
New York Sustainable Business Council

US EPA P2

March 19, 2020



NYSBC

New York Sustainable Business Council

- Advancing a vibrant, just, and sustainable economy in NYS
- Statewide network of networks
- Representing 2,000+ businesses
- State affiliate of American SBC
- Business leader engagement
- Uplifting exemplar businesses
- Triple bottom line ethics



Triple Bottom Line



Actual Business Identity

Varies by business

- Local
- Values-driven
- Socially responsible
- Environmentally conscious
- Certified
- Independent
- Worker Coop
- Green
- Benefit corporations
- Triple bottom line

or no label at all



Business Case

Altruism

Demand

Proactive

Bottom Line

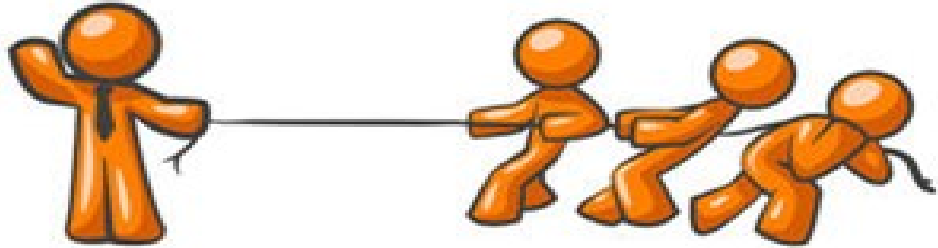
Opportunities

Shift the Market

Change the Business Culture



Overcoming Stigma



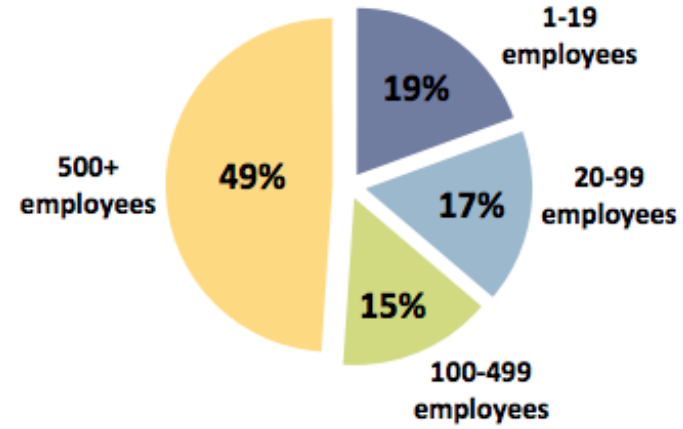
**Economy ← vs → Health of Public
& Environment**

Businesses are Integral



Power of Small Business

Figure 1: New York Employment by Size of Firm, 2013



Statistics of U.S. Businesses, U.S. Census Bureau
www.census.gov/econ/susb

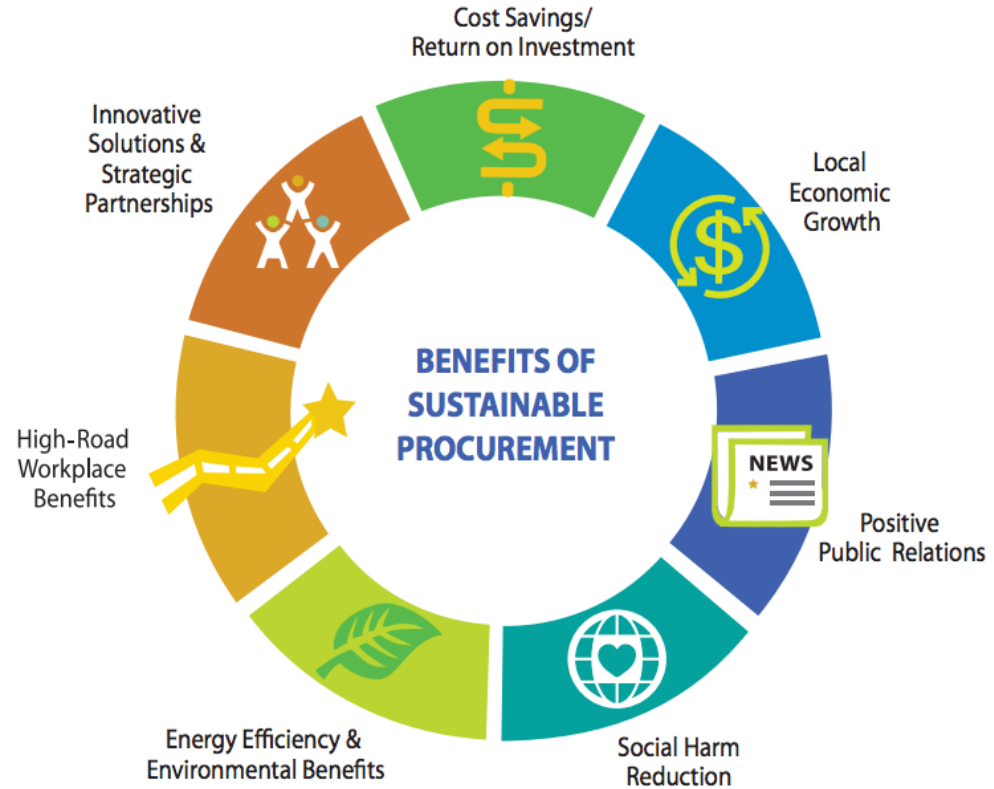
NYS defines Small Business as “resident in this state, independently owned and operated, not dominant in its field and employs one hundred or less [sic] persons.”

[Ch 15 Economic development law, S 131 \(Article 4-B\)](#)

Smallest businesses are primary driver of job growth.



Power of Sustainable Purchasing



American Sustainable Business Council (ASBC)
May 2018 Report: "The Power of Sustainable Purchasing"
asbcouncil.org/ProcurementReport



Educating Business Leaders




Webinar and in-person workshop series
on the business case and strategy
for reducing hazardous chemicals




Skateboards
Stronger
Lighter
Rad as @#\$\$%



COMET SKATEBOARDS

- Skater Owned

Since 1997
- Certified

Corporation
- Non-toxic

Manufacturing
- Hand Screened

Every Graphic



Uplifting Women Workers

Si Se Puede! Women's Cooperative



Farm to Table Restaurants



Urban Agriculture

Brooklyn Grange



Regenerating Healthy Soil

Hudson Hemp



Empowering Business Owners



Connecting businesses owners with community solar opportunities



Thank You

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New York Sustainable Business Council (NYSBC)

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