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
Who We Represent

ASBC Organizational Members
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
Genuine Progress Indicator

Gross Production vs. Genuine Progress, 1950 to 1999

USA Genuine Progress Indicator

www.foe.co.uk/campaigns/sustainable_development/progress/international.html
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
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
Why Rebuilding Local Businesses is Critical

- Long-term prosperity & economic security

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

<table>
<thead>
<tr>
<th>Local economic activity created per $100 spent at a...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chain Store</td>
</tr>
<tr>
<td>$16</td>
</tr>
<tr>
<td>Locally Owned Business</td>
</tr>
<tr>
<td>$32 - $56</td>
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</tbody>
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Source: Civic Economics, 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 staff and members meeting with Department of Labor Secretary Tom Perez

ASBC member William Scott testified at a Senate Judiciary subcommittee hearing, chaired by Senator Ted Cruz (R-TX)
Good Business = Good Workplace
- Minimum Wage
- Paid Sick Leave
- Family Medical Leave
- Worker Ownership
- Healthy & Safe Workplaces
Fair Employment
Ban the Box & More
Keystone XL Pipeline

Hurricane Katrina

DIVEST INVEST

Addressing Climate Change

Advancing Renewables

Stopping subsidies to the oil industry

Hydraulic fracturing

A campaign of Green America.
Local Loan Fund

Small-Stock Issues

Community Development

Credit Unions

Access to Capital

Crowdfunding

Local Stock Exchanges
Aligning Key Preferences
Minority Ownership
Women Ownership
Environmental
Local
High Road Business
Sustainable Agriculture

Creating Health Local Food Systems

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

Los Jardines Institute
Agriculture • Literacy • Community
Working for Environmental, Economic, and Social Justice

New Mexico

Red Hook, Brooklyn, NY
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
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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