



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL

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





ASBC has always worked to connect our nation's business wellbeing

with what America's founders termed "the general welfare." This connection reached life-and-death urgency as we prepared this 2019 report in the first quarter of 2020. The COVID-19 pandemic has laid bare the disastrous result of four decades of failed public policies in which the government took an increasingly laissez-faire approach to the general welfare. Right now, that history is hitting home: Politics decide policy, and policy decides if We, the People and we as business leaders flourish or perish. As I wrote a decade ago when co-founding ASBC, "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." Today, ASBC's approach is even more urgently needed now.

In November 2018, I took on the role of CEO while chairing ASBC's board of directors, and in 2019, we continued advancing our vision of successful business that values all stakeholders as well as shareholders. In June 2019, ASBC President/co-founder David Levine and I added Thomas Opiel to our leadership team as executive vice president. (You can read his bio on the ASBC website, but it's no accident that from 2009 to 2017, Thomas was Chief of Staff to the 75th Secretary of the United States Navy, overseeing the development, execution and communication of the Secretary's policies and objectives throughout the Navy, Marines, Pentagon, Administration, Congress and the public. There, he was chief of staff for the Navy's long-term Gulf Coast recovery plan after the Deepwater Horizon oil spill, and helped pass the bipartisan RESTORE Act.)

Well before the pandemic, ASBC was on the job. In the face of concerted opposition fueled by endless misinformation, we persisted in helping high-road policymakers and business leaders work together to advance healthful public policies. Our dedicated, well-researched findings helped change lawmakers' view of "what business wants," and advanced legislation that is good for people, the planet and profits. Our 2019 work reached its pinnacle in our high-profile Sustainable Business & Advocacy Summit in December, with its focus on "Making Capitalism Work for All."

In our 2018 Report, I stated my belief that American business innovation can help our nation accomplish amazing things when the cause is good and the need is urgent. I still believe it, and I know you do, too. I hope the 2019 Annual Report helps to illustrate the wisdom of the triple-bottom-line approach, and our tireless commitment to it. Together, we can level the playing field for high-road, sustainable businesses and "promote the general welfare" as our nation's founders intended.

Meanwhile, stay well, stay strong, and stay in touch!

– Jeffrey Hollender
CEO/Board Chair,
ASBC

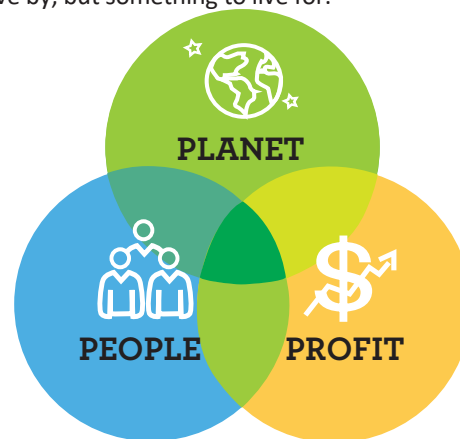
Deploying our Business Influence to Sustain -- and Save -- Our World

2019 was a transformative year for the American Sustainable Business Council (ASBC). We significantly deepened our contacts on Capitol Hill, reinvigorated and updated our working groups, and elected a new CEO, Jeffrey Hollender, and a new EVP, Thomas Oppel, to lead the organization along with David Levine, ASBC's president. These measures have strengthened ASBC's position at a crucial time.

The COVID 19 crisis has revealed what many of us have long known: Our current version of capitalism does not work for most Americans. As Pulitzer Prize-winning journalist Steven Pearlstein wrote, "our economic system has run off the moral rails, offending our sense of fairness, eroding our sense of community, poisoning our politics and rewarding values that easily degenerate into greed and indifference." It has also laid bare the vulnerability that endangers us all when our system neglects the essentials in deference to that greed and indifference. With our high-road business members and allies, ASBC is working to change that.

ASBC capped off 2019's achievements with our multifaceted plans for Making Capitalism Work for All at our Business & Advocacy Summit in Washington DC. We will advance those crucial plans in 2020 with a working group that develops public policy proposals to help transform our economy.

"Liberty," said Franklin Roosevelt in 1936, "requires opportunity to make a living — a living decent according to the standard of the time, a living which gives man not only enough to live by, but something to live for."



In the face of 2020's sudden, devastating unemployment, ASBC is even more committed to restoring and expanding the opportunity for real liberty Roosevelt envisioned for our work force. ASBC will advance policy to ensure these critical business stakeholders have the resources they need -- education for 21st-century challenges, a livable wage, dependable health care and a robust social safety net -- and the respect they deserve. Meanwhile, we hope ASBC's 2019 achievements you'll read about here will inspire and encourage you. Lawmakers listen to business, and with everything at stake, ASBC makes sure sustainable, high-road views are heard loud and clear.

ASBC engages with:

- **businesses seeking support for a better way,**
- **donors seeking to enlist business in good causes,**
- **media and other influencers seeking a new angle on business,**
- **policy makers who rely on business as an important part of their decision-making.**



POLICY WORK

Sustainable Packaging



“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

ASBC's works advance policies that incentivize a broadly sustainable, vibrant version of capitalism that works for all. We selected Sustainable Packaging as a new policy arena for its potentially favorable impact on the overarching issues of climate change and the economy, and its potential to advance triple-bottom-line values.

ASBC Launches New Working Group Whether it's a refrigerator-sized cardboard box or a carryout-sized foam box, packaging is a big part of nearly every company's output. This output is growing every day with the exponential increase of online purchasing and last-mile delivery, and the types of packaging materials businesses choose have a huge impact on our environment. For these reasons, ASBC spent much of 2019 recruiting a strong working group to help chart specific strategy and draw visibility for our Sustainable Packaging campaign.

With ASBC Executive Vice President Thomas Opiel as facilitator and coordinator, the Sustainable Packaging Working Group continued to add members. These include Martin Wolf (Seventh Generation, Karen Hughes (LEGO), Brenna Davis (PCC), Beth Porter (Green America, Lara Dickinson and Zachary Gearon (OSC2), Rhodes Yepsen (BPI), Lisa Spicka (Sustainable Food Trade Association), Katherine DiMatteo (Wolf, DiMatteo + Associates), Jim Vallette (Materials Research), Saskia Van Gendt (Method), Jake Hebert and Kelly Williams (Tutamura), Heidi Sanborn (National Stewardship Action Council), Mark Robinson (The Energy Grid), (Elysa Hammond and Carolina Leonhardt (Clif Bar), Jim Stowers and Kevin Gluba (The Sheridan Group), and Reed Addis and Kayla Robinson (California Environmental and Engineering Consulting).



ASBC, working with The Sheridan Group, initially provided working group members with our drafted [Policy Options paper](#). Since sustainable packaging can be defined in numerous ways, with confusion and “greenwashing” unfortunately common, the group set its first priority the development of **Sustainable Purchasing Principles to serve as the guiding framework for all our efforts**. Through most of the second half of 2019, ASBC hosted bi-weekly conference calls with working group members and also communicated regularly between calls to gain consensus on the document articulating our principles. The working group has continued to develop opportunities to drive public policy at both the federal and state levels.

ASBC's array of working groups help identify crucial issues, leverage our advocacy influence, and give legislators a balanced view of "what business wants." The louder unsustainable industry voices are, the more busy lawmakers need our members' input.

ASBC Leads Support in CA for Circular Economy ASBC's Sustainable Packaging group quickly found its initial outreach target in two key partner bills in California: the California Circular Economy and Plastic Pollution Reduction Act ([SB54](#) and [AB1080](#)). We helped to organize business support for these bills through public sign-ons and in-district advocacy. It's an axiom that "As goes California, so goes the nation," and **this state-level effort demonstrated ASBC's leadership in efforts to cut waste nationwide** and served as a flag in the ground for our federal efforts.

In the California effort, ASBC's Sustainable Packaging initiative made valuable impact at several committee hearings in Sacramento and helped marshal business support in targeted districts as the bills headed for final passage. As we worked to respond to the wording of amendments as these bills progressed through the State Senate and Assembly, we kept on course with the help of our lodestar: ASBC Sustainable Packaging Working Group's drafts of guiding principles. Progress is seldom smooth: Despite strong bi-partisan support of these bills, protests on a different topic disrupted the schedule and the final session in the Capitol ended before a vote could be taken on these bills. However, the delay does give the bills' authors extra time to continue making amendments that take into account both the opposition's and supporters' perspectives, anticipating that these bills will be voted on in the next legislative year.

ASBC Connects on Federal Plastic Waste Policy Through the summer of 2019, ASBC staff and TSG consultants met with key House and Senate staff to forge relationships we will need moving forward. Significantly, ASBC in effect served as a bridge between Senator Udall and Rep. Lowenthal, who were drafting legislation on plastic waste reduction later in the year; and freshmen Reps. Stevens and Schrier, who were organizing a Congressional Plastics Reduction Task Force at the request of House leadership.

When the Udall/Lowenthal legislative proposal was announced, ASBC's working group crafted and signed a [public comment](#) endorsing the proposed effort and offering our support as the legislative work moves forward.

ASBC has continued to meet with the offices of Udall and Lowenthal; and our working group shared our vision, principles and plans with Stevens and Schrier and will develop ways to work together. **These key legislator meetings clearly reinforced the leadership role ASBC has already earned on sustainable packaging issues.**

ASBC brought our members' most challenging concerns together with thoughtful solutions from scrupulous experts, responsible influencers, and dedicated policymakers at our December 2019 Business & Advocacy Summit, "Making Capitalism Work for All."

Meaningful packaging/waste legislation has been a non-starter in the Senate, but legislation in the House appears likely in 2020. We will continue to work with legislators to develop policies that can be advanced in both House and Senate. The voices of our working group's business leaders should help lawmakers understand that sustainable packaging will benefit a range of business sectors and can gain the essential support of the business community.

Unpacking the Issue at ASBC's Summit Boosting awareness and interest in various aspects of sustainable packaging was on the agenda at the ASBC Sustainable Business & Advocacy Summit, "Making Capitalism Work for All" in Washington, D.C. On December 10, we conducted several educational sessions that touched on sustainable packaging, recycling infrastructure and their key role in a circular economy, including a session entitled, "Can Capitalism Dig Out from Its Own Waste?"

This provocative session, moderated by ASBC's Thomas Oppel, featured high-profile panelists including Jen Fela, Greenpeace USA; Kelly Vlahakis-Hanks, Earth Friendly Products; Martin Wolf, Seventh Generation, Inc.; David Segall, Recycle Track Systems; and Karen Hughes, LEGO.

On December 11, we held targeted meetings between legislators, our working group members and other ASBC members. To make the best use of scarce time and make the best impression on decision-makers, ASBC provided professional talking points for these meetings, as we do for all our members' meetings with legislators.

In 2020, the ASBC Sustainable Packaging group will continue to refine our principles and advance the policy priorities outlined in our strategy document. One key move will be to approach the National Institutes of Standards and Technology. These steps, together with continued meetings on the Hill, will inform the evolution of our strategic campaign to reduce packaging waste and build support for the circular economy we all need for long-term sustainability.

Together, we will make the business case for reducing packaging waste and the harm it does to the environment our companies and communities rely on.



“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)

POLICY WORK

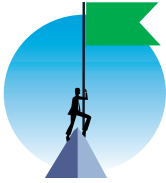
Clean Water

As we began planning our infrastructure campaign in late 2018, the political environment again changed significantly. While the business community had been awaiting infrastructure as a priority since late 2016, by mid-2019 it was clear that bipartisan Congressional and White House support was unlikely in the near term. However, action on sectors of the infrastructure bill, particularly in the area of water -- where ASBC already has had a strong campaign -- remained promising. Since then, the coronavirus pandemic has raised new talk from the President and Congressional leaders about prospects for broader infrastructure action in 2020.

In line with our objective of discerning and acting on the most viable opportunities, we refocused our federal legislation efforts onto clean water issues, linking them to our ongoing regional and state-level work while remaining poised to act if more comprehensive infrastructure action emerges as possible. ASBC has devoted considerable effort to expand our *Clean Water is Good for Business* campaign, particularly in the Delaware Watershed and Mississippi River Basin states.

Clean Water for the Delaware Watershed ASBC first established a foundational network of businesses and partners representing the four-state watershed. To facilitate consistent, persuasive and professional messaging from all participants, we developed necessary materials and resources, including a policy agenda; a list of priorities; *Clean Water Business Principles*; and our regionally focused business case, *Clean Water is Good for Business: Protect the Delaware River Watershed*. These vital tools provide the business case for legislators, counter inevitable industry lobbying against clean water protections our companies need, and educate busy company decision-makers and voters with science-based information.

Our leadership now includes New York Sustainable Business Council (NYSBC), New Jersey Sustainable Business Council (NJSBC), our newer Delaware Sustainable Business Council (DSBC), and the Rodale Institute coordinating our Pennsylvania efforts. We also recruited a steering committee with business representatives from a variety of sectors throughout the watershed. Together, **we reached out and educated thousands of companies on the business case for protecting and providing clean water.** In our comprehensive educational efforts, we earned more than 150 initial signers onto our Clean Water Principles; launched the Clean Water is Good for Business Coalition website; offered two sets of skill trainings on how to work with elected officials and the media; created a social media presence on Twitter, LinkedIn, and Facebook; and communicated via e-blasts to tens of thousands of businesses. We participated in numerous events in the region, including the 7th Annual Delaware Watershed Forum, providing a business perspective



To plant our flag on key issues, ASBC's media-experienced professionals deploy three main strategies with earned media:

- **business-based op-eds and columns,**
- **relationship building, with the press,**
- **taking public stands on climate, the economy, and other issues on behalf of our business community.**

that had been largely missing. We also brought the business view to wider public attention when, with our steering committee, we published two op-eds – one with the New Jersey Brewers Association and one with Princeton Hydro --calling for stronger clean water regulations and more funding for clean water infrastructure. As 2019 came to a close, we continued working with our steering committee to establish concrete policy objectives for 2020.

Clean Water for the Upper Mississippi River Basin (UMRB) Our Clean Water is Good for Business efforts in the UMRB highlighted public policy recommendations to foster supply-chain improvements and other market-based solutions. As with the Delaware River Watershed campaign, ASBC raised the profile of the business case for clean water in the UMRB with outreach materials, postings on social media, and in earned media (citations by editors of recognized publications, online and in print). Balancing the importance for fully articulated explanations with receptivity by a time-crunched readership, we published a business case document in both four-page and 10-page versions. These two publications lay out the threats to clean water from certain business and agricultural models and make the business and economic case for policies that foster more sustainable models. **Through our networks and those of our UMRB- region partners, we distributed our reports to approximately almost 20,000 businesses and others in the region.**

On social media, we promoted our *Clean Water is Good for Business* campaign, the business case for UMRB water protections, clean water technology, and regenerative agricultural techniques. **Reaching out to stakeholders whose interests have often been portrayed as misaligned, we built collaboration between business leaders and environmental groups to boost support for improved water policies,** including pollution-reducing management of nutrients in agriculture, landscaping, and more.

We also engaged with lawmakers to encourage policies that protect clean water and promote market-based and supply-chain solutions. We worked with the National Council of Environmental Legislators to secure business attendance at a roundtable meeting with policy makers in Davenport and Dubuque, IA; and distributed our business case report to state legislators in the UMRB region. Throughout this process, we built our collaboration with numerous environmental organizations including the Mississippi River Network, Iowa Alliance for Responsible Agriculture, Environment Minnesota, Prairie River Network, Friends of the Mississippi River, and Illinois Stewardship Alliance.

"When our well-prepared ASBC members explain why they need clean water for production, or how climate-caused flood damage and supply chain disruptions hurt their business, major media and elected officials tend to listen."

David Levine, Co-Founder & President, ASBC

Federal-Level Work for Clean Water All work at this level faces the political reality that this Administration and the Senate majority remain implacably adversarial toward environmental issues, even when many American businesses are in jeopardy. For example, despite the work of our business group and many others to advance awareness of the threats to clean water, in September 2019, the Administration repealed the 2015 Waters of the United States rule. The rule had limited the use of polluting chemicals near streams, wetlands and other bodies of water that help filter our major water sources --essential to food and beverage makers, retail tourism and other businesses.

In the face of this setback, **we worked closely with the Clean Water for All coalition to advance the Water Quality Protection and Jobs Creation Act (HR 1497) which would provide more than \$15 billion dollars of federal funding for clean water infrastructure projects.** In October, HR 1497 was moved by the House Transportation & Infrastructure Committee to the House, which had not taken it up on the floor by the end of the year.

However, an effort is underway to have several HR 1497 provisions included in the 2020 Water Resources and Development Act (WRDA). This bi-annual bill authorizes programs and projects that affect the nation's navigable waters. Likely, the House version of WRDA will include a number of HR 1497's priorities and the Senate version will not. Before it goes to the conference in 2020, ASBC will work with our partners to include as many of our • priorities from HR 1497 as possible in the final draft of WRDA.

During appropriations, several programs we and our partners supported did obtain minor funding increases. These included increases in the Clean Water and Drinking Water State Revolving Funds, the Land Water Conservation Fund, and the Delaware River Basin Restoration Program. Through our state affiliates work, we also helped pass the Clean Stormwater and Flood Reduction Act in New Jersey and the Climate Mobilization Act in New York City (which requires new buildings either install solar roofs or green roofs, the latter of which reduces stormwater runoff pollution). **Policy continued on page 13**



MEMBERSHIP

New Members Strengthen ASBC's Voice



“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

PLATINUM



PALLADIUM



MUELLER
Law Offices

GOLD



SILVER

Bambu
Black Tie Ski Rentals
Bohlsen Group
Breaking Ground Contracting
Certifiably
Ciel Power
Clean Yield Asset Management
Common Energy LLC
Duct Tape Then Beer
Earth University

Eastside Sports, Inc
EcoAct
Guru Media Solutions
Lead With The Lights On
Lioness Enterprises LLC
Moxie Business & Bookkeeping, Inc.
PHLUR, Inc.
Praxis Consulting Group
Spencer Organ Company
Tiny Human Food

ASSOCIATIONS

Alliance for Community Transformations
Rodale Institute



Our policy advocacy efforts depend heavily on active, impassioned member involvement.

When a legislative body hears first-hand from business leaders, they know sustainable, high-road policies are *not* marginal. They're what company leaders need their government to do for our economy.

Renewing Members Bring Our Sustainable Policies to Life

PLATINUM



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	Harleman Products	Sea Straws
Advocacy Partners	Ideal Energy	SEMC Pathology
Barrett International Technology	InNative	Singlebrook Technology
Box Latch Products	Iva Kaufman Associates	Sleigh Strategy LLC
Backpack Health	J. Mitchell Gardens & Stone	SNS MJ Consulting
BrightChange, Inc.	JustLaws	Social (k)
Certified Employee-Owned	LLC	SOL Economics
Clean Choice Energy (Ethical Electric Cabin 9, Inc.	J Dash Consultants LLC	SoliPoints
Caramagno & Associates	Climate Portal	Soulr
Carol Goodstein Communications	Laurie Allan & Associates	Steve Kaye Photo
CAUSEGEAR	LILAGREN	Strugatzen Ventures Inc.
Climate Money Policy	Longsplice Investments	The Astra Corporation
Community Cosmetics, LLC	Law Office of Lara M	The Regenerative Business Summit
Conscious Leaders	Moonfarmer	Threshold Acoustics LLC
Conscious Company Magazine Current-C	Marc Vahanian The 7 Keys Coach	Torchlight Technology Group
Energy Systems, Inc	MetaWear	Triple Ethos
Designing the We	Milo Tricot Consultant LLC	The Change Creation
Distance Learning Consultant	Mrs. Green's World	The Culture Company
Dumpsters.com	Nona Lim	The Mantia Company
Ecoplum	Nutricare	The Paper Straw Girl LLC
Earth911	New Morning Energy	Thinkshift Communications
Electronic Music Alliance	Made Safe	Transcend
Ellements by K	Made to Grow LLC	Turnkey Group Limited
Epic CleanTec	Moriondo	Virtue
Epicycled	Omnia Compliance Services LLC	Visionary Solutions Consulting
Evox Omni Media, PBC	Outsect Corporation	Whaleback Partners
Effective Advocates Eighty2degrees LLC	Peak Change	Winter Badger
Environmental & Public Health Consulting	Petal by Pedal	Unfold
Financial Sherpa, Inc.	Planet Eclipse Organic Recovery	Youth Centric
Forward Ever Sustainable Business	Propelled Technologies	
GlobalRx	Pure Strategies, Inc.	
Good Planet Innovation	Recycleforce	
Green Leaf Asset Management	RenewComm LLC	
Graziani Multimedia	Ramapo College of New Jersey	
Ground Floor Partners	Rock Industries Corp	

ASSOCIATIONS

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		P3 Utah
Alliance for Affordable Energy	Innovation 4.4	Practice Greenhealth
At The Epicenter All	Inspiring Committed Leaders Foundation	Re>Think Local
Independent Business Alliance	Institute for local Self Reliance National	Restaurants Advancing Industry
Athen's Own	Interfaith Center on Corporate Responsibility	Standards in Employment (RAISE)
B2R Technologies		Reuse Institute
B Lab	International Society of Sustainability	Seattle Good Business Network Social
Business for a Fair Minimum Wage Businesses	Professionals	Venture Network
for Montana's Outdoors	Investors' Circle	Solar Energy Industries Association
California Association for	Kentucky Sustainable Business Council	Social Impact 360
Micro Enterprise Opportunity (CAMEO)	Lioness Enterprises LLC	South Carolina Small Business Chamber
California Business Alliance for a	Local First Arizona	of Commerce
Clean Economy	Local First Chicago	Specialty Sleep Association
Capital Markets Partnership Chesapeake	Local First Ithaca	Stewardship Action Council
Sustainable Business Council Chlorine Free		Sustainable Business Network of
Products Association Climate Action Business	Long Island Hispanic Chamber of Commerce	Greater Philadelphia
Association Coalition for a Prosperous America	Long Island Sustainable Business Council	Sustainable Business Network of
Connecticut Sustainable Business Council	Louisville Independent Business Alliance	Massachusetts
Cooperative Economics Alliance of NYC	Lowcountry Local First	Sustainable Food Trade Association
Electronic Music Alliance	Manhattan Chamber of Commerce National	Sustainable Furnishings Council
Fair Trade Federation	Asian American Coalition National Cooperative	Sustainable Purchasing Leadership
Florida For Good	Business Association	Council
Florida Green Chamber of Commerce	National Latino Farmers & Ranchers Trade	Think Local First DC
Freelancers Union	Association	Tristatz
Good360	National Small Business Network	University of Florida –
Good Business Colorado	Network for Business Innovation and	Warrington College of Business
Greater NY Chamber of Commerce Green	Sustainability (NBIS)	Wisconsin Environmental Initiative
America	New Hampshire Businesses for	United States Federation of Worker
Green Business Networking	Social Responsibility	Cooperatives
Green Sports Alliance	New York Sustainable Business Council	US Green Chamber of Commerce
	Nia Community Foundation	Vermont Businesses for Social
	North Carolina Business Council (NCBC)	Responsibility
	Northwest Atlantic Marine Alliance	West Virginia Sustainable Business
		Council ★

American Sustainable Business Council



“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,
ECOS

POLICY WORK

Carbon Pricing

ASBC Collaborates to Push Carbon Pricing To slow climate change, reducing emissions via carbon taxes that foster market-based solutions makes good business sense, but fossil fuel opposition is formidable. Washington State referendum 1631 was expected to win, and ASBC did our part to quickly mobilize business support, but efforts by business leaders and other activists were eclipsed by the fossil fuel industry’s overwhelming spend, which defeated the measure. Seeing the urgent need to offset the fossil fuel industry’s outsized influence on legislation, ASBC continued to educate more business leaders and policymakers on the viability of carbon pricing.

Throughout 2019, we catalyzed a stepped-up level of business advocacy, both by supporting our affiliates in the states and in partnership with the National Caucus of Environmental Legislators (NCEL). ASBC member Climate Action Business Association (CABA) conducted a lobby day at the Massachusetts State House, in which CEOs and business owners participated. **ASBC affiliate Vermont Businesses for Social Responsibility (VBSR) held a press conference and lobby day with CEOs and senior executives from high-profile firms Ben & Jerry’s, Seventh Generation and others.** VBSR also helped organize a visit to the Vermont State House by Protect Our Winters and representatives from the state’s ski areas; a visit which included meetings with Vermont’s Lieutenant Governor, Speaker of the House, and Senate President Pro Tem. In New Jersey, ASBC affiliate NJSBC engaged with the chief of staff for State Assembly member Andrew Zwicker, who is developing a Carbon Fee bill. In Connecticut, ASBC and affiliate Connecticut Sustainable Business Council (CTSBC) gathered top organizations and NCEL legislators to discuss state-level carbon pricing. With ASBC’s facilitation, this group developed carbon pricing principles as well as a plan for legislative action, constituency building, and communications. At the national level, ASBC continued to meet with key congressional legislators and co-sponsored the Business and Carbon Pricing event at the national Climate Summit.

To maximize attention on the business case for carbon pricing, ASBC pushed our earned media with results including:

- MA: *Commonwealth*, May 18, 2018 [We need to put a price on Carbon](#)
- MA: Blog Post, Jan 24, 2019 [BUSINESS COMMUNITY SUPPORT FOR CARBON PRICING](#)
- MA: Blog Post, May 24, 2019 [Big business is not just on board with carbon pricing, it’s lobbying for it](#)
- VT: *VermontBiz*, Feb 21, 2019 [Vermont CEOs call for urgent action on climate change](#)
- VT: *Vermont Digger*, Feb 25, 2019 [Vermont CEOs call for urgent climate action](#)
- VT: *Vermont Digger*, Apr 11, 2019 [Olympian pushes lawmakers to act on climate change](#)

ASBC also worked with Business Climate Lobby to create videos on carbon pricing, featuring business leaders making the case to their peers and legislators. These included:

[Andy Tveekrem, Brewmaster + Co-Founder, Market Garden Brewery on Carbon Pricing](#) and [David Deutscher, Commercial Real Estate on Carbon Pricing.](#)

POLICY WORK

Leadership on Climate

Climate change is already impacting virtually every business and community on earth, with only scant protection for those with high income and clout. "Sustainable" embraces more than the environment, but environment is where sustainability must start. ASBC has been the voice of environmentally responsible businesses for more than a decade, and our numbers are growing.

ASBC Leads Business Community in Endorsing Green New Deal (GND) Always a champion of beneficial ideas beyond “business as usual,” ASBC took the opportunity to demonstrate our pioneering, problem-solving stance when the Green New Deal was introduced. Taking the national lead in showing business support for this ambitious, big-picture concept, ASBC quickly mobilized and formed the Business for a Green New Deal initiative, enlisting business organizations and companies to show their support and contacting legislators to ensure that Republicans did not shut down the GND in Congress. Many brave business leaders stood up for the opportunities outlined in the GND and earned consumers’ approval. As a key player in the GND network of networks, ASBC was part of ongoing strategy meetings where we represented business, sitting with representatives of faith, labor, farmers and ranchers, and arts and cultural networks. Throughout 2019, we continued to work with federal and state legislators to help make the business case for the economic benefits of the Green New Deal.

ASBC Supports the Future in Juliana et al. v. United States ASBC worked with Our Children’s Trust to help write an *amicus* brief from the business community in support of *Juliana et al. v. United States of America*, the suit by a group of young citizens against national policymakers in the fight for climate recovery. ASBC also mobilized additional companies that signed on to support a business amicus brief in this case. The *Juliana* brief was also used as a model for a business brief filed in support of efforts by the youth of Washington State against their state’s policymakers.

ASBC Mobilizes Businesses for Climate Strike The strong relationships we forged with youth leaders led to our collaboration with Business for the Global Climate Strike. ASBC compiled resources and encouraged business leaders to sign on, and also to help spread the word about their various Climate Strike support actions such as closing for the day, donating to the youth efforts and providing media time). We are maintaining this involvement as an ongoing national effort in 2020.

ASBC’s Climate Working Group Gets Into Action In 2019, we relaunched our Climate Working Group, with Michael Green of Climate X-change serving as chair. A dozen participants joined the debut meeting and the group continues to grow.

ASBC Helps Pass NY Climate Legislation ASBC continued to lead and support state-based action. Our most successful effort was led by our affiliate NYSBC, which provided business leadership in efforts by New York Renew and Energy Democracy Alliance that helped to pass the Climate Leadership and Community Protection Act. ASBC’s state-based efforts are essential, not only because they are tailored to local needs but because federal-level efforts are currently being rolled back. State-level action benefits many millions of Americans and business operations and help hold the line during this period.

POLICY WORK

Regenerative Agriculture

Collaborations are a powerful way to move urgently needed, sustainable practices from the margins to the mainstream, and in 2019, ASBC cultivated key collaborations to advance regenerative agriculture. Our work with many partners aims to shift the narrative toward regenerative values and link the business of agriculture with the larger business community to increase our leverage with policymakers.

ASBC helps foster the policy connection between essential businesses like farming and fishing and the wider business community of lenders, retailers and services. They depend on each other -- and on sound public policy that works.

Farmers and Ranchers for a Green New Deal ASBC supported Farmers & Ranchers for a Green New Deal led by Regeneration International. The goal is to help U.S. farmers and ranchers remove pollution and greenhouse gas emissions from their operations and foster investment in sustainable farming and land-use practices that increase soil health. To achieve this goal, we are working to advance strong public policy that supports sustainable practices.

Food Solutions Forum To raise the visibility of agriculture and healthful food access at the national level, ASBC partnered with many organizations to support a Food Solutions Forum in New Hampshire. This forum included discussion on how various practices affect fishing as a livelihood and fisheries as a food source.

For 2020, ASBC has been reviewing a number of federal-level bills and is deep in dialogue on strategy with a number of key legislators, including Senator Corey Booker, whose Climate Stewardship bill focuses on regenerative agriculture practices to combat climate change; and Rep. Chellie Pingree, who has introduced a similar bill. Senator Gillibrand's bill is another opportunity.

Regenerative Economy Summit At this assembly in Colorado, ASBC emerged as the organization to help convene key stakeholders explore collaborative strategy-building that will advance regenerative agriculture. We will specifically examine what public policies could be collectively advanced.

New York State Agricultural Products Bill ASBC continues to craft this bill for New York State which would give food service establishments tax credits for purchasing NY agricultural products. We are also building a coalition of business and civic leaders to advance the bill. This legislation should serve as a model for legislation to boost local and state economies across the U.S. and address the needs of our country's farmers and rural communities.

POLICY WORK

Sustainable, Inclusive Economy

Some of ASBC's highest-impact work has been done by and with our dynamic, dedicated state affiliates.



The effects of inequities baked into the U.S. economy through 40 years of supply-side policies had compounded so extremely by 2019 that the need was even greater for specific, inclusive solutions ASBC has been championing. This priority was painfully confirmed as the majority of Americans experienced the ripple effects of the pandemic's devastating impact, especially on the millions of disregarded workers we depend on. **Leading the business community in championing High-Road workplace practices -- not as charity but as sound business strategy -- ASBC was well positioned to make the business case for such solutions even before dire events in early 2020 made the need suddenly newsworthy.**

ASBC's National Summit on Making Capitalism Work for All ASBC continued our advance-guard approach to economic concerns with a national event in Washington, D.C., December 10-11, 2019. Its bold theme, "**Making Capitalism Work for All,**" **expressed one of ASBC's main goals since its founding.** We had already educated numerous business leaders and legislators, notably with our comprehensive report, "The High-Road Workplace: Route to a Sustainable Economy," but several events made the topic -- and our Summit 's coverage -- of especially timely interest in 2019.

One event was the high-profile reversal by Business Roundtable (BRT) of its long-held position that the only purpose of a corporation was to increase shareholder value. BRT finally coming around to our stance, that business must consider all stakeholders, was major news. ASBC immediately took a public position on the BRT reversal, hosted webinars on the future of capitalism, and conducted an array of Summit sessions on the role of high-road business practices in resilient, reliable business success. Leveraging the fast-increasing public concern about this topic, ASBC will continue to educate and mobilize support for high-road policy throughout election year 2020.

Promoting Paid Family Leave ASBC has been a leading partner in several coalitions working to pass the Family and Medical Insurance Leave (FAMILY) Act (H.R. 1185 and S. 463). In addition to our Summit sessions and lobbying on the issue, December 10 and 11, we co-hosted a webinar with Rep. Judy Chu on December 12. Most prominently, **ASBC joined Panorama on a groundbreaking report, *The Business Impact of Paid Leave, on the positive return on investment (ROI) impact for most firms offering paid leave.*** This first-known quantitative study on the issue drew significant attention from policymakers and media in its coordinated public release. The report was also shared with every member of the House Ways and Means Committee in advance of its hearing on the FAMILY Act early in 2020.

In a consumer economy, opportunity and prosperity must be inclusive for a society to be robust and resilient. ASBC raises the profile of our High-Road business members as role models for the inherently sustainable value of broad-based prosperity.

Championing Business Ownership by Workers, Minorities and Women As ASBC members know, business ownership conveys important, sustaining benefits to owners, their families, and best-case, to employees and communities as well. Redressing longstanding barriers, supporting ownership opportunities for people who do not fit the traditional business owner profile is proven to build generational wealth, foster family and community stability, and catalyze other transforming improvements a society needs to be sustainable. ASBC's Ownership for All campaign is an innovative path to a venerable American ideal.

ASBC's main Ownership for All focus was convening diverse organizations in strategy sessions, building alignment with others on top-tier business ownership policies we can collectively pursue, and engaging with legislators to build Congressional support by leveraging the topic's bi-partisan appeal and our knowledge of the problem-solving benefits.

Protecting Purpose-Driven Business In 2019, we also began formulating a new initiative to work with the Purpose Foundation in advancing a stewardship approach to business ownership. Steward-ownership is a legal, financial model for designing a corporation; one that retools the goals and incentives that guide decision-making so that companies can focus on, protect and maximize their purpose for the long term, including vigorous, sustained engagement of all stakeholders. Steward-ownership is not merely a formality: It permits companies to legally consider stakeholders and the big picture and the longer-range future without being in breach of their fiduciary duty to owners and stockholders.

Advancing Diversity, Equity and Inclusion ASBC continues to build its Diversity Equity and Inclusion efforts. In 2019, we revitalized our Women & Diversity, Equity & Inclusion Working Group to expand representation and scope to the widest range of industries possible. We also developed a new partnership with leaders in the fast-growing natural products industry. With them, we have launched two initiatives, Justice, Equity, Diversity & Inclusion; and Women on Board. Some of ASBC's strongest members have always been part of the sustainable/healthful products juggernaut, and as consumer demand for natural products increases, opportunities to transform industry players with high-road, sustainable practices will also expand. ASBC will be at the forefront of this movement.



Chemical advances have brought great improvements to the world's standard of living, but as with fossil fuel and other legacy industries, the chemical industry's damage to that same standard of living needs much more rigorous review and oversight. For our sustainable product-making members and the public, ASBC works for policies that require transparency and safety from all manufacturers.

POLICY WORK

Mainstreaming Safer Chemicals

Toxic-Free Future for Our Children Children are at higher risk than adults of profound and lasting health damage from environmental toxins. Many such toxins are seriously under-regulated and remain in common use, even in products designed for use on or by children. To address this danger, ASBC launched the Childhood Cancer Prevention initiative to improve American children's health by creating healthier environments for them, particularly by aggressively transitioning the contents of children's products away from harmful chemicals. To advance this goal, ASBC and our 501(c)(3) arm, American Sustainable Business Institute, are partnering with more than 30 organizations including Cancer-Free Economy Network, Children's Environmental Health Network, Max Cure Foundation and the Getting Ready for Baby campaign. Most notably, in 2020, ASBC will release its groundbreaking Pediatric Cancer Prevention Report that painstakingly links science, health, business and public policy to make the case for prevention. **Our report chronicles the facts behind the position that 80 to 90 percent of childhood cancers are triggered by the environment, not genetics.**

What's It Made Of? ASBC and Sustainable Furnishings Council (SFC) continued building the "What's It Made Of?" initiative. Its goal is to encourage businesses -- especially those in the installed product (i.e. flooring, cabinetry) and furnishings (furniture, bedding, etc.) industries -- to learn what chemicals are in their products and their supply chains' materials, and transparently communicate this information to customers. <https://www.furninfo.com/Furniture-Industry-News/7421>. It included a sign-on letter listing companies reducing their use of harmful chemicals like VOCs and PFAS. **In 2019, ASBC also produced The Business Case for Eliminating PFAS Chemicals from Consumer Products** which ASBC and SFC distributed to thousands of businesses.

Progress on Chemicals in Cities and States ASBC and our affiliates achieved several policy wins. We helped pass an ordinance governing flame retardants in Anchorage, AK and now are in discussion on garnering business support for a state-level bill. ASBC affiliate Connecticut Sustainable Business Council (CTSBC) modified the language of the Sustainable CT guidance for cities to now specify consideration of all chemicals of concern. CTSBC also served as a reviewer of sustainable procurement policies from towns seeking Sustainable CT certification. CTSBC supported the publicized adoption of sustainable procurement policies from five municipalities. ASBC affiliate North Carolina Business Council (NCBC) led the educational, mobilizing and lobbying efforts against GenX, C8 and other toxic chemical pollutants in the state's water supply, with numerous public meetings and engagement with many legislators. In New York State, ASBC and NYSBC organized business support in the successful passage of a number of chemical safety bills including the Menstrual Product Disclosure and Cleanser Disclosure Bill. We also supported the Child Safe Products Act.

STRATEGY IN ACTION

Fighting for Responsible Government

There's a crucial intersection where conventional pro-business policies meet policies that make business success reliable and resilient -- by incorporating the needs of all stakeholders.

That intersection is where ASBC stands.

Since January 2016, the Trump Administration's sustained assault on regulations protecting the public and leveling the playing field for high-road/sustainable companies has been devastating. In 2019, ASBC affiliate American Sustainable Business Institute (ASBI) continued to fight the big fights as the unprecedented, destructive abandonment of regulatory oversight continued.

Despite truly formidable opposition, ASBC did make progress; both in changing legislation and the national conversation as we look toward the upcoming national election. For example, chemical industry lobbyists pushed for the inaccurately named Accurate Labels Act, which aimed to weaken the Fair Packaging and Labeling Act by undermining transparency and reduced use of toxic chemicals. ASBC lobbied members Congress, providing the opposition needed to stop the Act.

Legacy lobbies pit environmental interests against business interests, but ASBC's members who run breweries, fisheries, tourism operations and others depend on ample clean water. When the Administration sought to roll back the Waters of the US (WOTUS) Rule protecting vital filtering streams and wetlands and the EPA called for public comment, ASBC sounded the alert with social media and e-blasts to 15,000 subscribers. We signed onto a letter by the Clean Water for All Coalition to oppose the roll-back and individual members submitted comments. When the rollback was finalized despite many groups' efforts, ASBC quickly denounced it in a press release and on social media on behalf of our member businesses.

For maximum impact, ASBC also supported company leaders in making the business case to lawmakers *in person*. For one Senate hearing, ASBC recruited and supported the owner of Murrell's Inlet Seafood to provide testimony on why he opposes the SBA Office of Advocacy's support for the Administration's rollback of the Clean Water Act. We also worked with Business Climate Leaders to produce a [video on the business case for clean water](#) with the CEO of Market Garden brewery, particularly addressing damage caused by algae bloom as a reason to support robust, science-based protections for clean water.

Some bad legislation was stopped with ASBC's help. In late 2019, we worked with Coalition for Sensible Safeguards to stop an effort to permit repeat corporate offenses, opening a major loophole that could permit serious violations of federal safety laws. At a meeting with both minority and majority staffers, a rapidly assembled group of opponents, including ASBC, succeeded in having the bill pulled from the schedule. Constant vigilance and quick action are required, and ASBC continued to provide them in 2019.



It's encouraging to note that ASBC affiliates are operating in states representing every region of the country -- and business members are being trained to successfully advocate and make the business case for ASBC's high-road, sustainable policy proposals.

STRATEGY IN ACTION

Training and Communicating

Training Business Leaders as Policy Advocates Legislators of all political views and all levels tend to listen to business, so ASBC has always made it part of our mission to have them hear from leaders of sustainable, high-road companies. We have used an array of tools to conveniently coach and equip busy company leaders with specific skills that make them effective policy advocates. We have also trained them in working effectively with important influencers of opinion, especially the media.

In 2019, we provided media and policy advocacy training programs, virtually and in person, to hundreds of business leaders. **ASBC also wrote a how-to Business Advocacy Guide**, published with the support of Conscious Media and widely distributed through both of our networks. We are planning a similar guide for advocacy specifically on climate action.

ASBC Communications Break Through Today's nonstop clamor of events makes standing out to editors a major challenge, but in 2019, ASBC earned coveted visibility when our messaging and activism were picked up or quoted by major nationwide news sources. When ASBC staff and key members participated in the Climate Strikes in Washington, D.C. and other cities, we made our commitment known to media. As a result, **we earned national coverage in USA Today online** in an article, These brands are working to fight climate change: here's how; in CNN online's article, These are the companies supporting the global climate strike; and in CNBC online's article, Capitalism needs to evolve: Businesses close and employees walk out for global climate strike. When the Trump Administration withdrew the U.S. from the Paris Climate Agreement, **Newsweek online featured ASBC's position** in its article, Planned U.S. Withdrawal from Paris Agreement 'Completely Irresponsible,' Says Business Organization. In 2019, ASBC also successfully submitted articles and op-eds (opinion essays) that were published in major metro newspapers and national business magazines online. Paris withdrawal is being sold with a lie, an ASBC syndicated op-ed, was published in the Chicago Tribune, Orlando Sentinel, and many other newspapers.



“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)

STRATEGY IN ACTION

The national business magazine *Fast Company* online published an opinion piece by ASBC, [How can we know if a company is good if we don't know what they're lobbying for?](#)

To reach decision-makers directly as well as through earned media, ASBC continued our steady efforts throughout 2019 with a robust outreach campaign. We updated the ASBC website, retooled our keywords and significantly expanded and enhanced our marketing communications to build our reputation and relationships.

Nearly half of our 63,927 new users were drawn to our website through our timely, issue-related eblasts, live interactions at events around the country, and other professional outreach efforts.

To maximize our outreach via eblasts, we continued to strengthen our connection with ASBC's 18,840 active subscribers. We began redesigning our monthly Policy Updates and will continue the process in 2020. These Updates help busy leaders keep current with relevant legislation and other policy moves at the federal level and provide background and reminders on calls to action we send separately. Updates also share strategies and successes at the regional, state and municipal levels to encourage wider adoption. As well, they highlight new and existing members' offerings and activities that create opportunities for networking with other triple-bottom-line companies.

With a concurrent campaign to new and current subscribers, we are working to engage even more decision-makers in our wide array of opportunities to become involved, experience the affinity of the ASBC business community, and help make needed change happen.

STRATEGY IN ACTION

Success via State Affiliates

Whatever the federal political climate, ASBC has always helped thoughtful leaders turn their states into the nation's "laboratories of democracy" that sustain policies advancing the general welfare.

In moving the sustainable, high-road business model from the margins to the mainstream, support at the federal level is obviously ideal. However, in the face of doctrinaire intractability in D.C., the states may become, as Brandeis put it, “the laboratories of democracy.” In recent years, ASBC has seen our most significant success in the continued development and growth of our state-level affiliates. The maturing of our state affiliates has meant increased engagement by more business leaders, which in turn has led to more media attention, greater influence with legislators and increased credibility and impact on a range of issues.

Throughout 2019, we saw strong growth in NJ Sustainable Business Council, CT Sustainable Business Council, Good Business Colorado (GBC) and NC Business Council, among others. ASBC also assisted in forming of the new SBC affiliate in Delaware and brought together several regional groups in Michigan to form a statewide umbrella organization. It is worth noting that **ASBC affiliates are making impressive inroads -- even in states where dominant lawmakers are not aligned with sustainable and high-road values.**

Good Business Colorado (GBC) advanced its efforts toward a more prosperous economy by securing representation on two important state-level task force groups. GBC member and restaurateur Edwin Zoe of Zoe Ma Ma was appointed to the Family Medical Leave Insurance (FAMLI) task force charged with recommending to the Colorado state legislature a paid family and medical leave program that would be accessible, affordable, and adequate for Coloradans. As well, GBC member Pete Turner of Illegal Pete's was appointed to the Colorado Secure Savings Board, tasked with recommending to the state legislature the best way to address the retirement savings crisis. Good Business Colorado was in the coalition that passed ambitious climate change goals and supported the just transition policy ensuring no workers or impacted communities will be left behind in the transition to a green economy.

North Carolina Business Council (NCBC) raised the voice of business in its Summer-In-Action campaign to make the business case for climate change policies and healthcare expansion in North Carolina. NCBC's efforts included arranging roundtable discussions between local business leaders and NC Congress members Price, Butterfield and Alma Adams. On the issue of chemical safety, NCBC signed onto several letters to Congress calling for stronger chemical laws and further advocated for the use of safer chemicals in products and the creation of stronger policies requiring companies to report what their products are made of.

To address serious concerns about election fairness, NCBC partnered with state leaders to promote NC4Redistricting Reform, educating state lawmakers about fair election policies to end gerrymandering. **On the critical issue of a living wage, NCBC provided the important business voice** in support of the advocacy group RaisingWagesNC to lift people out of poverty and so boost the consumer economy.

STRATEGY IN ACTION

NCBC also supported efforts to increase the use of solar and renewable energy in North Carolina, particularly by businesses. It launched the “Green to Black” training program that educates small businesses about sustainable business practices and provide tools to measure and rank their progress.

New Hampshire Business for Social Responsibility (NHBSR) recruited 120 companies to align behind the Clean Energy Principles, which states that transitioning to a clean energy economy will improve business competitiveness and the state’s prosperity, health and security; www.nhbsr.org/energy. NHBSR also engaged more than 50 companies in evaluating their sustainable business practices by taking a 20-question survey and comparing results with peers in the state. Throughout 2019, NHBSR continued to provide programming that inspired and supported companies’ efforts to move into new areas through an array of creative approaches such as a Sustainability Slam.

South Carolina Small Business Chamber of Commerce (SCSBCC) was the lead business organization advocating for the sale of the state utility, Santee Cooper, that had racked up \$4 billion in debt due to the failed nuclear project it partnered with a private utility. SCSBCC’s support of a sale was contingent on a private utility guaranteeing that the nuclear project debt would not be passed on to the utility’s direct and electric cooperative customers. SCSBCC’s efforts resulted in the General Assembly passing legislation calling for private-sector proposals to purchase or manage Santee Cooper.

SCSBCC continued to lead the business community on the East Coast in opposing exploring and drilling for oil in the Atlantic Ocean. In addition to continuing its lawsuit against the U.S. Department of Commerce to stop the exploration process, SCSBCC launched a campaign to have all Democratic presidential candidates commit to using an executive order on their first day in office to ban all new oil drilling leases on public lands and waters. By the end of 2019, active candidates Biden, Warren, Sanders and Buttigieg had made the commitment. Candidates who had ended their campaigns but had previously made the no-drilling commitment were Inslee, O’Rourke, Harris and Booker. ***SCSBCC’s dedicated advocacy has helped to make protection of public lands and waters from oil industry drilling a main tenet of the Democratic Party’s values going forward.***

States and regions have always had widely differing problems, but ASBC has seen thoughtful decision-makers learn from history, science, and each other to forge needed results.

STRATEGY IN ACTION

ASBC also helped to start two new state organizations: the Michigan Sustainable Business Initiative and Delaware Sustainable Business Council. We are exploring opportunities in New Mexico, Hawaii and Pennsylvania and looking at other states where conditions may spark receptivity.



New York Sustainable Business Council (NYSBC) was instrumental in the success of a number of important pieces of sustainability-enhancing legislation. **One notable accomplishment was the CSPA (Child Safe Products Act)**, (a6296A/s501B) which passed both houses on April 30, 2019 and was finally signed into law on Feb 7th, 2020. Other successful legislative efforts were the passage of CLCPA (Climate Leadership and Community Protection Act) passed in June and signed July 18, 2019 (a8429 s6599); the Period Products Bill signed by the governor on Oct 11, 2019 (a164b s2387b); the PFAS ban in Fire Fighting Foam signed by the governor on Dec 23, 2019 (a445a S.439); and the 1,4 dioxane ban in cleansing products, cosmetic products and personal care products signed Dec 9, 2019 (a6295A s4389B).

New Jersey Sustainable Business Council (NJSBC) achieved a number of groundbreaking accomplishments in 2019. **It began the year with a vital win, helping to pass the \$15 minimum wage bill signed into law effective February 4, 2019.** NJSBC's advocacy efforts included the Governor's press event announcing the bill being held at the Parsippany facility of ASBC/NJSBC member ECOS, organized with Business for a Fair Minimum Wage and NJ Policy Perspective. It also included an op-ed in support of the minimum wage increase published by NJSBC Executive Director Richard Lawton.

NJSBC also was instrumental in New Jersey reaching key policy milestones as part of the Executive Order to achieve 100% renewable energy by 2050. For the Board of Public Utilities (BPU) release of the Energy Master Plan draft update, NJSBC testified at BPU hearings with recommendations and worked with ASBC/NJSBC member Zago Manufacturing to publish an op-ed in support of the Energy Master Plan.

Another milestone was reached when NJ Governor Murphy signed the Global Warming Response Act aimed at reducing carbon emissions, a measure advocated in an op-ed published by NJSBC's Richard Lawton. When Governor Murphy signed Executive Order No. 92, increasing offshore wind target to 7,500 megawatts by 2035, NJSBC was cited as Energy Foundation business table leader in the NJ coalition featured in an article. NJSBC's Richard Lawton also published op-eds on transitioning from fossil fuel infrastructure to renewables: <https://njbiz.com/economic-power-green/> and supporting New Jersey's decision to rejoin the Regional Greenhouse Gas Initiative (RGGI).

NJ Governor Murphy's signing of the landmark Electric Vehicle (EV) bill in Jan. 2020 was the result of considerable advance groundwork by NJSBC in partnerships with Ceres, The Nature Conservancy NJ and others. ASBC/NJSBC business member Advanced Solar Products hosted a ribbon-cutting event for its eight new EV charging stations, with Assemblyman Andrew Zwicker speaking in favor of the EV bill.

The impact all these ASBC affiliates made on legislation in their states shows the value of companies making the *business* case for sustainable, high-road policies.

OUR 2020 FOCUS

Making Capitalism Work for All

Policy makers of all political views tend to pay attention to business leaders' needs. ASBC and our members make the business case for public policy that works for all to deliver the resilient, truly sustainable market economy we urgently need.

ASBC fervently hopes that 2020 will be the tipping point toward business and public policy that favors stakeholder-based, values-driven, high-road and sustainable outcomes. A confluence of circumstances dictate that this point is coming sooner rather than later, and ASBC will be at the forefront. Recognition is growing that a business membership organization with our values adds powerful credibility to advocacy for sustainable, just solutions to many systemic problems. In 2020, we will continue to build ASBC's business voice and power at state and federal levels.

As we expand recognition of ASBC as a catalyst, authority and agent for needed change, we must also expand resources for our efforts. ASBC continually receives requests for our active support on many vital initiatives that advance our mission but are beyond our resources. With the cascading damage caused by decades of supply-side policies ignited into catastrophic losses by the pandemic, the national perspective on priorities is shifting and we expect such requests to multiply. ASBC will dedicate the majority of our efforts to leveraging opportunities in four broad issue categories we have defined as both promising and closely connected with the business community.

High-Road Economy ASBC will leverage the country's dawning awareness of our common need for a high-road economy, and our members will make the business case for it. In particular, we will push to fast-track urgently needed paid sick leave on a national level. We will also continue working to reform capitalism as it has been practiced for the past four decades – work we began at ASBC's founding a decade ago and dramatized at our most recent Summit, "Making Capitalism Work for All." We will support greatly improved transparency, robust diversity and inclusion, and the building of strong local economies.

Circular Economy ASBC will foster progress toward a circular economy by directing attention to a practice directly controlled by businesses of all kinds: Sustainable packaging. In particular, we will focus on passing sustainable packaging legislation at the federal level, in California, and then in additional states. We will continue to build our safer chemicals efforts including work on transparency, childhood cancer prevention and PFAS.

Climate/Energy To rebut legacy energy businesses (and their allied legislators) who are heavily responsible for our current climate change problems, **ASBC will motivate and mobilize companies in green energy, tourism and other industries to present a more accurate view of "what business wants."**

OUR 2020 FOCUS

ASBC will build out a Climate/Energy working group to help define priorities and principles, strengthen our support for Green New Deal-related policies, drive on 100% renewables campaigns and **work to pass a carbon tax; a measure that has already earned bipartisan support for its market-based incentives.**

Our nation is paying a high price for falling behind in the common-sense measures needed to sustain our once-envied standard of living. ASBC challenges the false choice of jobs vs. health, safety vs. growth, and other misleading edicts of the past 40 years. Our businesses and their customers deserve better -- and we demand it for them.

Infrastructure In hopes that our country's dangerously deteriorated infrastructure will finally receive serious attention at the federal level, ASBC will make the business case at every opportunity. There appears to be strong advocacy potential from various industries to repair and replace bridges and roads, so ASBC will continue our focus on water – clean and ample water supplies, provided by an array of measures, such as protecting our filtering wetlands from contamination and upgrading water delivery infrastructure systems needed by all kinds of businesses as well as the public. We will also continue our focus on internet access for all, both through improved infrastructure and robust legislation **to make the internet available as a necessary utility, not an optional luxury, for America's customers, students and businesses of all types, sizes and locations.**

To advance business support and legislation in these four main issue areas in 2020, ASBC will continue to strengthen our relationships on Capitol Hill. We will accomplish this goal by making numerous targeted lobbying visits, providing credible information for busy decision-makers, and cultivating support for federal initiatives with legislators' home states and districts. We will also build on our successful track record to enhance and expand our state affiliate operations.

We will strengthen relationships with existing and potential ASBC members and supporters with an increased, responsive social media presence, and will continue to cultivate earned media on these four main issue areas. In 2020, ASBC will increase its value proposition to our board with communications as well as engagement with Capstone TeleHealth and Better World Club.

OUR 2020 FOCUS

As touched on in our High-Road Economy issue above, ASBC will work on the overarching meta-issue: reforming capitalism. **With our innovative, mission-driven, successful members as real-world models, we will speak up to support the shift away from the corporate culture of shareholder supremacy to a more resilient, vital stakeholder economy.**

This shift will be challenging, but it's essential to recall that not so long ago, market forces and government together did conduct policies that valued work, supported innovative start-ups and delivered an average standard of living that made America the envy of the world. That standard can and must be made more inclusive than in its post-WWII incarnation, and ASBC will be there to champion the broader prosperity that our consumer economy and our democracy need.

Headline-new or decades-old, the problems 2020 presents are formidable. Fortunately, so are ASBC's members as role models and leaders of a better approach.

We look forward to helping business restore America's promise of opportunity and lead us to a more just, sustainable economy, every step of the way.

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