



UNIVERSITY OF MASSACHUSETTS

Donahue Institute

Rules Change:  
Resetting the Playing Field for  
Corporations, People and Democracy

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**A SUMMIT CONFERENCE, May 3-5, 2013**

University of Massachusetts-Amherst

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## FIVE CATEGORIES FOR RULES CHANGE

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Organizers of the Rules Change Summit May 3-5 at UMass Amherst chose five “categories” of rule changes to help prompt discussion.

- **CATEGORY ONE: Influence:** -- Personhood, corporate money and politics -- Reconsidering the role of corporations in public policy, including charter reform.
- **CATEGORY TWO: Measurement:** -- Alternate success measurements, including internalizing externalities, genuine progress and gross domestic happiness indicators, corporate performance.
- **CATEGORY THREE: Ownership:** -- New models for business ownership, including co-ops, B-corps, L3C, including community role, limits to growth and size.
- **CATEGORY FOUR: Accountability:** -- Considering the market and community impacts on broad stakeholder groups such as employees, communities, customers, shareholders including wages, profits and taxes (loopholes, offshoring, capital gains, estate/inheritance).
- **CATEGORY FIVE: Governance:** -- Public and shareholder influence over executive pay by disclosure or regulation: regulated adherence to world sustainability measurements (see category 2, Measurement), improved transparency.