



AMERICAN  
SUSTAINABLE  
BUSINESS  
COUNCIL

# Advancing the **POWER** of Business for a Just and Sustainable World





**“ASBC is the most important, exciting initiative I’ve been involved with since I started Seventh Generation over 21 years ago. For America to once again become a land of justice and equity, hope, and possibility, we need progressive, responsible businesses to have a seat at the table as policy is shaped, rules are written and priorities are set.”**

It’s been nearly a decade since I wrote the above as one of ASBC’s co-founders. Today, ASBC’s perspective is more compelling than ever, engaging more thoughtful people than ever. You’ll see evidence throughout this Annual Report for 2018.

Despite extremely challenging opposition, ASBC helped the high-road business community, sustainability advocates, and policymakers who believe in servant leadership to work together. We raised crucial issues in the media, advanced reality-based solutions, and passed pro-business legislation that is good for people, the planet and profits.

Legislators listen to business, and throughout 2018, we expanded and changed legislators’ conventional view of “what business wants.” Preparing our business members to testify before federal and state legislative committees and meet personally with lawmakers empowers every one of us.

This Annual Report highlights some of ASBC’s work to restore net neutrality, advance paid leave, facilitate worker ownership, protect clean water, foster safer chemicals, expand sustainable procurement, leverage bipartisan support for a carbon tax, and more. We also led the business community with our endorsement of the values in the Green New Deal. We know that American business innovation can help our nation accomplish amazing things when the cause is good and the need is urgent.

To maximize opportunities opened by the November 2018 election, I’ve taken on a dual role in ASBC, leading staff as CEO while continuing as chair of our board of directors. Every day, we’ll advance policy that levels the playing field for responsible, high-road, sustainable businesses, amplify the voice of these business leaders, and engage more of them to make the case. I hope you’re as encouraged as I am by the 2018 Annual Report, and look forward to sharing 2019’s accomplishments with you.

– Jeffrey Hollender  
CEO/Board Chair, ASBC



## Advancing the **POWER** of Business for a Just and Sustainable World

**ASBC works** to change how government treats sustainable, innovative companies. Our members lead firms that value **people, planet and profit.**

And we lead policy change that helps them **thrive.**

Throughout 2018, the American Sustainable Business Council mobilized responsible company leaders to advance the power of business to build a better world. We:

- Advocated for crucial policies at state and federal levels;
- Trained members to make the business case for a sustainable economy;
- Offered empowering, convenient learning experiences;
- Provided networking opportunities to boost morale (and mutual business);
- Published research on how to implement a high-road workplace, advocate for our issues and carry our message with the media; and
- Publicized member efforts that are transforming conventional ideas of “what business wants.”

While 2018 was largely a challenging year for all who share our triple-bottom-line values, November’s changes on Capitol Hill — and ASBC’s faithful efforts under all circumstances — have left us well-positioned for real progress in 2019 and beyond. ★





*“I joined ASBC to be on the front line of advocacy for our business interests that include justice, inclusion, and equity in opportunities of all aspects of sustainable economic growth.”*

– MaryAnne Howland  
CEO,  
IBIS Communications

## POLICY:

# Impact, Persistence and Progress

Advocating for policies that encourage and incentivize a broad definition of sustainability is the heart of ASBC’s work. Each year, we identify crucial issues, use our influence, and enable our members’ voices to be heard on policies related to those issues. Here are a few highlights from 2018:



### NET NEUTRALITY

Net neutrality is a business necessity ASBC has been defending since 2012. Companies of every size and type depend on the Internet to reach their customers and prospects, and Internet service providers (ISPs) cannot be allowed to cripple this dynamic by blocking traffic, throttling speeds, and charging more for access. When the Federal Communications Commission (FCC) rolled back 2015’s Open Internet Order neutrality protections in 2017, we mobilized a strong business response.

ASBC partnered with our members to support legislation introduced in Congress and California to overturn the FCC’s decision. With the support of our California-based members and partners, including Digital Deployment, our involvement was critical in Governor Jerry Brown’s signing SB 822 into law and making California the first state to restore the protections of the Open Internet Order. ASBC also arranged for member business leaders and other experts to tell the media why business needs net neutrality. Our work earned coverage from *The Hill*, the *Sacramento Business Journal*, *U.S. News and World Report*, the *Boston Globe*, and Cheddar TV, among others. ASBC will continue to advocate for a Federal legislative fix that will restore net neutrality protections for all businesses.



### SAFER CHEMICALS

ASBC played a key role in fighting the mis-named *Accurate Labels Act* and preventing its passage in 2018. The harmful bill overly restricted disclosures to consumers and provided a poor, constrained definition of “sound science.” Fundamentally, the bill aimed to preempt state transparency and labeling requirements. At a time when consumers are demanding more transparency about what is in the products they use in the workplace and in their homes, this bill aimed to limit their access to this information.

ASBC engaged with our partners at the Investor Environmental Health Network to oppose this ill-advised legislation and sent a letter to all Congressional offices signed by more than 230 businesses. ASBC will continue to fight against the *Accurate Labels Act* and similar legislation.



**ASBC works to identify crucial issues, use our influence, and enable our members' voices to be heard.**

ASBC also endorsed the Sustainable Chemistry Research and Development Act of 2018, which would encourage the development and use of new and sustainable chemicals in the manufacturing process. ASBC was one of the first business groups to endorse this bill and will continue working to pass it in 2019.

In 2018, ASBC supported the passage of the NYS Ingredient Disclosure Act (A.521A), along with our member, the New York Sustainable Business Council. A.521A seeks to amend the general business law in relation to menstrual products labeling. It would require the disclosure of ingredients used in menstrual products such as tampons, pads, menstrual cups and period underwear. Responsible businesses that manufacture products women use in and on their bodies voluntarily disclose ingredient information. This disclosure is not industrywide, and informed choice requires it be made standard practice.

Exposure to chemicals in feminine products is not occasional: used in close, continued contact with highly absorptive body tissues, they pose health risks from chemicals linked to reproductive harm, endocrine disruption, cancer and allergens; including undisclosed fragrance ingredients like phthalates and styrene, and/or dioxins and furans from the bleaching process. Without disclosure laws, it is extremely difficult to determine what chemicals are in products and what hazards they pose.

**Inadequate ingredient labeling not only poses risks to consumer health, it impairs the market when companies that offer safer products have to compete with those that do not. Investors as well as consumers are demanding both greater transparency and safer products.**

ASBC has long worked to improve on-label disclosure of the potentially toxic chemicals in household and workplace products. Currently, manufacturers must list chemical ingredients on the labels of beauty and personal care products sold in stores, but not on the labels of such products used in professional salons. This lack of transparency hampers beauty professionals' ability to make informed choices about the products they use and to inform customers about ingredients in these products.

In March 2018, ASBC sent a letter strongly supporting AB 2775 — a bill requiring manufacturers to list ingredients on labels of professional cosmetic products — to California Assemblywoman Ash Kalra. Nail salons comprise an important, growing business sector in California and nationwide, and the state's receptivity to consumer and worker safety initiatives is particularly important as its policies often become the template for other states.

Our letter explained that business choices protecting worker and customer health also protect the bottom line, and referenced a report, "Making the Business and Economic Case for Safer Chemistry," <http://asbcouncil.org/issues/safer-chemicals#.XKVF-6ROm71>, based on an independent study commissioned by ASBC and the Green Chemistry and Commerce Council. The study found that the market for safer cosmetics chemicals

projects a compounded annual growth of more than 10%; significantly higher than conventional counterparts. ASBC's commissioned polling of small businesses across sectors also found that 82% of owners strongly support increasing transparency about chemicals and their possible health risks, along the supply chain and to the public.



## WORKER OWNERSHIP

ASBC and our members have worked hard to make Congress understand how worker ownership increases wages and retirement savings, helps prevent company closures, and strengthens local economies. An encouraging result of our 2017 efforts to advance worker ownership, the Main Street Employee Ownership Act was introduced by Senator Kirsten Gillibrand (NY) in April 2018. ASBC's ongoing dialogue with Congressional offices was key to the bill's passage into law in August 2018. The law will support the creation of more worker-owned companies and provide more funding and resources to them.

The Main Street Employee Ownership Act amends the Small Business Act to expand the authority of the Small Business Administration (SBA) to guarantee loans for qualified employee trusts of a small business to purchase the stock of that business. The bill also lets the guaranteed loan cover transaction costs of purchasing the stock. In addition, it lets loans to a small business be guaranteed if the loan proceeds will:

- be used to provide loans to a qualified employee trust of the small business to purchase the business's stock; and
- result in the trust owning at least 51% of the business's stock.

The SBA must guarantee loans to cooperatives in which employees are eligible for membership for such stock purchases.

As well, the bill requires the SBA to:

- provide outreach and educational materials to licensed small-business investment firms to increase investment in transitions to employee-owned businesses, and
- establish a Small Business Employee Ownership and Cooperative Promotion Program offering technical assistance and training on the transition to employee ownership through cooperatives and qualified employee trusts. Further, the bill requires the SBA Administrator to coordinate an inter-agency working group on employee-owned businesses.

The efforts and support of ASBC's members and partners have been vital to our helping pass this important legislation. As many ASBC members demonstrate, worker ownership is not only good for employees, it is also good for business and the economy. Through our Ownership4All campaign, the ASBC community has helped lead the nationwide movement for worker ownership, including innovative hybrid ownership models that will involve every workplace sector in an inclusive economy.

Notably, significant help in coordinating grassroots organizing to pass this bill was provided by 1Worker1Vote, through its executive director, co-founder and ASBC board member Michael Peck, also Mondragon's USA delegate. Other ASBC community members providing dedicated support to this campaign include: NRS, New Belgium Brewing, Future State, EILEEN FISHER, Designing the We, Current-C Energy, Mosaic Creation, U.S. Federation of Worker Cooperative, The Honest Company, Trillium Asset Management, Rocky Mountain Employee Ownership Center, Certified EmployeeOwned, SOL Economics, South Mountain Company, and Ibis Communications.

Passage of the Main Street Employee Ownership Act is a very encouraging start, and ASBC will continue to advocate for more legislation that increases the number of worker-owned companies in the U.S. ★



***“ASBC is fighting for high-road workplaces, which provide better conditions for workers, stronger communities and a healthier planet for our children. Their work proves that investing in environmental sustainability and paying workers well isn’t just the right thing to do, it’s also good business.”***

– Keith Ellison  
Minnesota Attorney General,  
Former U.S. Representative  
(D-MN)

## MEDIA AND PUBLIC RELATIONS: Earning the Spotlight

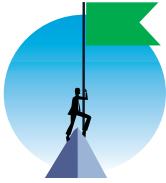
ASBC’s public relations brought us important earned media exposure in 2018. It is a highly credible way to show how the values that drive triple-bottom-line businesses are transforming policy discussions. We use three main strategies in our PR work: op-eds and columns, relationship building, and taking stands on issues in the news. In 2018, they all successfully carried our message: the power of responsible business to change policy at the state and federal levels.

Op-eds and columns are the most powerful as they let us fully control the message. Some key successes in 2018 were:

- “A Smart Plan for Protecting D.C. from the Coming Storm” – An op-ed by ASBC in *The Washington Post* urges passage of a clean energy bill in the District.
- “Viewpoint: Paid family leave pays business dividends” – An op-ed in the *Boston Business Journal* by Emily Hall Warren of Badger Balm, an ASBC member, makes the case for a national paid leave program.
- “A day without water: Why infrastructure matters” – An op-ed in the *Philadelphia Inquirer* by Ed Clerico of ASBC member Natural Systems Utilities and Richard Lawton, executive director of the New Jersey Sustainable Business Council, urges water infrastructure improvements in the Delaware River Watershed.
- “Why California Businesses Need Net Neutrality” – ASBC member Mac Clemmens, CEO of Digital Deployment, penned an op-ed in the *Sacramento Business Journal* urging California businesses and residents to sign on with ASBC to support SB 822 protecting net neutrality.
- “A Carbon Tax for New York” – Amy Hall, director of social consciousness at ASBC member Eileen Fisher, Inc., wrote an op-ed in *Crain’s New York* in support of a New York State-mandated price on carbon.

Relationship building makes journalists aware of ASBC’s mission and who we represent, so when they need a credible quote, they contact us. Here are some examples of how relationship building paid off for ASBC this year:

- “Small Businesses Find Tight Job Market Makes It Hard to Hire” – An AP press story quotes ASBC member Richard Graves, co-founder of CleanChoice Energy, saying that, “...its mission — to provide homes with renewable energy — helps attract employees.”
- “Reducing Legal Immigration Means Hiring Challenges for Some Companies” – Marketplace radio interviewed Michael Bronner, president of ASBC member Dr. Bronner’s, about proposals to cut legal immigration by up to half, concluding that firms employing immigrants will find it harder to fill jobs.



**We use three main strategies in our PR work: op-eds and columns, relationship building, and taking stands on issues in the news.**

- “US Businesses Cast Wider Net as Jobless Rate Hits 3.9 pct.” – ASBC member Brian England, president of BA Auto in Columbia, MD, is quoted in this AP story, stating that he has “raised starting pay roughly 10% in the past two years. The more you make an employee healthy and happy, the more likely that they’re going to stay with you.”

Taking positions on issues in the news also furthered our success with earned media in 2018. A few highlights include:

- “Red Alert On Net Neutrality” – An article in *Forbes* noted ASBC’s commitment to protect net neutrality.
- “Dems Line Up Against Rubio Paid Leave Bill” – Politico quoted ASBC criticizing Senator Rubio’s inadequate, badly-funded paid leave bill, saying it is “a long way away from what American employees need and what most businesses want to provide.”
- “Clean Water Rule: Local officials ask court to protect WOTUS” – A news article in *EE News* lists ASBC among members of the business coalition filing an amicus brief in the North Dakota court case concerning the Clean Water Rule.
- “US Congress introduces broad cosmetics safety bill” – A news article in *Chemical Watch* quoted ASBC in support of the safe cosmetics bill introduced by Rep. Jan Schakowsky (IL).
- “Historic Federal Law Gives Employee-Owned Businesses Access to SBA Loans” – A news article in the *Non-profit Quarterly* cited ASBC’s praise for the new federal law supporting worker ownership; a law ASBC support helped to pass.

Throughout 2018, ASBC’s news and views earned notice in many other general interest, business and specialty publications, including:

- “The Truth About Insurance to Protect Your Business from Natural Disasters” – A feature article in *Small Business Trends* mentions ASBC’s 2013 study showing that small businesses lost an average of \$3,000 dollars a day for every day they were closed due to extreme weather events brought on by climate change.
- “How Business Leaders Are Advocating for a Healthier Planet” – ASBC contributed this story in an advertorial series on sustainability in *USA Today*.
- “Commentary: Imagine a day without water” – An op-ed in the *Napa Valley Register* by Bruce Douglas and Eric Hough of Natural Systems Utilities urges water reclamation to reduce use of other water sources in California.
- “Rewarding Our Daily Work, Promoting Upward Mobility” – In an op-ed ASBC placed in the Waco, TX *Tribune-Herald*, Steve Greer, CEO of ASBC-member American Income Life Agency Division, writes in support of worker ownership and other high-road workplace practices.
- “Eileen Fisher Wants Those Clothes Back When You’re Done” – A story in *The Washington Post* names ASBC as a key advocacy group and quotes ASBC member Eileen Fisher: “We don’t want sustainability to be our edge, we want it to be universal.”



**“When businesses speak, the media and elected officials tend to listen.”**

– David Levine,  
Co-Founder and President,  
ASBC

- “US NGOs: ‘Science transparency’ policy contravenes TSCA” – A ChemicalWatch article on the EPA’s proposed policy defining what type of science can be used in its chemical safety decisions quotes ASBC saying, “The more research the EPA considers, the more informed and appropriate their response can be to findings about harmful effects of chemicals.” (Pay wall)
- “Opinion: Business Leaders Should Support Carbon Fee Initiative” – In an op-ed ASBC placed in the *Puget Sound Business Journal*, ASBC member Kelsey Marshall, co-founder of Grounds for Change Coffee in Poulsbo, WA, outlines how a carbon-pricing initiative will help protect Washington State and level the business playing field.
- “What People Get Wrong about Sustainability” – In an interview on Conscious Investor, a streaming video show from *Business Insider*, ASBC Board Chair & CEO Jeffrey Hollender explores how corporate sustainability boosts a company’s positive impact on the planet, society and the economy; and makes a strong business case for policy change.
- “American Businesses and Our Economy Need Net Neutrality” – ASBC President David Levine’s op-ed in *The Hill* advocates for net neutrality protections.
- “A New Ownership Culture of Work” – Michael Peck, co-founder and executive director of 1worker1vote.org and an ASBC Board member, blogs in support of worker ownership.
- “LA County to Use Job Pool to Help Residents” – An article in mynewsLA.com quotes from ASBC’s High-Road Workplace report: “‘High-road’ companies view the workplace as a means to create significant business and social impact (and) reject low-road business models that exploit employees and disregard the environment as the basis for success.”
- “ASBC Talks Net Neutrality with Holland Cooke” – Following Senate Democrats’ successful passage of the net neutrality CRA, ASBC discusses the business implications.
- “Invest in Women, Invest in America” – Claudia Viek, founder/catalyst of Invest in Women Entrepreneurs, an ASBC member, blogs on how supporting women entrepreneurs and women-owned businesses bring a high return on investment for our country.
- “FMLA Celebrates 25th Anniversary” – A Marketplace radio story about paid family leave featured comments from Emily Schwerin-Whyte, co-owner of ASBC member W.S. Badger Company.
- “Carbon Pricing is a Smart Approach to Climate Action” – A *New Hampshire Union Leader* op-ed by Julie Gorte, Senior VP of ASBC member Impax Asset Management, supports a carbon price study to map NH’s path to a low-carbon economy.
- “Employee Ownership Gives Power to the People, Not Corporations” – A *Baltimore Sun* opinion piece refers to ASBC comments on the value of worker ownership.
- “How Does Net Neutrality Affect Small Business Owners?” – Fundera.com cites ASBC on how losing net neutrality hurts small businesses. ★



*“ASBC offers the best platform for mission-driven firms and sustainable business networks to advocate effectively for a just and sustainable economy.”*

– Deb Nelson  
VP, Client and  
Community Engagement  
RSF Social Finance

## ASBC MEMBERSHIP: Growing Strong

In 2018, ASBC welcomed many new business and organizational members. These include:

### PLATINUM



### GOLD



### SILVER

- |                              |                                    |
|------------------------------|------------------------------------|
| Bambu                        | Eastside Sports, Inc               |
| Black Tie Ski Rentals        | EcoAct                             |
| Bohlsen Group                | Guru Media Solutions               |
| Breaking Ground Contracting  | Lead With The Lights On            |
| Certiably                    | Lioness Enterprises LLC            |
| Ciel Power                   | Moxie Business & Bookkeeping, Inc. |
| Clean Yield Asset Management | PHLUR, Inc.                        |
| Common Energy LLC            | Praxis Consulting Group            |
| Duct Tape Then Beer          | Spencer Organ Company              |
| Earth University             | Tiny Human Food                    |

## BRONZE

Advocacy Partners Team	Marc Vahanian The 7 Keys Coach
Backpack Health	MetaWear
BrightChange, Inc.	Milo Tricot Consultant LLC
Cabin 9, Inc.	Moriondo
Caramagno & Associates	Mrs. Green's World
Carol Goodstein Communications	Nona Lim
CAUSEGEAR	Nutricare
ClimateMoneyPolicy	Omnia Compliance Services LLC
Community Cosmetics, LLC	Outsect Corporation
Conscious Leaders	Petal by Pedal
Earth911	Propelled Technologies
Electronic Music Alliance	Pure Strategies, Inc.
Ellements by K	RenewComm LLC
Epic CleanTec	Rock Industries Corp.
Epicycled	SeaStraws
Evox Omni Media, PBC	Soulr
Good Planet Innovation	The Change Creation
Green Leaf Asset Management	The Culture Company
Harleman Products LLC	The Mantia Company
J Dash Consultants LLC (Climate Portal)	The Paper Straw Girl LLC
Laurie Allan & Associates	Thinkshift Communications
LILAGREN	Transcend
Longsplice Investments	Turnkey Group Limited
Made Safe	Virtue
Made to Grow LLC	Visionary Solutions Consulting

## ORGANIZATIONAL

At The Epicenter
B2R Technologies
Good360
Good Business Colorado
Green Sports Alliance
Innovation 4.4
Inspiring Committed Leaders Foundation
Institute for local Self Reliance
National Stewardship Action Council
P3 Utah
Social Impact 360
University of Florida – Warrington College of Business
Wisconsin Environmental Initiative



**Our policy advocacy work depends heavily on active member involvement.**

In addition to recruiting new members, ASBC devoted considerable time and consistent effort to maintaining relationships with current members and securing their renewals. Our policy advocacy work depends heavily on active member involvement, and we thank our loyal current members who contributed so much to our successful impact in 2018. Current members include:

## PLATINUM



EILEEN FISHER



patagonia



## GOLD

American Income Life Insurance Company

Asana

BA Auto Care Inc.

Badger Balm

Beauty Counter

Better World Club

Cape Air

Chads Design Build

Chroma Technology Corp.

Collaboration Capital

Dharma Merchant Services

Digital Deployment

Dolphin Blue

Etsy

Gat Creek

Greyston Bakery, Inc.

Grounds for Change

Hackensack Medical Center

Intex Solutions

Liberty National Life

Marstel Day

Method Products, Inc.

Moriondo

Natural Systems Utilities

Pantheon Enterprises

Re-marks

South Mountain Company, Inc

Sustain Natural Products

TCG

Trillium Asset Management

Waste Farmers

## SILVER

Akamai	Global Women 4 Wellbeing	NewGen Surgical
Arcadia Power	Green Retirement	pharmacychecker.com
AREI (American Renewable Energy Institute)	Greenopia	Praxis Consulting Group
Back to the Roots	IBIS Communications, Inc.	Revolutions Foods
Beanfields Snacks	Integrative Health Policy Consortium	Rivanna Natural Designs
BETTER AIR NORTH AMERICA	Irving House Corporation	Sierra Leadership
Blue Ridge Produce	JSA Financial	Sustainable Business Consulting
CSRwire	MAPA Group	The GreenShows, Inc.
DiBianca Associates	Marketing Partners	Triumph Communication
Ethical Markets Media	Mercaris	Wolf, DiMatteo + Associates
Global Access Advisors	Montclair State University (PSEG)	
	Motivity Partnerships, Inc.	

## BRONZE

4P Foods	GlobalRx	Sleigh Strategy LLC
Barrett International Technology	Graziani Multimedia	SNS MJ Consulting
Box Latch Products	Ground Floor Partners	Social (k)
Certified Employee-Owned	Ideal Energy	SOL Economics
Clean Choice Energy (Ethical Electric)	InNative	SoliPoints
Conscious Company Magazine	Iva Kaufman Associates	Steve Kaye Photo
Current-C Energy Systems, Inc.	J. Mitchell Gardens & Stone	Strugatz Ventures Inc.
Designing the We	JustLaws	The Astra Corporation
Distance Learning Consultant	Law Office of Lara Pearson	The Regenerative Business Summit
Dumpsters.com	Moonfarmer	Threshold Acoustics LLC
Ecoplum	New Morning Energy	Torchlight Technology Group
Effective Advocates	Peak Change	Triple Ethos
Eighty2degrees LLC	Planet Eclipse Organic Recovery	Unfold
Environmental & Public Health Consulting	Ramapo College of New Jersey	Whaleback Partners
Financial Sherpa, Inc.	Recycleforce	Winter Badger
Forward Ever Sustainable Business	SEMC Pathology	Youth Centric
	Singlebrook Technology	

## ORGANIZATIONAL

1 Worker 1 Vote	Idaho Clean Energy Association	Ohio Sustainable Business Council
1% for the Planet	Illinois Green Business Association	Outdoor Industry Association
Advocacy Partners Team	Interfaith Center on Corporate Responsibility	Practice Greenhealth
Alliance for Affordable Energy	International Society of Sustainability Professionals	Re>Think Local
American Independent Business Alliance	Investors' Circle	Restaurants Advancing Industry Standards in Employment (RAISE)
Athen's Own	Kentucky Sustainable Business Council	Reuse Institute
B Lab	Lioness Enterprises LLC	Seattle Good Business Network
Business for a Fair Minimum Wage	Local First Arizona	Social Venture Network
Businesses for Montana's Outdoors	Local First Chicago	Solar Energy Industries Association
California Association for Micro Enterprise Opportunity (CAMEO)	Local First Ithaca	South Carolina Small Business Chamber of Commerce
California Business Alliance for a Clean Economy	Long Island Hispanic Chamber of Commerce	Specialty Sleep Association
Capital Markets Partnership	Long Island Sustainable Business Council	Sustainable Business Network of Greater Philadelphia
Chesapeake Sustainable Business Council	Louisville Independent Business Alliance	Sustainable Business Network of Massachusetts
Chlorine Free Products Association	Lowcountry Local First	Sustainable Food Trade Association
Climate Action Business Association	Manhattan Chamber of Commerce	Sustainable Furnishings Council
Coalition for a Prosperous America	National Asian American Coalition	Sustainable Purchasing Leadership Council
Connecticut Sustainable Business Council	National Cooperative Business Association	Think Local First DC
Cooperative Economics Alliance of NYC	National Latino Farmers & Ranchers Trade Association	Tristatz
Electronic Music Alliance	National Small Business Network	United States Federation of Worker Cooperatives
Fair Trade Federation	Network for Business Innovation and Sustainability (NBIS)	US Green Chamber of Commerce
Florida For Good	New Hampshire Businesses for Social Responsibility	Vermont Businesses for Social Responsibility
Florida Green Chamber of Commerce	New York Sustainable Business Council	West Virginia Sustainable Business Council ★
Freelancers Union	Nia Community Foundation	
Greater NY Chamber of Commerce	North Carolina Business Council (NCBC)	
Green America	Northwest Atlantic Marine Alliance	
Green Business Networking		



***“In a very hands-on manner, ASBC 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

## MEMBERSHIP SERVICES: Maximizing Value

In 2018, ASBC continued providing a wide array of useful services to members, enhancing their ability to advocate to policymakers, network with potential customers and vendors, attain favorable media attention, work with peers on specific policy issues of interest, and strengthen their role as a sustainable business. Current member services include:

- ★ Recognition as an ASBC Policy Campaign Sponsor\*
- ★ Priority logo visibility on ASBC website and materials\*
- ★ Use of conference room space in Washington, DC\*
- ★ Direct advocacy support for business-specific issues on the federal level\*
- ★ Professional media support to supplement your issue-based public relations\*
- ★ Two complimentary passes to the ASBC Summit in Washington, D.C.\*
- ★ Opportunity to give a free membership to a new Bronze or Silver business\*
- ★ In-person meetings with elected officials, staff, and policymakers
- ★ Opportunity for widely publicized member CEO interview with ASBC’s CEO\*
- ★ Priority recognition as an ASBC Leadership Member
- ★ Direct input in setting ASBC’s policy agenda
- ★ Invitations to provide Congressional and state testimony
- ★ Peer-to-peer networking with 250+ business leaders
- ★ Invitations for media opportunities
- ★ Access to ASBC issue working groups
- ★ Opportunity to submit posts for ASBC’s blog
- ★ Dedicated social media benefits
- ★ Access to online skills training workshops and webinars
- ★ Invitations to in-person events in numerous states
- ★ Opportunity to share your news and events in our monthly Policy Update
- ★ Certificate of membership and license to use ASBC branding

*\*Available with select memberships*

## ASBC STATE AFFILIATES: Grassroots Power Spurs Change

ASBC's affiliates at the state level are an essential force for advancing our agenda, especially when federal-level efforts are struggling. The states truly are "the laboratories of democracy," and these state-level organizations are cooking up important solutions.



### CONNECTICUT SUSTAINABLE BUSINESS COUNCIL (CSTSBC)

In 2018, CSTSBC achieved significant advances in building support for sustainable procurement, safer chemicals, carbon pricing and other needed policies.

To advance statewide policies that eliminate the use of harmful chemicals in the marketplace, we worked with Clean Water Action CT to support the SAFER Chemicals/ Sustainable Procurement project and with SustainableCT, the state's voluntary sustainability rating system for municipalities. Our goal was to demystify the sustainable procurement process and help local government operations set a persuasive, practical example.

We discussed with Sustainable CT how municipalities participating in the rating system could benefit from increased information and technical help to develop and adopt Sustainable Procurement policies. We then developed a webinar to make it easier for local governments to make this shift. Our webinar explained the economic, business, environmental and social benefits of a sustainable purchasing policy. It also provided specific guidance for developing a policy, such as the importance of including language that avoids purchases of products containing harmful chemicals and replaces them with safer alternatives.

As a result, several towns followed up with the SustainableCT technical team and subsequently committed to purchasing sustainable products and services.

In one encouraging example, we arranged a meeting with the Town of Bethel and its Sustainability Committee to review the SustainableCT rating system and discuss the Town's putting Sustainable Procurement as a legislative action item on its upcoming meeting agenda. We obtained a commitment from Bethel's Sustainability Committee and Selectmen to draft and adopt such a policy. To help spur the process, we garnered expert advice from Clean Water Action CT and created a sample policy template for Bethel.

CSTSBC will continue to work with SustainableCT as it has demonstrated its value to the state's cities and towns. In its first year, 77 towns registered for the program; 22 earned certification, and 496 action items were completed.



**In its first year,**  
**SustainableCT** has  
demonstrated its value:

**77** towns registered  
for the program

**22** earned certification  
and

**496** action items were  
completed

To advance carbon pricing, we organized an event on campus with Yale School of Forestry and Yale Carbon Charge that gathered academics, business leaders, and legislators. Stanley Black & Decker and ASBC participated in the discussion on the social, environmental and economic value of putting a price on carbon.

That event content was repurposed into a well-attended webinar. Subsequently, an in-person meeting, co-facilitated by NCEL, CTSBC and ASBC, led to the formation of a Carbon Pricing Coalition. This high-profile coalition includes Sierra Club, Connecticut Fund for the Environment, Nature Conservancy, National Caucus of Environmental Legislators, Clean Water Action, Connecticut Roundtable on Climate and Jobs, and state legislators.

The Coalition will submit a proposal, via the Environmental and Energy Committees, to include carbon price legislation as a 2019 -2020 priority to Governor Ned Lamont.

In 2018, CTSBC also explored how environment impacts health and how laws impede the shift to electric cars. State laws currently prohibit companies like Tesla from selling electric vehicles directly to consumers, and efforts to pass new laws to allow direct sales and ramp up the transition to an electrified transportation sector have failed for the past four years. To leverage pressure from the generation most affected by climate change, CTSBC developed a public campaign to engage students from UCONN School of business and its Net Impact Chapter. Goal is to mobilize support from this constituency to convince state legislators to remove this impediment to electric car sales.

We also organized and hosted a well-attended event at Cigna HQ about the connections between planetary and human health, and the implications (and opportunities) for business. The panel event featured Mary Engval, director of Public Affairs and Corporate Social Responsibility at Cigna Foundation; David Levine, ASBC; Jeffrey Hollender, Sustain Natural; Gary Cohen, Healthcare without Harm; and Anne Hulick, Clean Water Action Connecticut. We will continue to pursue a national, sustainable well-being initiative.

### OHIO SUSTAINABLE BUSINESS COUNCIL (OSBC)

Ohio Sustainable Business Council had a productive 2018 and forged some high-visibility alliances to further our mission. Notably, in partnership with the Ohio Recycling Coalition (<https://www.orrecycles.org/>), we initiated plans to co-host the Sustaining Sustainability Conference, April 20-22, 2020. The recycling industry conference, trade exhibition and showcase will be held in Dublin, OH, just north of Columbus. The event will help attendees discover solutions to sustain our environment for future generations and will offer hands-on access to products that have been re-manufactured and/or manufactured from recycled materials. Attendees will learn from environmental education experts and Ohio policy makers, and network with industry leaders.



In another practical learning opportunity, OSBC has collaborated with the Ohio Recycling Coalition on its documentary showcasing programs to reduce, reuse and recycle in the state.

OSBC has also provided input to the City of Columbus. Responding to climate vulnerabilities identified in the 2016 report, "Climate Change in Columbus, Ohio," the City created a Climate Change Action Plan Task Force and named OSBC as a member. Since fall, 2016, the task force developed a document outlining specific actions the City could take to address climate vulnerabilities. OSBC appears in the result of the task force's work, the Columbus Climate Adaptation Plan, <https://byrd.osu.edu/columbus>.

Keeping in focus that our members are responsible businesses in a competitive environment, OSBC has continued finding ways to help our members sustain their success. In 2018, along with our local economy partners, we began forming a coalition to build a state-wide directory of locally-owned businesses. This directory will bring an array of existing smaller directories together to pool resources and promote the shift to local, responsible businesses.

Furthering our effort to demonstrate value to our current and prospective members, OSBC is exploring a partnership with The Local Frequency (<https://www.thelocalfrequency.com/forlocalbusinesses>). This payment, loyalty and marketing app for local businesses has launched in Canada and is looking to launch in the U.S. The app has elements of local currency that ensure that customers are rewarded for shopping locally.



### NEW JERSEY SUSTAINABLE BUSINESS COUNCIL (NJSBC)

NJSBC's exceptional influence as a strong business voice continued to grow throughout 2018.

NJSBC was responsible for numerous published articles and op-eds, including:

- Association of NJ Environmental Commissions (ANJEC) article, "How Promoting Eco-Labeled Products is Good for Both the Environment and Business," <http://anjec.org/pdfs/Winter2018ANJECReport.pdf>
- *NJ Biz* profile at our first anniversary, "Sustainable Business Council Looks to Grow in Second Year," <http://www.njbiz.com/article/20180219/NJBIZ01/180219877/sustainable-business-council-looks-to-grow-in-second-year>
- Featured in *NJ Biz* article, "Resourceful: State, Others Offer Help to Those Going Green," <http://www.njbiz.com/article/20180416/NJBIZ01/180419883/rebresourcebful>
- NJSBC wrote op-ed on raising the minimum wage to \$15/hour in collaboration with Businesses for a Fair Minimum Wage, <https://www.northjersey.com/story/opinion/contributors/2018/04/26/minimum-wage-conversation-needs-include-consumers-opinion/553950002/>



**NJSBC's exceptional influence as a strong business voice continued to grow throughout 2018.**

- Op-Ed published in *NJ Biz* print edition, "NJ Economy Would Be Stronger, Cleaner Without PennEast."
- Co-wrote op-ed with NJSBC business member Ciel Power: "Gov. Murphy, NJ Businesses Need You to Set a Strong RGGI Emissions Cap," <http://njsbcouncil.org/2018/09/05/gov-murphy-nj-businesses-need-you-to-set-a-strong-rggi-emissions-cap/>
- NJSBC and business member Natural Systems Utilities co-wrote two op-eds urging businesses to help protect the Delaware River Watershed: <http://www.njbiz.com/article/20181022/NJBIZ01/181029975/businesses-must-connect-to-protect-water-supplies;> and "A Day Without Water — Why Infrastructure Matters," <http://www2.philly.com/philly/opinion/commentary/water-infrastructure-new-jersey-flooding-20181010.html>
- Following an October press conference coordinated by New Jersey Policy Perspective and Business for a Fair Minimum Wage, where NJSBC and member Earth Friendly Products spoke outside the state capital in support of raising the minimum wage to \$15/hr, media coverage included:
  - <https://www.insidernj.com/press-release/njpp-nj-business-owners-urge-lawmakers-raise-minimum-wage-15-hour/>,
  - <http://www.njbiz.com/article/20181002/NJBIZ01/181009949/15-minimum-wage-would-boost-state-economy-njpp-report-says>, and
  - <https://www.tapinto.net/towns/edison/articles/employees-at-amazon-s-edison-site-will-see-increase-in-minimum-wage>
- Among many other events which NJSBC hosted and participated in, we spoke at a press conference in February outside NJ's state capitol, along with Senate and Assembly bill sponsors, in support of bills requiring transitioning to 100% renewable energy.
- Following NJSBC Executive Director Lawton's lecture at Ramapo College in March, the class wrote and submitted a 113-pg. "Green Economy for NJ: A Proposal for the New NJ Governor Phil Murphy." Both professor and students cited Lawton and NJSBC in the proposal.
- At the invitation of E.P.A. Region 2, Lawton also presented at the Pollution Prevention–Sustainability Council Meeting in New York City in July.
- At the 6th Annual Delaware River Watershed Forum, speakers on an ASBC-sponsored panel, "The Business Case for Clean Water in the Delaware River Watershed," were NSBC's Richard Lawton, Fran Lawn, Sustainable Business Network of Greater Philadelphia; and Ed Clerico, Natural Systems Utilities.

The event encouraged attendees to sign on to Clean Water is Good for Business: Protect the Delaware River Watershed.

**In 2018, NJSBC**  
formed working groups  
of business leaders  
focusing on:

- Water quality
- Transition to renewables
- Economic development and
- Transportation

- In October, NJSBC facilitated and co-hosted a webinar with Business for America on “The Business Case for Secure and Accurate Elections in New Jersey” <http://njsbcouncil.org/2018/09/20/register-now-the-business-case-for-secure-accurate-elections-in-new-jersey/>.

- At year’s end, at the NJSBC-sponsored Jersey Waterworks conference, NJSBC was recognized for our commitments to advance sustainable water management and infrastructure investment initiatives.

In 2018, NJSBC also formed working groups of business leaders focused on water, transition to 100% renewables, economic development, and transportation; created policy strategies and engaged in related legislation.

- At meetings of the NJ Senate Environment and Energy Committee, NJSBC supported rejoining the Regional Greenhouse Gas Initiative (RGGI), (later signed into law) and supported expanding EV infrastructure, (referred to the Budget and Appropriations Committee).

- At NJ Senate and Assembly Commerce committees’ meetings, NJSBC supported Earned Sick Leave, spoke at a press conference with Senate and Assembly bill sponsors, and was invited to the bill signing.

- NJSBC helped ASBI launch the “Clean Water is Good for Business” Campaign, sending a sign-on letter with our members and partners to more than 4,000 NJ businesses.

- We also met in a coalition with the Governor’s office, making the business case for banning transportation, storage, and processing of fracking waste. In collaboration with Divest NJ Coalition, we also signed a letter to Governor Murphy supporting divesting state pensions from fossil fuels.

- With our business member Ciel Power, NJSBC testified at the BPU hearing to support energy efficiency measures being included in the state’s new Energy Master Plan, and were featured in media coverage: <http://njsbcouncil.org/2018/09/18/njsbc-in-the-news-making-the-triple-bottom-line-case-for-energy-efficiency/>

- In December, we discussed NJSBC’s policy priorities with Sen. Booker’s project director.

In 2018, NJSBC expanded to over 2,000 business and business association members, spurred in part by our new dual membership with ASBI.

Our ability to lead on critical issues was underscored in November, when NJSBC received a one-year \$45k grant from the Energy Foundation. We will serve as “business table lead” in forming and leading a coalition of business organizations as part of the Energy Foundation’s clean energy policy strategy.



### NORTH CAROLINA BUSINESS COUNCIL

North Carolina Business Council had a number of notable achievements in 2018. A few highlights include:

- Successfully fought against Senate Bill 75 which proposed an Income Tax Cap Amendment that would hurt small business and restrict revenue for education and other public services. Our advocacy efforts led legislators to increase the proposed tax rate cap from 5.5 percent to 7 percent, potentially saving tax payers millions of dollars in future increases in sales tax and excise fees.
- Hosted the Amazon HQ2 forum at Elon University featuring economic analysts who discussed the benefits and challenges to bringing Amazon's newest headquarters to Raleigh. More than 100 business leaders and students attended and learned the benefits of strategically growing local economies to attract big companies.
- Initiated the Leadership in Visionary Enterprise (LiVE) Awards Luncheon to recognize outstanding, purpose-driven business leaders and promote sustainable business practices. The event gathered nearly 100 sustainable business leaders and state officials from across the state.
- Partnered with NC4Redistricting Reform, a nonprofit organization, to launch a statewide campaign to promote fair election policies and advocate for the formation a state constitutional amendment to allow transparent, nonpartisan guidelines to draw NC voting districts.
- Joined Raising Wages NC along with hundreds of workers and business owners at the state capital to advocate for raising the minimum wage to lift state residents out of poverty and boost our economy.
- Supported the state Energy Bill and policies to increase the use of solar energy and renewable energy; fought against GenX and other toxic waste in rivers; and promoted clean water policies by partnering with NC Sustainable Energy Association, NC Conservation Network and the Sustainable Furnishing Council.
- Established partnerships with the Croatan Institute and a number of organizations with similar missions to work together to advance racial and economic equity in business and industry and increase social impact investments.
- Awarded funding from Dominion Energy Foundation to launch our first "Green to Black" sustainable business training workshop series.
- Awarded funding from Z. Smith Reynolds to carry out our 2019 strategic initiatives to establish regional sustainable business networks across the state. Goal is to strengthen our statewide voice and the connections among purpose-driven companies in NC. ★



*“To keep the economy growing, we need policies that help workers and communities thrive. The work the ASBC is doing to build an economy that works for everyone is so important — and vital to our country.”*

– Kristin Gillibrand  
U.S. Senator (D-NY)

## GOING FORWARD: Our Policy-changing Work Continues

Despite formidable resistance from entrenched interests in 2018, ASBC mobilized the power of business to make our country and our world more equitable and sustainable. Our work is grounded in improving widespread, shared economic wellbeing — but it goes far beyond that. It is also grounded in protecting the environmental resources we need — but it goes beyond that, too.

We are lit up every day by the realization that “sustainability” is not the false either-or choice some believe, but a condition in which helping nature and each other thrive is directly helping ourselves. ASBC thanks all our members, supporters and allies who make the business case that today’s people, on today’s planet, make tomorrow’s profits possible. Until all policymakers understand that, our work continues. ★



AMERICAN  
SUSTAINABLE  
BUSINESS  
COUNCIL

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