



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL

ASBC Principles for an Inclusive & Sustainable Economy

#1 Sustainability:

A truly sustainable economy requires responsible stewardship of *all* resources and forms of capital—social, financial, intellectual, and natural—and the equitable availability of such capital. Best practices, policy principles, and change strategies related to each issue are crossover and/or universal to all businesses and communities.

#2 Intentional Diversity

To succeed, it is important to reach out to new constituencies, and to reach within all levels of leadership and the membership base of organizations already involved in our networks. We must continually build and strengthen a base which provides our credibility, creates our strategies, supports an inclusive culture, supports leadership development, and provides the resources necessary for the work we must do daily.

#3 Inclusive Representation

We must be sure that relevant voices of people directly affected are heard. Opportunities must be provided for spokespersons to represent and be responsible to the affected constituencies. It is important for organizations to clarify their roles, and whom they represent, and to assure accountability within our structures.

#4 Broad prosperity

It is both a moral imperative and a matter of national self-interest to run the economy and our businesses in a way that offers all Americans, regardless of their economic standing, race, religion, or gender, full opportunity to participate and prosper. The economy must tap the capabilities, creativity, and industriousness of all Americans.

#5 Ownership

The economy and business should be structured and managed to be fair, transparent, well regulated, and accountable to all participants. Therefore, inclusion in decision-making and ownership is necessary to ensure that all people have an equitable share in the wealth and well-being of every business and every community.

#6 Accountability

As we work to create change, we must be the change. We strive for an economy in which businesses operate in a holistic and systemic manner that fully accounts for all of their direct (financial, operational, supply chain, etc.) and indirect (social and environmental) impacts and costs when producing and pricing their products and services. A complete accounting for these historically hidden costs and externalities will help to bring about a more just, equitable and sustainable economy and world.