



AMERICAN  
SUSTAINABLE  
BUSINESS  
COUNCIL

# Organizing for Change For Market and Policy Shifts

*Sustainable Materials Management  
May 2014*

**David Levine, Cofounder & CEO, ASBC**



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# Organizational Members



THE F.B. HERON FOUNDATION



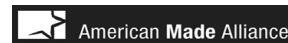
San Francisco Bay Area Chapter  
social enterprise alliance  
Where mission meets the marketplace.



California Association for  
Micro Enterprise Opportunity



New Mexico  
GREEN CHAMBER of COMMERCE



count me in





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# Business Members



patagonia



Etsy



AMERICAN INCOME LIFE  
any



JeffreyHollenderPartners  
THE NEXT GENERATION OF BUSINESS.



method.



underground\*





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## Campaigns & Policies for a Sustainable Economy

### Sustainable Materials Management

Building Local Economies

Access to Capital



Climate &  
Energy



A collaborative effort of companies and business leaders in support of government by the people  
- and opposed to the Citizens United decision.

Sustainable Agriculture



Fast Track

Regulations

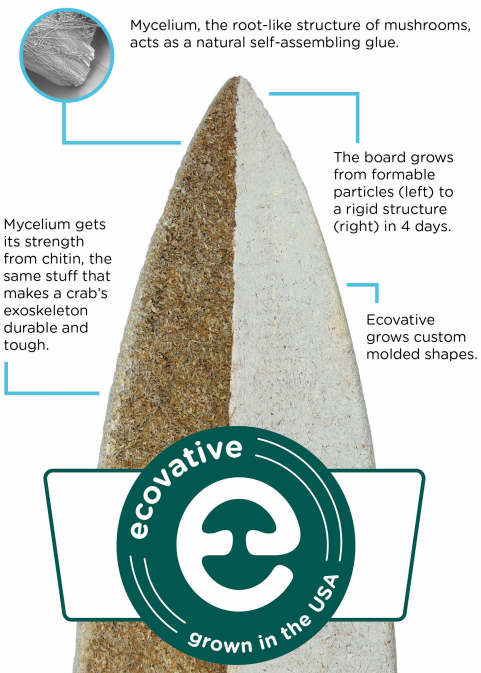
Benefit Corporations







## Mushroom® Surfboards by Ecovative



# Changing the Conversation



## 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 reimagine the world where we take only what our planet can replace



## RECYCLING

A SEEMINGLY SIMPLE IDEA

**GREEN EILEEN HAS NEWS:** Our recycling initiative has grown so fast that Eileen has made a big decision: GREEN EILEEN will shift from a separate nonprofit to an integrated part of EILEEN FISHER, INC.

- All profits from recycled clothing will continue to support programs for women and girls.
- Customers will continue to receive \$5 in Recycling Rewards for each donated item. Recycling Rewards can be spent at EILEEN FISHER retail stores, Company Stores or at [eileenfisher.com](http://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 FISHER store locator.

**WHY RECYCLE:** The average American throws out 70 pounds of clothing a year. By reselling our clothing at GREEN EILEEN stores, we create a second market. What we can't sell, we upcycle at GREEN EILEEN's community-building workshops.

Learn more about **GREEN EILEEN** | Learn **HOW TO RECYCLE** your non-EILEEN FISHER clothing.

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



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# Job Creation



A cleaner  
environment.  
A stronger  
workforce.



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# Rebuilding our Communities

## West Virginia Sustainable Business Council



Baltimore, MD



# Raising our Voice & Making a Difference



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# Business Mobilizing at the State and Local Level



**West Virginia  
Sustainable  
Business Council**



District of Columbia



Oregon



Denver, CO