Role of Business in Designing a Sustainable Economy

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TIME FOR A NEW PARADIGM

Currently used as one of the primary indicators of an economy’s health, the Gross Domestic Product:
• Treats crime, divorce, and natural disasters as economic gain
• Treats the depletion of natural capital as income
• Increases with polluting activities and again with clean-up
• Takes no account of income distribution
• Undervalues the benefits of local, independent business and the building and preservation of community

More and more companies are realizing business-as-usual is not sustainable:
• Recognize environmentally & socially responsible policies benefit the financial bottom line
• Need to incorporate non-monetary values
• Importance of full cost accounting
The Importance of Building the Sustainable Business Voice & Power

“If you don’t have a seat at the table, you’re probably on the menu.”

The U.S. Chamber spent over $36 Million in the 2012 federal election

The U.S. Chamber spent over $136 million on lobbying in total in 2012
Founded in 2009, the American Sustainable Business Council is a growing coalition of business organizations and businesses committed to creating market shifts and public policies that support a vibrant, just and sustainable economy.

https://www.youtube.com/watch?v=qt6oHNJYIK4
The New York State Sustainable Business Council (NYSSBC) is an alliance of business organizations and businesses committed to advancing a vibrant, just, and sustainable economy in the state.

The organization promotes strategies and policies designed to build strong local economies, prioritize investment and innovation in clean technologies, and advance the development of sustainable communities in New York State.
INDIVIDUAL BUSINESS MEMBERS

- GreenStar Natural Foods Market
- renOvus energy
- Singlebrook
- JSA
- WE
- Taitem
- ecovative
- The Common Spot
- Staach
- The Hosh Foundation
Designing a Sustainable Economy: Policy and Issue Areas

- Safer chemical reform
- Energy & climate change
- Access to capital
- Clean water
- Procurement
- Living wage

- Earned sick days & paid family leave
- Worker ownership
- GMO labeling
- Sustainable agriculture
ACTIONS TO TAKE

● Endorse letters to officials & campaigns
● Engage elected officials
● Contribute to the development of policy
● Increase visibility of business perspective and sustainable practices in the media
● Use place of business to educate the public
● Recruit others in the business community
● Join and build business associations
CASE STUDY

Companies for Safer Chemicals New York
In Support of the Child Safe Products Act

...and more!
CASE STUDY
Annual Albany Sustainable Business Summit
CASE STUDY

BUSINESSES AGAINST FRACKING NEW YORK
Growing a Sustainable Economy
The New York Times

The Spirit of New York
By Ralph J. Erenzo
Published: March 5, 2006
Questions?