American Sustainable Business Council

White House Briefing

Creating Jobs and

Building a Sustainable Economy

June 2, 2011

www.asbcouncil.org

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American Sustainable Business Council

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American Sustainable Business Council Members

- American Made Alliance
- Association for Enterprise Opportunity
- B Lab
- Business Alliance for Local Living Economies
- Business for Shared Prosperity
- California Assoc. for Micro Enterprise Opportunity
- Count Me In for Women's Economic Independence
- Fair Trade Federation
- Fay-Penn Economic Development Council
- Food Trade Sustainability Leadership Council
- Foresight Sustainable Business Alliance
- Future 500
- Green America
- Green Chamber of Commerce
- Integrated Health Policy Consortium
- Investors Circle
- Manhattan Chamber of Commerce
- Montana Sustainable Business Council
- National Latino Farmers & Ranchers Trade Association
- New Voice of Business
- Practice Greenhealth
- Progressive Business Leaders Network
- Responsible Wealth
- Social Enterprise Alliance
- Social Venture Network
- South Carolina Small Business Chamber of Commerce
- Sustainable Business Alliance
- US Green Parking Council
- Vermont Businesses for Social Responsibility
- Wealth for the Common Good
- World Business Academy

June 2, 2011

Greetings:

The American Sustainable Business Council and its member organizations, business supporters and allies are pleased to be meeting with President's Council on Jobs and Competitiveness, White House Business Council, National Economic Council, Council of Economic Advisers, and the Domestic Policy Council.

The American Sustainable Business Council: is a growing coalition of business networks and businesses committed to advancing a new vision, framework and policies that support a vibrant, equitable and sustainable economy. The Council brings together the business perspective, experience and political will and strength to stimulate our economy, benefit our communities, and preserve our environment. Today, the organizations that have joined in this partnership represent over 100,000 businesses and more than 200,000 entrepreneurs, owners, executives, investors and business professionals.

In this packet, you will find a sampling of the innovative ideas and strategies that offer pathways to build the U.S. economy. Some of these ideas require small steps to provide benefits in the short term. Others are farther reaching and require greater effort.

Most of these suggestions are based on the proven track record of real-world business organizations and businesses.

These are just a few of the many others ideas that our members are ready willing and able to generate and work to create on the scale necessary.

The key is that there is large set of businesses that believe that we can create an economy that works - that creates financial success as it contributes to the well being of communities and the planet.

We believe that there is a tremendous opportunity to shape a new economy and we are committed to working side by side with the Administration and Congress to achieve that.

Sincerely,
David Levine, Cofounder and Executive Director

American Sustainable Business Council Meeting Participants
June 2, 2011

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Administration Agencies and Offices

Represented at June 2 White House Meeting

- Department of Labor
- President's Council on Jobs and Competitiveness
- WH Office of Public Engagement and White House lead for business engagement
- White House Business Council
- National Economic Council
- Council of Economic Advisers
- Domestic Policy Council
- Department of Treasury
- Office of Science & Technology Policy

American Sustainable Business Council

Members, Business Supporters, Advisors and Staff

ASBC Members (as of May 2011)

Association for Enterprise Opportunity

American Made Alliance

B Lab

Business Alliance for Local Living Economies

Business for Shared Prosperity

California Association for

Microenterprise Opportunity

Count Me In for Women's Economic Independence

Fair Trade Federation

Fay-Penn Economic Development Council

Foresight Sustainable Business Alliance

Food Trade Sustainability Leadership Association

Future 500

Green America

Green Chamber of Commerce

Green Parking Council

Integrated Healthcare Policy Consortium

Investors' Circle

Manhattan Chamber of Commerce

National Latino Farmers & Ranchers Trade Association

National Cooperative Business Association

New Mexico Green Chamber of Commerce

New Voice of Business

Practice Greenhealth

Progressive Business Leaders Network

Responsible Wealth

Social Enterprise Alliance
Social Venture Network

South Carolina Small Business Chamber of Commerce

Sustainable Business Alliance

Sustainable Business Council Montana

Vermont Businesses for Social Responsibility (VBSR)

Voice for Oregon Innovation & Sustainability

Wealth for the Common Good

World Business Academy

Business Supporters

American Income Life Insurance

Annie's Homegrown

Aquatherm

Ben & Jerry's

Better World Club

BioAmber Green Technologies

CSRwire

Dophin Blue

Electronic Recyclers International

Ethical Media Markets

GD Squared

Green Depot

Ice Stone

Lite Control

MAPA Group

Nanochem Solutions

Naturepedic

New Belgium Brewery

New Resource Bank

Seventh Generation

Stonyfield Farm

Sustainable Life Media

Trillium Asset Management

Your Olive Branch

Advisory Board

Bill Ritter, Jr. Former Governor, Colorado

Steve Kagen, Former Congressman, Wisconsin

Jeffrey Hollender, Co-Founder, Seventh Generation

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Vince Siciliano, CEO, New Resource Bank

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Building a Sustainable Economy

The American economy is undergoing a critical transition with a growing number of companies, large and small, discovering the value of sustainable business practices. From every sector, companies along with institutional and individual investors understand that being a good environmental steward, engaging in the communities where they operate and respecting their employees leads to profitable growth.

This new approach to business is called the “triple bottom line” – wherein equal value is placed on people, profit, and planet. The triple bottom line rejects the false choice between short-term profits and the needs of the future. It also refuses to pit environmental stewardship against economic prosperity. Instead, it points out that through innovation, business can achieve growth and profit now as well as in the future *as a result of* the investment choices they make.

As the Harvard Business Review, noted in September 2009, ‘Sustainability is now the Driver of Innovation’. Many corporations are enjoying robust growth and profit by adopting sustainability practices throughout their supply chains. Companies are pioneering new markets and achieving significant cost savings as they build consumer trust and reduce their carbon footprint. Investors are responding favorably by directing over $2 trillion into building this new green economy; expected to grow to $10 trillion by 2020.

Sustainability links economic, ecological, and social systems. A sustainable economy is innovative, it thrives over time, it makes useful products and it creates both top and bottom line financial success while contributing to the well being of our communities and the planet. Such an economy is focused on directing capital towards job-creating initiatives, investing in itself, while reducing income gaps and protecting the environment. The idea of sustainability is much broader than environmentalism. It measures more than just financial activity by including the benefits that forward thinking businesses bring to society.

Introduction to the Briefing Book

This briefing book highlights only a small number of the innovative programs that illustrate what a sustainable economy looks like. From a vibrant local banking sector to clean energy R&D to health care cooperatives to sustainable agriculture to incentives for domestic manufacturing to microenterprises to green chemistry to a wholesale rethinking of how economic development should functions, there is a groundswell of positive activity.

Challenges to Building a Sustainable Economy

At the same time, offshore tax havens, growing income inequality and a push in Congress to roll back regulations and disinvest in our educational system and infrastructure present serious challenges to our economy’s well being. The manufacturing sector, beset by outsourcing, is a shell of what it once was. The financialization of the economy, while creating opportunity has also proven disruptive.

Public sector workers are under attack. And, tax rates for companies are at a historic low, with many multinational companies benefiting from extensive loopholes. How successful these forces are will determine what values guide our economy for years to come. These initiatives further elevate the power of the largest corporate interests. The continued practice of externalizing costs, subsidizing mature industries, and rewarding off shoring undermines our economic health.

The Role of Business

The voice of business is a key determinant in what direction the economy moves. Sustainability-minded businesses must engage in the process. While voluntary corporate sustainability initiatives are essential, they are insufficient to bring about a new economy that values equity as much as profit; protects public and worker health, recognizes the value of natural resources for future use; and creates healthy communities with vibrant economics**.** What we need are specific laws and regulations that guide our economy toward sound, long-term decision-making and a rewards system that takes into account social and environmental externalities. Such policies need to be adopted in every sector, so that businesses are incented to adopt the triple bottom line.

Leadership, however, will not come from traditional business groups like the U.S. Chamber of Commerce. Such powerful organizations represent unsustainable business practices, ill suited for the global 21st century economy. To level the playing field, a national business-oriented policy advocate for sustainability is required. There is a need for another business voice. A voice capable of matching the US Chamber issue by issue, that makes the business case for the value of building a sustainable economy.

The American Sustainable Business Council (ASBC) and its members offer a new set of policy ideas and solutions, geared towards creating a vibrant, equitable and sustainable economy. ASBC brings a new business voice to Washington, D.C. and state capitols that make the case for policies and regulations built on principles of sustainability. As the business community's national policy advocate for sustainability, ASBC informs and engages business leaders, while educating decision makers and the media about initiatives that lead to smarter growth, more investment and increased opportunity for business. ASBC organizes the coordinated power of its members on a range of advocacy campaigns.

ASBC believes that a sustainable economy generates both short and long term benefits. It speaks 'business' while collaborating with NGO, labor and citizen groups, all of whom are committed to a sustainable economy. Founded in 2009, ASBC represents more than 100,000 businesses and over 200,000 individual entrepreneurs, owners, executives, investors and business professionals across the United States.

Making the Business Case for a Sustainable Economy

Business prospers when the larger economy resets its priorities to ensure a robust middle class, when stable and transparent financial markets exist, when an educated workforce is available and when investments are made in maintaining a reliable transportation, energy and communications infrastructure—all fundamental to a sustainable economy.

Without good sustainability policies, the economy suffers economic damage (such as bank bailouts, high unemployment and massive environmental cleanups), which lead to greater federal deficits, depleted local and state treasuries, reduced services and higher costs to businesses and consumers, suppressing demand and profits. The remedial actions required to 'clean up' these disasters is waste. This is not a good use of funds and deters investments from those emerging business practices that will create the jobs and long-term employment needed for the future.

Steps towards a Sustainable Economy

Business Growth and Investment: ASBC presses for greater opportunities for small businesses, which are crucial to the health and resilience of the overall economy. We work to eliminate barriers to entrepreneurship. ASBC launched an aggressive campaign to pass the Small Business Jobs Act, which set aside $30 billion for community banks to provide credit and loans. As Frank Knapp President, South Carolina Small Business Chamber of Commerce notes "Boosting local economies by helping small businesses create jobs should be our goal. We can either cut taxes for Wall Street traders or we can invest the money to generate more customers for small businesses by keeping teachers working and rebuild the crumbling infrastructure businesses depend on."

ASBC presents viable models of economic investment and development, which satisfy the triple bottom line. The Evergreen Cooperative Development Fund, a revolving loan fund in Cleveland, Ohio is one such example. The Fund provides seed capital to future green businesses in underserved communities. Each company earmarks a percentage of profits to be reinvested. Small and mid-size businesses across the U.S. need access to affordable capital. As Connie Evans, president of the Association for Enterprise Opportunity, notes "… innovation takes place in low-wealth communities as well. Micro" businesses represent more than 80% of all businesses in the U.S. If just one in three microbusinesses hired a single employee, the US would be at full employment.

In 2009 the Fay-Penn Economic Development Council (Pennsylvania) initiated a Buy Local network, involving 100 businesses and 22,000 customers. "The Buy Local network, including the agriculture sector is not about how much money your community has, it is about keeping the money circulating without it leaving Fayette County", said Mike Krajovic of Fay-Penn. The proposed Farm Entrepreneur and Jobs Act will also have a significant impact in creating jobs in local communities.

Tax Policy: Tax havens mean lost revenue that could be dedicated toward infrastructure improvement, research and development, education, public services and business innovation. ASBC supports ending offshore tax havens, which disadvantage small, mid-sized and responsible business. As Holly Sklar of Business for Shared Prosperity notes, "When companies shift their tax burden by off shoring manufacturing or moving their headquarters to prevent paying taxes, they weaken the country as a whole".

Chemical Policy: The use of dangerous chemicals impacts business as it raises health care costs, lowers productivity and encourages litigation. Moreover, innovative businesses that offer safer alternatives are hampered by the lack of appropriate information and incentives. ASBC believes that encouraging companies to adopt greener chemistry and ban chemicals known to cause harm will reduce costs to businesses and governments, and increase consumer confidence. ASBC works with Congress to address these issues in the Safe Chemicals Act of 2011, and educate businesses about the opportunities and new markets associated with safer chemicals produced in the U.S.

Health Care Reform: Affordable, efficiently delivered health care for businesses and consumers is essential for a sustainable economy; the 2010 Affordable Care Act is an important step to address this challenge. We support improvements to the 2010 Act, which will enhance competition and lower health care costs without being overly 'prescriptive.' ASBC believes the health care system needs to focus more on prevention and integrative approaches to service delivery.

Conclusion

To date, there has been a fundamental gap in presenting an alternative vision and executable plan for what a sustainable economy looks like. It is important to have a strategic framework and policy agenda, which presents a clear business perspective integrated across a wide range of issues. ASBC is committed to manifesting this. We know a healthy economy must be built on private sector innovation *and* public policies that reward companies for pushing sustainable approaches deep into their business practices.

ASBC Collaboration with the White House and Agencies

We look forward to working together. Here are several examples of how:

- Provide business leaders to participate in roundtables/ town meetings across U.S.
- Provide business voices for media opportunities that reinforce the benefits of new economy
- Work to advance mutual beneficial Administration initiatives, as well as to address the positive impact of the Stimulus
- Advocate in Congress on various policy issues
- Develop a Sustainable Economy/Business Awards (Similar to SBA awards) led by the White House with support from DOL, DOC and EPA that directs national attention to business models, companies and organizations that are helping to create a sustainable economy.
- Organize a Business Summit for a New Economy; a national gathering of organizations and companies committed to developing a sustainable economy and building the success of the triple bottom line, sustainable business practices, and sustainable economic development.

List of Jobs Initiatives

Economic Development/Small Business/ Banking-Credit-Investment/Job Creation/Agriculture

- The Democracy Collaborative – Community Wealth Building Act of 2011
- Count Me In - Make Mine a Million $ Business™
- Association of Enterprise Opportunity – The Power of One
- Fay-Penn Economic Development Council – The Farm Entrepreneur and Jobs Act
- ASBC – Small Business Capital Access
- Emerald Cities Collaborative – Emerald Cities Proposal
- Business for Shared Prosperity – Tax Reform
- BALLE – Securities Law Reform
- New Economy Working Group – Federal Recovery and Reconstruction Bank
- ASBC - Encouraging Students to Learn a Skill Program
- ASBC - Building Main Street Local Lending Capacity Program
- ASBC - Rebuilding American Infrastructure
- CAMEO – Build Your Own Business
- Demos – Credit Screening Proposal
- Demos – Direct Jobs Proposal
- New Economy Working Group, Democracy Collaborative and Institute for Policy Studies – Creating State Banks
- New Mexico Green Chamber of Commerce – Public Lands
- Organic Trade Association – Organic Agriculture and Products Industry
- Alliance for American Manufacturing – Currency Manipulation Harms American Workers and Companies

Make It In America/Manufacturing

- American Made Alliance – NextGen Manufacturers
- Apollo Alliance – Transportation Manufacturing Action Plan
- Apollo Alliance – Green Manufacturing Action Plan
- ASBC – Supporting American Manufacturers' Facility Program
- Apollo Alliance and ASBC – Strengthen Buy America Provisions
- BlueGreen Alliance – Chemicals, Public Health and Green Chemistry

Clean Technology/Energy/Green Chemistry/Reducing Waste

- Green America – Clean Energy Victory Bonds
- New Mexico Green Chamber – PACE Bond Authorization
- New Mexico Green Chamber – Geothermal Electricity Production from Abandoned Oil Wells
- New Mexico Green Chamber – Going Green for Federal Facilities
- Aquatherm Industries – Solar Heating of Commercial Swimming Pools
- Purpose Networks – Responsible Energy and Environmental Leadership Green Certification for Small Business
- Bio-Amber – Renewable Green Chemical Production Tax Credit
- Sustainable Bioplastics
- Electronic Recyclers Inc – Electronic Waste Legislation
- Institute for Local Self-Reliance – Resource Conservation Agenda for Action
- IceStone – Urban Post-Consumer Glass Up-cycling

Sustainable Business/Business Strategies/Business Models/Indicators/Measurements

- Concept Green – Corporate Social Responsibility Initiative
- New York State Business Incubator Association – The Company Creation and Competitiveness Initiative
- National Cooperative Business Association – 2012 "International Year of Cooperatives"
- Ethical Markets – Green Transition Scoreboard
- Demos – National Accounting Improvements
- The Green Economy Initiative and the Rio +20 Summit

Healthcare

- ASBC – Health Insurance Co-ops for Small Business
- Practice GreenHealth & Health Care Without Harm – Environmentally Sustainable Healthcare Industry
- Integrated Healthcare Policy Consortium – Workplace Health Initiative
- Integrated Healthcare Policy Consortium – Comprehensive Health Promotion Initiative
- Integrated Healthcare Policy Consortium - Health Impact Scores

Economic Development Initiatives

Name of Initiative: Community Wealth Building Act of 2011

Summary including prime objective(s):

Building Wealth in Communities Through Community-Based Enterprise

Senator Sherrod Brown's Community Wealth Building Act will support local economic development through creating community-based enterprises that meet local business needs while achieving sustainability goals. By fostering the creation of community and employee-owned business, the Act will helping disinvested low-income communities build wealth while providing good paying jobs. By developing and anchoring new businesses locally, the Act will also enhance local economic stability and bolster local tax bases, generating needed resources to finance public services without raising tax rates.

Support economic revitalization and job creation in the United States.
The Community Wealth Building Act will help communities develop comprehensive job creation plans that generate the growth of community-based enterprise that meets the procurement needs and the sustainability goals of large, locally anchored employers such as hospitals and universities. Grantees must demonstrate a commitment to integrated planning and sustainable development. The Act authorizes $250 million in competitive grant money over five years to support pilot efforts in ten communities.

Invest in disadvantaged communities.
The Community Wealth Building Bank will provide a vital source of seed capital to enable communities to build networks of mutually supporting businesses that can supply needed goods and services while meeting sustainability goals. The $500 million authorized for investment through a Community Wealth Building Bank will provide the equity base needed to jump-start a process of community business development that can leverage additional private, local government, and philanthropic capital.

Build Local Capacity.
The legislation ensures that the federal government is a supportive partner for communities' planning and sustainable development efforts by fostering the development of a network of local community wealth building centers to catalyze broad public-private partnerships that mobilize business, labor, community groups, philanthropy, local government, and anchor institutions to create integrated initiatives that create jobs and build wealth in local communities.

Create a national center to develop and replicate best practices.
The Office of Community Wealth Building established by the Act will be a center for research, cross-city learning, technical assistance, training, and evaluation to create comprehensive approaches to poverty reduction, job creation, and community wealth building that can be replicated throughout the country.

Catalyzing Federal Collaboration:

Inter-Agency Working Group: The legislation creates a working group of representatives from Commerce, Agriculture, Housing and Urban Development, Energy, Labor, Health and Human Services, and the White House Office of Urban Affairs to provide coordinated federal support of community-owned business and community wealth creation, including long-term stewardship programs.

Office of Community Wealth Building: The Department of Housing and Urban Development will establish the Office of Community Wealth Building to coordinate federal policies that foster community business ownership and build wealth in low-income neighborhoods; and provide guidance, best practices and technical assistance to communities seeking to create local jobs and meet sustainability goals.

Job creation and economy boosting opportunities:
Pilot effort in Cleveland (without federal funding) is likely to create 500 jobs in 5 years. An effort on the scale of the legislation proposed could be expected to create 5,000 jobs in 5 years.

Action(s) needed:

Legislative, administrative or otherwise: Legislative; however, it would be possible to achieve many of the purposes of the legislation either through a carve-out of CDBG (Community Development Block Grant) funds (as currently done with the Sustainable Communities Initiative) or through re-allocation of HUD Section 3 (public housing job development) funds.

Relevant agencies (if any):

HUD

Lead organization(s):

The Democracy Collaborative at the University of Maryland

Link:

http://www.community-wealth.org/

Name of Initiative: Make Mine a Million $ Business™

Summary including prime objective(s):

The prime objective is to grow women-owned micro businesses to million dollar enterprises.

Job creation and economy boosting opportunities:

Helping women business owners to substantially increase revenues and build profitable businesses creates new jobs and impacts the national economy. One million women-owned businesses at $1 million+ in annual revenues, generates $1 trillion in economic activity and creates over 4 million jobs nationwide. Please refer to the attached charts below for statistics on job creation and revenue generation from the top 180 Make Mine a Million $ Business™ program participants.

***Revenue/Employee Before – reflects their numbers before participating in Make Mine a Million $ Business™* Funds are used to recruit, vet, educate and coach women owned micro businesses who can go from micro to $million plus business in 12-18 months.

Action(s) needed:

Small Business Development Centers and women business centers to support and participate in the Make Mine a Million $ Business™ Initiative

Relevant agencies (if any):

U.S. Small Business Administration; U.S. Department of Commerce; U.S. Department of Labor

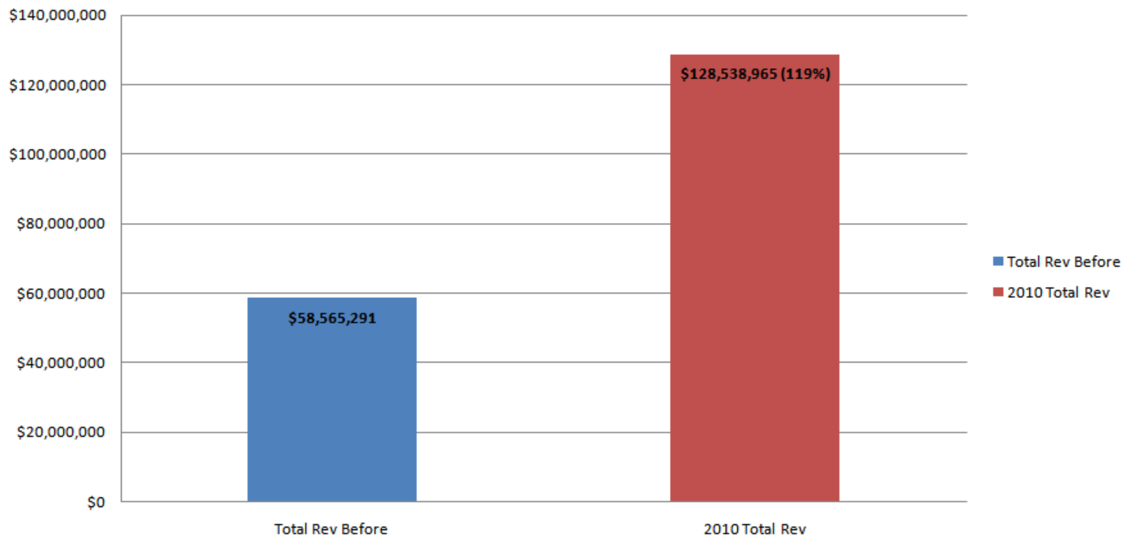
Lead organization:

Count Me In for Women's Economic Independence

Links:

www.makemineamillion.org
http://www.cnn.com/video/#/video/bestoftv/2011/05/23/exp.ybl.kaputa.women.cnn
http://www.denverpost.com/business/ci_17772172

Total Business Revenue Growth



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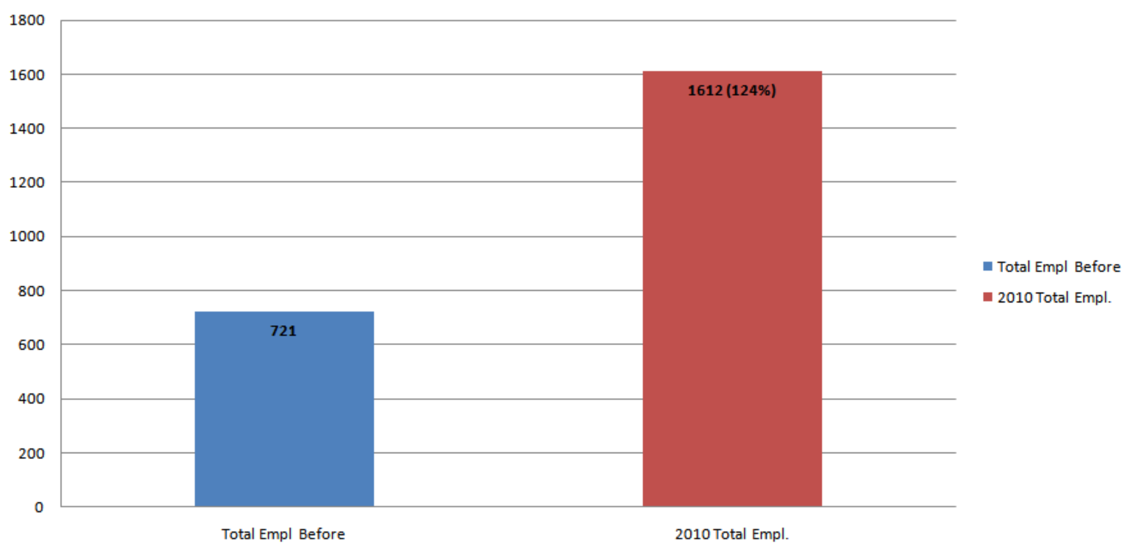
Count Me In for Women's Economic Independence 2011

Total Business Employee Growth



Name of Initiative: The Power of One In Three

Summary including prime objective(s):

The Power of One in Three: If the economy is going to bounce back, it must happen on Main Street. "Micro" or very small businesses represent more than 80% of all businesses in the U.S. Last year, more Americans became entrepreneurs than any time in the last 15 years. Whether these individuals are in construction, provide services, or run a restaurant, they are everywhere. In fact, if just one in three microbusinesses hired a single employee, the US would be at full employment.

1. Enabling better decision-making and resource allocation*:* AEO has joined forces with Bankers without Borders™, the volunteer arm of The Grameen Foundation, to deploy their pro bono consulting teams in the United States. These skilled volunteers will be able to provide non-profit executives decision support in a range of areas including market sizing and loan fund economics. We are also partnering with national law firms to channel pro bono legal support to our members.

2. Channeling funds to invest in capacity and growth*:* Based on the findings of our "financial health" analysis, AEO and the Nonprofit Finance Fund are working on the design and development of an investment vehicle to provide much needed funds to support capacity-building and change where needed.

3. Scaling services and products that work and developing new ones: AEO members represent both fertile testing ground for innovation and sources of insight into market needs. Our reach and relationships provide us with the opportunity to change the economics of scale by replicating proven programs without sacrificing local control and creating "toolkits" to promote innovation and experimentation.

4. Rationalizing the policy framework: At present, efforts to support underserved business owners and aspiring business owners are at best a patchwork of programs and policies designed for a different era. The world has changed and we believe that policies must catch up. AEO is joining forces with other advocacy organizations under the umbrella of One in Three. Our aim is to create a policy framework that aligns incentives and promotes wealth and job creation through self-employment.

Job creation and economy boosting opportunities:

- There are 25.5 million microbusinesses – 88% of all businesses – in the United States. These businesses generate $2.4 trillion in receipts, account for 17% of U.S. GDP, and employ more than 31 million people.
- "One In Three" – If just one in three microbusinesses were to hire one additional employee, the U.S. economy would achieve full employment.
- Investments in microenterprise development matter: 80% of small businesses that receive training and technical assistance (TA) from microenterprise development organizations

(MDOs) are still in business after five years. This compares to an overall five-year business survival rate of less than 50%.

Action(s) needed:

1. FY2012 Funding:

AEO is alarmed by proposed FY2012 budget cuts to TA programs at the SBA, including the PRIME program, which has been slated for elimination. AEO is cognizant of the current budget crisis. However, programs designed to encourage and promote job creation – especially those with proven track records – require continued support. Below are AEO's funding requests for FY2012.
SBA PRIME Program: $8 M
SBA Microloan Program Lending: $25 M
SBA Microloan Program Technical Assistance: $22 M
SBA Women's Business Center Program: $14 M
USDA RMAP Program: $36 M
Treasury CDFI Fund: $227.2 M

2. Support Entrepreneurship via Employment Training

Workforce Investment Boards (WIBs), created by the Workforce Investment Act of 1998 (WIA), assist job seekers in state unemployment systems. However, an unemployed person who wants to start a business is not eligible for WIB training because of assessment and evaluation metrics. Congress needs to change these to include the self-employed. The Department of Labor recently endorsed this proposal, but legislation is needed to fix this issue.

3. Expand Access to Broadband Internet

AEO supports the Small Business Broadband and Emerging Technology Enhancement Act of 2011 (S. 257), sponsored by Senators Landrieu and Kerry, which would allow use of SBA 7(a) loans and microloans to purchase broadband equipment and services. Increasing broadband access to small businesses and entrepreneurs will boost local economies and create jobs.

Relevant agencies:

U.S. Small Business Administration, U.S. Department of Labor, U.S. Department of Agriculture, The Department of the Treasury – Community Development Financial Institutions Fund (CDFI Fund)

Lead organization:
Association For Enterprise Opportunity (AEO)

Links:
AEO website: www.AEOworks.org
Report: The Power of One In Three: http://www.aeoworks.org//pdf/one_in_three.pdf
2011 AEO Policy Priorities: http://www.aeoworks.org/pdf/AEO_2011_Policy_Priorities.pdf

Name of Initiative: Build Your Own Business Jobs Initiative

Summary including primary objective(s):

Primary Objective: to capitalize on America's historical enthusiasm entrepreneurial spirit to generate and expand very small businesses that create jobs and grow the economy. Very small businesses create 64% of new jobs, most without employees. Self-employment grew 28% over past 5 years, a true labor market trend. Locally-owned businesses hire locally and spend locally.

CAMEO's Build Your Own Business (BYOB) Jobs Initiative is based on 1) the recognition that self-employment is job creation and 2) the integration of self-employment into job creation and workforce development policies. This can be accomplished by supporting existing Micro Enterprise organizational infrastructure and fostering innovation within the Department of Labor's (DOL) Workforce Investment Board (WIB) system.

Job Creation and the Economy:

The U.S. is home to 700 organizations that support entrepreneurs who lack access to traditional forms of credit and business training. These mission-driven lenders, community credit unions and non-profit business counseling organizations are collectively known as Micro Enterprise development organizations (MDOs.)

In 2009, CAMEO members served 21,000 businesses with training, technical assistance and loans. These firms, which were largely start-ups, brought 42,000 new jobs into California's economy a total of $1.5 billion in economic activity. (More impact statistics available.)

1. **Technical assistance funds**: For business coaching, loan packaging, business incubation services, etc. are a critical component to microlending. Funds for these activities need to be integrated with capital investments, not considered as an "add-on." Without business assistance an MDO cannot make good loans and capital cannot be deployed. One CAMEO member returned $750,000 in loan capital to a bank that would have been lent to small businesses, but there wasn't a pipeline of qualified businesses that were ready for a loan.

Four out of five micro-business owners that receive training and technical assistance succeed. Without this support only one in five succeed. (Source: annual surveys of CAMEO members and Field project at the Aspen Institute.)CAMEO member clients who start their own businesses on average create two jobs in addition to their own, over a three-five year period.

CAMEO believes that programs designed to promote job creation – especially those with proven track records, such as the PRIME and Micro Loan Programs at the Small Business Administration (SBA) – require continued support. This despite the fact that the SBA is abandoning the very small businesses, those underserved businesses and populations they are supposed to help.[1]

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*1*The current SBA has been raising the ceiling of its definition of small business. The average SBA loan used to be $125,000. Today, the average SBA loan is $670,000.

The proposed FY2012 SBA Budget would be a real obstacle in the path for entrepreneurs who want to create their own jobs by starting their own businesses. To keep the American Dream a reality for the millions of micro-business owners, the small investment in technical assistance must be preserved.

We advocate for the following legislative actions:

Federal investments in the Micro Enterprise industry should be maintained at FY2010 levels as outlined in Attachment A. In better economic times, the investments should be increased.

2. In 2010, the Department of Labor released directives encouraging Workforce Investment Boards (WIBs) to integrate entrepreneurial training as a vital workforce development strategy by allowing Workforce Investment Act (WIA) funding to be used to support self-employment and entrepreneurship.[2]

It is generally accepted that 5% of the unemployed have entrepreneurial potential, meaning there are an estimated 685,000 people in the U.S. who could benefit from self-employment training offered through the 700 Micro Enterprise Development and Small Business Development Corporations. If only half of those unemployed entrepreneurs obtained help in starting a business (442,000), they would create a total of 822,000[3] jobs over 3-5 years (the owner plus two employees).
MDOs are poised to contract with local WIBs to provide vital training, technical assistance and access to small business loan programs, but WIBs are resisting because of assessment and performance metrics.

Action:

The DOL should provide incentives to WIBS 1) to allow WIA funds to be applied to entrepreneurship training and 2) to make the necessary effort to **implement new methods of performance metrics** (see Attachment B) and/or Congress should incorporate these new performance metrics into the WIA re-authorization.

Lead organization:

CAMEO, 1 Hallidie Plaza, Suite 210, San Francisco, CA 94102
ph 415.992.4880 fax 415.445.9529 www.microbiz.org

ATTACHMENT A: Federal investments in Micro Enterprise should be funded at least at FY2010 levels.

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2 TEGL-12-10: Supporting Entrepreneurship and Self-Employment Training through the Workforce Investment System; and: Think Entrepreneurs: A Call to Action; Integrating *Entrepreneurship into the Public Workforce System throughout America by the Department of Labor.*

*3 822,000 jobs = 442,000 business start-ups * 80% success rate * 3 jobs per business*

PROGRAM	FY2010	President's FY2012
SBA PRIME	$8 million	$0
SBA Microloan Technical Assistance Fund	$22 million	$10million (55% cut)
SBA Women's Business Centers	$14 million	$14 million
SBA Veterans Business Outreach Centers	$2.5 million	$2.5 million
USDA RBEG	$39 million	$30 million (23% cut)
HUD CDBG	$4 billion	$3.7 billion (7.5% cut)
Treasury CDFI	$256 million	$233 million (9% cut)

*note: the House Small Business Committee recommends further cuts, which would cripple job creation efforts of the Micro Enterprise industry.

ATTACHMENT B: WIA Performance Measures for Self-Employment Services Developed by CAMEO

Small businesses create 64 percent of all new U.S. jobs. According to current market trends, **self-employment can be a valuable option** for job seekers and the unemployed 1) who wish to work, but have the capability to own their own business, or 2) have barriers to employment which can be minimized through self-employment. Small businesses, particularly Micro Enterprises, should be an integral part of national economic and workforce strategies.

Common performance measures are different for self- employment than for wage employment, which has been a barrier to support the self-employed and job creation. **Performance measures for self-employment training and business technical assistance programs can be based on *Supplemental Data Sources*, *Administrative Records* and *Average Earnings***, this last item as negotiated by the grantee with the individual WIB. CAMEO suggests that WIBs work with their local partners to which measures are most useful. Following are recommendations for each category of performance measures:

Supplemental Data Sources (currently has to be documented and recorded outside WIB databases)

- Proof of an ITIN number with the IRS corporate ID number
- Proof of DBA registration or local business license
- Business plan
- Proof of established business checking account
- Copy of IRS Schedule C tax return
- Copy of current purchase orders
- Copy of business office or store lease
- Proof of receipt of business loan

Administrative Records: Due to the fact that self-employed persons do not show up on the state Unemployment Wage records, staff can follow up with individual enrollees to verify the status of their business development. For the purposes of WIA, 'start-up' is defined as 1-24 months, although this can be negotiated to 1-12 months, based on hours of training and technical assistance provided by the grantee, and status of the individual trainee, e.g., some trainees already will have been operating their business at the time of enrollment.

The grantee's staff would make a phone call or in-person visit and ascertain the enrollee's business status from descriptive information enrollee provides on: location of business, number of customers and financing strategy for business growth.

Average Earnings: from Supplemental Data Sources: WIB staff can collect a revenue and expense statement from the client and/or an affidavit from the owner of their 'owner draw' for 3-12 months after start up. Divide this amount by 30 hours and compare to the minimum wage for that state.

Name of Initiative: Emerald Cities Collaborative (ECC)

The 10 cities that comprise ECC are: Los Angeles, San Francisco, Oakland, Portland (OR), Seattle, Milwaukee, Cleveland, Atlanta, New York City, and Providence, RI

Summary including prime objective(s):

The Emerald Cities Collaborative is a consortium of diverse organizations - businesses, unions, community organizations, development intermediaries, social justice advocates, research and technical assistance providers - united around the goal of "greening" our metropolitan areas in high-road ways that advance equal opportunity, shared wealth, and democracy within them. Our goal is to achieve significant reductions in the carbon footprint and energy consumption with increased energy savings and efficiencies. To this end, we encourage cities to substantially increase the energy efficiency of citywide building stock over ten years while prioritizing poor communities.

Our goal is to substantially increase the energy efficiency of citywide building stock over ten years while prioritizing poor communities. Buildings are the largest national source of energy consumption, costing $400 billion annually in energy bills and comprising 80 percent of local carbon emissions in some cities. Yet, efficiency gains between 30 and 50 percent are possible using existing, cost-effective technology. Reducing energy consumption requires a comprehensive retrofit of building stock. The most significant residential gains in efficiency will be made by retrofitting the poorly maintained, oldest, and least efficient building stock concentrated in poor communities. To achieve such large-scale energy reduction, partners can:

- Establish a comprehensive, participatory planning process supported by professional planning and management.
- Develop a variety of financing mechanisms that leverages the resources of utility companies, private investors, and federal, state and local government programs.
- Retrofit government office buildings, schools, hospitals, affordable housing projects, waste stations, as well as private residential housing stock.
- Prioritize retrofits in low-income neighborhoods.

To promote comprehensive gains in energy efficiency, cities can endorse efforts to:

- Coordinate energy efficiency retrofits with other building improvements for healthy housing including lead abatement, installation of current communications technology, disabled friendly alternations, water conservation, and indoor air quality.
- Define retrofits to include landscape, urban vegetable cultivation, water, and communications (broadband and future technologies) systems so that buildings can properly link to the broader urban infrastructure.
- Pursue neighborhood level projects rather than focusing on buildings in isolation.
- Encourage building technology innovation that furthers energy efficiency in building materials, construction techniques, and retrofits.
- Develop long-term energy efficiency strategies that link the city to the region and promote regional manufacturing for the building technology required for retrofits.

Job creation and economy boosting opportunities:

Support high-quality job creation through the requirement for labor standards.

Construction is a high turnover industry susceptible to the influx of poorly-trained, poorly-paid workers and employers who resist training workers. Labor standards can compel employers to support training programs that both ensure uniform, high-quality construction work and establish the decent wages and benefits critical to stabilizing communities. Energy efficiency efforts have the greatest long-term impact when they link to the growth of a well-paid, well-trained green workforce at scale. To promote this approach, cities can:

- Use community workforce agreements, either at the neighborhood or city level, and aid in development of such agreements.
- Adopt a coordinated curriculum for high-skilled green construction in conjunction with incentives for the use of credentialed green labor.
- Support workforce development, including both credentialed vocational training and a supply of remedial general education and work readiness. This includes expanding the union-based apprenticeship system.
- Coordinate efforts to ensure the provision of an adequate local supply of qualified contractors and workers to do the large-scale work demanded by this plan.
- Expand access to high-quality jobs and contracts to minorities, women, and low-income residents.
- Provide financial incentives and extensive training to enable community groups to support resident organizing around efficient and sustainable communities.
- Build resident capacity to aggregate the demand needed to build collective enterprises and attract specialized and high quality contractors.
- Build partnerships with labor to increase community leverage around energy efficiency in urban political decision-making.

Action(s) needed:

- Endorse and advocate for regulations and legislation furthering these goals, including job standards; ensure transparency and equal opportunity in labor markets.

Lead Organization:

Center On Wisconsin Strategy (COWS)
1180 Observatory Drive
Madison, WI 53706-1320
(608) 263-3889

Name of Initiative: Small Business Access to Capital

Summary including prime objective(s):

In early May, Small Business Administration Administrator Karen Mills spoke to the Greater Miami Chamber of Commerce. She had good news for many businesses seeking credit. “Lending is back to 2008 levels,” Mills said.

But the news wasn’t so good for the small businesses in geographically challenged areas and our smallest of small businesses. According to Mills, “we are not back in underserved communities and we are not back when it comes to small loans.”

The truth is that lending hasn’t been good in underserved communities and for our very small businesses for a very long, long time.

The demand for small business loans is picking up. For those with between one and 10 million dollars of revenue, Greenwich Associates has found that small businesses increased their seeking of loans in the first quarter of this year by 100 percent over the previous quarter. According to Greenwich, on average about 60% of the small businesses they surveyed received the credit they sought between March 2010 and March 2011. And the majority of these loans came from smaller, community banks. Unfortunately no one is measuring demand for loans and loans made to our microenterprises (businesses with fewer than 5 employees and capitalized with less than $35,000).

Late last year, with the support of the American Sustainable Business Council, Congress passed the Small Business Jobs Act which included a $30 billion lending fund to encourage community banks to make small business loans. Unfortunately comparatively few eligible community banks have indicated that they want to participate in this program.
The reason given by some banks is that there is little loan demand from small businesses. That’s simply not true. The demand is there. More likely the answer lies in federal regulator pressure on community banks to avoid “risky” loans, the same small business loans that were more acceptable prior to the great recession.

There are some possible solutions to this lending dilemma for small business if community banks refuse the allure of the Small Business Lending Fund and big financial institutions still are only interested in the cream of small business loans.

Action(s) needed:

- Put credit unions more in the lending game by raising the cap on their lending ability.
- Dramatically increase funding for small business loans under the USDA, CDFI and SBA (microloans) programs. In addition to lending resources, the non-profits using these funds also need a big boost in funding for technical assistance to help guarantee the success of the loans.
- Allow the SBA to bypass the financial institutions and start making loans directly to small businesses. The federal government now makes direct loans to students through Stafford and

other student loans. The SBA already can make direct business loans on its own in some cases.
- Create a new capital-raising strategy for small business such as “crowd funding”. The Security Exchange Commission is reviewing a proposal to allow small businesses and microenterprises to solicit investments of $100 or less while avoiding much of today’s regulations.

If the traditional financial institutions will not provide the capital access small business and microbusinesses need and credit unions cannot make up the difference between demand and access, then we should empower non-profit organizations to take on more of the lending responsibility, make direct government loans as we did in our automotive sector and dramatically reduce the regulatory burden on small investment strategies.

It is time to make significant changes to our country’s small business lending and financing system. Conventional practices are not generating the small business access to capital our economy desperately needs to grow

Relevant agencies (if any):

SBA

Lead organization:

American Sustainable Business Council

Name of Initiative: Encouraging Students to Learn a Skill Program (to address current shortage of workers in the market nationally and internationally)

Summary including prime objective(s):

Encouraging Students to Learn a Skill Program will:

- increase the number of students going into technical careers;
- decrease unemployment by filling current vacant positions;
- improve the manufacturing sector;
- improve international competitiveness and national economic security;

Job creation and economy boosting opportunities:

The Encouraging Students to Learn a Skill Program will create more than 1,000,000+ jobs in the private manufacturing sector and in communities throughout the country by filling hundreds of thousands of existing vacancies and the millions more to come as a generation of baby boomer skilled workers retire.

Action(s) needed:
A new bill needs to be introduced with appropriations to incentivize public schools to encourage students to pursue learn technical skills and technical careers. Either through Community Block Grants, Workforce Investment Boards or directly through the US Department of Education working with each state's department of education, local public schools would receive a $8,000 per year education grant for each new student who enters and passes nationally accredited technical training programs, for each year they are enrolled in the program.

Related legislative, administrative issues:

TBD

Relevant agencies:

U.S. Department of Education and U.S. Department of Labor and Industry

Lead organization:

American Sustainable Business Council (www.asbcouncil.org)

Link to additional information:

Fay-Penn Economic Development Council, http://www.faypenn.org/

Name of Initiative: Tax Reform

Summary including prime objective(s):

Corporate and individual income taxes support the public services and infrastructure upon which our economy depends. These include a publicly-educated workforce, transportation systems, safe drinking water and sanitation, the judicial system, taxpayer-funded research (which has played a crucial role in health advances and the creation of the Internet, for example), federal emergency response and so on. But vital public services and infrastructure are now being cut dramatically because of inadequate revenues. Existing tax policies have encouraged the offshoring of U.S. profits, jobs and investment and shifted the tax burden off wealthy taxpayers and U.S. multinationals and onto wage earners and domestic businesses, especially the small businesses that create most of the new jobs.

Positive Corporate Tax Reform: The corporate tax system is badly broken. We have a two-tier tax system in which some profitable businesses pay their full share of taxes, while others pay nothing at all. Too many companies have turned their corporate tax departments into profit centers, using aggressive accounting manipulation to disguise U.S. profits as foreign profits to avoid taxes. For example, as Bloomberg BusinessWeek reported, Forest Laboratories "sells nearly 100 percent of its drugs in the U.S. – and cuts its U.S. taxes dramatically by attributing the bulk of its profits to a law office in Bermuda. … Google reduced its income taxes by $3.1 billion over three years by shifting income to Ireland, then the Netherlands, and ultimately to Bermuda."

Businesses should not be rewarded for shifting jobs and investment overseas or disguising U.S. profits as foreign profits to reduce their taxes.

Stop Tax Haven Abuse Act: Abuse of international tax havens by corporations cost the US Treasury an estimated $100 billion a year. Closing these loopholes would level the playing field between large businesses and small, while preserving revenue for investments in infrastructure, education, basic research and community development that support our businesses. Our Business and Investors Against Tax Haven Abuse campaign actively supports the Stop Tax Haven Abuse Act, which will be re-introduced in Congress in the near future.

No Tax Holidays: Congress is presently considering short and long-term tax holidays for corporate offshore funds. The repatriation tax holiday would cost $80 billion according to the Joint Committee on Taxation, a benefit to scores of big businesses that will be paid for by additional cuts to the government services upon which small businesses depend. In 2004, a corporate "repatriation tax holiday" was passed with the promise of stimulating domestic investment and creating jobs in the United States. Instead, studies showed that the beneficiaries of the tax holiday used their repatriated earnings to give a huge windfall to corporate owners and shareholders in the form of stock buybacks and dividends. For example, the National Bureau of Economic Research found that *a dollar increase in repatriated earnings "was associated with an increase of almost $1 in payouts to shareholders."* In the wake of the tax holiday, U.S. multinationals eliminated more American jobs and shifted even more income and investment to offshore tax havens. We also oppose any shift to a territorial tax system, which would accelerate aggressive transfer pricing and shifts of domestic profits overseas, permanently rewarding those who seek to avoid their taxpaying responsibilities.

Revenue Positive Corporate Tax Reform: U.S. corporate income taxes comprise just 1.3% of GDP, among the lowest levels among OECD countries. The average *effective* tax rate paid by U.S. corporations is half the statutory rate and is low by international standards. The corporate tax share of federal government receipts has dropped from 32% in 1952 to 9% now. Our nation cannot afford corporate tax reform that is revenue neutral. This would leave corporate taxes as a share of our economy at current low levels. It would deprive government of the resources necessary to provide the services and infrastructure that underpin entrepreneurship, job creation and our global competitiveness. The Tax Reform Act of 1986 lowered the statutory corporate tax rate but closed so many loopholes it increased corporate tax revenues. Tax reform should be revenue positive today.

Action(s) needed:

No More Extensions of Top-Tier Bush-Era Tax Cuts: Small business should not be used as a foil to justify extending and deepening tax cuts for the wealthy. Less than 3 percent of tax filers with any business income make over $200,000 (individuals) or $250,000 (couples) a year and many of those are not small business owners, much less small business owner operators with employees. They include K Street lobbyists, Wall Street investment partners, big business CEOs paid to sit on the boards of other big companies and wealthy people renting out their vacation homes when they aren't using them. Extension of the Bush tax cuts for these upper income taxpayers will cost the U.S. Treasury $40 billion this year. In order to pay for these tax cuts funding for the Small Business Administration and the Department of Labor, and Community Development Block Grants has been sharply cut. Small businesses in the United States would be far better served restoring funding to these programs and devoting additional funding for infrastructure improvements and investments in basic research and innovation that would create new investment opportunities for entrepreneurs.

Experience shows that lower tax rates for high incomes don't generate better job creation. As *The Wall Street Journal* reported, President Bush "shows the worst track record for job creation since the government began keeping records" in 1939.The Bush administration created just 1.1 million net jobs, while the Clinton administration created 22.7 million. In the six years after Clinton's 1993 tax increase, employment grew 16.2 percent compared to just 4.8 percent in the six years between Bush's 2001 tax cut and the Great Recession. The 2001-2007 economic expansion was the weakest since World War II when it came to growth in GDP, consumption, non-residential investment, wages and salary, and net worth, as well as employment growth.

Lead organization:
Business for Shared Prosperity www.businessforsharedprosperity.org

Links: **Reports: Policy Brief: The Business Case Against Aggressive Offshore Tax Avoidance** (April 2011) http://businessagainsttaxhavens.org/policy-brief-the-business-case-against-aggressive-offshore-tax-avoidance/
Unfair Advantage: The Business Case Against Overseas Tax Havens (July 2010) http://businessagainsttaxhavens.org/wp-content/uploads/2010/07/TaxHaven.pdf
Policy Brief: The Business Case for Letting High-End Tax Cuts Expire (November 2010) http://businessforsharedprosperity.org/files/Business%20Case%20for%20Letting%20HIgh-End%20Tax%20Cuts%20Expire.pdf

Name of Initiative: Federal Recovery and Reconstruction Bank

Summary including prime objective(s):

Create a Federal Recovery and Reconstruction Bank (FRRB) responsible for funding green infrastructure projects approved by Congress. Instruct the Federal Reserve to direct all new money created to expand the money supply to apply these funds to the purchase of interest-free-in perpetuity performance bonds issued by the FRRB. The FRRB would be required to repay the Federal Reserve only if it failed to deliver on the promised projects. The agreements and transactions would be wholly transparent and subject to Congressional and public oversight to assure accountability. The approved project lists and related appropriations would be updated by Congress as needed. This would put unemployed Americans to work replacing America's crumbling and outdated 20th century physical infrastructure with a green, energy efficient 21st century infrastructure, contribute to energy security, stabilize the climate, and secure a prosperous future for America's children.

Job creation and economy boosting opportunities:

We cannot anticipate how much new money the Federal Reserve will create in any year; however, the amounts of money potential involved are significant. The following statistics illustrate the possibilities.

Various experts place the cost of rebuilding America's crumbling infrastructure at around $3 trillion. The audit of the Federal Reserve's response to the Wall Street crash documented Federal Reserve commitments of $12.3 trillion in the form of low or no interest loans, purchases, and guarantees. We may assume that at least $3 trillion of that amount represented new money created by the Federal Reserve and transferred to Wall Street banks that used it to fund bonuses, dividends, acquisitions, speculation, and inflation of financial bubbles, none of which creates jobs in the real economy.

Assuming a total cost of $150,000 per year per job, this $3 trillion could have funded 20 million job years. Money spent on infrastructure projects would flow directly to construction workers, contractors and suppliers as wages and profits, which the recipients would use to make mortgage payments, put food on the table, pay off their credit card debts, meet payroll, pay taxes, and invest. New tax revenues would flow into governments to fund public programs and new deposits would flow into the banking system at the bottom rather than the top. To the extent that money flows into community banks and credit unions it would recycle in the community to support still more jobs.

Action(s) needed:
Requires legislation to create the FRRB, define an initial list of projects, and direct the Federal Reserve to direct future infusions of new money into the economy through the FRRB.

Relevant agencies:
White House, Congress, and the Departments of Treasury, Transportation, Housing and Urban Development, Energy, and Labor.

Lead organization: New Economy Working Group

Name of Initiative: Create State Banks Like the Bank of North Dakota

Summary including prime objective(s):

During his 2011 State of the Union address, President Obama emphasized that the only way our economy can rebound is by out-innovating, out-building and out-competing other world powers.[4] Yet with bank lending declining at record rates, many small businesses, the employment backbone of our economy, have not been able to perform at full capacity. One way to generate more jobs is to create more state-owned banks.

Currently, North Dakota is the only state in our country to have a state-owned bank. The Bank of North Dakota was created in 1919 when members of the Non Partisan League (NPL) became the majority in the state legislature. The NPL called for reforms to return control of North Dakota's government and economy to the people.[5] The Bank of North Dakota was created to serve that purpose.

At a time when 46 states are struggling with budget shortfalls[6], and our country's unemployment rate still hovering around nine percent[7], North Dakota is one of four states that have sizable state budget surpluses.[8] It also boasts the lowest unemployment rate (3.8 percent in November 2010[9]) in the country. Although there are many factors as to why North Dakota is faring so well in our current economy, there is no doubt that the Bank of North Dakota played a constructive role in helping the state through these turbulent times.

The primary role of a state-owned bank is to give the state complete control of the funds and revenues that the state collects and maintains. A state bank functions on a simple concept--it is a publicly governed bank capitalized by state money that serves as the repository for state deposits. The bank also returns a negotiated portion of bank profits to the state. Instead of being insured by the FDIC, the state bank's deposits are guaranteed by the State (the BND is governed by the state Industrial Commission, made up of the Governor, Attorney General and Commissioner of Agriculture).

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[4] http://www.nytimes.com/2011/01/26/us/politics/26speech.html?hp=&pagewanted=print

[5] http://www.newrules.org/banking/rules/bank-north-dakota

[6] http://www.cbpp.org/cms/?fa=view&id=711

[7] http://www.bls.gov/

[8] http://www.cbpp.org/cms/?fa=view&id=711

[9] http://www.bls.gov/lau/home.htm

According to Eric Hardmeyer, the current president of BND, they are using the bank to spur economic growth in the state by partnering with the private sector.[10]One primary activity of the BND is participation lending, participating in loans originated by local banks and credit unions, either by increasing the total size of the loan, buying down the interest rate, or providing loan guarantees. In addition, the bank participates in the secondary market for residential loans, while also being a direct lender for student loans for North Dakotans. The BND also provides low-interest loans to agricultural start-ups and new small businesses.[11]

A state bank also returns a portion of its profits to the state General Fund or Rainy Day Fund. For the BND, the amount has varied from year to year, but over the past 10 years the amount has averaged $29.4 million (about 72% of bank profits) and totaled almost $300 million.[12] Without the revenues from the BND, it would be hard for the state to maintain a budget surplus, especially during turbulent times like these.

Furthermore, the extra leveraging ability that the state bank provides through participation loans, the increase in municipal deposits from letters of credit, and the other supports that a state bank can provide as a banker's bank are all critical in helping to strengthen small and/or young banks. A study by the Center for State Innovation shows North Dakota outperforms other states and the U.S. in loan activity per capita, as its average loans per capita over 5-years are 14 percent greater than its closest competitor (South Dakota) and 175 percent greater than the U.S. average.[13]

Private megabanks, like Bank of America and Citibank, usually only provide loans to businesses if they know that they will receive a profit from their investments in the long run. At a time when the economy is still not in good health, many of these banks are hesitant to lend to small businesses. Since a state bank's mission is to provide investments that will lead to a healthier and stable economy in the state, state banks will be more inclined to invest in small businesses that will create jobs in the state when the unemployment rate is high.

Job creation and economy boosting opportunities

The Center for State Innovation estimates that a state bank could help create or retain 6,900-8,800 additional small business jobs in Oregon, and that about 5,400 jobs would have been supported due to increased loan activity through bank participation loans from a state bank at full lending capacity.[14] It is also estimated that for every 1 percentage point increase in loan-to-asset ratio in the lending

[10] Mother Jones http://motherjones.com/mojo/2009/03/how-nation%E2%80%99s-only-state-owned-bank-became-envy-wall-street

[11] Center for State Innovation

[12] ibid

[13] ibid

[14] ibid

market for small and medium-sized banks in Oregon, about 1,000 small business jobs in Oregon are created or retained.[15]

In California, another state that has been struggling to balance its budget, a state bank could create $170 billion or more in credit to cover their budget shortfall if they were to deposit the $17 billion they have in megabanks like Wells Fargo and U.S. Bank, into a California-owned bank.[16]

Furthermore, a state bank's success does not hinge on profit margins so they have the ability to fund public goods projects and to invest in public infrastructure (education, health care, welfare, transportation), in which the returns might be less than lending to a private sector entity. However, this investment is crucial to a state weathering an unemployment crisis, simply because public sector jobs are created.

Lead organization:

New Economy Working Group, the Institute for Policy Studies, and the Democracy Collaborative

[15] Center for State Innovation

[16] http://www.huffingtonpost.com/ellen-brown/how-california-could-turn_b_242901.html

Name of Initiative: Building Main Street Local Lending Capacity Program (to address the growing need for capital by American small businesses)

Summary including prime objective(s):

Building Main Street Local Lending will:

- address capital shortages by small businesses in communities across America;
- improve economic sustainability and resiliency in local communities;
- provide financial support for small businesses (under 200 employees) in multiple industry sectors – manufacturing, technology, retail, industrial and agriculture;
- increase local and national employment by funding business development projects;
- improve international competitiveness, local economic capacity and national economic security;

Job creation and economy boosting opportunities:

The Building Main Street Local Lending Capacity Program will help create hundreds of thousands of new jobs in the private sector and in local communities throughout the country by building new local lending capacity. The program will support and compliment current SBA programs, but also fill gaps that banks will not service, communities that are underserved, and projects that are larger than what can be assisted by current micro lending programs.

Action(s) needed:

Increase appropriations to EDA (Economic Development Administration of the US Department of Commerce) to offer grant programs to local economic development agencies and redevelopment authorities to establish and/or expand local revolving loan funds to support business growth in multiple industry sectors. Since the funds will be granted for local loan funds, as the funds are lent out and paid back they can be lent out again in perpetuity to assist more and more businesses over time.

Related legislative, administrative issues:

TBD

Relevant agencies:

U.S. Department of Commerce – Economic Development Administration

Lead organization:

American Sustainable Business Council (www.asbcouncil.org)

Link to additional information:
Fay-Penn Economic Development Council http://www.faypenn.org/

Name of Initiative: Rebuilding American Infrastructure (to address the growing need to replace America's failing infrastructure)

Summary including prime objective(s):

Rebuilding American Infrastructure will:

- address capital shortages by local communities across America needed to rebuild public infrastructure;
- improve economic prosperity and sustainability and resiliency in local communities;
- increase local and national employment by funding new construction projects;
- improve international competitiveness, local economic capacity and national economic security;

Job creation and economy boosting opportunities:

Rebuilding American Infrastructure will help create hundreds of thousands of new jobs in the public and private sectors and in local communities throughout the country by financing new construction projects to rebuild America's infrastructure. Since public infrastructure is a public asset, it will improve the country's balance sheet and generate positive returns through increased economic activity by pumping billions into the economy. The program can be financed by a special third roundQE3 by Federal Reserve where the Fed can purchase the infrastructure bonds, return the interest to the US Treasury and defer the principle payments for an extended period.

Action(s) needed:

The US Department of Transportation needs to develop the program. As stated above, the program can be financed by a special third roundQE3 by Federal Reserve where the Fed can purchase the infrastructure bonds, return the interest to the US Treasury and defer the principle payments for an extended period.

Related legislative, administrative issues:

TBD

Relevant agencies:

U.S. Treasury, U. S. Federal Reserve Bank

Lead organization:

American Sustainable Business Council (www.asbcouncil.org)

Links:

Fay-Penn Economic Development Council http://www.faypenn.org/

Name of Initiative: Securities Law Reform

Summary including prime objective(s):

One promising, unused tool for generating millions of new jobs is to reform securities law to spur investment in highly promising local small businesses. These businesses constitute roughly half the private economy. Yet of the roughly $30 trillion that households and nonprofits invest long-term (in stocks, bonds, mutual funds, pension funds, and insurance funds), almost none goes into these highly competitive businesses. This is a huge capital-market failure. The explanation is that obsolete securities laws, enacted in the 1930s, make it very difficult and expensive for investors to find and invest in local small business. Updating these laws could shift trillions of dollars into job-creating businesses—at a cost of zero.

Job creation and economy boosting opportunities:

A recent comprehensive analysis of job creation by the Kaufmann Foundation finds that two third of all jobs created in the economy come from young firms (<5 years old), nearly all of which are small in size and local in character. A number of economic development studies (*see, e.g.,*www.civiceconomics.com) suggest that, once created, dollar spent at locally owned small businesses generate 2-4 times the jobs than a dollar spent at a nonlocal business. This owes to the stronger community multipliers for local business. Shifting investment into these businesses is a home-run opportunity for job creation.

Actions needed:

Two simple proposals warrant serious consideration. One, by the Sustainable Economy Law Center (www.sustainableeconomieslawcenter.org , Letter to SEC, 1 July 2010), proposes exempting securities offerings up to $100,000 with $100 maximum per investor from registration.

A related proposal, from the National Commonwealth Group (www.commonwealthgroup.net) and Wall Street Without Walls (www.wallstreetwithoutwalls.com), suggests that the federal government hand over authority to states exclusive jurisdiction government over local businesses that issue stock traded only intrastate, investment companies that exclusively invest in such stocks, or exchanges that exclusively facilitate trading in such stocks. This would dramatically accelerate state-based experimentation in different reform strategies.

Relevant agency:

The Securities & Exchange Commission has indicated interest in these and similar crowd-funding reforms, but needs White House encouragement to prioritize them.

Lead Organization:
Besides the groups mentioned above, two other lead organizations here are the Business Alliance for Local Living Economies (www.livingeconomies.org) and Cutting Edge Capital (www.cuttingedgecapital.com), both of which employ Michael Shuman who has been spearheading these ideas (shuman@igc.org)

Name of Initiative: Back to Work: Direct Employment for a Job-Led Recovery

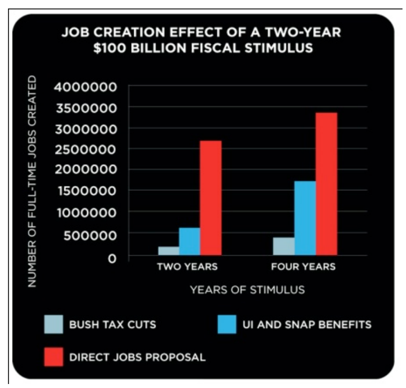
Summary including prime objective(s):
Today there are almost 29 million people in the United States for whom the economy has failed to perform its most important function: providing enough jobs to go around.[17] This reality is dimming the lights on the American Dream. Businesses lack the U.S. customers they need to hire more workers, and would-be customers lack the income they need in order to spend. Only the public sector can interrupt this cycle. A temporary direct jobs program would provide the most powerful, targetable and cost-effective economic stimulus. The federal government could put 1 million Americans to work directly, at a cost of $46.4 billion per year, also triggering a multiplier effect creating an additional 414,000 jobs outside the program.

Job creation and economy boosting opportunities:

How Can We Afford Direct Job Creation?
The damage widespread unemployment is inflicting on the federal budget demands the question: how can we afford *not* to put Americans back to work? In fact, because direct job creation would make more Americans into taxpayers again, the *net* cost of a $46.4 billion program would be $17.8 billion lower than the initial outlay. Directly hiring the 8.2 million Americans needed to reach full employment would cost $235 billion, an investment that would redound to create an additional 3.1 million private jobs. If the Bush-era tax cuts had been allowed to expire at the end of 2010, the federal government would have collected about $295 billion in additional revenue during 2011.

What are the Advantages of a Job-Led Recovery Strategy?

1. It's Cost-Effective
A comparison of $100 billion spent on three different stimulus approaches illustrates the power of a direct employment strategy. Tax cuts would indirectly generate 136,000 full time jobs within two years, while $100 billion spent on transfer payments (UI & SNAP) would indirectly generate 714,000. Directly hiring American workers would create 2.6 million full-time jobs over two years: 2.1 million directly and an additional half million indirectly.



It is important to note that the failure to provide jobs for people who want them isn't cheap either. The Great Recession was responsible for nearly 2/3 of the 2009 deficit.[18] Accordingly, aggressive

[17] Almost 14 million active job seekers remain unemployed. Another 6.6 million people who are not actively looking for work (and therefore are not counted as unemployed) say they want jobs. Among workers who are lucky enough to have jobs, 8.4 million are employed part-time but want full-time jobs. Nearly one out of every three new jobs during the recovery has been temporary. The jobless are not a perfect mirror of our society—the toll is much greater among less educated workers and communities of color.

[18] Kathy A. Ruffing and James R. Horney, "Critics Still Wrong on What's Driving Deficits in Coming Years," Center on Budget and Policy Priorities, June 28, 2010, accessed on February 28, 2011 at http://www.cbpp.org/files/12-16-09bud.pdf.

action to lower unemployment will be the most effective, fair and sustainable way to close the deficit: for every million unemployed Americans who goes back to work, the deficit falls by $54 billion.[19]

2. It Puts Americans Back to Work *Now*

Direct jobs have "time value" because they are jobs created immediately. Tax cuts, benefits payments and other indirect stimulus approaches do not start working on job creation immediately; they require the recipients to spend the money at their discretion, which eventually aggregates to increase overall demand in the economy.

3. It Can Be Targeted to Those Who Need Jobs Most

The undeserved pain of this economic crisis has not been felt evenly. Indirect stimulus measures such as tax cuts and benefits payments do not guarantee that the jobs will be created in the communities, sectors and populations hardest-hit by the recession. Direct jobs can be designed to target these job seekers, reducing inequality and blunting the most extreme suffering felt in our nation.

4. It Meets Vital National and Community Needs

The program would create jobs that fill deficits in human and physical infrastructure in the job seekers' own communities.

Human Infrastructure. The U.S. ranks 27th—nearly last—among developed countries when it comes to investments in education, health care and other vital social needs[20], and 46 states have recently cut back on social services funding due to budget shortfalls.[21] Putting Americans directly to work in areas such as health care, child care, education, recreation, elder care, and cultural enrichment could expand and improve the quality of these vital public services.

Physical Infrastructure. Our physical infrastructure is also unworthy of our nation. One out of every three U.S. roads is in poor or mediocre condition.[22] At least 26,000 schools are in need of major repairs.[23] A direct jobs program would help rebuild America's infrastructure -- an economic investment in and of itself -- with improvements to schools, roads, bridges, and energy efficiency in buildings and homes nationwide.

1. We *Can* Do it

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[19] Office of Management and Budget, "The Budget for Fiscal Year 2009: Historical Tables" http://www.whitehouse.gov/sites/default/files/omb/budget/fy2009/pdf/hist.pdf.

[20] Organization for Economic Cooperation and Development, Social Expenditure Database, accessed on February 28, 2011 at http://www.oecd.org/document/9/0,3343,en_2649_34637_38141385_1_1_1_1,00.html.

[21] Nicholas Johnson, Phil Oliff and Erica Williams, "An Update on State Budget Cuts," Center for Budget and Policy Priorities, February 9, 2011, accessed on February 28, 2011 at http://www.cbpp.org/cms/index.cfm?fa=view&id=1214.

[22] Report Card for America's Infrastructure, "Roads," accessed on February 28, 2011 at http://www.infrastructurereportcard.org/fact-sheet/roads.

[23] Rebuild America's Schools, "Schools in Need," accessed on February 28, 2011 at http://www.rebuildamericasschools.org/Need.html.

The Civil Works Administration (CWA) was an emergency job creation program that went from a mere proposal to a fully operational program with over 4 million employees in less than two months. Despite its hurried implementation, the program's achievements are truly astounding. In Chicago, over 11 thousand CWA workers laid brick pavements. Approximately 60,000 public buildings were repaired or constructed, two-thirds of them schools. Swamp-drainage projects to fight malaria employed 30,000 CWA workers, and 17,000 unemployed coal miners were employed sealing abandoned coalmines to protect ground-water supplies.

The CWA's white-collar projects included education projects within existing schools that provided jobs for 50,000 laid-off teachers. Another 13,000 kept small rural schools open through the winter when normally they would have closed. Thirty-three thousand teachers taught 800,000 adults and 60,700 pre-school children.

Action(s) needed:

For a full-scale program, Congress would need to pass authorizing legislation.[24] However, existing federal jobs programs could be expanded for a more modest program with additional funding or shifted priorities. A variety of administrative structures are possible and mutually compatible, but projects would generally be undertaken by the federal government and agencies in partnership with local governments. Precautions would be required to prevent local officials from using the program to replace public employees with federally funded program workers. Contracting with non-profit organizations would also be possible. The program's jobs would ideally pay approximately the same wage that persons with similar qualifications and experience earn in the regular labor market. It would also provide employer-provided health insurance, childcare services, guaranteed paid sick leave, and access to the Earned Income Tax Credit and SNAP for low earners.

Relevant agencies:

Department of Labor, Department of Health & Human Services, Department of Education, Commerce Department, Department of Energy

Lead organization:

Dēmos - 220 Fifth Ave., 2nd Floor New York, NY 10001.Dēmosis a non-partisan public policy research and advocacy organization.

Links:

Dēmos: www.demos.org
Jobs for America Now coalition of 64 national organizations supporting direct jobs programs: www.jobs4americanow.org/organizations

[24] *See* H.R. 870, "The Humphrey-Hawkins 21st Century Full Employment & Training Act of 2011" (Rep. John Conyers, Lead Sponsor).

Name of Initiative: Currency Manipulation and Unfair Trade Harms U.S. Manufacturing Companies and their Workers

Summary including prime objective(s):

To level the playing field for American manufacturing companies and American workers competing against the unfair trade advantage gained by China and other nations that deliberately hold down the value of their currency to make their exports artificially cheaper and imports to their market more expensive. Left unchecked, China's currency manipulation stands in the way of free and fair trade, job creation, and a higher standard of living for millions of Americans.

Leading economists estimate that the Yuan is undervalued by some 40 percent. In effect, China is taxing imports while subsidizing exports, feeding a huge trade surplus with the United States that reached a record $273 billion in 2010. China pledged in July 2010 to allow a more flexible exchange rate, but since that time the Yuan has made only modest gains.

The Administration has declined to name China as a currency manipulator in its semi-annual report to Congress. The most recent report was released on Friday, May 27, 2011.

The House of Representatives overwhelmingly passed legislation in the 111th Congress to allow our countervailing duty trade laws to be used as a WTO-compliant way to offset the unfair trade advantage gained by Chinese and other foreign companies that benefit from currency manipulation. The strong bipartisan vote of 348-79 included the support of all but five Democrats and the support of 99 Republicans.

In 2005, when faced with a similar situation, the Senate voted 67-33 in favor of a bipartisan amendment, sponsored by Sens. Chuck Schumer (D-NY) and Lindsey Graham (R-SC), to impose tariffs on Chinese imports unless the Chinese government stopped manipulating its currency.

83 percent of midterm election voters – ranging from Tea Party supporters to Democratic voters – said they favor strong action to ensure that Chinese imports comply with international trade obligations.

Job creation and economy boosting opportunities:

The U.S. trade deficit with China – fueled by currency manipulation, illegal subsidies, and other predatory trade practices – rose from $84 billion in 2001 when it entered the WTO to $273 billion in 2010, and now exceeds 70 percent of our overall trade deficit in non-oil goods. According to Robert Scott of the Economic Policy Institute, the massive trade imbalance between 2001-2008 resulted in the loss or displacement of 2.4 million American jobs.

Economists across the ideological spectrum, ranging from Fred Bergsten of the Peterson Institute to Nobel laureate Paul Krugman, estimate that ending China's currency manipulation will create anywhere from 500,000 to over one million jobs - all without any U.S. government spending.

EPI also estimates that if China's currency were revalued to more-accurately reflect market forces, the anticipated growth would lower our budget deficit by as much as $500 billion over the next six years.

Action(s) needed: legislative, administrative or otherwise:

- *Administrative* – Name China as a currency manipulator in the next Treasury Department report to Congress. Doing so would set in motion a process to formally confront China's currency manipulation and allow for increased international pressure.

- *Legislative* – Support the *Currency Reform for Fair Trade Act* – H.R. 639 (Levin/Tim Murphy – 146 cosponsors) / S. 328 (Sherrod Brown/Olympia Snowe – 12 cosponsors). This legislation would provide the Department of Commerce with an enhanced ability to treat currency manipulation as a subsidy to foreign manufacturers and act to offset the unfair trade advantage when trade cases are brought forward by petitioning American workers and/or industry. The bill was carefully crafted to meet our international trade obligations. The *Currency Reform for Fair Trade Act* is supported by hundreds of businesses, associations, and trade unions.

Relevant agencies (if any):

The President, Treasury Department, Department of Commerce, USTR, and others share responsibility for the enforcement of our trade laws.

Lead organization:

Alliance for American Manufacturing (contact: Scott Boos, Deputy Director, sboos@aamfg.org, 202-256-3081)

Links:

China Job Drain (AAM) – This site features an interactive map displaying job loss/displacement data in each state and congressional district that resulted from our trade deficit with China – which was fueled by currency manipulation and other unfair trade practices.
http://www.americanmanufacturing.org/china-job-loss/

Currency Reform for Fair Trade Act Endorsements (FCC)
http://www.faircurrency.org/petition/Petition%20to%20Senate%20Leadership%20version%2011%2030%202010.pdf

Public Opinion Research (AAM) – see page 33.
http://www.americanmanufacturing.org/wordpress/wp-content/uploads/2010/06/10pre607-aam-f2-short.pdf

Name of Initiative: Farm Entrepreneur and Jobs Act (guarantee loan program)

Summary including prime objective(s):

The Farm Entrepreneur and Jobs Act will;

- increase farm income by connecting farmers, ranchers and consumers;
- Improve National Food Security by creating a safer and more reliable local food systems;
- diversify and decentralize food production for national food security;
- retain and create sustainable on farm and support service jobs;
- preserve farmland by making farms economically profitable and sustainable;
- increase consumer access to fresh, local healthy foods produced by local farms and ranchers in metro program, urban, and rural areas;
- support nutritional education that incorporates participation of school children in farm and garden-based agricultural education activities;

Job creation and economy boosting opportunities"

The Farm Entrepreneur and Jobs Act will create more than 200,000 jobs in the private sector and in communities throughout the country while supporting other national environmental, energy and nutritional goals without being dependent upon continuous government spending to maintain them. The Farm Entrepreneur and Jobs Act is a $5 Billion federal loan guarantee program that will retain or create over 57,000 jobs for every billion dollars loaned through this program. There is currently not a lending program in any branch of government, including the USDA, which has a lending program designed to do what this program will do.

The Farm Entrepreneur and Jobs Act Guarantee Loan Program impact on the local economy and national economy:

- The Farm Entrepreneur and Jobs Act will be a ten-year Guarantee Loan Program for farmers and entrepreneurs producing food for the local market needs.
- The Farm Entrepreneur and Jobs Act will create 71,430 new farm projects that will be funded over the ten-year period of the program.
- The Farm Entrepreneur and Jobs Act will preserve over 500,000 acres of prime farm land over the ten-year period of the program.
- The Farm Entrepreneur and Jobs Act will generate over $105,000 in total gross product sales per year per project with the farm project averaging 7 acres.
- The Farm Entrepreneur and Jobs Act will generate over $7.5 Billion in total gross product sales over the ten-year period of the first year investment of $500 million into the Guarantee Loan Program.
- The Farm Entrepreneur and Jobs Act will generate over $41 Billion in total gross product sales with an investment of $5 Billion or $500 million per year for the ten- year life of the program.
- The Farm Entrepreneur and Jobs Act will retain and create 214,290 on farm jobs and 71,430 support service jobs over the ten-year life of the loan program.
- The Farm Entrepreneur and Jobs Act is a $5 Billion federal loan guarantee program that will retain or create over 57,000 jobs for every billion dollars loaned through this program.

Action(s) needed:

A new bill needs to be introduced and called: The Farm Entrepreneur and Job Act, which will be a Guarantee Loan Program.
Another action would be to have the administration create a Sustainable Agriculture White House Taskforce with the main focus~~ed~~ on the reauthorization of the farm bill.

Related Legislative, Administrative Issues:

- The Farm Entrepreneur and Jobs Act will support the "Let's Move Campaign" that First Lady Michelle Obama has been promoting.
- The Farm Entrepreneur and Jobs Act will enhance and support the Healthy Food Financing Initiative. President Obama's FY 2012 budget is calling for more the $330 million in investments.
- The Farm Entrepreneur and Jobs Act will have a direct impact with achieving the goals and objectives of the Community and Economic Development (CED) Program, which is administered by the Office of Community Services (OCS) in the Department of Health and Human Services (HHS).
- The Farm Entrepreneur and Jobs Act will complement and help with development of the farmers to supply food for those communities for the Community Food Projects Competitive Grant Program offered through USDA National Institute of Food and Agriculture.

Relevant agencies:

- U.S. Small Business Development Administration (Small Business Loan Programs) Not able to us funds for agricultural production projects or value-added agricultural projects
- USDA Rural Development, Rural Microenterprise Assistance Program (RMAP) is somewhat close to this type of program.

Lead organization:

Fay-Penn Economic Development Council, Uniontown, PA
Phone; 724-437-7913

Links:

www.faypenn.org

Name of Initiative: Organic Agriculture and Products Industry

Summary including prime objective(s):

The Organic Trade Association's (OTA) *Organic Industry Survey* shows the industry has grown from $3.6 billion in 1997 to $29 billion in 2010, with an annual growth rate of 19% from 1997-2008. As our country has been dramatically affected by the worst economic downturn in 80 years, the organic industry has remained in positive growth territory and has come out of the recession hiring employees, adding farmers, and increasing revenue. OTA's primary objective is to advocate for public policy that encourages rather than restricts the growth in opportunity in the organic food and agriculture sector.

Job creation and economy boosting opportunities:

See attached briefing documents with statistics on size, growth, profitability and job creation for the organic agricultural sector—outperforming the economy as a whole.

Action(s) needed: legislative, administrative or otherwise:

- Support Export of organic food and agricultural products through favorable trade arrangements on organic standards
    - Organic exports reached approximately 1.7 B per year in 2010
    - The US and Canada signed the first ever bi-lateral equivalence arrangement for organic standards in June 2009, allowing US organic products to freely enter the Canadian market without burdensome re-certification to Canadian standards.
    - The US is in preliminary discussion with the EU, the largest growth potential market for US organic products. A successful agreement is the #1 trade priority for the sector.
- Remove obstacles to the organic industry establishing its own self-help promotion program
    - There are legislative and regulatory obstacles preventing the organic sector from establishing their own check-off program. Organic should have the same opportunity to self-tax and promote as other commodity groups. This is the organic sectors #1 market development priority.
- Support the modest Farm Bill programs geared toward organic agriculture including: Funding the National Organic Program, at USDA, to provide a robust regulatory framework necessary for consumer confidence, programs geared towards transition and new farmers
    - The health and future of the entire sector relies on consumer trust in the USDA organic label. Adequate resources and regulatory oversight are critical to future growth and economic opportunity
    - With future growth projections, the organic sector will need many more organic producers to meet the market demands. Modest support for transition farmers, through the Farm Bill, will allow more family farms in America to take advantage of the economic and environmental & conservation benefits offered by organic agriculture.

Relevant agencies (if any):

- U.S. Department of Agriculture
- Office of the U.S. Trade Representative

Lead organization:

The Organic Trade Association ("OTA") is the membership-based business association for organic agriculture and products in North America.

OTA is the leading voice for the organic trade in the United States, representing over 6,500 organic businesses across 49 states. Its members include growers, shippers, processors, certifiers, farmers' associations, distributors, importers, exporters, consultants, retailers and others. OTA's Board of Directors is elected by its members. OTA's mission is to promote and protect the growth of organic trade to benefit the environment, farmers, the public and the economy.

Links:

www.ota.com

Name of Initiative: Regional Tourism Advisory Council (New Mexico)

Summary including prime objective(s)

As a rural state, many of New Mexico's small businesses depend on attracting out-of-state and in-state tourist for outdoor recreation activities. Those activities depend on the protection and sustainable use of public lands and parks. The NM Green Chamber of Commerce believes some initiatives that could help support rural small businesses near public lands and parks include:

Job creation and economy boosting opportunities:

Action(s) needed: legislative, administrative or otherwise:

(1) Encourage the federal land managers --forest service, NPS, BLM -- in a particular region to coordinate and organize a Regional Tourism Advisory Council made up of local business leaders who collaborate with agencies on events, services, etc. to attract tourism.

(2) Launch a collaborative initiative between USDA and DOI that audits existing federal lands and waters policies that contribute to small business growth such as Land Wildlife Conservation Fund and new monument designations, and works collaboratively via an advisory council with small outdoor-dependent business owners to develop strategies for enhancing them. Research by the Outdoor Industry Foundation, Headwaters Economics, Southwick Associates and others shows that protected lands support economic growth, especially among service-based industries. The economic well-being of many Western communities will be determined in large part by the ability of land managers, businesses, and residents to maintain or improve the unique experiences and resources of their public lands.

(3) Ensure that the Land and Water Conservation Fund continues to support access of public lands by fishermen and hunters and to prime wildlife habitat.

Relevant agencies (if any):

Lead organization:

New Mexico Green Chamber of Commerce

Make It in America Initiatives

Name of Initiative: Making It in America: Next Gen Manufacturers

Objective: Provide "Access to Market" Grants for micro-enterprise:

Small local producers lack sector-specific education to grow their sales from the local to national marketplace. To revitalize manufacturing in America, we must first provide the necessary training to grow these Next Gen Manufacturers, empowering them to compete in the national marketplace and contribute fully to economic recovery in their communities.
Who are the Next Gen Manufacturers? 1.4 Million Americans who self-identify as artisans. This sector begins at home: most are female-owned firms producing jewelry, pottery, art glass, home accessories, fashion accessories, furniture and giftware. During the recent recession, tens of thousands of well-established small employers reduced the size of their businesses and returned to the informal economy, selling locally. Many were larger businesses during the 1990s, making $200,000-$500,000 gross and $50,000-$90,000 net. The first comprehensive study of the craft industry, completed in 2000, estimated its economic impact at $14 billion.

Nationally, artist unemployment is outpacing that of all other college-educated professional groups and all civilian workers; among the manufacturing artisan segment, we estimate unemployment at 20 percent. Tribal unemployment for the Navajo Nation has risen to 50 percent, due in part to reduced buying of artisan works by galleries and national park stores. Still, the number of self-employed artisans is growing: new producers sold$400 million online in 2010. The self-employed aspire to grow, but unless they receive the proper education and mentoring, few of these new informal businesses will contribute to the local, state or federal tax base. Of 1,200 artisans surveyed recently, only 20% had taken a business course in 2010, a necessity to help them chart a path for survival and growth during difficult times. With proper business training and opportunities to compete in the national marketplace, many could grow to employ others.

Job Creation:

This initiative will create 20,000 new manufacturing businesses and more jobs.

Actions Needed:

- **Jump-start Business Growth with Education**: Provide training and mentoring for expansion to the national American Made and luxury product marketplace.
- **Level the Playing Field**: Artisans currently face a disadvantage in the wholesale marketing of their work as their foreign counterparts are provided fully subsidized grants to exhibit their work at U.S. trade shows. This export strategy is utilized by most nations. Small grants would help bridge the fairness gap for American artist-entrepreneurs to compete in the domestic marketplace. We currently spend more than $6,000 per person for job training programs. Invest that same amount for Access to Market programs and you¹ll create employers making a decent wage and hiring.
- **Stop the Fraud:** Artisan-like products are pouring into the U.S. marketplace from overseas. Retailers, distributors and importers commonly remove the country of origin stickers, creating confusion and fraud. Enforcement of the Tariff Act 1930 (19 U.S.C. 1304), requiring legible,

indelible, and permanent marking of the country of origin on imports, will help consumers know the truth about imports and authentic artisan products.

- **<u>On the Radar:</u>** The culture of the artisan sector is endemically "counter-manufacturing," which means that they rarely, if ever, self-identify as manufacturers. A sample study showed that more than half of the professional studios have incorrect NAICS codes.

Relevant Agencies:

U.S. Department of Labor, U.S. Department of the Interior, U.S. Census Bureau/NAICS

Submitted:

June 2, 2011 by Wendy Rosen, Founder, American Made Alliance

Sources:

Research Bulletin #97, National Endowment for the Arts, 2010; The Rosen Group, 2010; "Artists in the Workforce 1990-2005," National Endowment for the Arts, 2008; "The Impact of Crafts on the National Economy," Craft Organization Development Association (CODA), 2001; Navajo Nation Government, www.navajo.org; "Online Bazaar Builds on Its Base With Sense of Community," New York Times, 2010; "Craft Industry Trends Survey," Philadelphia Museum of Art Craft Show, 2009.

Name of Initiative: Apollo Alliance's Clean the Transportation Manufacturing Action Plan (TMAP)

Summary including prime objective(s):

In 2010 the Apollo Alliance convened a task force of leading manufacturers, labor unions, transportation, energy and economic development policy experts to examine how best to support the domestic manufacture of advanced rail vehicles, efficient buses, clean trucks and their component parts. Based on feedback we developed the Apollo Clean Transportation Manufacturing Action Plan (TMAP) – a national strategy to leverage our federal investments to build a modern, efficient transportation system to create quality, high-paying manufacturing jobs. TMAP is focused on expanding domestic demand for these products and providing the investments and regulatory supports needed to ensure that American manufacturers are positioned to meet increased demand.

Prime Objectives:

Spur Demand for Transit Vehicles, Systems, Clean Trucks, and Their Component Parts

- Invest $30 billion in public transit and $10 billion in intercity rail annually to double public transit ridership and connect our nation's communities with modern and efficient rail service.
- Expand competitive, mode-neutral financing approaches to leverage greater state, local, and private transportation investment, reduce energy consumption, and support domestic manufacturing.
- Develop a national freight plan and upgrade our nation's freight vehicle fleet, and support local port clean-up plans to drive clean freight movement.

Support Domestic Manufacturers in Making the Vehicles, Systems, and Component Parts Demanded by Clean, Efficient Public Transit and Freight Movement Systems

- Support American manufacturers in retooling and making new investments in clean truck, transit vehicle, and component part manufacturing
- Improve transparency and accountability of domestic content requirements and introducing incentives to increase domestic content
- Encourage product standardization and improve procurement practices
- Invest in research and development programs that create new technologies and support the commercialization of these products

Job creation and economy boosting opportunities:

The $40 billion annual investments as proposed by TMAP will create 3.7 million direct and indirect jobs – 600,000 alone in the manufacturing sector over the next six years, the likely duration of a reauthorized transportation bill. By making these investments, we can get our economy back on track while doubling ridership over the next two decades, and building out a comprehensive intercity and high-speed rail system. In addition, these investments will generate $60 billion in net annual gross domestic product, nearly $45 billion in additional worker income, and $14 billion in annual tax revenue.

Of the more than 600,000 jobs that would be created in the manufacturing sector, many will be the production of advanced buses, rail cars, cleaner freight movement technologies and component parts.

Realizing this manufacturing job growth and restoring productive capacity is essential to broader U.S. economic recovery because the manufacturing industry drives innovation and wealth creation across the entire economy. The manufacturing sector generates 70% of all private-sector research and development spending and 90 % of all U.S. patents. And one higher-tech manufacturing job, such as those making advanced transportation equipment, supports up to 16 additional jobs in other sectors.

Action(s) needed:

Strengthening Manufacturing and Rebuilding Transit Act of 2011 (SMART) Act – Sen. Brown and Sen. Merkley
Support the reintroduction of S.2843, the Advanced Vehicle Technology Act of 2010 as amended by the U.S. Senate Committee on Energy and Natural Resources (Sen. Wyden)
The Surface Transportation Reauthorization
Clean Air/ Clean Energy Legislation

Continued coordination between DOT and the Hollings Manufacturing Extension Partnership (MEP) at NIST to find US manufacturers for the products needed for our nations' transportation projects and promote domestic supply chains

Relevant agencies (if any):

US Department of Transportation and its modal agencies (FTA, FRA, FHWA, FAA, MARAD, RITA, etc)
Sustainable Communities Partnership (joint initiative of DOT, HUD, EPA)
Amtrak
Hollings Manufacturing Extension Partnership at NIST in the Commerce Department
White House
Manufacturing Czar Ron Bloom
Environmental Protection Agency (EPA)
State DOTs& State Economic Development Agencies

Lead organization:

The Apollo Alliance

Links*:*

http://www.apolloalliance.org/tmap
http://apolloalliance.org/programs/tmap-report/tmapsupportingresearch/

Name of Initiative: Make It In America: The Apollo Green Manufacturing Action Plan (GreenMAP)

Summary including prime objective(s):

The Apollo Alliance has created the roadmap for revitalizing America's manufacturing sector. Part of The New Apollo Program, our comprehensive national strategy for building a clean energy, good jobs economy, Make It In America: The Apollo Green Manufacturing Action Plan (GreenMAP) calls for federal investment in the domestic manufacture of clean energy equipment and components, and in making manufacturing plants more energy efficient overall. An aggressive program such as we propose could benefit tens of thousands of U.S. firms capable of making the equipment and components of the clean energy economy, the majority of them located in the 20 states hardest hit by manufacturing job losses.

In the fall of 2008, the Apollo Alliance brought together representatives from academia, industry, labor, and environmental groups to develop strategies for rebuilding domestic manufacturing for the growing clean energy economy. This group, which includes the AFL-CIO, Change to Win, the American Wind Energy Association, the Solar Energy Industries Association, Environmental Defense Fund, the Alliance for American Manufacturing, the National Council for Advanced Manufacturing, the International Economic Development Council, Johnson Controls, Inc., General Motors, the Renewable Energy Policy Project, the Center on Wisconsin Strategy, and the Campaign for America's Future, among others, developed a set of federal policy recommendations to spur domestic green manufacturing:

- Provide direct federal funding for clean energy manufacturers to retool their facilities and retrain their workers to develop, produce, and commercialize clean energy technologies.
- Attach standards to funding: condition federal support to manufacturers on their ability to meet labor and domestic content standards.
- Increase funding for the Manufacturing Extension Partnership, both to expand its role in strengthening the clean energy supply chain and to establish partnerships with regional/local development and manufacturing support organizations.
- Increase funding for the Green Jobs Act and direct funds administered under the Act toward workforce and skill standards development for the clean energy manufacturing industries.
- Create a "Presidential Task Force on Clean Energy Manufacturing" to bring together a range of federal agencies to make the manufacturing of clean energy systems and components a national priority.

Job creation and economy boosting opportunities:

The U.S. manufacturing sector is in trouble. Since 1999, 4.6 million U.S. manufacturing jobs have disappeared, many of them sent overseas. More than 1 million manufacturing jobs have been lost since the start of the current recession in December 2007, including 200,000 in January 2009 alone. These are some of the country's best middle-class jobs, paying an average of $25,000 more per year than service sector jobs and often providing health care and pension benefits. As manufacturing and associated jobs disappear, the only option for many non-college degree workers is low-paid service sector jobs without clear career advancement opportunities.

Despite its hardships, American manufacturing still represents a considerable share of the U.S. economy. The sector's gross output in 2005 was $4.5 trillion, and it still supports nearly 13 million jobs, or nearly 10 percent of total non-farm employment. The clean energy sector is projected to reach $226 billion annually by 2016. Demand for solar and wind power will continue to expand over the next twenty years, and upwards to 80% of these new jobs will be in the manufacturing sector. Clean energy manufacturing offers an opportunity to strengthen and expand America's middle class. But there's one big problem: we don't make most of these systems here in the U.S. Fully half of America's existing wind turbines were manufactured overseas. We rank fifth among countries that manufacture solar components, even though the solar cell was born in America. The fact that other countries are prepared to deliver these products – and we are not – means that every new American bill creating demand for renewable energy systems and energy efficiency services actually creates new jobs overseas, even though we the US has a robust manufacturing infrastructure and skilled workforce.

We must not squander the opportunities in the transition to a clean energy economy by giving up on American manufacturing. With the right roadmap through the transition – one that directly invests in domestic clean energy manufacturing – we will reduce our nation's carbon footprint, expand exports, increase our energy security, and create and retain high-quality jobs in our valuable manufacturing sector over the long term.

Action(s) needed:

Legislative, administrative or otherwise
Reintroduction and passage of the "Investments for Manufacturing Progress and Clean Technology (IMPACT) Act of 2009 - Sen. Brown.
Clean Energy Legislation

Continued coordination between the Department of Energy and the Hollings Manufacturing Extension Partnership (MEP) at NIST to find US manufacturers for the products needed for our clean energy economy and promote domestic supply chains

Relevant agencies (if any):

Department of Energy
Hollings Manufacturing Extension Partnership at NIST in the Commerce Department
White House
Manufacturing Czar Ron Bloom
Environmental Protection Agency (EPA)

Lead organization:

The Apollo Alliance

Links:
http://apolloalliance.org/programs/apollo-green-manufacturing-action-plan-greenmap/

Name of Initiative: Supporting American Manufacturers' Facility Program (to address the need for new, modern industrial space at competitive rates to rebuild the US manufacturing base)

Summary including prime objective(s):

Supporting American Manufacturers' Facility Program will:

- provide incentives to support local manufacturing and build local capacity;
- increase employment by filling current vacant positions in manufacturing and technology;
- increase construction jobs;
- improve international competitiveness, local economies and national economic security;

Job creation and economy boosting opportunities:

The Supporting American Manufacturers' Facility Program will help create more than 1,000,000+ jobs in the private manufacturing sector and in communities throughout the country by building new manufacturing space, industrial parks, incubators and renovating old space.

Action(s) needed:

Increase appropriations to EDA (Economic Development Administration of the US Department of Commerce) to offer grant programs to local economic development agencies and redevelopment authorities to construct new energy efficient incubators, renovate old industrial space, build new space and industrial parks to support the growing manufacturing sector in the US. Local agencies which receive the grant funds will be required to offer reduced lease rates to companies to improve their economic competitiveness. Since the funds will be invested in fixed assets (land and buildings), the improvements will remain with the local communities for 50 or more years for the life of the asset.

Related legislative, administrative issues:

TBD

Relevant agencies:

U.S. Department of Commerce – Economic Development Administration

Lead organization:

American Sustainable Business Council (www.asbcouncil.org)

Links:

Fay-Penn Economic Development Council

Name of Initiative: Make it in America – Strengthen Buy America Provisions

Summary including prime objective(s):

To support manufacturing in the United States, the federal government should continue to strengthen the domestic content standards for products purchased with federal dollars.

Job creation and Economy boosting opportunities:

Due to Buy America provisions currently in place, Oregon Iron Works, Inc. and United Streetcar recreated the streetcar manufacturing sector in the United States. Without these provisions, jobs related to streetcar manufacturing would have continued to exist only overseas. In fact, United Streetcar worked with over 200 vendors across 20 states on its prototype vehicle – the first modern streetcar to be built in America in nearly 60 years. The streetcar project was new work for these vendors and their employees. With subsequent streetcar contracts secured with the cities of Portland and Tucson, hundreds of American jobs will be retained.

Action(s) needed:

Last session, Senator Sherrod Brown introduced the SMART Act (S. 4034), a bill that would give additional preference (extra credit) for products made of more than 60 percent domestic content, the current Buy America content standard.

It is our understanding that Senator Brown intends to reintroduce this bill this session. We ask that the bill have President Obama's support.

Relevant agencies (if any):

Senator Brown's bill pertains to the U.S. Department of Transportation. However, we support that the great work of USDOT related to Buy America be mirrored by other federal agencies, namely the U.S. Department of Energy as it relates to clean technology projects funded by DOE investments.

Lead organization:

The Apollo Alliance recently joined forces with the BlueGreen Alliance. With this merger, the Apollo Alliance brings with it a *Clean Transportation Manufacturing Action Plan* that addresses Buy America and other policy proposals related to domestic manufacturing. The plan represents the leading effort to create and retain manufacturing jobs in the U.S.

Links:

http://apolloalliance.org/tmap/

Clean Technology Initiatives

Name of Initiative: Clean Energy Victory Bonds (CEVB)

Summary including prime objective(s):

Clean Energy Victory Bonds (CEVB) are proposed as a new U.S. Treasury savings bond, available for as little as $25, which encourage citizen investment in the domestic clean energy industry. The CEVB would leverage $7.5 billion in investment to provide up to $150 billion in public and private financing to fund the production of innovative energy technologies, at a time when the US is falling behind other countries in clean energy manufacture and installation.

To declare energy independence, restore public and environmental health, establish green-energy jobs – many of which cannot be moved abroad, and avert the worst consequences of climate change, America must update its energy infrastructure. When presidents have needed to mobilize public commitment and engage citizens in underwriting the costs of collective challenges, they have often turned to bonds. During World War II, Franklin Roosevelt promoted "Victory Bonds," which raised $185 billion ($2 trillion in today's dollars) from more than 80 million Americans. We need a comparable tool today to help us address our nation's dire need for renewable energy.
Projects that the CEVB would fund include: energy efficiency measures for the public and private sectors; renewable energy development (sun, wind, geothermal, or other renewable resources); and electric vehicle, charging station and battery funding. The CEVB would provide crucial financing to extend the life of key tax credits, grants, and projects, allowing them to attract additional private sector support by increasing investor confidence that federal financing will not disappear prematurely.

Job creation and economy boosting opportunities:

The job creation benefits of clean energy continue to be well-documented. While methodologies and the types of energy sources considered vary, it is clear that investment in renewables can provide a crucial boost to our nation's economy. Green America would be happy to provide additional information. A small snapshot of the job benefits include:

1. "Investing $150 billion in clean energy would create an estimated 1.7 million new jobs. This expansion in job opportunities can continue as long as the economy maintains a commitment to clean-energy investments in the $150 billion per year range. If clean-energy investments expand still faster, overall job creation will increase correspondingly. Center for American Progress and the Political Economy Research Institute: ***"****The Economic Benefits of Investing in Clean Energy,"* 2009.

2. "Analysis of the job creation impacts of our clean energy investment agenda showed that a public investment of $30 billion per year over ten years could generate 3 million new clean energy jobs." The Perryman Group, *"New Energy for America – The Apollo Alliance Jobs Report: For Good Jobs & Energy Independence,"* the Apollo Alliance, January 2004.

3."In general, our findings show that clean-energy investments create more job opportunities than spending on fossil fuels, across all levels of skill and education. The largest benefits will accrue to workers with relatively low educational credentials. We further find that a high proportion of the jobs generated by clean-energy investments should offer good opportunities for advancement through training programs, and more generally, that newly employed low-income workers will see new opportunities to lift themselves and their families out of poverty."

Clean energy investments: MORE JOBS ACROSS ALL EDUCATIONAL LEVELS

- 3.2 times more jobs overall than fossil-fuel in-vestments
- 3.6 times more jobs requiring high school degrees or less
- 2.6 times more jobs requiring college degrees or more
- 3.0 times more jobs requiring some college

Political Economy Research Institute report commissioned for NRDC and Green For All: "*Green Prosperity: How Clean Energy Policies Can Fight Poverty and Raise Living Standards in the United States,*" June 2009.

"Wind and solar photovoltaics offer 40% more jobs per dollar than coal." Renewable Energy Policy Project, "*The Work that Goes Into Renewable Energy*," 1999.

Action needed:

We have an original Democratic sponsor for CEVB legislation and a draft bill that House legislative counsel is now updating. Discussion is also underway with the Senate. We clearly need to demonstrate bi-partisan support for CEVB upon the release of the bill, with a bipartisan list of original co-sponsors. Assistance is garnering Republican support would be welcome. We will also need Senate champions.

Relevant agencies:

The CEVB is proposed as a Treasury bond; contacts at Treasury who can build internal support CEVB would be most welcome.

Lead organization:

Green America (www.greenamerica.org) a national marketplace solutions organization founded in 1982, with 150,000 individual and 4,000 business members nationwide.

Links:

Green America website, including CEVB pledge form. We already have pledges from 5,000 individuals who are ready to purchase CEVB when they are available:
http://www.greenamerica.org/takeaction/cevb/

"Five Emerging US Public Finance Models: Clean Tech Economic Growth and Job Creation:"
http://www.greenamerica.org/programs/climate/cleanenergy/2009reports.cfm

The Nation article on CEVBs: **http://www.thenation.com/blog/154560/clean-energy-victory-bonds**

Name of Initiative: Property Assessed Clean Energy (PACE)

Summary including prime objective(s):

PACE is an acronym for Property Assessed Clean Energy. PACE bonds are municipal bonds funded by private investors for the express purpose of providing loans to homeowners who wish to finance clean energy improvements to their homes. Loan payments are collected through the homeowner's property tax bill. This arrangement is enabled by the creation of local clean energy tax districts that are authorized by a local, legal jurisdiction (city or county) within the homeowner's county. The homeowner volunteers to be a part of the clean energy tax district by taking out a PACE loan. Dozens of cities and counties in 22 States across the nation have created or were in the process of creating such districts when the PACE program was terminated by Fanny Mae and Freddy Mac, under direction of the Federal Housing Finance Agency (FHFA), when they refused to honor the bonds. FHFA was being pressured by banks and mortgage companies to stop PACE bonds because the loans to homeowners would require property liens that would, by virtue of being part of the property tax, take collection priority over first mortgage liens. In the event of a foreclosure, property taxes owing legally have the priority claim on funds available from the forced sale of the property. Thus, payments due on the PACE loan would be paid before any of the proceeds could be applied against the first mortgage. While this is true, the actual payment required by the lien is strictly limited to the unpaid *payments* due at the time of the sale – not the balance of the loan. The obligation to pay future payments, not yet due, on the outstanding balance of the PACE loan would continue as a lien on the property and becomes the responsibility of the new owner, just as property tax obligations do. Thus, the amount of money to be paid from foreclosure proceeds on the PACE loan is miniscule.

Job creation and Economy boosting opportunities:

Considering the energy savings and hundreds of thousands jobs that would be created on a major scale -- especially jobs in the building industry which is now suffering from a 20% unemployment rate -- the benefits by far outweigh the negligible priority risk.

The industries where new jobs would be created -- in addition to tens of thousands of building trades contractors and workers, --include: not only the manufacturing, and distributions of building supplies (insulation, weather-stripping, windows, roofing, sheet metal), but also the manufacturing, wholesale distribution and retail sales of appliances and heating and air-conditioning components and systems, Professionals, including architects, energy auditors, contractor-trainers in energy efficiency effectiveness, bond originators, lenders, attorneys and accountants will also need more business as a result of the availability of PACE financing.

Action(s) needed: legislative, administrative or otherwise:

Representatives Steve Israel, (D, NY) and Mike Thompson (D, CA) are reportedly expected to introduce a bill that will effectively authorize restoration of the PACE program. As soon as we know the HR #, a campaign to rally business constituency support for the bill, including asking their Representatives sign on as co-sponsors of the bill in the House; and asking their Senators to sponsor a corresponding Senate Bill, would be the first step. In addition to the White House, DOE and Treasury should support the bill.

Relevant agencies (if any):

DOE, Treasury

Lead organization:

American Sustainable Business Council

Name of Initiative: Geothermal Electrical Production from Abandoned Oil and Gas Wells

Summary including prime objectives:

End oil depletion subsidies and design an appropriate alternate subsidy to incent oil companies and/or geothermal entrepreneurs to recycle abandoned oil and gas wells into geothermal sources for generating electricity.

The technology is well known, there may be need for some R&D work to bring it to scale, plus ramp-up capital, hence the logic of subsidizing it for a few years while it takes off.

Job creation and economy boosting opportunities:

The advantages are:
1) Oil companies realize new value and unforeseen, highly leveraged returns from an unrealized asset that they'd written off as worthless. 2} Creates new jobs that with little additional training can be filled in part by existing oil company employee skills, and reconciles oil company concerns about loss of jobs from phasing out oil depletion subsidies, 3) Generates clean energy and diversifies oil company energy portfolios, leading to a new energy economy. 4) Initiates a transition from oil to electrical production, which fortuitously parallels the emerging market transition of transportation fuels from gasoline to electricity in auto and public transit manufacturing industries.

Actions needed:

Design an appropriate tax incentive to replace oil depletion allowances that would compensate private R&D and regeneration costs and makes it attractive for oil companies to invest or co-invest in geothermal electrical production.

Relevant agencies (if any):

DOE, EPA (and perhaps Treasury) in consultation with oil and geothermal companies).

Lead organization:

New Mexico Green Chamber of Commerce

Name of Initiative: Saving Money/Going Green for Federal Facilities

Summary including prime objective:

Most Federal Agencies have sweeping, aggressive goals and inspiring plans for reducing their carbon footprint. There is a desire at the top and energy at the bottom of the command chain to achieve these goals. The middle however appears dedicated to business as usual, thus suppressing innovative approaches that support green goals, lower operating costs and the release of monies that can be used for job creation initiatives.

Job creation and economy boosting opportunities:

Consider the following very specific scenario: Federal Agencies consistently install new roofing, do not maintain this capital asset and throw it away on roughly a fifteen year cycle. Industry data shows that 80% of the roofs replaced in the U.S. do not need to be replaced and can be made to last another 5 to 15 years with proper maintenance. The cost of this approach is about 30-35% of the cost a new roof. The remaining 65-70% of current roofing outlays, for example, could be easily diverted to create training facilities for preparing workers for the burgeoning energy conservation sector being stimulated by the same Federal entities. This would help provide well-trained people to populate jobs in green industries.

Action(s) needed – legislative, administrative or otherwise:

Project Managers, Procurement Officers and other agency middle managers should be encouraged to enter into to an entrepreneurial mindset and be a harvesting mechanism for ground-level small business innovations. Many of these innovations hold keys to positive change but are being systematically ignored by agency staff who are simply going through the motions, not picking up their phones and not finding time to show up at the existing venues their agency offers to industries to present new approaches.

This will require systematic change that goes far beyond the expertise of this writer. The first step, however, is to concede that the system is broken at the middle and the initiatives from the top and the energy of dedicated people at the bottom are simply being frittered away.

Relevant agencies:

Any federal agency that maintains facilities.

Lead organization:
American Sustainable Business Council

Links:

Go to www.roofcare.us/federalroofcare and click on the American Sustainable Business Council link on the lower left side of the page to view or download a slideshow.

Name of initiative: Solar Heating of Commercial Swimming Pools

Summary including prime objectives:

Allow solar heating of commercial swimming pools to be eligible for the current 30 percent Federal Energy Tax Credit as other commercial solar property is.

Solar pool heating is the most cost effective use of solar technology. Businesses such as hotels, resorts, apartment complexes, homeowners associations, health clubs, camps, schools, etc. are perfect candidates for solar heating, since owners and operators have no choice but to keep their pools at a comfortable temperature.

Non-commercial solar pool heating has enjoyed a significant market penetration the over the last 35 years due to its simple installation, easy operation and rapid payback. A lack of infrastructure has hampered the widespread deployment of more complex commercial pools, which require an engineering site analysis and a more highly-skilled labor force. Commercial solar pool heating currently makes up less than 10% of total nationwide pool heating shipments according to the Energy Information Administration.

Job creation and economy boosting opportunities:

According to the “National Solar Jobs Census 2010: A Review of the U.S. Solar Workforce”, there are 93,502 solar workers in the United States, roughly double the number estimated for 2009. Solar job growth in 2011 is anticipated to be 26%, representing nearly 24,000 net new jobs. This expected growth rate is significantly higher than the U.S. economy-wide expectation of 2% growth over the same period.

As an example, Aquatherm Industries Inc of Lakewood, NJ, a member of ASBC, is the largest US manufacturer of solar thermal collectors for heating swimming pools. Extending the tax credit to include solar heating of commercial swimming pools would enable them to double their factory personnel. By the very nature of their design and shipping constraints, 90% of solar thermal collectors used in the US are manufactured within our borders. In addition, solar contractors would need to train and hire additional installation personnel.

End use commercial customers would save money avoiding fossil fuel usage and could spend the savings on improving their businesses. The nation would reduce dependence upon fossil fuels currently used to heat commercial swimming pools.

A pool industry research analysis firm states that 63 %, or 186,641 of the nation’s estimated 296,256 commercial pools, use fossil fuels (mainly natural gas) to heat an estimated 27.25 billion gallons of water on a continual basis. Approximately 39%, or 115,540 of these pools, are indoor – meaning they must be heated twelve months per year. In addition, there are 71,101 seasonal outdoor heated commercial pools.

Assuming natural gas is used to heat these pools, the annual load of 261,294,380,000,000 BTU's is the equivalent CO^2 of 6.6 millions of cars on the road per year.

Actions needed:

Need to amend the current tax law to make solar heating of commercial swimming pools eligible for the current 30 percent Federal Energy Tax Credit as other commercial solar property is.

Lead organization:

Aquatherm Industries Inc
1940 Rutgers University Blvd
Lakewood, NJ 08701

Links:

www.aquathermindustries.com
www.ecosunsolar.com
www.solarindustries.com
www.thesolsticeonline.com

Name of Initiative: R.E.E.L. – Responsible Energy and Environmental Leadership; Green Certification for Small Business

Summary including prime objective(s):

REEL is a new, national green certification standard purpose-built for American micro and small businesses. REEL provides a comprehensive, easy to use program for micro and small businesses to save money, increase their marketing and sales reach, and gain better access to capital and credit by taking practical steps to improve energy efficiency, reduce carbon pollution, use more clean energy, conserve water and manage waste. The practical business interests of micro and small businesses would be aligned with public and government interest in better energy and environmental practices and performance.

REEL is a rigorous, objective standard that builds off leading industry standards such as ISO, GRI, HERS and LEED to make the benefits of green certification more accessible micro and small businesses. REEL is designed to integrate important government standards such as Energy Star as well as state and municipal standards and incentives.

Job creation and economy boosting opportunities:

REEL targets of national user segment that includes more than 6 million micro and small businesses. Our preliminary research indicates that REEL could result in the creation of 1-4 jobs per participating firm - through increased efficiency, sales and capital/credit access - or roughly 12 million new jobs nationwide.

Action(s) needed - legislative, administrative or otherwise:

REEL's business assessment tool and reporting interface would benefit from integration with existing relevant, federal programs such as Energy Star, etc. REEL also seeks integration into contractor preference guidelines for the federal Consolidated Contractor Registry (CCR) as well as credit scoring by the Small Business Administration (SBA). These objectives would be administrative to begin with and then benefit from appropriate legislative action.

Relevant agencies (if any):

DOE, USDA, EPA, GSA, SBA

Lead organization:

Purpose Networks + New Energy Economy

Links:

www.reelcertification.org

Name of Initiative: Maximizing the Effectiveness and Benefits of Current and Upcoming United States Electronic Waste Legislation

Summary including prime objective(s):

Adopt a federal statute mandating electronic waste.

Job creation and economy boosting opportunities:

- Job Creation in a Fast Growing New Industry – New Jobs created 15,817-31,634 by 2015 and 41,025-82,049 by 2025
- Raw Material Preservation – 9.6 Billion Pounds by 2015 and 25 Billion Pounds by 2025
- Protecting the Environment – Land, Water, Air
- United States National Security – Guaranteed Data Destruction in the United States on all Hard Drives and Other Memory Storage Devices

Action(s) needed: legislative, administrative or otherwise:

- Federal and State Landfill Bans on E-Waste for All 50 United States
- Impose Significant Per Pound Penalty with Landfill Ban and Producer Responsibility Legislation
- Federal Ban on the Export of E-Waste from the United States
- Require All U.S. Federal Government Disposition Managers to Use Only "Certified" Electronic Waste Recyclers (Examples: R2, e-Stewards)
- Federal Ban on the Export of Electronic Waste from the United States

Relevant agencies:

- The White House Electronic Waste Recycling Task Force
- EPA (eCycling)

Lead organization:
Electronic Recyclers International, Inc. Contact: John Shegerian
Phone: 559-974-8588Email: jshegerian@electronicrecyclers.com

Links: www.electronicrecyclers.com

Assumptions

- US pounds available based on 2006 EPA data for electronics waste management in the U.S.
- 10% annual growth rate based on US battery recycling growth rates
- Assumption is 260,000 lbs annual end of life recycling per person employed based on electronic recyclers international actual data
- Currently only 10- 20 percent of US pounds available are being recycled domestically in the United States. This analysis is based on 15% current recycle rate
- This analysis highlights the additional US jobs created with the 100% and 50% United States domestic recycle rates

Electronic Recyclers International, Inc.

Electronic Recycling Industry
US Commodity Percentages
5/10/2011

Year	End of Life Electronics - US Pounds Available	If 50% Recycled, 16% is Copper/Precious Metals	If 50% Recycled, 0.001% is Rare Earth Metals	If 50% Recycled, 3% is Aluminum	If 50% Recycled, 33% is Steel	If 50% Recycled, 18% is Plastic	If 50% Recycled, 26% is Glass	If 50% Recycled, 3.99% is Wood
2007	4,514,000,000	306,952,000	19,185	57,553,500	633,088,500	345,321,000	498,797,000	76,718,816
2008	4,965,400,000	337,647,200	21,103	63,308,850	696,397,350	379,853,100	548,676,700	84,390,697
2009	5,461,940,000	371,411,920	23,213	69,639,735	766,037,085	417,838,410	603,544,370	92,829,767
2010	6,008,134,000	408,553,112	25,535	76,603,709	842,640,794	459,622,251	663,898,807	102,112,743
2011	6,608,947,400	449,408,423	28,088	84,264,079	926,904,873	505,584,476	730,288,688	112,324,018
2012	7,269,842,140	494,349,266	30,897	92,690,487	1,019,595,360	556,142,924	803,317,556	123,556,420
2013	7,996,826,354	543,784,192	33,987	101,959,536	1,121,554,896	611,757,216	883,649,312	135,912,062
2014	8,796,508,989	598,162,611	37,385	112,155,490	1,233,710,386	672,932,938	972,014,243	149,503,268
2015	9,676,159,888	657,978,872	41,124	123,371,039	1,357,081,424	740,226,231	1,069,215,668	164,453,594
2016	10,643,775,877	723,776,760	45,236	135,708,142	1,492,789,567	814,248,855	1,176,137,234	180,898,954
2017	11,708,153,465	796,154,436	49,760	149,278,957	1,642,068,523	895,673,740	1,293,750,958	198,988,849
2018	12,878,968,811	875,769,879	54,736	164,206,852	1,806,275,376	985,241,114	1,423,126,054	218,887,734
2019	14,166,865,693	963,346,867	60,209	180,627,538	1,986,902,913	1,083,765,225	1,565,438,659	240,776,508
2020	15,583,552,262	1,059,681,554	66,230	198,690,291	2,185,593,205	1,192,141,748	1,721,982,525	264,854,158
2021	17,141,907,488	1,165,649,709	72,853	218,559,320	2,404,152,525	1,311,355,923	1,894,180,777	291,339,574
2022	18,856,098,237	1,282,214,680	80,138	240,415,253	2,644,567,778	1,442,491,515	2,083,598,855	320,473,532
2023	20,741,708,060	1,410,436,148	88,152	264,456,778	2,909,024,555	1,586,740,667	2,291,958,741	352,520,885
2024	22,815,878,866	1,551,479,763	96,967	290,902,456	3,199,927,011	1,745,414,733	2,521,154,615	387,772,973
2025	25,097,466,753	1,706,627,739	106,664	319,992,701	3,519,919,712	1,919,956,207	2,773,270,076	426,550,271

Assumptions

1) US Pounds Available Based on 2006 EPA Data For Electronics Waste Management in the United States

2) 10% Annual Growth Rate Based on US Battery Recycling Growth Rates

3) Based on Electronic Recyclers International Actual Data, Assumption is Whole Electronic Units can be Broken Down into the Following Raw Materials: Copper/Precious Metals at 16%, Rare Earth Metals at 0.001%, Aluminum at 3%, Steel at 33%, Plastic at 18%, Glass at 26% and Wood at 3.99%

4) Currently only 10-20 Percent of US Pounds Available are Being Recycled Domestically in the United States

5) This Analysis Highlights the Additional Raw Materials in the United States with the 50% United States Domestic Recycle Rates

Name of Initiative: BlueGreen Alliance program on chemicals, public health and green chemistry

- **Summary including prime objective(s):**
- Renewing chemical industry manufacturing jobs while protecting the environment
- **Job creation and economy boosting opportunities:**
- The chemical industry shed 300,000 jobs since 1992 — with employment falling 38 percent even as the value of production expanded an average of 4 percent per year. On its current path, the industry is poised to lose more than 230,000 jobs over the next 20 years — half of the remaining industry jobs. Without reform, the industry will continue down its current path: which is eliminating American jobs and minimizing innovation.
- However, reform of the Toxic Substances Control Act, along with complementary policies that provide incentives to invest in sustainable chemistry, educational programs and public support for research, development and technological innovation, can right the path of the U.S. chemical industry. Meaningful reform of the 1976 Toxics Substances Control Act — reform that encourages innovation and competitiveness in a global economy that increasingly requires cleaner, safer productions — will create jobs while improving the health of people and the health of our economy.
- For example, if just 20 percent of current production were to shift from petrochemical-based plastics to bio-based plastics, 104,000 additional jobs would be created in the U.S. economy.
- **Action(s) needed:**
- Reform of the Toxics Substances Control Act along with complementary policies that provide incentives to invest in sustainable chemistry, educational programs and public support for research, development and technological innovation
- **Relevant agencies (if any):**
- EPA
- **Lead organization:**
- BlueGreen Alliance – www.bluegreenalliance.org

Name of Initiative: Renewable Green Chemical Production Tax Credit (PTC)

Summary including primary objective(s):

Renewable chemistry stands poised to help meet the President's State of the Union call for a Clean Energy Mandate that includes, "biotechnology, nanotechnology and advanced materials." These green chemicals (advanced materials made from industrial biotechnology) transform household and industrial products into energy efficient, non-toxic, foreign oil displacing, renewably resourced, economy stimulators. Petrochemical, (oil derived) formulations are the material basis for most of the things we touch every day. *Renewable chemicals* (plant derived) have distinct advantages and are made from renewable resources in non-hazardous industrial agricultural processes, like fermentation. The products they create are biodegradable plastics, plant based polymers, environmentally benign solvents, renewably sourced auto parts, organic cosmetic ingredients, and compostable carpets. Often, since renewable chemicals are produced at less cost than petro-chemicals when they reach economies of scale, the savings can be passed on to customers big and small.

Prime Objective:

This year, we must enact a Renewable Chemical Production Tax Credit (PTC), before the U.S. loses a projected $190 Billion of the $1 trillion renewable chemical market production overseas, as well as all the value chain jobs that go with this sector.

Proposal summary:

We ask White House Directors and Staff of the Council on Jobs and Competitiveness, Office of Public Engagement, and the Business Council, to support a Federal income tax credit for US production of renewable green chemicals. The PTC is currently under consideration by key members of the Senate Finance Committee (Baucus, Kerry, Bingaman, Stabenow, Grassley, Thune, and Snowe). In order to keep the score minimal, the proposal outlines a 5-year, $500M capped program with general business tax credits available to a qualified producer for a limited period per facility. In the alternative, a one-time Final Tax Certificate will be allocated after the construction of a qualified facility and enable a non-profit entity to pass through a tax payment when tax credits are sold. Similar to IRC section 48C, Treasury and USDA would review applications to ensure conformance with statutory criteria for job creation, GHG reduction, and renewable feedstocks. This is consistent with current law for renewable energy production, and will create definitive economic impact in all sectors and regions of the country.

Job creation and economy boosting opportunities:

In the renewable chemical industry overall, direct job impact is substantial. A PTC would create over 237,000 direct jobs in the U.S. This rapidly growing industry, in 2007, was estimated to have already employed over 5,700 people at 159 facilities, and spurred approximately 40,000 spin off jobs. Within a single renewable chemical production facility alone, the local economic and job creation impacts are enormous: 37-45 direct jobs with a $60K a year average salary; over $3.6M of municipal tax revenue; over $2M State tax revenue; $95M of initial spending within the region and annual regional spending of over $30M. However, unless specific Federal incentives appear, the infrastructure projects, jobs growth and manufacturing increases will not develop. The industry is too capital intensive in the initial stages to take root and *there are no stand-alone renewable chemical incentives to date. Meanwhile, other countries are offering significant incentives to lure this sought after renewable industry abroad.*

Proposal overall:

Since the 1940's the petro-chemicals industry created multiple sector, aggregate economic growth. That is why the USDA, DOE, EPA and leading analysts identified opportunities to substitute existing petrochemical-derived products with biobased chemicals. They saw the analogous impact the green chemicals industry would have in the US, while at the same time address a growing global demand for safer, less toxic chemicals and products. Benefits include the following:

- Create over 200,000 clean tech manufacturing jobs in the US in 5 – 10 years;
- Ensure global competitiveness in a low carbon, clean tech and innovation economy, with positive impact to the U.S. trade deficit;
- Increase domestic manufacturing of non-toxic chemical and consumer products (such as replacements for phthalates, suspected endocrine system disruptors);
- Reduce reliance on foreign oil as chemical feedstock;
- Achieve energy independence through technology that uses 60% less energy;
- Offer better end-of-life options with cradle-to-cradle compostability or recycling;
- Combat climate change with technologies that sequester C02; and thus
- Significantly reduce GHG emissions by 45% and lower carbon footprint of multiple products by a total of 510M tons of C02.

Action(s) needed:

Renewable chemicals industry companies, and U.S. regions need the Administration to help enact a renewable chemicals PTC in whatever renewables, clean tech or job creation or tax extenders package moves this session. This nascent industry needs tax incentives consistent with those provided to petrochemical companies in their early stages, biofuels, wind, solar and other renewable technologies – or the US will lose jobs and the historic opportunity to lead global sustainable chemical manufacturing.

Relevant agencies (if any):
For Administration support: White House economic agencies, Treasury, USDA, OMB.
For Legislative Action: Senate Finance, House Ways Means, and Joint Tax Committees. .

Lead organization: BIO Amber Industrial and Environmental Section, Corinne Young LLC cyoungllc@me.com

Links: http://www.bio.org/www.bio-amber.com

Name of Initiative: Sustainable Bioplastics

Summary including prime objective(s):

The Sustainable Bioplastics Council of Maine, a Bangor-based trade association, aims to create jobs and business opportunities to meet the rapidly growing market demand for bio-based plastics. Based on renewable resources rather than petroleum, bioplastics can meet the consumer need for a more environmentally sustainable material at comparable cost and performance.
To date, we have raised more than $2 million in support of research and development work conducted by the University of Maine and local manufacturers to:

- Demonstrate that bioplastics can be made cost-effectively from Maine potato waste and wood chips, with the aim of attracting major capital investment in commercial production of polylactic acid (PLA), the available bioplastic currently made from corn; and
- Develop new value-added products by blending the bioplastic PLA with nanocellulose and other bio-based materials to improve its durability, strength and heat resistance.

Maine Business Benefits from Bioplastics. Key Council partners include:

- Tom's of Maine, the natural personal care products company, in Kennebunk and Sanford
- True Textiles, located in Guilford, a pioneer in the manufacturer of bio-based fabric
- Aroostook Starch in Fort Fairfield, a major supplier of potato starch for bio-based products
- Cerealus, located in Waterville, which is developing non-toxic, bio-based coatings
- Biovation, which makes infection control products with bio-polymers in Boothbay
- GrowTech, located in Lisbon Falls, which provides plant growth media solutions
- University of Maine, renowned R&D leaders in forest and agricultural bioproducts
- Environmental Health Strategy Center, a major advocate of sustainable development

Job creation and Economy boosting opportunities:

Bioplastics: Creating Jobs and Boosting Maine's Rural Economy. The commercial production of PLA from Maine potatoes and wood chips will create 150 new manufacturing jobs, more than 700 related permanent jobs and 1,730 construction jobs, according to an economic impact assessment by the Margaret Chase Smith Policy Center at the University of Maine. Such investment would generate $250 million in annual economic benefits to Maine. Several existing Maine manufacturers and start-up companies are already bringing new bio-based products to market, with increasing likely job growth and business development.

The Maine Advantage in the Emerging Bioplastics Market. Maine's rich natural resource base offers a competitive edge in the rapidly growing market for bio-based plastics. Maine potato waste and wood chips offer several advantages over corn as feedstock for bioplastics production. They will not displace food crops. The harvest has a lower environmental footprint, due to certified sustainable forestry and agricultural waste recovery. Unlike corn, these Maine crops are not genetically engineered, which opens up European and other markets. Importantly, the "made in Maine" brand has proven value in the marketplace.

Action(s) needed:

The Sustainable Bioplastics Council of Maine seeks $1.75 million in federal funds to research, develop and demonstrate technology to produce PLA from potato waste and wood chips, and to develop new value-added applications by enhancing the technical properties of PLA blends.

From FARM & FOREST to FEEDSTOCK: Developing advanced technology to ferment sugars from Maine potatoes and wood chips to produce lactic acid
Researchers at the University of Maine are currently investigating an environmentally preferable yeast fermentation method to produce polymer grade lactic acid (PGLA) from potato and wood-derived sugars. PGLA is the essential chemical building block used to make the bioplastic PLA. Optimizing yeast fermentation for commercial scale production requires considerable R&D.

Funding will support new technology development at the University of Maine to:

- refine and optimize the microorganisms used to ferment sugars to produce lactic acid (in a research partnership with a biotechnology firm); and
- optimize the purification and separation methods to cost-effectively produce lactic acid.

From BIOPLASTIC to MARKET: Developing new uses of PLA through bio-based blends that enhance its strength, and resistance to impact and heat
PLA has enjoyed initial market success primarily for single-use disposable packaging (such as plastic cups and clam shells) and some non-demanding semi-durable applications (such as fabric for office dividers and plastic office supplies). Significant future market opportunity exists in more challenging and durable applications. The technical properties of PLA can be enhanced in an environmentally sustainable manner through novel melt blends with nano-cellulose (also derived from wood), zein (a protein from corn) and other bio-based materials.

Funding will support applied research through contracts with the University of Maine to:

- Enhance the durability and heat resistance of PLA fibers for woven fabric applications, such as seat covers, furniture and other uses in textiles;
- Enhance the strength and impact resistance of PLA for use in durable packaging, such as bottle caps, and other durable products, e.g. plastic enclosures for electronics.

The Council will cooperate with the funder and manufacturing partners to define and meet the technical specifications for new or emerging applications for the biopolymer.

Lead organization:

Sustainable Bioplastics Council of Maine, contact:
Lauralee Raymond, *Sustainable Bioplastics Council of Maine* (207) 699-5791,
lraymond@preventharm.org
Michael Belliveau, *Environmental Health Strategy Center* (207) 561-9846,
mbelliveau@preventharm.org

Name of Initiative: Resource Conservation agenda for action

Summary including prime objective(s):

We propose an interconnected four-part government strategy for moving toward a vibrant zero waste economy:
• level the economic playing field so resource conservation and waste reduction businesses can out-compete wasting industries,
• make manufacturers share responsibility for their products, from cradle to cradle,
• develop holistic resource management systems, and
• build the reuse and recycling infrastructure

Action(s) needed:

Level the Economic Playing Field for Resource Conservation
The prices we pay for many of our goods and services do not fully reflect the cost of providing them. The prices of virgin materials exclude billions of dollars in taxpayer subsidies. Landfill prices do not reflect the costs of landfill maintenance beyond 30 years. Renewable energy credits to trash burners put composting systems at a competitive disadvantage. The following actions can level the playing field between recycling and wasting and send more accurate price signals to the marketplace.

- Identify and alter tax policies that enhance polluting industries and products at the expense of more environmentally benign systems and goods. Shift taxes from income and labor ("goods") to resource depletion, wasting, and polluting activities ("bads").
- End federal and state subsidies for virgin materials extraction, processing, and manufacturing.
- Eliminate mining byproducts' exemptions from hazardous waste rules.
- Make landfill prices reflect their true costs. Revise the Resource Recovery and Conservation Act (RCRA) and revamp federal Subtitle D regulations to require landfills to minimize air emissions and protect groundwater resources in perpetuity.
- End subsidies for wasting facilities (such as tax breaks provided by private activity bonds and guaranteed markets for electricity from waste incinerators through the Public Utilities and Regulatory Policy Act). This includes ending renewable energy tax credits for landfills and incinerators; trash is not a renewable resource. Incentives such as the Renewable Electricity Production Tax Credit and Renewable Portfolio Standards should only benefit truly renewable energy strategies such as wind and solar.
- Identify and implement mechanisms that internalize environmental and social costs into market prices (for example, mechanisms that incorporate the cost of disposal in the price of products). National advance disposal fees or deposits on products are two options that have proven successful.
- Promote full-cost accounting techniques for evaluating discard management options that take into account remediation, contingent, environmental, and social costs. A full-cost accounting system might reveal that the cost of doing business the traditional way exceeds the cost of less harmful alternatives, and it would therefore provide rewards for alternatives.
- Promote full-value accounting techniques. Full-value accounting should account for the value captured by the local and state economy, such as recycling job and business creation, local community development, and diversified economies.

- Require adoption of per-volume or per-weight fees for the collection of trash. Pay-as-you-throw fees have been proven to increase recycling and reduce the amount of trash disposed.

Make Manufacturers Share Responsibility for Their Product and Packaging Waste

Manufactured goods make up 73% of municipal materials discarded. Extended producer responsibility (EPR), based on the "polluter pays" principle, entails making manufacturers responsible for the entire lifecycle of the products and packaging they produce, from cradle to grave — or preferably, from cradle to cradle. One drawback of some take-back programs is their potential adverse impact on local reuse and recycling operations and other small-scale businesses. Take-back programs may in effect create longer distribution lines, concentrate economic power and productive capacity, and further a materials economy that is not locally or regionally based. Thus, we need rules that meet the twin objectives of manufacturer responsibility and sustainable community development.

- Provide leadership in extending manufacturers' responsibility for their products and packaging. Reinforce EPR with information and education in addition to legislation and economic reforms.
- Pass a national five cent fee on paper and plastic single-use shopping bags.
- Institute other regulatory mechanisms that embody EPR such as minimum recycled-content standards, secondary materials utilization rate requirements, and product bans and restrictions. Consider take-back schemes that will not hamper community-based reuse and recycling efforts.
- Ask manufacturers to voluntarily reduce packaging and meet minimum recycled-content standards for products and packaging (including but not limited to writing and printing paper, building materials, road construction materials, and beverage containers) by specified amounts by certain target dates. If goals are not met, institute a regulatory framework.
- Institute economic mechanisms that embody EPR. These include advance disposal fees, virgin material taxes, removing subsidies for virgin materials, deposits/refunds, and environmentally preferable product procurement.
- Institute information mechanisms that embody EPR such as product labeling. Product hazard warnings, product durability labeling, product environmental lifecycle profiles, and environmental information labeling would help citizens make informed decisions about their purchasing.

Develop Holistic Resource Management Systems

Resource conservation, materials efficiency, waste prevention, reuse, and recycling are all integral components of a sustainable economy. The federal government can take a leadership role in instituting a materials efficiency and resource conservation policy.

- Connect waste prevention, reuse, recycling, and composting to sustainable development initiatives and agendas. Composting, for instance, reduces greenhouse gases from landfills, replenishes depleted soils, helps manage erosion and storm-water, reduces crop water needs and pesticides, and helps soils store carbon – all while creating local green jobs and businesses.
- Stop organic materials from being sent to landfills and incinerators. Implement national incentives, penalties, or bans to prevent organic materials, particularly food discards and yard trimmings, from ending up in landfills and incinerators.

- Expand recycled product procurement programs to environmental preferable product procurement (programs, for instance, might encourage procurement of products that minimize packaging and materials use).
- Track model initiatives so that we can learn from others. We need a formal mechanism for monitoring and evaluating developments in other places, for codifying and storing this information, and for developing inexpensive retrieval systems to allow access by all.
- Develop measuring tools to evaluate progress. Benchmarks of success can monitor improvements in waste prevention, materials efficiency, recycling, use of renewable resources, and value-added.
- Educate, educate, educate. Undertake public educational campaigns to link preventing, reusing, recycling, and composting municipal discards with its upstream and downstream benefits and its place within a sustainable economy.
- Track the economic and environmental impacts of resource consumption and wasting. Document the impact on industrial waste of recycling municipal discards.
- Develop a national database (like the Toxics Release Inventory) to report materials and energy consumed and wasted. Require industry to report wasted materials.
- Develop a national labeling system, similar to the nutritional labeling system on food products, that provides factual information to the public on every product's: resource consumption, toxics generated, recycled-content, reusability or recyclability, and general impact on the air, soil, and water.
- Appoint and fund a materials czar (similar to the drug czar) who can serve as a national spokesperson raising awareness on resource conservation and wasting.

Build the Reuse and Recycling Infrastructure

The following policies will help develop the means to reuse and recycle discarded materials, further stimulating recycling-based and reuse-based economic development.

- Require deposits on a wide range of products. Ten states have beverage container deposit laws and several require deposits on tires, batteries, and appliances.
- Adopt a national beverage container deposit law that requires a high portion of refillables. Refillable containers are significantly more environmentally friendly than recyclable containers.
- Establish landfill and incinerator surcharges to finance investment in waste prevention, reuse, and recycling. A national disposal surcharge may be in order.
- Implement or expand existing buy recycled programs.
- Launch a public information campaign that will allow consumers to make smart choices when making purchases.
- Fund research and development to identify new technologies and ways to turn used materials into useful new products. Provide research dollars and support to fund both the upstream process and product redesign component and the downstream material handling and product development.
- Congress should revise the Commerce Clause of the U.S. Constitution to give states and local communities authority to ban other states' and communities' waste (do not accord waste the same respect as other forms of commerce). This will force jurisdictions to focus on in-state solutions.
- Ensure implementation of the federal government's existing buy recycled product

procurement programs. Develop purchasing guidelines for all products (including construction materials) and services purchased by governmental bodies and their contractors.

- Establish a national recycling investment tax credit.
- Foster recycling- and composting-based economic development through grants, low-interest loans, and loan guarantee programs.

Lead Organization: Institute for Local Self-Reliance www.ilsr.org/

Name of Initiative: Urban Post Consumer Glass Up-cycling Job Creation.

Summary including prime objective(s):

To keep glass out of landfills, promote up cycling for higher value products and create living wage green collar jobs. Currently, most recycled glass in the New York metro region is processed using traditional methods of sorting out non-glass materials and mechanically crushing glass which produces cullet (recycled glass chips and grit) of low quality and value. The presence of contaminants and color-mixing limit the reuse applications of New York's low-value cullet, decreasing the resale value and creating undesired inventories of down-cycled glass often relegated for use as landfill cover or roadbed aggregate.

IceGlass Recycled Glass Processing Facility redefines recycled glass processing by employing innovative systems of glass collection combined with cutting-edge processing technology to produce recycled glass products of a higher quality and value for a greater variety of uses.

Job creation and Economy boosting opportunities:

40,000 ton glass recycling plant produces 40 living wage green collar sustainable jobs.

This glass plant could be in 20+metro areas across the US.

Action(s) needed:

Loan guarantee to purchase glass recycling production line and finance glass collection vehicles and storage.

Relevant agencies (if any):

Department of Commerce
EPA

Lead organization:

Contact: Icestonewww.**icestone**.biz, t. 718.624.4900 Peter Strugatz,
strugatz@earthlink.net

American Sustainable Business Council

Sustainable Business Initiatives

Name of Initiative: The Company Creation and Competitiveness Initiative

Summary including prime objective(s):

Create a network of managed business-creation workspace sites where otherwise idle unemployed / underutilized skilled workers can gather, work together productively, and be accountable for the creation of new innovations and ventures.

- The "creative destruction" wrought by the economic fallout of 2008-9 has created an unprecedented pool of talented but idle human capital.

- Many of the under- and un-employed are hard workers and/or world-class thinkers, accustomed to big ideas, good jobs and engrossing projects. Others, such as students, are eager for a chance to grow, earn and contribute. Together, they have the talent, need and desire to create new ventures of their own, but lack a suitable environment and support structure to do so.

- This initiative is built around a highly adapted and modernized "business incubation" model that will leverage, combine, and channel the underutilized talents of three classes of skilled workers to create innovative new businesses:
  - White collar workers and professionals: lawyers, CPAs, administrators, project managers, scientists/researchers, strategists, MBAs, etc.
  - Creatives/builders, including artisans, construction workers, writers, filmmakers, freelancers, inventors, craftspersons, hobbyists, etc.
  - College and graduate school students & graduates[25]

- This new model combines the strengths of traditional business incubators[26] with prototyping facilities[27], small low cost wet labs/cleanspace[28] for scientific research, and shared space for other professionals[29]. By co-locating and socially engineering these environments, all three types of workers can interact, innovate, prototype and work together with the support of professional facilitators in a seamless and focused fashion. All facilities will be networked so resources, tools, and expertise at one network facility can easily and efficiently be shared with any other facility.

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[25] Over 317,000 waiters and waitresses have college degrees (over 8,000 of them have doctoral or professional degrees), along with over 80,000 bartenders, and over 18,000 parking lot attendants. All told, some 17,000,000 Americans with college degrees are doing jobs that require less than the skill levels associated with a bachelor's degree (The Chronicle of Education: Why Did 17 Million Students Go to College? October 20, 2010, Richard Vedder.)

- In Fall 2010, a record 19.1 million students were expected to attend the Nation's 2-year and 4-year colleges and universities (National Center for Education Statistics)

[26] Companies graduating from incubators generally have an extremely high 80% 5-year survival rate

[27] See for example only: Tech Shop http://www.techshop.ws/ / 3-D printers

[28] Low-cost plastic "tents" in warehouse spaces can be used for research space as can modular hard surface set-ups.

[29] See for example only: Hive at 55: http://hiveat55.com/

- Imagine: an entrepreneur/researcher surrounded by the tools, expertise, resources, workspace and team s/he needs to assess the viability of an idea, get a project started, and fully develop and execute a business plan to launch their company.

- No entrepreneur left behind policy: failures are quickly re-absorbed into the talent pool, and are smarter and better prepared for the next challenge (rather than abandoned to a tight an unforgiving job market).

- Financially viable and integrated with active businesses: Anchor tenants (either external or grown internally) initially select and make primary use of the prototyping tools and have ready access to talent of all types. They also provide a revenue stream for rent and utilities and pay user fees the offset the cost of the facilities. Existing businesses may pay a fee for "SWAT-team" style analyses of their business by multiple professionals/creatives to increase competitiveness. Prototyping facility technicians are "for hire" and can do a project virtually for a fee for anyone anywhere in the world, which also enables sites to "share" expensive equipment.

- Engineering Interactivity: No freeloaders. Professionals exchange services for workspace, requiring them to interact with other workers and share their knowledge. Entrepreneurs and people seeking to contribute their thinking/energy either find or are assigned to teams, and metrics track their contributions to ensure that they are in fact actively participating.

- Prime Objectives:
    - Harness latent talent throughout the nation; create a wave of entrepreneurial start-ups and an innovative creative class to reinvigorate and transform the U.S. business culture
    - Constructively engage and empower more than 50 million Americans who are otherwise unemployed, underemployed, displaced or awaiting graduation.
    - Enable start-ups to rapidly and efficiently assemble prototypes and a management team of displaced workers to hit the ground running and get a company started with minimal overhead cost.

Job creation and economy boosting opportunities:

- This initiative could constructively engage and empower a large segment of the 13.7 million Americans who are unemployed and the more than 37 million who are underemployed, displaced or awaiting graduation.
- Generally, traditional incubators support approximately 20 companies at a time (National Business Incubator Association). This model increases the number of companies an "incubator" can support because of the availability of experts other than incubator staff.
- This initiative will give participants real and documented business experience and references that they can use on their resumes to increase their job competitiveness. It will also help skilled workers keep current and practiced in the use of their skills.

- This initiative can be a place to pilot new funding models, business models (such as B corps), and economic development models and obtain feedback far faster than is currently possible.

Action(s) needed: legislative, administrative or otherwise:

- Legislative: Pass federal legislation changing antiquated State unemployment laws that currently bar would-be entrepreneurs from starting new businesses while collecting benefits. .
- Administrative: Charge lead agency SBA to develop implementation plan, guidelines and find ways to leverage existing resources (such as existing incubators willing to use this model, economic development agencies willing to subsidize rental of space, etc.)
- Operational: Develop business plan, obtain funding for one pilot project in one state to assess model, identify issues and best practices and refine program for larger roll out.

Relevant agencies (if any):

Lead organization:

New York State Business Incubator Association, Alex Brownstein, J.D., M.A.

Name of Initiative: 2012 “International Year of Cooperatives” and others

Summary including prime objective(s):

- 2012 “International Year of Cooperatives”
  The United Nations General Assembly has declared the year 2012 as the “International Year of Cooperatives.” The official Resolution calls upon governments to recognize the important role cooperatives play in providing economic opportunity for millions of people in the United States and around the world. The U.S. Senate has recently recognized this important declaration by introducing a Senate Resolution honoring the “International Year of Cooperatives” that recognizes the critical role that cooperatives play in the U.S. economy. NCBA believes this would be a great opportunity for President Obama to become engaged in the 2012 “International Year of Cooperatives” initiative to raise awareness of cooperatives and address how essential they are to the U.S. economy.

- Small Business Administration Lending Program Change
  NCBA is working to clarify that cooperatives are eligible for Small Business Administration (SBA) loan programs. Many cooperatives are small businesses but have not been able to access SBA lending programs because of conflicting regulations that have been interpreted to deny all cooperatives access to the agency’s lending programs.
  Small businesses, including cooperatives, have been hit hard by the recent credit crunch and are in need of access to affordable debt financing. While one SBA regulation provides that cooperatives are eligible businesses, another regulation makes many cooperatives ineligible. Many lenders have interpreted these regulations broadly as denying access to most, if not all, types of cooperatives.
- Health Care
  The 2010 Patient Protection and Affordable Care Act called for the establishment of Consumer Operated and Oriented Plans (CO-OP). The CO-OP program would establish new non-profit health cooperatives in each state that would provide a viable option for healthcare to millions of people. NCBA has been working diligently with the Administration, HHS, Congress and healthcare leaders to develop the CO-OP program to make it a success for consumers.
  On April 15, the HHS advisory board released its advisory report and NCBA supports their recommendations. NCBA looks forward to continuing to work with HHS on this program.

- Cooperative Development Act
  NCBA is working with Congressman Chaka Fattah to introduce legislation that would focus on job creation and economic development in underserved areas through cooperative development.

- Member Business Lending Issue
  The Credit Union National Association (CUNA) is leading this initiative for Congress to enact legislation to increase the credit union member business lending cap from 12.25% of assets to 27.5% for well-capitalized credit unions and add significant safeguards to ensure that qualifying credit unions do this additional lending safely and soundly. CUNA has a study showing this change will lead to 108,000 jobs.

The effects of the financial crisis of the past few years have spread to all types of lending, resulting in a reduction in the availability of business credit. At a time when banks are withdrawing credit from America's small businesses, credit unions have actually been expanding credit to small businesses, but with more credit unions approaching the cap, this growth is threatened. It makes economic sense to restore credit unions' full ability to lend to their business-owning members. This approach has been endorsed by the Obama administration.

- The Food Co-op Initiative
  The Food Co-op Initiative is a non-profit foundation that was created to provide resources and support for communities that want to start new food co-ops. The program is a support system that seeks to enable a faster and more efficient start-up process to develop new retail grocery co-ops. The initiative supports food security, access to healthy foods for people of all incomes and food deserts. There are 300 cooperatives already in the pipeline with this initiative.

- Rural Cooperative Development Grant Program

  Rural Cooperative Development Grants are awarded under a competitive awards program by the U.S. Department of Agriculture Rural Development. They boost rural America's economy by helping start and expand cooperative businesses. Because of a growing need and demand, the program received an increase to $11,387,000 in FY10. In the recent passing of the FY11 full year continuing resolution bill, the program was funded at level funding of $11,387,000. The President has requested an increase in FY12 to $12,387,000.

Job creation and economy boosting opportunities:

Cooperatives operate in every industry sector and improve the quality of lives of Americans, regardless of party affiliation, geography, or demographics. According to a recent study produced by the University of Wisconsin Center for Cooperatives: There are 29,000 cooperatives with 120 million members operating in 73,000 places of business that hold over 350 million memberships throughout our nation. Overall, U.S. cooperatives account for more than $3 trillion in assets, over $500 billion total revenue, $25 billion in wages and benefits, and nearly one million jobs.

Action(s) needed, legislative, administrative or otherwise:

- 2012 "International Year of Cooperatives"

  NCBA and partnering cooperative sector associations would like to host an event with President Obama to recognize cooperatives and their role in job creation and economic development for the country. NCBA would plan the event in a manner that would highlight efforts to support the shared goal of putting Americans back to work and supporting economic growth.

- Small Business Administration Lending Program Change

NCBA would request the Administration's assistance with SBA officials to help make cooperatives eligible to access the SBA lending programs.

Relevant agencies (if any):

Small Business Administration

Lead organization: National Cooperative Business Association

Links: www.ncba.coop

Name of Initiative: GREEN TRANSITION SCOREBOARD®

Summary and prime objective(s):

The Green Transition Scoreboard® (GTS) is a time-based, global tracking of the private financial system for all sectors investing in green markets. The February 2011 update of the GTS finds that over $2 trillion has been invested in the green economy since 2007.

This amount is significant because many studies, computer models and reports indicate that investing $1 trillion annually until 2020 can ramp up material and energy efficiencies, reduce costs of wind, solar, geothermal and other renewable energy, increase sustainable land-use and forestry, and support smart infrastructure, transport, building and urban re-design. The updated 2010 finding of over $2 trillion puts global investors and countries on track to reach $10 trillion in investments by the 2020.

To ensure meeting the target, institutional investment funds need to shift away from more speculative sectors such as hedge funds, oil ETFs and dark pools, and away from investing in fossilized sectors to investing at least 10% of portfolios directly in companies driving the global Green Transition. Local, state and national pension funds should do likewise. The UN Principles of Responsible Investing, of which Ethical Markets Media is a member, comprises over 800 such institutional investors with assets under management (AUM) of $25 trillion. Globally, these institutions control AUM of some $120 trillion. With the data in the GTS, security analysts can update their asset allocation models to highlight green markets.

The Green Transition Scoreboard® tracks five sectors: Renewable Energy, Efficiency and Green Construction, Cleantech, Smart Grid and Corporate R&D. Several subsectors such as nuclear, biofuels and coal carbon sequestration have been purposefully omitted either because of controversy or lack of consensus that they will make a long-term contribution to sustainability.

Ethical Markets Media created this information base on private investments in green sectors because many developing countries where these technologies are of paramount importance lack the resources to compile this data. Green technologies often draw on available local resources in a more cost and time effective manner than centralized fossil-fuel technologies.

Job creation and economy boosting opportunities:

Announced today, June 2, 2011, the Global Summit on Strengthening Public-Private Partnerships at UN Headquarters, New York, address the potential profound health, education and economic benefits of cooperative efforts around the UN's" International Year of Sustainable Energy for All." Michael Morris, chairman and CEO of American Electric Power, chairs the Global Sustainable Electricity Partnership (formerly the e8).

See the reports "Green Jobs" and "Driving a Green Economy Through Pubic Finance and Fiscal Policy Reform, research by the UN's Green Economy Initiative, launched in 2009 and keynoted by Ethical Markets Media founder Hazel Henderson.

The OECD, of which the USA is a member, reports in "Towards Green Growth" that green policy can boost economic growth.

Actions needed (Legislative, administrative or otherwise):

- Transition pension fund investments to green and sustainable technologies
- Reduce subsidies to fossil fuels and nuclear energy
- Support development of green technologies in developing countries

Relevant agencies:

Growing the green economy is now a systemic, international endeavor, as well as involving all levels of national, state and local agencies and developing deep collaboration with nations and international organizations.

Links:

The 2011 Report includes news of two key studies from Mercer in New York and WWF/Ecofys/ OMA in Amsterdam. Mercer's report, Climate Change Scenarios – Implication for Strategic Asset Allocation, (http://www.mercer.com/articles/1406410) upped the ante. Backed by IFC and 14 pension funds with assets under management of some $2 trillion, the report calls for 40% of institutional funds to switch toward "climate-sensitive assets."
The WWF/Ecofys/OMA report, The Energy Report (http://dld.bz/abzYQ), shows how the global economy can shift to "100% Renewable Energy by 2050." These studies and many others available at www.greentransitionscoreboad.com point out the absurdities of the 90% subsidies still given to fossil fuel and nuclear energy, decades after their maturity, while renewables and efficiency receive less than 5%. Even more absurd are governments trying to cap carbon emissions while subsidizing them!

Globally, two additional studies now indicate that the green transition has reached a tipping point. The Threshold 21 World modeling in "Towards a Green Economy" (http://dld.bz/abzZh) finds that investing $1.3 trillion annually (some 2% of global GDP) over ten key sectors can kick-start the green transition, reduce poverty and limit wasted resources.

The UN Environment Program and the World Meteorological Organization issued a Summary, "Integrated Assessment of Black Carbon and Tropospheric Ozone," (http://dld.bz/abzZq) reconfirming that the obsessive focus on carbon dioxide (CO^2) and its pricing is too narrow, and should include soot, VOCs, methane, mercury and other chemicals from fossil fuels harmful to humans and the environment.

Name of Initiative: National Accounting Improvements for Sustainable Economic Growth Prospectus on National Accounting Improvements

Summary including primary objective(s):

Public policies and social outcomes are profoundly shaped by the measures we use to gauge what is happening in our economy, society, and environment. "What we measure affects what we do," it is often said. But in recent years, punctuated by the economic crisis that began in 2007, many have argued that our national accounting system—centered on Gross Domestic Product (GDP) and now more than fifty years old—must be significantly improved to ensure that the standards we use to measure economic progress more accurately reflect contemporary concerns: the economic needs of households and communities, broader standards of living and quality of life, and the competitive vitality and long-term sustainability of our national economy.

Among a growing array of large scale international efforts to improve our accounting systems (EU, OECD, UN, World Bank), new developments in the U.S. are gaining momentum as well, including BEA's recent push for "GDP and Beyond"-type initiatives (household, energy, oceans, health care, R&D), as well as significant state and municipal efforts (Maryland's Genuine Progress Indicator and the STAR community index, among many others). These U.S. efforts are emerging in an increasingly challenging economic environment. As we move further into an era of highly competitive, knowledge-based growth, many constituencies, including business advocates, educators, social policy advocates, community developers, the charitable sector, and the public sector, are going "beyond GDP" in their strategies for success, with greater need for new accounting frameworks to measure the intangible, non-market, and sustainable sources of growth that increasingly drive our economy and are more and more critical for maintaining high living standards. From technological advance and firm-level innovation intangibles, to human capital investment by families and education systems, to productivity-enhancing infrastructure and other commercially meaningful public goods, to the potentially vast new markets opening up for clean energy and green technologies—the sources of growth are shifting and so too are the national accounting needs of diverse communities and interests as well as the country as a whole.

Policy recommendations:

In the near-to-medium term, we recommend new accounting initiatives in several major areas, probably in something like this order of priority for implementation. We believe these priorities could have very broad appeal in an era of growing concern about household economic conditions and the struggles of the middle class, on the one hand, and national competitiveness, particularly in relation to education, health, technological innovation, and the emerging knowledge economy, on the other.

- **Household Economic Conditions:** Building on the many excellent features of BEA's new household sub-accounts ("Everyday Economics"); we would like to see continued progress in expanding and refining the household focus, including:
  - Median household income, consumption, and wealth measures comparable to average measures;

- A joint median living standard measure combining household income, consumption, and wealth position.
- Refinement of real income measures to incorporate price data relevant to different income groups;
- Development of economic security indicators, particularly to track changes in household risk-loads related to job security, consumer debt, health care, and pensions policy.

- **Education Capital and Health Capital:** These two areas, with a combined share of GDP at roughly 25 percent by 2019, are especially concerning for America's competiveness and business success in the global economy, but our knowledge is limited by large accounting gaps. As is well known, this is largely a problem of "non-market accounting"—that is, accounting for goods, services, and wealth that have no direct market prices and yet, at the same time, often have significant direct or indirect impacts on economic growth as well as broader social welfare. We clearly need new national accounting tools to help us measure the effectiveness of our education and health spending, input-to-output, as well as the larger benefits—that is, the added value that may be attributable to public spending in these economically significant areas.

- **Output of Government Services and Investment:** (non-health and -education): With mounting fiscal pressures and increased political scrutiny of government-provided services and spending, there is a more general need for public output accounting beyond education and health. Other priority areas might include social assistance, infrastructure, research and development, environmental protection, natural resource management, recreation, and arts and culture. As with health and education, GDP captures what governments are spending in these areas, but not what we are buying and the potentially significant added value being generated by these investments, for example through successful welfare-to-work programs, or, say, a proposed "Manhattan Project" for clean energy development.

Further priority areas include:

- Economy-wide Total Factor Productivity
- Household Production Accounts
- Non-profit Sector Inputs and Outputs

Actions needed/recommended:

- Regular White House engagement/alignment-building with stakeholder coalition for new accounting (building this coalition through a new Charter for Measuring Progress in the Twenty-First Century is a central goal of Demos' work in this area)
- Creating an interdepartmental task force or planning group in the White House to coordinate internal support for national accounting improvements
- Advancing new proposals in the budget process and applying pressure for appropriations
- Raising the profile of national accounting needs in speeches, key reports, and other communications related to competitiveness strategy, economic policy, and government reorganization efforts.

Lead organization: Lew Daly - Dēmos 220 5th Avenue, #2 NY, NY, 10001, 212 419 8762
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Name of Initiative: Telework and Remote Work: Using Broadband to create jobs, reduce our environmental impact and make American business more competitive.

Summary including prime objective(s):

The current state of work is outmoded – most businesses are still location-based, relative to the late 1800s to 1970s industrial model where people reported to the factory and assembly line each day. As the economy shifts to service/knowledge workers in the U.S., it is imperative that we also shift the *way* we work. Commuting, air travel, transportation & buildings = 75% of our carbon output, altogether, work related activity is over 95% of the total carbon output.

At the same time, the social implications are huge for distressed and remote communities, as well as the 20+ million individuals with handicaps that do not work regularly due to access issues. At the same time, over 85% of the country is passed by broadband and the knowledge worker is the coveted position of the future.

The Federal Government has recognized this trend, with the passage of H.R. 1722, the Telework Enhancement Act of 2010 – this landmark legislation championed by the Obama Administration increases government teleworkers from hundreds of thousands to millions in the coming few years, drastically lowering costs, real estate, environmental impact, all while making government jobs open to those who can do the work, not just show up at the buildings.

A focus must be applied to the telecom carrier industry - the telecom industry ($2 Trillion annual revenues globally, more phones than people now on earth, 3% of global economy) is basically a relative bystander in the effort to curb climate change and spur social change through the broadband superhighway. The Federal Government is in a position to go back to the roots of the telecoms industry, to go back to the Communications Act of 1934 and demand that these “common carriers”, these companies that are licensed to provide these services, act in the public interest. That spirit is still alive in the federal and state regulations that apply to telecom carriers, it just needs to be applied to a new and modern view of society and this huge industry that now touches most people on earth.

Job creation and economy boosting opportunities:

3% of the U.S. workforce telecommutes a majority of the time today…what if 50% w*ho can* did so more than ½ the time?

- We save 453 million barrels of oil
- Environmental Impact = 15 million cars off the road
- Businesses save $400 billion annually, ability to hire more people
- 150K people/year saved from traffic-related injury or death
- Annual economic benefit = **$800 billion a year**– ability to hire more people

Source: The Telework Institute

Action(s) needed: Legislative, administrative or otherwise:

- The FCC and the NTIA need to take a more proactive stance towards the telecom industry and provide guidance as to how the industry can shed its monopolistic and conservative (not political conservative) approach to serving customers. These agencies can help teach the industry to become a leader instead of a laggard in the areas of social and environmental change, to become a jobs engine.
- Influencing the state Public Utility Commissions to follow suit
- Working with the Department of Commerce to develop new models for engaging businesses of all sizes in changing how we work, using more broadband and less of all other means – less cost, less impact on the environment and a greater reach to people and communities in need.
- Department of Education: We need a more apprenticeship type of approach that is pragmatic towards getting people trained and in broadband jobs - - the traditional approach to education is not working and is too big to be tackled in the short term, we need to get peopled engaged and trained as knowledge workers, which does not require a K-8, high school and college education, we need a realistic approach that provides basic computer and social skills to work in the broadband economy.

Relevant agencies (if any):

FCC, NTIA, Department of Commerce, Department of Education

Lead organization:

NTIA

Links:

The Economics of Workplace Flexibility – White House Council of Economic Advisors
http://www.whitehouse.gov/blog/2010/03/31/economics-workplace-flexibility
The TeleWork Exchange:
http://www.teleworkexchange.com/
Citrix – Workshifting Benefits, the Bottom Line:
http://www.techsoup.org/learningcenter/networks/page12854.cfm
Cisco, “Is the Office Really Necessary?”
http://newsroom.cisco.com/dlls/2010/prod_101910.html
BetterWorld Telecom, BetterWork Framework Developed with the Bainbridge Graduate Institute
http://www.betterworldtelecom.com/commitment/betterwork.php

Name of Initiative: The Green Economy Initiative, and the Rio+20 Summit (UN Conference on Sustainable Development; June 2012)

Summary – international political background:

June 2012 will be the 20th anniversary of the precedent- setting "Earth Summit" [UN Conference on Environment and Development] which launched international policy action on a broad range of environmental issues and attempted to integrate those goals with social and economic priorities. Since then, the international sustainable development agenda has experienced significant successes but also encountered significant obstacles, not the least of which are those posed by the 1990s economic globalization movement and the 2008-09 global financial crisis.

Agreeing to a proposal by the government of Brazil, the U.N. has decided to hold a review conference on sustainable development, again in Rio, in 2012. It's been given the major theme of "The Green Economy, in the context of Sustainable Development and Eradication of Poverty" – an attempt to balance the competing interest the emphasizing the economic value of 'green' policies (primarily advocated by the EU) and the concerns [of developing countries, supported by many NGOs] that the principles of sustainable development not be obscured, that green policies not become a pretext for constructing trade barriers against poorer countries, and that 'green labeling' not be utilized improperly by businesses for 'greenwashing.'

The 2012 Summit provides the possibility of revitalizing the image of sustainable development and re-invigorating the movement towards sustainable economies. The focus on a 'Green Economy' provides significant opportunities to expand participation to major actors in the economic sector – multinational corporations, small and medium companies, IFIs, and trade- oriented IGOs – but also presents significant challenges to properly define for governments and the public precisely what a Green Economy means. The rapidly increasing international market interest in green initiatives and the volume of 'green' advertising indicates that investment in and policy implementation of green economy principles is critical to economic competitiveness, not only of individual companies, but of the broader U.S. economy.

Domestic political and policy context

The Green Economy model holds tremendous potential to bring together the simultaneous needs for economic security and environmental protection, and to integrate the complex array of reforms in policy initiatives, regulatory actions, voluntary business standards and personal lifestyle behaviors necessary to achieve immediate-, mid-, and long range transition to a sustainable global system. But the Green Economy's greatest strength may be its power as a communications tool – its ability to communicate that environmentally-friendly policies can be jobs-friendly policies, and to help visualize a positive, attractive, achievable vision of what a green society and a green economy could look like. It could sell the idea that green communities would be economically-thriving, livable, healthy people for individuals and their families to live.

Actions needed:

- Endorsement, participation and public communications by the WH and Dept. of State.

- Strategic policy reviews, participation and constituent outreach by Departments of Commerce, Labor, Agriculture, Transportation, U.S. Trade Office

Lead organizations:

United Nations Department of Economic and Social Affairs [DESA]
http://www.uncsd2012.org/rio20/?menu=40

American Sustainable Business Council www.asbcouncil.org – organizing "green economy businesses" for participation in Rio+20 Summit. We can also commit to providing the Administration with the many success stories of American businesses, as an example of our nation's innovative green business community

Job creation and economy boosting opportunities:

One of several efforts to define and advocate the need for a Green Economy is the UNEP **Green Economy Initiative**. The UNEP report provides an extensive analysis and policy framework to chart the feasibility and parameters of an international transition to a green economy model. [*Towards a Green Economy- Pathways to Sustainable Development and Poverty Eradication*; January 2011] The UNEP Report shows that **the green economy model** is expected to generate as much growth and employment – or more – compared to the current business- as -usual scenario, and it outperforms economic projections in the medium and long range, while yielding significantly more environmental and social benefits. It demonstrates that "the greening of economies is not generally a drag on growth but rather a new engine of growth; that it is a net generator of decent jobs, and that it is also a vital strategy for the elimination of persistent poverty." The report also seeks to motivate the enabling conditions for increased investments in a transition to a green economy.

Among the Report's primary conclusions are that:

- Investing 2% of global GDP annually (currently approx $ 1.3 trillion) between now and 2050 into ten key sectors (agriculture, fisheries, and forests; energy, water, and waste management; manufacturing, construction, transportation and tourism) can fast-start a transition towards a low-carbon, resource-efficient economy.
- It also produces a higher growth in GDP and GDP per capita. The Report's green investment scenario achieved higher annual growth rates than a business as usual scenario within 5-10 years, characterized by a significant decoupling from environmental impacts with the global ecological footprint to bio-capacity ratio projected to decline from a current level of 1.5 to less than 1.2 by 2050 – as opposed to rising beyond a level of 2 under business as usual.
- The green investment scenario is projected to reduce energy-related CO_2 emissions by about one-third by 2050 compared to current levels, with atmospheric CO_2 held below 450 ppm by 2050.
- A green economy can contribute to poverty alleviation, both because of job creation and due to benefit flows from natural resources that are directly utilized by the poor. Particularly in low income countries, where ecosystem goods and services are a large component of the

livelihoods of poor rural communities and provide a safety-net against natural disasters and economic crashes.

- New jobs will be created in a green economy transition which over time exceed the losses in “brown economy” jobs**.** This is particularly notable in the agriculture, buildings, energy, forestry and transport sectors.
- Reforming costly and harmful subsidies in all sectors will open fiscal space and free resources for a GE transition. Removing subsidies in energy, water, fisheries and agriculture sectors, alone, would save 1-2% of global GDP a year.
- Using financial incentives, taxes and tradable permits to promote green investment and innovation is essential, but so is investing in capacity building, training and education, and strengthening international governance and global mechanisms that support a transition.
- Financing required for a green economic transition, while substantial, is less than one tenth of annual global investment. (2% of global GDP is required under the UNEP model, while total gross capital formation was 22% of global GDP in 2009).
- Globally, new investment in clean energy was expected to reach a record high of $ 180-200 billion for 2010, up from $162 billion in 2009. However, clean energy growth is increasingly driven by developing nations (e.g. China and Brazil) – so U.S. business risks squandering a leadership role in a potentially booming economic sector (non-OECD countries share of global investment in renewables rose from 29% in 2007 to 40% in 2008.)

UNEP Green Economy Report [626 pages] –

http://www.unep.org/GreenEconomy/Portals/93/documents/Full_GER_screen.pdf
Synthesis for policy makers [40 pp] –
http://www.unep.org/greeneconomy/Portals/88/documents/ger/GER_synthesis_en.pdf
Summary of conclusions[2 pages] –
http://www.unep.org/greeneconomy/Portals/88/documents/ger/GER_summary_en.pdf

Healthcare Initiatives

Name of Initiative: Small Business Health Insurance Co-ops

Summary including prime objective(s):

The Affordable Care Act (ACA) requires that each health insurance exchange for states include a CO-OP for individuals and/or small businesses. The purpose is to generate more competition within the exchanges with the hoped for result of downward pressure on rates. Given the importance of affordable health insurance to small businesses for their ability to attr4act experienced/skilled labor, the economic development aspect of CO-OPS cannot be underestimated.

Unfortunately the process of developing a CO-OP is time consuming and expensive. Few states have the non-profit business organizations in place with the ability to push forward with the feasibility study needed to pursue a CE-OP. And even if this phase of the process was concluded, the funding under the ACA for creation of CO-OPS is in the form of loans that will further dissuade non-profits from addressing this need.

Alternatively, states that already have self-insured government employee health plans could expand to address a small business CO-OP. States would have the financial resources for both a feasibility study and the prospects of a loan would not be a deterrent. Unfortunately, many states are unlikely to take this approach given their opposition to the ACA. These same states that will refuse to establish a state exchange themselves will also complicate the federal government meeting the ACA requirement of a CO-OP in each state.

Action(s) needed - legislative, administrative or otherwise:

Relevant agencies (if any):

While the U.S. Department of HHS is the primary agency for the ACA implementation, other economic development agencies concerned about small business development should be engaged in the problem solving process to address this problem.

Lead organization:

American Sustainable Business Council

Name of Initiative: Environmentally Sustainable Healthcare Industry

Summary including prime objective(s):

Working together on a cleaner, greener healthcare industry

H-CAP, SEIU, Practice Greenhealth (PGH) and Health Care Without Harm (HCWH) have been working together with employers and unions to create a more environmentally sustainable healthcare industry. Based on our recent work together on a Department of Labor (DOL) American Recovery and Reinvestment Act Energy Training Partnership grant, we have seen outcomes that support a triple bottom line for the 11 participating employers along with active engagement by SEIU unions in 4 regions around the country. In slightly over a year we have accomplished the following:

1. Trained close to 2000 environmental service workers and supervisors in the principles of green cleaning, Hospital Acquired Infection reduction, waste reduction, energy and water reduction, and worker health and safety as it pertains to environmental sustainability.
2. Trained more than 70 workers and supervisors as peer trainers to sustain ongoing environmental sustainability efforts.
3. Seen improvements in Press Ganey scores in at least one hospital with expected improvements in others.
4. Seen savings from improved recycling efforts and cleaning chemical consolidation in two hospitals with others now beginning implementation.
5. Seen greater worker engagement and role perception as part of the patient care team.
6. Improved labor management relationships.
7. Begun labor management discussions and bargaining for the creation of a new position with promotional possibilities for workers in the environmental services department.

The two types of projects that have most engaged workers and their employers are

1) using the greening and/or improvement of the cleaning process as a way to reduce hospital acquired infection; and

2) the reduction of waste along with better segregation of infectious waste streams.

The first type of project supports worker understanding of the connection between cleaning and disinfecting and hand washing. Accompanying curriculum instructs workers on the rationale for the use of different chemicals and cleaning technologies. We believe these labor and management-led projects combined with our high-quality educational programs are creating a workforce that will have a significant impact on infection prevention and will result in a work environment that is beneficial. Our programs are having other lasting effects on participating facilities. The use of greener products and technologies contributes to a reduction of the incidence of asthma and other pulmonary conditions for workers and patients alike.

Job creation and economy boosting opportunities:

Our waste reduction efforts create employment and training opportunities for thousands of service workers. This work not only cuts costs for the industry, but also reduces infectious waste and trash and minimizes their impact on the environment.

Action(s) needed:

We believe this work can be taken to scale and support healthier patient outcomes and environmental sustainability. To do so we need broader collaboration on both research and replication. We would like to work together to encourage use of greener products and technologies and create more environmental positions in health care.

Relevant agencies (if any):

Department of Health and Human Services
Department of Labor
Environmental Protection Agency
OSHA

Lead organization:

Health Care Without Harm
Practice Greenhealth

Links:

www.noharm.org
www.practicegreenhealth.org

Name of Initiative: Workplace Health Initiative

Summary including prime objective(s):

- To investigate whether the workplace equivalent of "recess" will provide the increased productivity and improved health that recess has been found to provide for elementary school students.
- To encourage insurance premium discounts or other incentives for employers who provide "recess" times for employees on a daily basis.

Job creation and economy boosting opportunities:

It is expected that this would provide added productivity for employers in virtually every segment, and reduced health care costs.

As reported in late May, the sedentary nature of contemporary employment is likely to play a large role in the increased rate of obesity among adults in the US. In fact, the decreased calories consumed through the decrease of natural "exercise" of most American jobs correlates precisely with the increase in obesity rates. Improving Americans health through workplace exercise need not, however, be construed as "costing" employers since the data related to increased concentration on days of exercise is quite robust. Data on school children indicates that even relatively short "recess" periods results in more on task time and less fidgeting.

Recess constitutes a break from the day's routine, which has been shown to increase satisfaction and alertness in people of all ages. Experimental research on memory and attention (e.g., Toppino, Kasserman, &Mracek, 1991) found that recall is improved when learning is spaced rather than presented all at once. These findings are compatible with what is known about brain functioning: that attention requires periodic novelty, that the brain needs downtime to recycle chemicals crucial for long-term memory formation.

The expectation is not for job creation so much as for increased productivity and health.

Action(s) needed:

Initial demonstration grants would be needed

Relevant agencies (if any):

Department of Education and Department of Health & Human Services

Lead organization:

Integrated Healthcare Policy Consortium

References

Jarrett, O. S., Farokhi, B., Young, C., & Davies, G. (2001). Boys and girls at play: Games and recess at a southern urban elementary school. In S. Reifel (Ed.), PLAY AND CULTURE STUDIES, VOL. 3: THEORY IN CONTEXT AND OUT (pp. 147-170). Westport, CT: Ablex.

Jensen, E. (1998). TEACHING WITH THE BRAIN IN MIND. Alexandria, VA: Association for Supervision and Curriculum Development. ED 434 950.

Toppino, T. C., Kasserman, J. E., & Mracek, W. A. (1991). The effect of spacing repetitions on the recognition memory of young children and adults. JOURNAL OF EXPERIMENTAL CHILD PSYCHOLOGY, 51(1), 123-138. EJ 429 022.

Name of Initiative: Comprehensive Health Promotion Initiative

Summary including prime objective(s):

To bring integrative healthcare in service of health promotion to Federally Qualified Health Centers

Job creation and economy boosting opportunities:

- Phase One (1 year) – Small team to develop Guidelines for FQHCs re credentialing, referring, integrating complementary and alternative professionals into FQHC service delivery. (FTE 4)
- Phase Two (3 years) – 3-10 demonstration projects integrating complementary and alternative health care into both urban and rural FQHCs focusing on attention to specific prevention and treatment needs presenting in high numbers at FQHCs, e.g. depression/anxiety/addition syndromes, hypertension, obesity. (15-50 FTE)
- Phase Three – Adoption of successful model(s) into FQHCs. (2-4 FTEs per FQHC X 1,046 current FQHCs = 2092 to 4184 FTEs. This figure could be decreased by the number of other providers rendered unnecessary by virtue of actual disease prevention, although the assumption is that this would more likely lead to an expanded patient capacity.)

Action(s) needed:

- Incentives from HRSA to provide education to FQHC staff regarding appropriate referral patterns for acupuncture, massage therapy, chiropractic and naturopathic medicine.
- Guidelines re credentialing and supervision of these professions within an FQHC

Relevant agencies (if any):

HRSA; perhaps CMS if reimbursement structure were to be changed

Lead organization:

Phase One could be done through a contract with the Integrated Healthcare Policy Consortium, the Samueli Institute, or another appropriate organization. Later phases would be handled by HRSA with consultation as appropriate.

Name of Initiative: Health Impact Scores

Summary including prime objective(s):

In a manner similar to CBO's Cost Impact Scores, IHPC's Health Impact Scores would provide legislators with an estimation of the likely impact on the health of the nation (and/or specific populations) of proposed domestic policy initiatives in the areas of agriculture, education, energy, and the like. These scores would support the work of the National Prevention, Health Promotion and Public Health Council as well as other efforts of the Administration to foster "integrated policy" regarding health.

Job creation and economy boosting opportunities:

The effort itself would employ a very small number of health economists and sociologists. However, the effects of the scores could be to enlarge sectors of the economy that support our collective well-being (e.g. clean energy).

Action(s) needed:

These scores could be developed by CBO, which would require a broadening of their charter; or by an independent body.

Lead organization(s):

Integrated Healthcare Policy Consortium http://ihpc.info

Creating Jobs and

Building a Sustainable Economy

To support these and /or to submit additional ideas – please contact policy@asbcouncil.org

The American Sustainable Business Council provides many paths to get involved. Participation depends on what kind of entity you represent.

Partnership—for associations and organizations of business entities and individual business owners, executives, and investors.

Business Supporters—for individual companies or enterprises

Individuals —interested individuals should join one of ASBC's Partner organizations and/or sign up to receive news and campaign alerts

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