



2023 CONFERENCE

American Sustainable Business Network

WHO WE ARE

ABOUT

American Sustainable Business Network (ASBN) is a movement builder in partnership with the business and investor community. ASBN develops and advocates solutions for policymakers, business leaders, and investors that support an equitable, regenerative, and just economy that benefits all—people and planet. As a multi-issue, membership organization advocating on behalf of every business sector, size, and geography, ASBN and its association members collectively represent over 250,000 businesses across our networks.

MISSION

Our mission is to inform, connect, and mobilize business leaders and investors to transform the public and private sectors toward a just and sustainable economy.

VISION

Our vision is a sustainable economy that is stakeholder-driven, regenerative, just, and prosperous.

VALUES

ASBN believes that justice, equity, diversity, and inclusion must be at the foundation for how we conduct ourselves, our public policy advocacy, and our businesses and investment activity, as we cultivate and grow our community and programs. With clear intent and earnest effort, we will engage our community, and seek leaders in the field to ensure that our impact matches our vision.

LEGACY

Social Venture Network (SVN) • Investors' Circle (IC) • Social Venture Circle (SVC) • American Sustainable Business Council (ASBC)

Merged over the years to become **American Sustainable Business Network (ASBN)**

It's been 35 years since a raucous group of forward-thinking misfits first got together to talk about a new approach to business. Impatient with an economic model that valued profit and growth above all else, they sought to understand how their ventures would support communities, rather than dividing and dismantling them, regenerate landscapes, rather than devastating them, and create equitable prosperity for all, rather than concentrating wealth in the hands of a privileged few.

Established in 1987, **Social Venture Network (SVN)** was one of the nation's first and most influential peer organizations dedicated to demonstrating the 'triple bottom line' potential of valuing people, planet, and profit. Through yearly gatherings, peer circles, and structured mentoring, SVN provided inspiration for new ventures and helped incubate other key contributors to the social venture community including BSR, B Lab, Common Future, and Net Impact.

Created in 1992, incubated by SVN, **Investors' Circle (IC)** was the nation's first and most active early stage impact investing network. Over the past 30 years, IC has facilitated over \$265m in investments in 300+ social ventures, addressing environmental, health, education, economic development, and other societal challenges. IC has cultivated community among individual angel investors, family offices, funds, and foundations; attracted and vetted early stage impact entrepreneurs; and facilitated investment through national and local convenings with a growing focus on building and connecting regional impact investing communities.

On January 1, 2018, SVN and IC merged to form **Social Venture Circle (SVC)** to lead the way into the next economy: one that is regenerative, equitable, and prosperous for all.

Formed in 2009, with roots in SVN, the **American Sustainable Business Council (ASBC)** was created to educate, empower, and mobilize business leaders to advocate for market and public policy change in support of a triple bottom line and a sustainable and just economy. With the incredible growth of business organizations and companies that were advancing sustainable solutions, ASBC saw an opportunity to bring them together to aggregate their voice and power and to advocate for issues and public policies that would build a just and sustainable economy.

OUR WORK

Since the merger, the American Sustainable Business Network has continued its efforts to advocate for policies that promote sustainable business practices, support small businesses, and address pressing social and environmental challenges. We have also expanded our membership and outreach efforts to engage a broader range of businesses and stakeholders in our work.

Over the last year we have been awarded a \$35MM USDA Grant for our regenerative agriculture work; deployed \$6.8 M in funds via Investors Circle; hosted an amazing annual Conference and 37 webinars; advanced key legislation (CA SB-54, SB-1407, AB 2849); led voter registration and rights initiatives; received a Skoll grant; and entered into a partnership with the Department of the Interior to support tribally-led economic development.

AREAS OF FOCUS



Bringing the Voice of Business to Public Policy

Protecting Democracy

Advancing the High Road Economy

Moving to a Circular Economy

Rebuilding and Upgrading Infrastructure

Funding Impactful Early Stage Businesses

Transforming Business Ownership for Social Justice

CDFIs

Livable Planet

Restorative Investing

Regenerative Agriculture & Justice

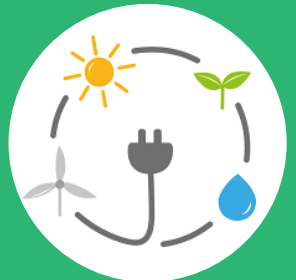
Corporate Transparency & ESG Disclosure

Safer Chemicals Public Policy

Childhood Cancer Prevention

Businesses for Conservation and Climate Action

Indigenous-led Conservation & Economic Development



EVENTS

We've been organizing conferences for 36 years, so we've had hundreds of luminaries speak in that time, from **Gloria Steinem** to **LeVar Burton**, **George Soros**, and everyone in between, and some of our headlining speakers have included: Anand Giridharadas; Ryan Gellert; Robert Reich; Muhammad Yunus; Dolores Huerta; Dr. Jane Goodall; Seth Goldman; Raffi; Maxine Waters; Cenk Uygur; Brenda Mallory; David Crosby; Jeffrey Hollender; Secretary Haaland; Judy Wicks; David Bronner; Alan Murray; Sadhguru; Ram Dass; Ben Cohen; Rev. Jesse Jackson, Sr.; Van Jones; Eileen Fisher and more CEOs and business leaders from member companies and other elected and administration officials.

In 2023, we are moving towards more in-person events and less virtual events. We are reducing the frequency of ASBN Live webinars to host **regional in-person member meet-ups** and the winter **ASBN Conference**.



ATTENDEES SAY

[ASBN] is where we made the connections that helped us find ways to address social problems through for profit business. It's the best place we know to synergize resources for the common good.

—Ben Cohen & Jerry Greenfield (Founders, Ben & Jerry's)

It raised my bar and I want my next year to be about creating more impact. My peers at this conference blow me away...

It was my first ASBN convening and I felt included, respected and appreciated in ways I've never experienced in years of other philanthropy and impact investing convenings.

AS ALWAYS, THE QUALITY OF THE ATTENDEES AND SUBSEQUENT CONVERSATIONS/DISCUSSIONS WERE OF THE HIGHEST LEVEL.

The best parts? The respectful presentations and openness of difficult topics and how they can be discussed in a positive solutions-based manner.

The opportunity to tap into the regenerative business movement, rooted in BIPOC leadership and engagement was inspiring and empowering.

I've spent the last few days since my return reflecting and having follow up calls with the many wonderful humans I met at the conference. I'm humbled and thankful to have been so warmly welcomed into this special community.

I appreciate that this Conference is designed to be more inclusive and showcasing opportunities to shift investment to underrepresented groups

**POSSIBLE RESTORED
FAITH IN HUMANITY?**

AUDIENCE

Our audience is a rough breakdown of

60% business leaders
30% capital providers
10% other

All members or prospective members of ASBN using the lens of business to create a more just and sustainable world

NOTABLE + PIONEERING MEMBERS



ASBN 2023 CONFERENCE



The ASBN Conference is our signature event, continuing the strong legacy of the Social Venture Network (SVN) conference. It is a convening that exists to inform, connect, and mobilize business leaders and investors to transform the public and private sectors toward a sustainable economy that is stakeholder-driven, regenerative, just, and prosperous. ASBN has the uniquely potent ability to build the large-scale movement of profound economic and public policy change the world so desperately needs. The conference will offer daily engaging main stage sessions, action-oriented breakout workshops, deep dives, local excursions, film screenings, live music, and lots of time to connect and build relationships.

Dates: November 29 – December 1, 2023

Location: Berkeley, CA

Expected attendees: 300+

Speakers: To be announced- prominent business executives, impact investors/fund managers, policymakers, and philanthropic/advocacy leaders (see Events slide for past speakers)