

B Corp certification – an introduction

Frome Town Council



Principles



An Historic Global Culture Shift

is underway to harness the power of business to help address society's greatest challenges and to build a more inclusive economy.



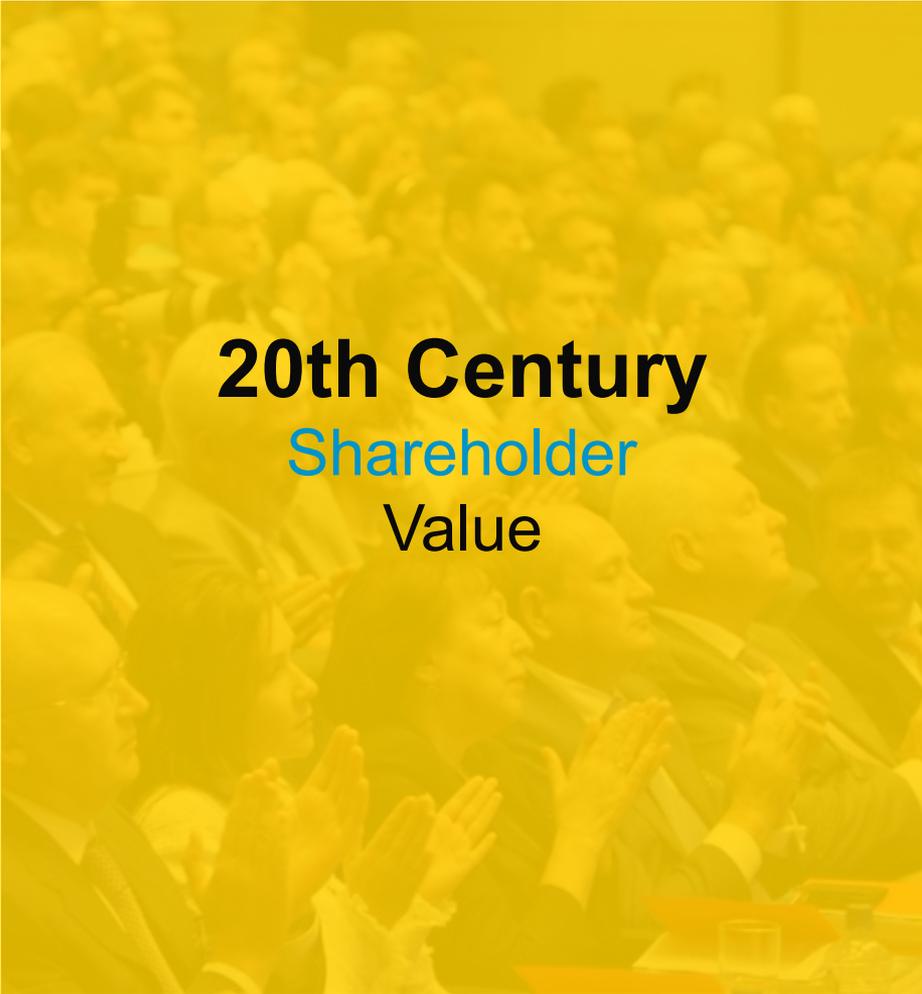
Leadership



Rose Marcario, Patagonia CEO

“The B Corp movement is one of the most important of our lifetime, built on the simple fact that business impacts and serves more than just shareholders – it has an equal responsibility to the community and to the planet.

Patagonia has been a 40-year experiment in what it means to be a responsible company, and becoming a B Corp has ensured that our experiment will keep pushing forward.”



20th Century
Shareholder
Value



21st Century
Stakeholder
Value

When companies and investors adopt legal structures that expand fiduciary duty, like the benefit corporation, system change is possible.



B Lab's integrated approach to systems change makes an alternative viable and scalable.

Step 1

Build a community of thousands of credible leaders -- B Corps

Start

Develop market infrastructure

Step 2

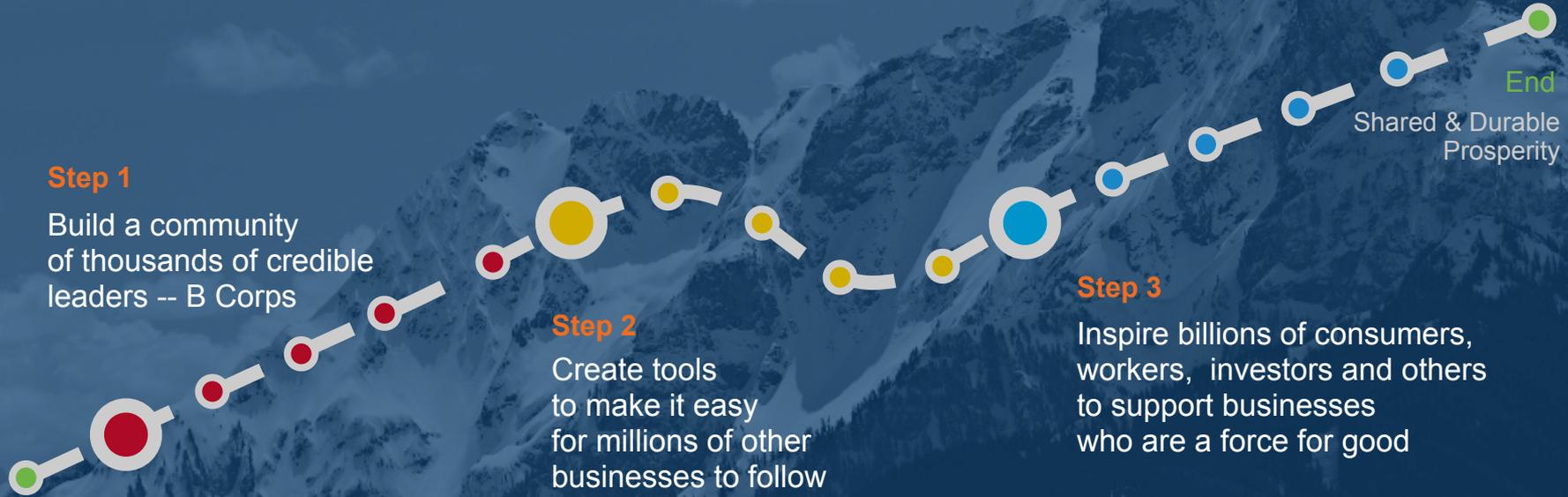
Create tools to make it easy for millions of other businesses to follow

Step 3

Inspire billions of consumers, workers, investors and others to support businesses who are a force for good

End

Shared & Durable Prosperity



Systemic Impact

When all businesses behave like B Corps, all stakeholders in the ecosystem will have better choices and better outcomes



Workers

- Higher quality jobs
- Meaningful work



Customers

- Better choices at retail
- Higher impact, lower risk supply chains



Communities

- Innovative economic development
- Improved quality of life



Environment

- Lower carbon, waste, water, toxins
- Fewer resources consumed to make products



Investors

- New products to meet demand
- Credible impact data



Policy Makers

- More solutions at scale
- Fewer negative externalities

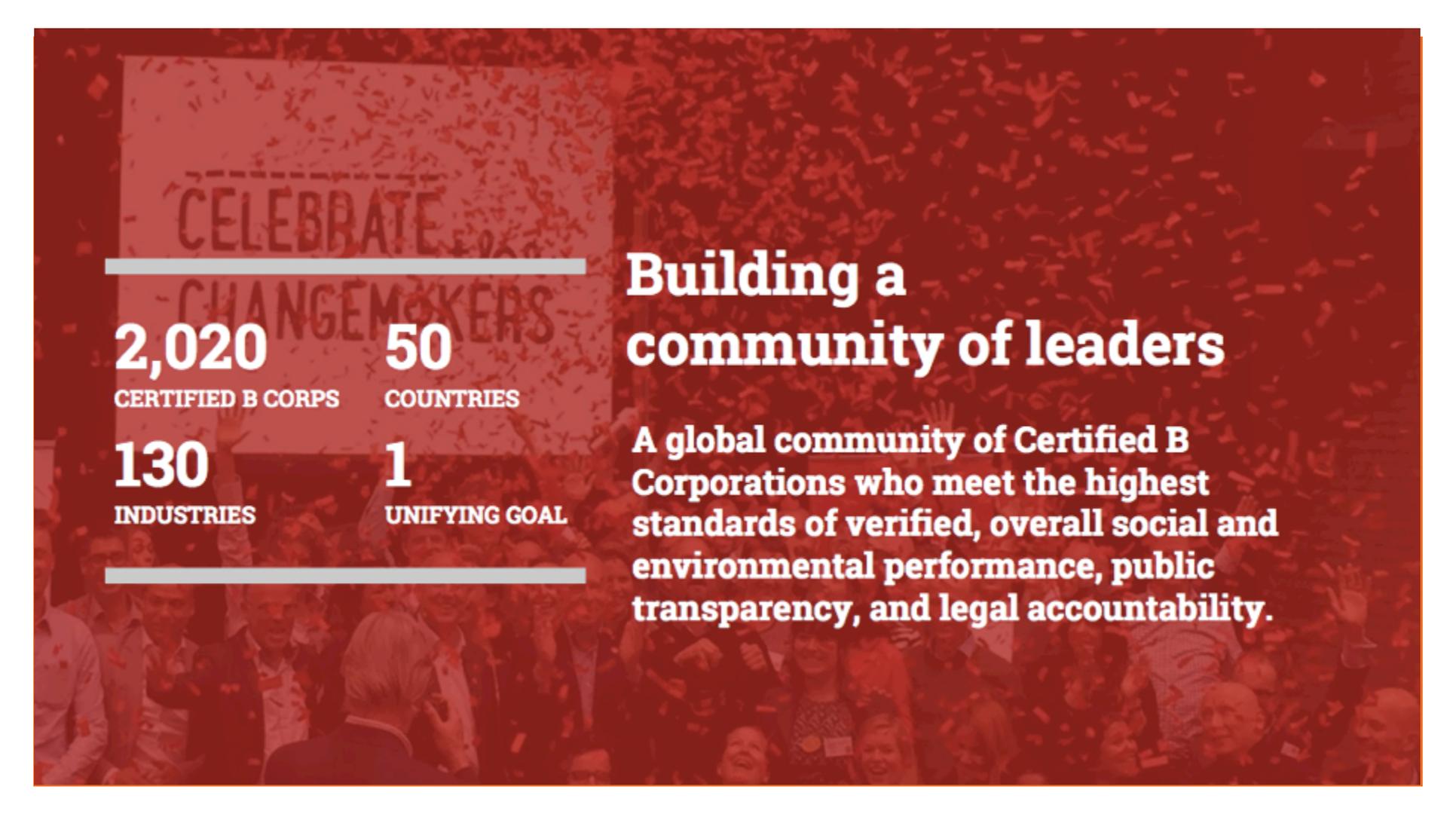


Educators

- Concrete examples, frameworks, and experiences
- Vast, credible data for research



Through its network of global partner organizations, B Lab is uniquely positioned to accelerate this culture shift and to make it meaningful and lasting.



2,020

CERTIFIED B CORPS

50

COUNTRIES

130

INDUSTRIES

1

UNIFYING GOAL

Building a community of leaders

A global community of Certified B Corporations who meet the highest standards of verified, overall social and environmental performance, public transparency, and legal accountability.

55,000+ **60+**

USERS OF THE BIA GIIRS RATED FUNDS

100+

MEASURE WHAT MATTERS
PARTNERSHIPS

Impact Management

B Lab helps tens of thousands of businesses, investors, and institutions manage their impact with as much rigor as their profits using the B Impact Assessment and supportive programs and partnerships.

More and more organisations worldwide are measuring their impact using the BIA





THE B TEAM



CORE INNOVATION CAPITAL



Institutions using the B Impact Assessment



India Financial Inclusion Fund



SARONA



The global B Corp community is rapidly growing





EILEEN FISHER



Etsy

FAIRPHONE



JUHUDI KILIMO



KICKSTARTER



method.



OLIBERTÉ

patagonia



seventh generation.



Triodos Bank

WARBY PARKER





Lab
United
Kingdom

145

UK B Corps

£750m

Total revenue

1,000+

UK pipeline

BWB
Bates Wells Braithwaite

generation____

Bridges
Ventures

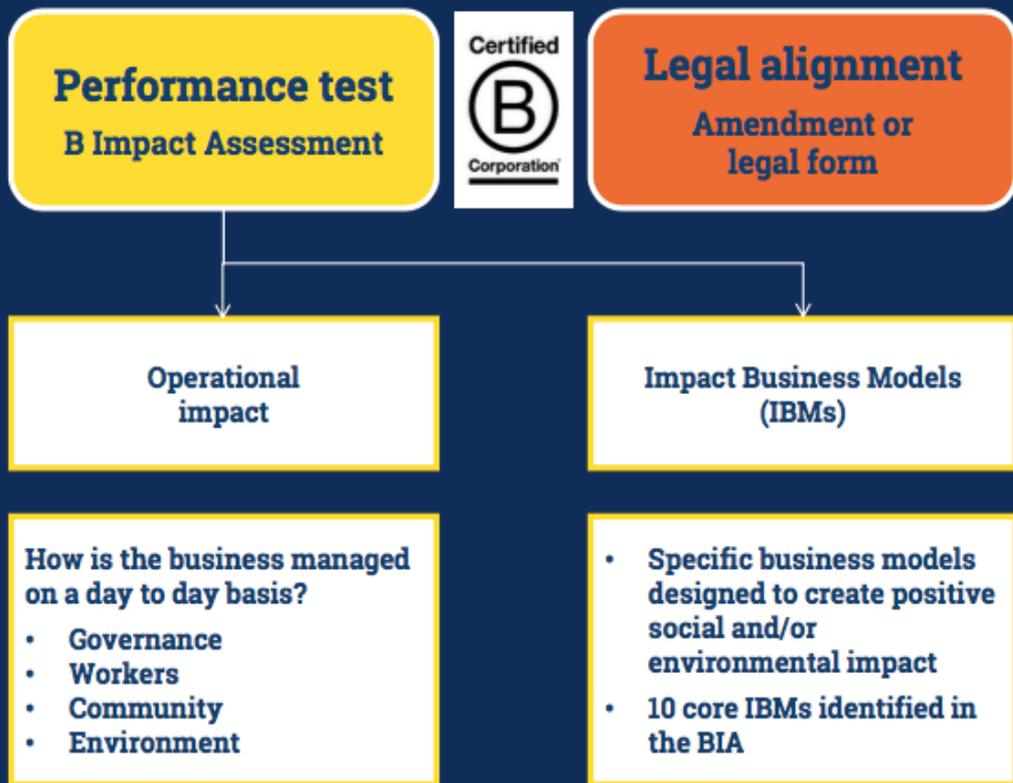


ingeus

Triodos  Bank

Process

What's involved in B Corp certification?



The B Impact Assessment is a free confidential online tool to measure and manage a company's social and environmental impact.



Walks through a series of questions to help learn what it takes to build a better business - better for workers, community, and the environment

Compares answers to thousands of other businesses to see how a business stacks up

Creates a customised improvement plan linking to free best practice guides to help implement



What does the B Impact Assessment cover?

What do you do?

How do you operate?

Impact Business Models

Governance

Workers

Community

Environment

Basic Services

Mission & Engagement

Compensation

Diversity

Input

Education

Governance

Benefits

Civic Engagement

Outputs

Economic Empowerment

Ethics

Training & Education

Workforce Development

Renewable Energy

Serving those in need

Transparency

Worker Owned

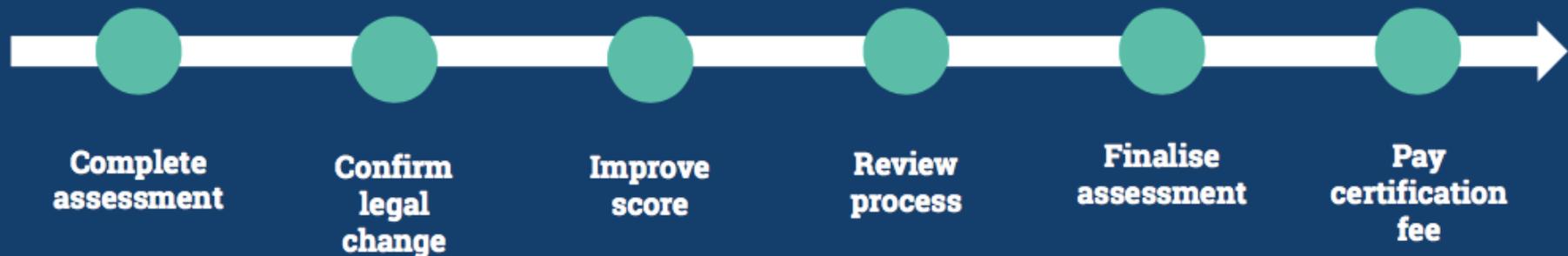
Suppliers, Distributors &
Product

Trans, Dist, & Suppliers

“While some B Corps exist with a specific goal to solve a social or environmental challenge, many B Corps look like “ordinary” businesses from the outside, but take practical steps to increase the positive social impact of their business through their operations”

Mission Led Business Review, Cabinet Office, December 2016

Steps to certification



How we can support you

Team training

Masterclasses

B Leaders

Coordination with Standards team

Who Can Certify?

- For-Profit Companies of Any Size
- Any Industry / Geography
- Customized assessment based on industry, size, geography
- Any Legal Structure (sole proprietors, LLC's, Corporations, etc.)
- Companies over 1 year old – special Pending B Corp program for start-ups

What does it cost?

- B Corps pay an annual fee depending on their annual sales revenue
- All fees in the UK are subject to VAT
- The fee structure can be seen at - <http://bcorporation.uk/become-a-b-corp/how-to-become-a-b-corp/make-it-official-uk>
- For smaller companies the annual fees are currently:

Annual Sales	Annual Fee*
Pending B	£250
£0 - £149,999	£500
£150,000 - £1,999,999	£1,000
£2,000,000 - £4,999,999	£1,500
£5,000,000 - £9,999,999	£2,500

Certified



Corporation[®]

Why Certify?

1. Maintain Mission
2. Differentiate from Pretenders
3. Benchmark and Improve Performance
4. Attract and Engage Talent
5. Collaborate with Peers
6. Save Money and Access Services
7. Generate press
8. Raise Capital



B Corp & Frome Town Council

Opportunities

Frome Town Council Hub*

- Support local business to measure and improve their impact
- Create a community of local impact-focused business
- Further enhance the reputation of Frome as a place for 'good business'
- Customising options available in partnership with B Lab UK as with [Local First](#) & [Be the Best for NYC](#)

* This can be done without businesses needing to become Certified B Corps



Take the Local First Quick Impact Assessment!

An easy way to gauge how your company benefits
the local economy.

[Get Started](#)

[Home](#)[Our Community](#)[Events](#)[Resources](#)[FAQ](#)[TAKE THE CHALLENGE](#)

Be the *Best for NYC*.

Attract and engage employees | Promote your business | Strengthen your bottom line.



What?

The Best for NYC Challenge is a free, online tool to help you compare your business's impact on NYC workers, communities, and the environment against 8,000+ businesses and provides free resources to improve.

Why?

Businesses are the engine of New York City's economic growth. *Best for NYC* invites all businesses to measure and improve their impact and recognizes businesses that are striving to improve quality of life for all New Yorkers.

How?

- Any employee in the company can participate.
- It's free and confidential.
- Takes approximately 45 minutes to complete.

[Translate »](#)

As we inspire all businesses to be like B Corps,
we unleash the latent power of markets to create a more
shared and durable prosperity for all.

We...

reduce inequality,
alleviate poverty,
restore a healthier environment,
build stronger communities,
and create more high quality jobs with dignity and purpose.

Join us!
#bthechange

