

# What is B Corp?

**Certified**



**Corporation**

- B Corp or a Certified B Corporation is a certification
  - Similar to Fair Trade certification for coffee or USDA Organic certification for milk
- It is a globally recognized certification
- B Corps are for-profit companies that have been certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency
- The first B Corps were certified in 2007



# The Goals

- Certified B Corporations balance purpose and profit
- They are required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment
- It is a community of leaders, driving a global movement of people using business as a force for good



# B Corp Global Stats

- 2,788 Companies
- 150 Industries
- 64 Countries



# B Corp Brands you might know...

- Patagonia
- Athleta
- Method
- Ben & Jerry's
- Tom's (toothpaste & shoes)
- Esty
- Seventh Generation
- Numi Tea
- Stash Tea
- Olly
- Big Truck Hats
- Stasher
- Torani (syrops)
- Fetzer Wines
- A to Z Wines
- New Belgium Brewery
- Stump Town Coffee
- Rebbl
- Urban Remedy
- Alter Eco Chocolate
- Clover Sonoma
- All Birds
- Eileen Fisher
- Cabot Cheese

# Benefit Corps vs. Certified B Corps

- Often confused and thought of as the same thing
- They share much in common, but have a few important differences

## **Similarities**

- Both are leaders of a global movement to use business as a force for good
- Both meet higher standards of accountability and transparency

# 4 Differences

- Benefit Corp is a legal status conferred by state law in the US, B Corp certification is issued by a private organization and has no legislative framework
- Benefit Corp status is not available in every state or business structure, while Certified B Corps are available across the globe regardless of corporate structure
- Only Certified B Corps have audited assessments and have to recertify, Benefits Corps self-report
- B Corp oversight provide by nonprofit B Labs, Benefits Corps have no oversight

# Why become a B Corp?

- For Sensiba San Filippo, the B Corp certification helps us better assess how our core values are aligned with our daily operations and where to improve
- Saying you walk the talk is one thing. Having a third party come in and review that you are actually walking the path you say you are is another
- Huge differentiator in the market and industry

According to Nielsen's "The Sustainability Imperative,"

consumers will **pay more**  
for sustainable consumer brands.

Companies with a  
demonstrated commitment to sustainability

**have grown more than 4% globally,**

while those without grew less than 1%.

# Benefits of B Corp Certification

- Root out waste and operational inefficiencies
- Connects employees with a business's mission
- More engaged workforce
- Less employee turnover
- A differentiator in a competitive market and industry
- Part of a community that shares best practices across different industries
- Automatic built-in warm prospect base for potential clients
- Discounts for you and your employees

In a report published by the Yale Center for Business,

B Corporations were  
**63% more likely to survive**  
**a financial crisis** like that in 2008

than traditional small to medium size businesses.

# What does B Labs look at?

The assessment for becoming certified has 5 parts: 

- **Governance** – How firms operate as a business from mission/engagement, corporate accountability, ethics and transparency 
- **Workers** – How firms treat employees including compensation/wages, benefits, training/education, worker ownership, management/worker communication, job flexibility and corporate culture 
- **Community** – How firms engage with local/global communities including job creation, diversity/inclusion, civic engagement/giving, local involvement and suppliers/distributors/product 
- **Environment** – How firms impact their environment including inputs, outputs, land and offices 
- **Customers** – How firms treat clients including serving underserved or purpose drive enterprises and serving in need populations

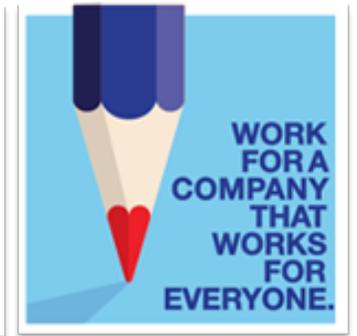
# What does the process entail?

- You start with a Quick Assessment (about 45 questions)
  - This gives you an idea of the types of questions that will be asked on the Full Assessment and if you pass the Quick Assessment, you'll be invited to the Full Assessment
- The Full Assessment (around 300 questions\*)
  - \*Depending on your type of business entity and industry
- You must reach a score of 80 points out of 200 possible points in order to submit for a B Lab audit
- The entire process takes on average 9-12 months to complete
- Once certified, B Lab has the authority to spot check any member at any time
- There is also an annual B Corp member fee that is slide scale, based on revenue of the business

**Only 10%** of the companies  
that attempt certification  
actually **reach 80 points**.

# How can you support the B Corp movement?

- Become a B Corp
- Shop B Corps
- Work at B Corps
- Spread the word about B Corps





Certified



Business