm

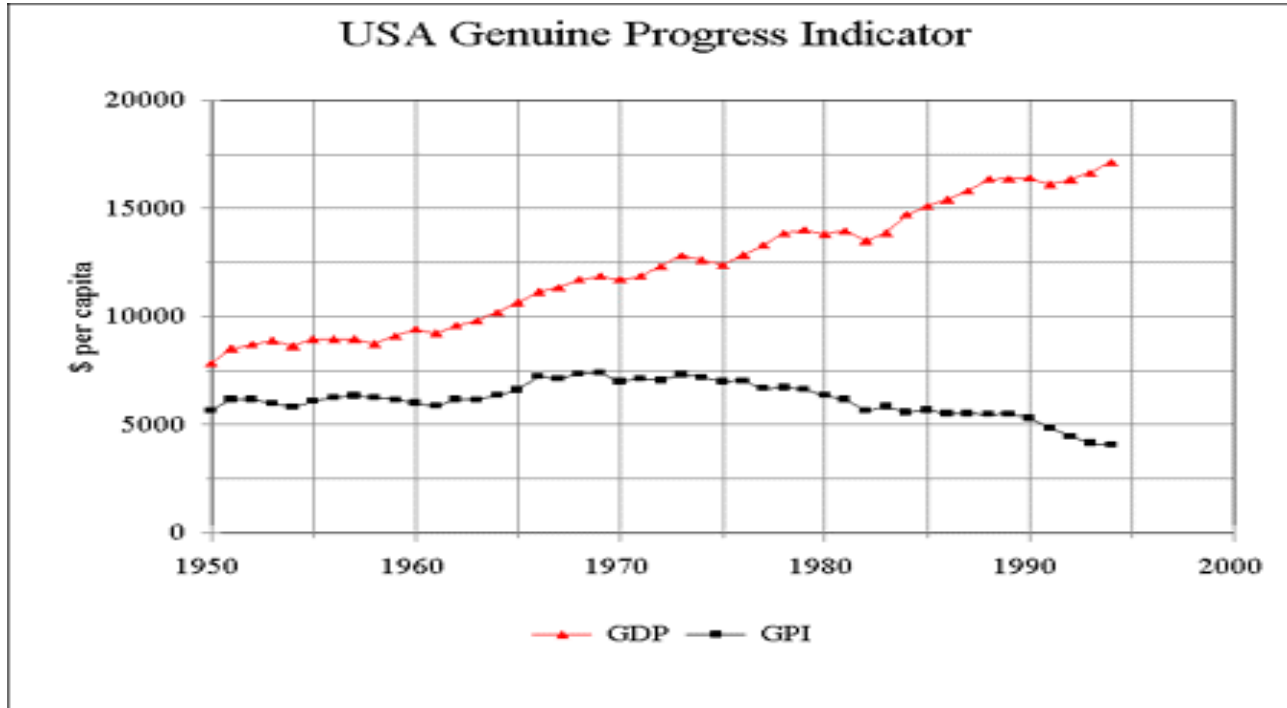
- Recognizing the benefits of balancing financial, environmental and social factors
- Shared prosperity
- Business as a force for good



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Genuine Progress Indicator

Gross Production vs. Genuine Progress, 1950 to 1999





Green Transition Scoreboard®

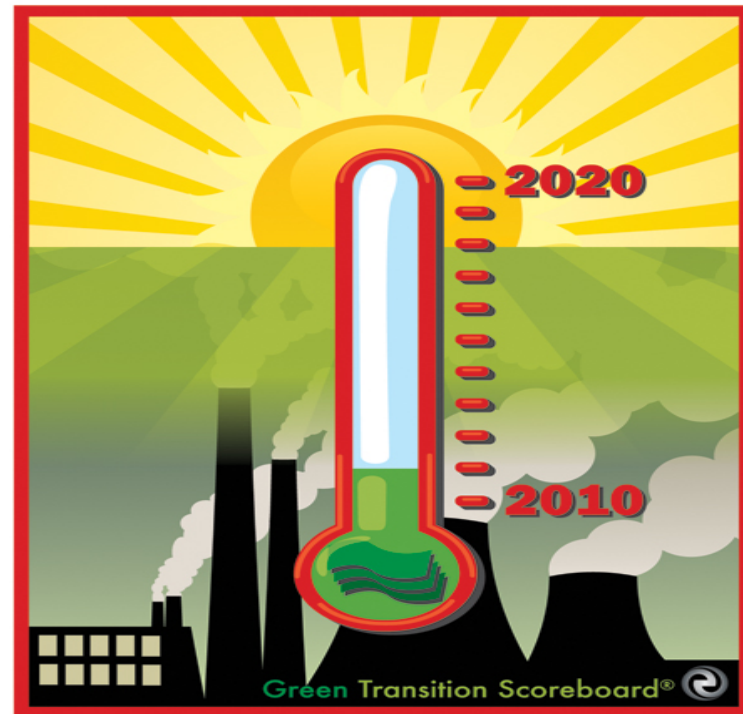
\$2.4 trillion in private sector investments
in growing the green economy worldwide

- Green Chemistry
- Clean Tech
- Renewable Energy
- Efficiency
- Smart Grid
- Corporate R&D

www.greentransitionscoreboard.com



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Drivers for Change

- We are facing major environmental, health, social and economic issues
- People / Consumers are more conscious and demanding change
- Desire for a better quality of life
- Key opportunities for innovation through sustainability
- New opportunities to grow markets, businesses and create more jobs
- ***Others?***



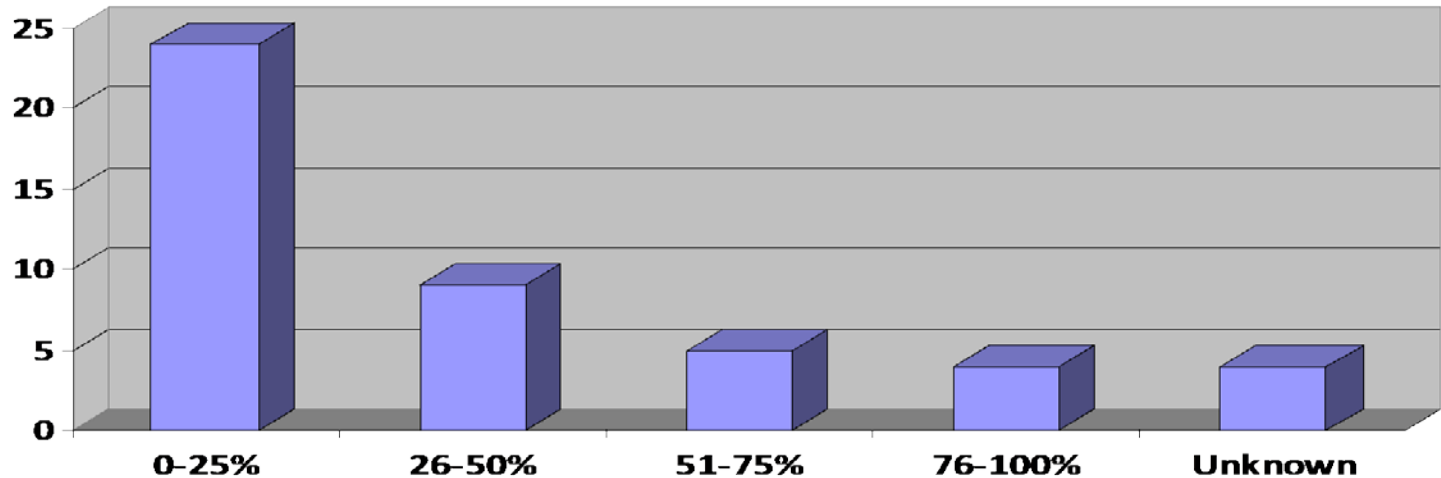
ASBC strategies for building a sustainable economy

- Policy
- Innovation by companies
- Investments
- Procurement
- Regulations
- Metrics and Criteria
- Advocacy
- Educating the Public
- Consumer Demand



Economic Development Today

**Top 46 ED Programs in 15 States
Sorted by % Funds Going to Local Business**

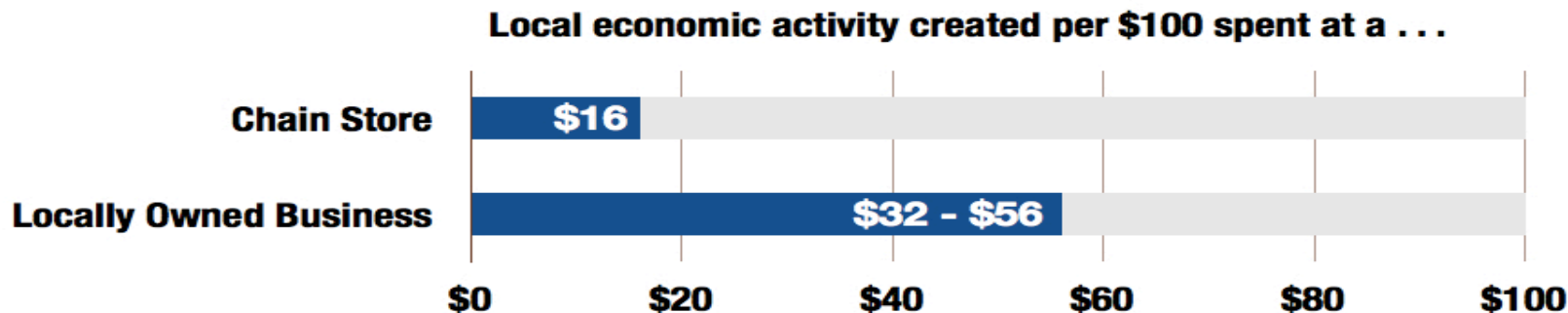


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Why Rebuilding Local Businesses is Critical

► Long-term prosperity & economic security

Dollars stay and circulate locally, supporting more jobs in the community.



Source: Civic Economics, Institute for Local Self-Reliance



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a program of the Institute for Local Self-Reliance

Advocating on Issues



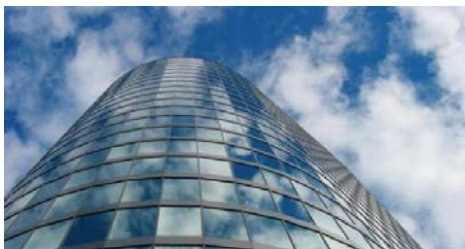
Sustainable Agriculture



High Road Business



Climate & Energy



Tax Reform



Access to Capital



Chemical Reform

Changing the Balance of Power



ASBC member William Scott testified at a Senate Judiciary subcommittee hearing, chaired by Senator Ted Cruz (R-TX)

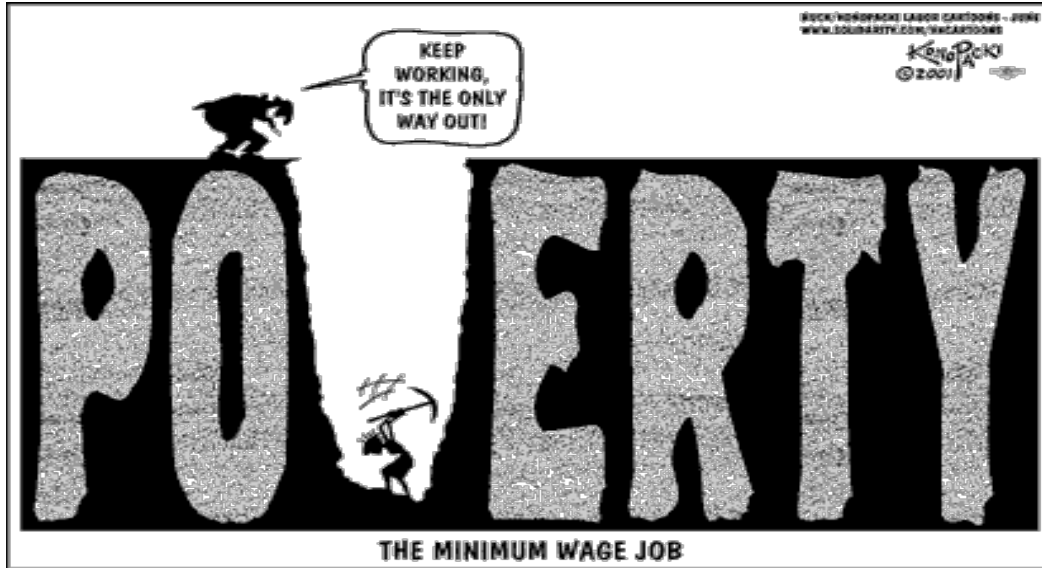
ASBC staff and members meeting with Department of Labor Secretary Tom Perez





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High Road Business



Good Business =
Good Workplace

Minimum Wage

Paid Sick Leave

Family Medical Leave

Worker Ownership

Healthy & Safe Workplaces



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Fair Employment Ban the Box & More



A cleaner
environment.
A stronger
workforce.





Keystone XL Pipeline



Hurricane Katrina

Addressing Climate Change



Advancing Renewables

DIVEST
INVEST



Stopping subsidies to
the oil industry



Hydraulic fracturing

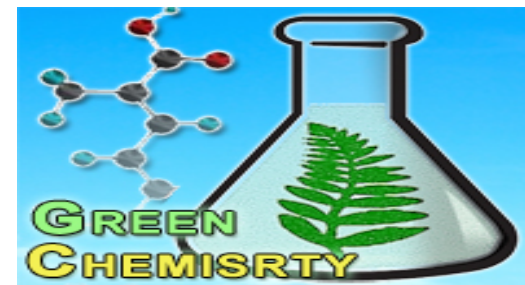


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Safer Chemicals & Products



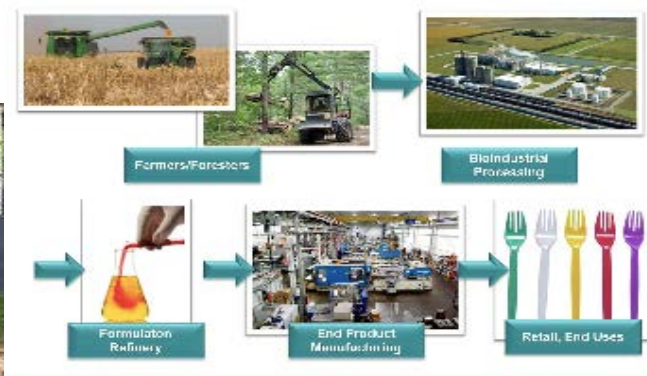
Elk River Spill West Virginia



Flint Michigan



Biobased Plastics





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Local Loan Fund

The E. F. Schumacher Society

Linking people, land, and community by building local economies

SHARE Microcredit Program



Small-Stock Issues



cutting edge capital
INNOVATIVE FINANCING STRATEGIES



Access to Capital

Crowdfunding

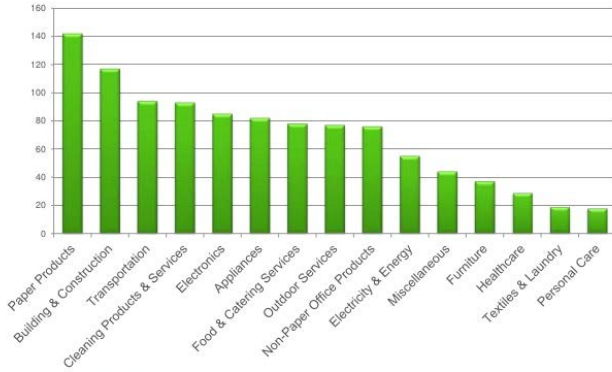


Community Development Credit Unions



Local Stock Exchanges

Number of sustainable purchasing guidelines by product category (Sample of US Government Agencies: Fed, State, Local)



INDUSTRIAL ECONOMICS, INCORPORATED

Sustainable Procurement

Business & Policy Shifts



Aligning Key Preferences

Minority Ownership

Women Ownership

Environmental

Local

High Road Business



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Sustainable Agriculture

Creating Health Local Food Systems

*Local Farms Food and Jobs Act
Beginning Farmer and Rancher
Addressing Food Deserts
Beyond Dollar Stores*



New Mexico



Red Hook, Brooklyn, NY

Raising up the Voice of Women



on Bakery specializes in brownies and second c



We are proud to be a member of the American Sustainable Business Council. ASBC, in a very hands-on manner, has supported our commitment to educate policymakers across the country about the economic and environmental benefits of safer chemicals. I encourage other companies that value sustainability to join."

-Kelly Vlahakis-Hanks CEO, Earth Friendly Products



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Working with ASBC

- Tell your story
- Testify at hearings and briefings
- Help develop Policy Recommendations
- Advocate for Policies at Federal, State and Local Level
- Change how the Media Reports on 'What Business Thinks'
- Make the Business & Economic Case
- Meet with legislators



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