Organizing for Change
For Market and Policy Shifts

*Sustainable Materials Management*
*May 2014*

David Levine, Cofounder & CEO, ASBC
Organizational Members
Business Members
Campaigns & Policies for a Sustainable Economy

Sustainable Materials Management

Building Local Economies

Access to Capital

Sustainable Agriculture

Fast Track

Regulations

Benefit Corporations
**Mushroom® Surfboards**

by Ecovative

Mycelium, the root-like structure of mushrooms, acts as a natural self-assembling glue.

Mycelium gets its strength from chitin, the same stuff that makes a crab’s exoskeleton durable and tough.

The board grows from formable particles (left) to a rigid structure (right) in 4 days.

Ecovative grows custom molded shapes.

**Agricultural Waste + Fungal Mycelium = Mushroom® Materials**
Changing the Conversation

DON'T BUY THIS JACKET

RECYCLING
A SEEMLINGLY SIMPLE IDEA

GREEN EILEEN HAS NEWS: Our recycling initiative has grown so fast that Eileen has made a bigger decision! EILEEN EILEEN now has a separate nonprofit as an integral part of EILEEN, INC.

• All profits from recycled clothing will continue to support programs for women and girls.
• Customers will receive $15 in Recycling Rewards for each donated item. Recycling Rewards can be spent at EILEEN's stores or at Eileenfisher.com.
• Tax receipts for charitable donations will be discontinued after December 31, 2013.

WHAT TO RECYCLE: Our gently used clothing
WHERE TO RECYCLE: EILEEN stores and locations
WHY RECYCLE: The average American throws out 70 pounds of clothing a year. By needless our clothing, we reduce our footprint, winter a valuable market, and help our planet.

Learn more about GREEN EILEEN: HOW TO RECYCLE your own EILEEN clothing.

TO DATE, GREEN EILEEN HAS COLLECTED 202,956 DONATED ITEMS AND SOLD 68,705 ITEMS TO SUPPORT WOMEN AND GIRLS.

REIMAGINE

REDUCE
WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR
WE help you repair your Patagonia gear
YOU pledge to fix it if it's broken

REUSE
WE help find a home for Patagonia gear you no longer need
YOU sell or pass it on to someone who needs it

RECYCLE
WE will take back your Patagonia gear that is worn out
YOU pledge to keep your stuff out of landfills

REIMAGINE TOGETHER: we reimagined the world where we take only what our planet can replace
Job Creation

[Image of people working in a recycling facility]

[Image of people working in a recycling facility]

[Image of the Recycle Force logo: "A cleaner environment. A stronger workforce."]

[Image of the Melwood logo: "Melwood Growing Opportunities"]

[Image of the American Sustainable Business Council logo]
Rebuilding our Communities

West Virginia Sustainable Business Council

Baltimore, MD
Raising our Voice & Making a Difference
Business Mobilizing at the State and Local Level