

SIX CATEGORIES, FIVE FRAMES FOR RULES CHANGE

Organizers of the original Rules Change Summit at UMass Amherst in April 2013 chose five “categories” of rule changes to help prompt discussion. As a result of discussions at the event, a sixth category, “Sustainability” has been added. You can also view and print examples of [discussion ideas](#).

- **CATEGORY ONE: Influence:** – Personhood, corporate money and politics — Reconsidering the role of corporations in public policy, including charter reform. Overview by [John Bonifaz](#), co-founder, Free Speech for People – [\(AUDIO\)](#); or [\(PDF SLIDES\)](#)
- **CATEGORY TWO: Measurement:** – Alternate success measurements, including internalizing externalities, genuine progress and gross domestic happiness indicators, corporate performance. Overview by [Jim Boyce](#), director, Program on Development, Peacebuilding, and the Environment, Political Economy Research Institute, UMass-Amherst – [\[1\]](#); or [\(PDF SLIDES\)](#)
- **CATEGORY THREE: Ownership:** – New models for business ownership, including co-ops, B-corps, L3C, including community role, limits to growth and size. Overview by [Lynn Benander](#), president & CEO, Co-Op Power [\(AUDIO\)](#); or [\(SLIDES\)](#)
- **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). Overview by [Marcy Murningham](#), founder, Murningham Post - [\(AUDIO\)](#); or [\(PDF SLIDES\)](#)
- **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. Overview by [Jennifer Taub](#), assoc. professor, Vermont Law School [\(AUDIO\)](#); or [\(PDF SLIDES\)](#).
- **CATEGORY SIX: Sustainability:** — Transitioning local communities to less fossil-fuel dependent food, transportation and housing systems. Initiatives to include global environmental and ecological sustainability into measurements of corporate performance.
- **AUDIO:** [BILL BAUE EXPLAINS THE FIVE CATEGORIES](#)
- [CHOOSE AUDIO ABOUT ANY OR ALL FIVE CATEGORIES](#)
- [VIEW SLIDE SHOWS \(PDFS\) for each category](#)

Five issue FRAMES for consideration:

1. The power, and voice, of money: Implementing campaign finance reform, Citizens United and the First Amendment. Reviewing the role of corporations in public policy, including charter reform.
2. Regulating, governing and owning business: Balancing the power of government and corporations – their purpose and long-term impact on all stakeholders – the environment, communities, employees – and investors. Co-ops and alternative ownership.
3. Engagement, advocacy and solutions: Moving from confrontation and partisanship to dialogue, deliberation, transparency and solutions – in the media and in politics.
4. Finding equality and justice for all: Measuring success and happiness — and a widening wealth and income gap. The impact of health care, taxes, wages and trade.
5. Securing sustainable communities and world: Measuring and creating incentives for investors and governments to focus on restoring an ecological balance across food, energy, transportation and habitat.

ALSO RELEVANT

- [Densmore’s 15 main-stream author proposals](#)
- [Hedrick Smith’s “Ten Steps”](#)
- [United Republic’s Nine Points](#)
- [Monks: Six symptoms of “government capture”](#)
- [Also: All the ideas considered at Amherst](#)
- [ORIGINAL CATEGORIES FOR CONSIDERATION](#)