



B CORP 101

— The *B The Change* Movement —



travis hellstrom

VISTAGE

A bookshelf filled with books, similar to the one at the top of the page, located at the bottom of the image.

INTRODUCTION



Travis Hellstrom

Managing Partner, Advance Humanity
Certified B Corporation

Chair, Masters of Science in
Mission Driven Organizations
Marlboro Graduate School

Led Certification of 4 B Corporations

WHAT'S IN THIS FOR YOU

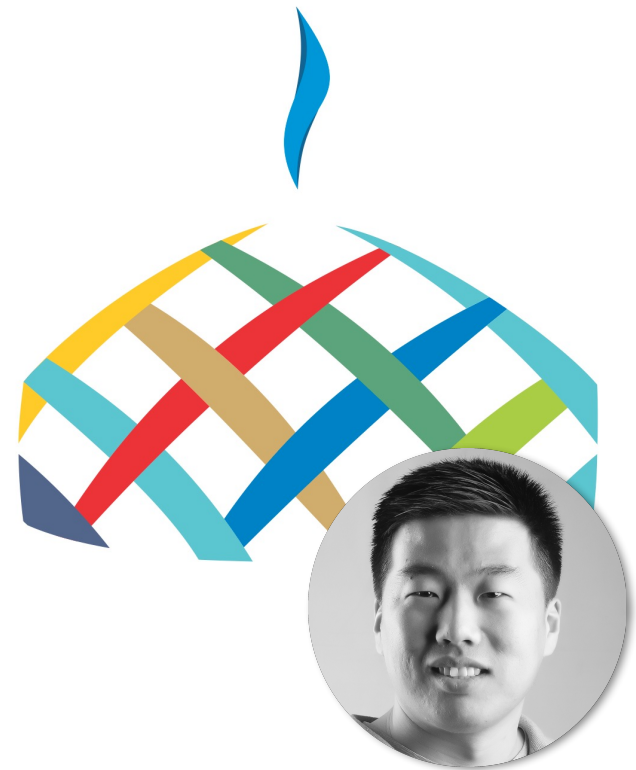
Understand B Corp Movement

See What Companies Are Involved

See Benefits Companies Enjoy

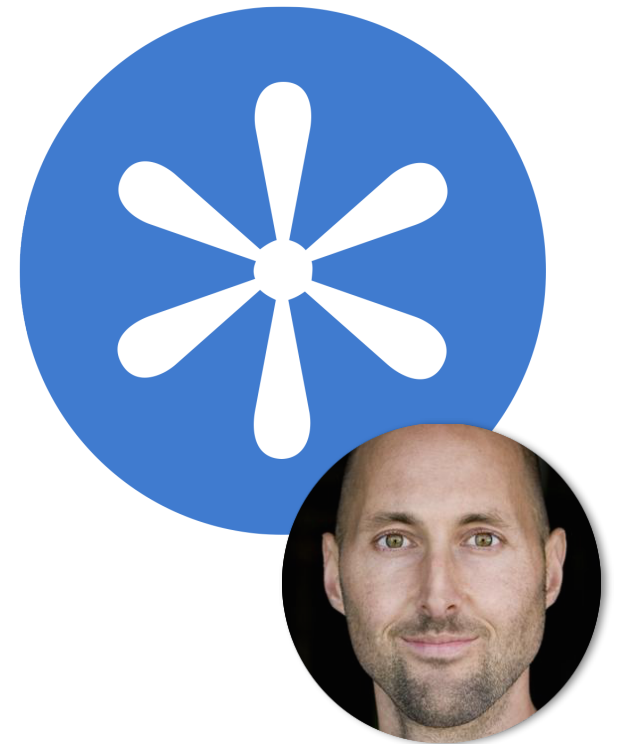
Understand Certification Process

MY BACKGROUND



B CORP 101
— The *B The Change* Movement —

MY BACKGROUND





CONTENT

WE WILL COVER

B CORP 101
— The *B The Change* Movement —



B CORPS 101

- 1. History of The Movement**
- 2. Benefits to B Corps**
- 3. The Assessment Process**
- 4. The Certification**

Certified



Corporation™



1

HISTORY OF THE MOVEMENT

B CORP 101
— The *B The Change* Movement —



ONE
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WE have a **DREAM**

travishellstrom.com/bintro

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1,414 B Corporations **42** Countries **130** Industries



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BART, JAY & ANDY
FOUNDERS OF B LAB

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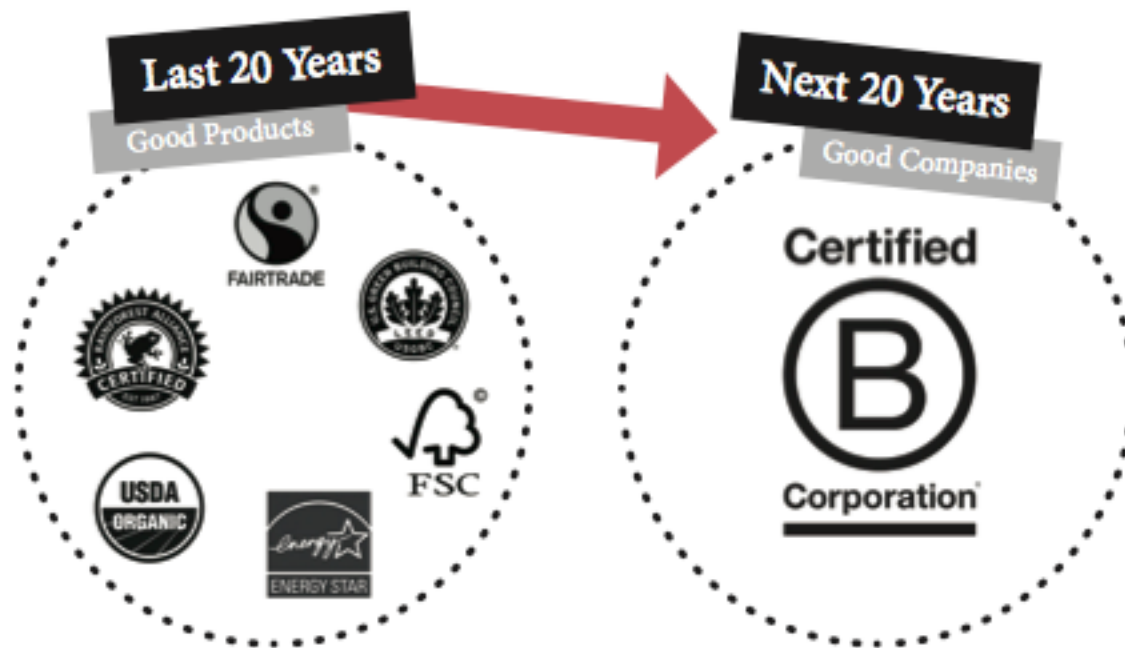
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Good Companies Paradigm



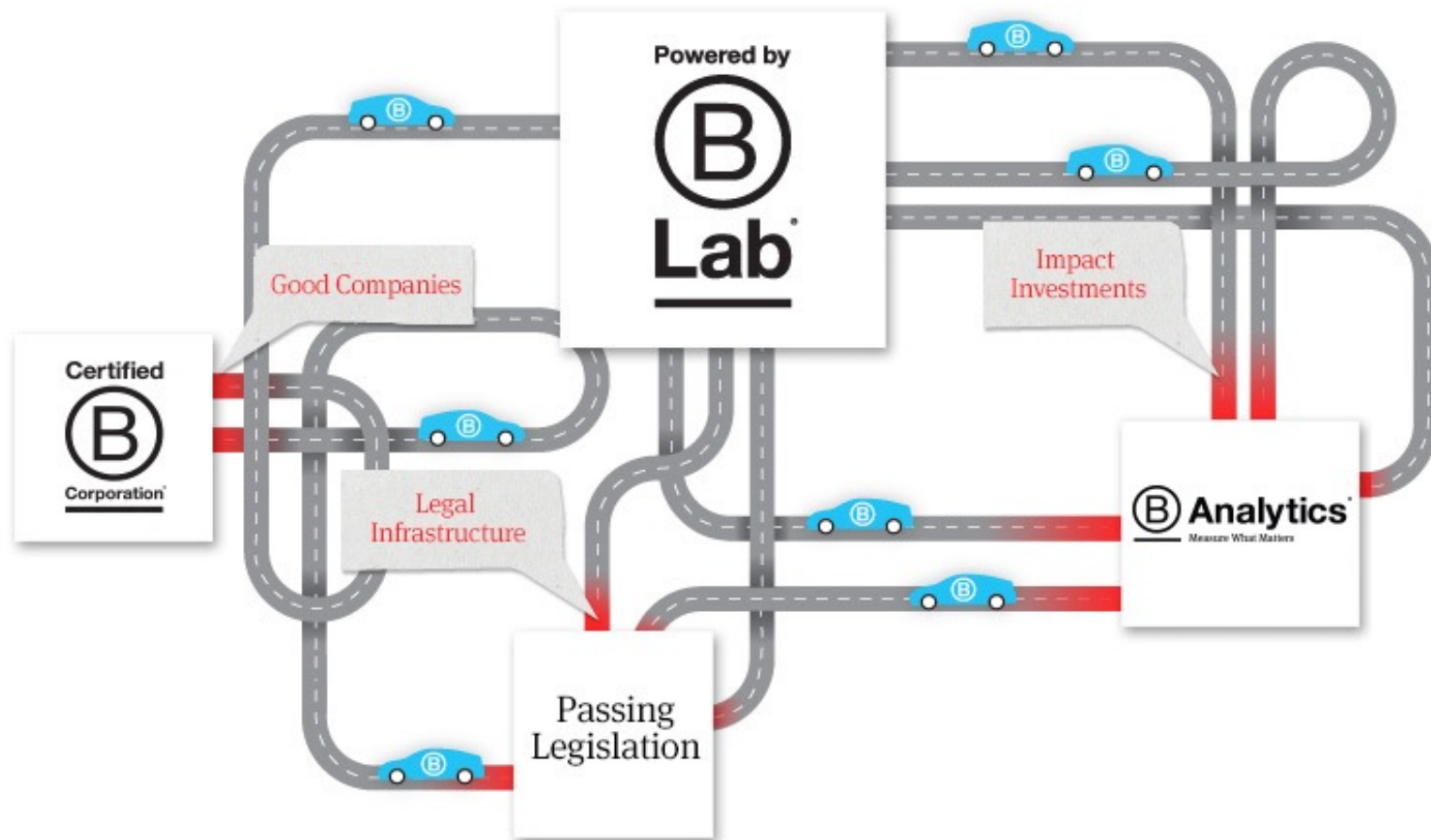
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Theory of Change



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Theory of Change

B Lab is a 501(c)3 nonprofit that serves a global movement of entrepreneurs using the power of business to solve social and environmental problems. B Lab serves these entrepreneurs through three interrelated initiatives that provide them the legal infrastructure and help them attract the customers, talent, and capital to scale.

Certified B Corporations

B Corp certification is to sustainable business what LEED certification is to green building or Fair Trade certification is to coffee.

Passing Legislation

Through the leadership of the B Corp Community, laws have been passed in 26 states, plus DC, creating a new type of corporation—the benefit corporation—that best meets the needs of

B Analytics

B Analytics is a customizable platform for benchmarking, measuring, and reporting on impact.

B Analytics hosts the world's largest database of verified social

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DECLARATION OF INTERDEPENDENCE

We envision a global economy that uses business as a force for good.

This economy is comprised of a new type of corporation – the B Corporation –
Which is purpose-driven and creates benefit for all stakeholders, not just shareholders.

As B Corporations and leaders of this emerging economy, we believe:

That we must be the change we seek in the world.

That all business ought to be conducted as if people and place mattered.

That, through their products, practices, and profits, businesses should aspire
to do no harm and benefit all.

To do so requires that we act with the understanding that we are each
dependent upon another and thus responsible for each other and
future generations.

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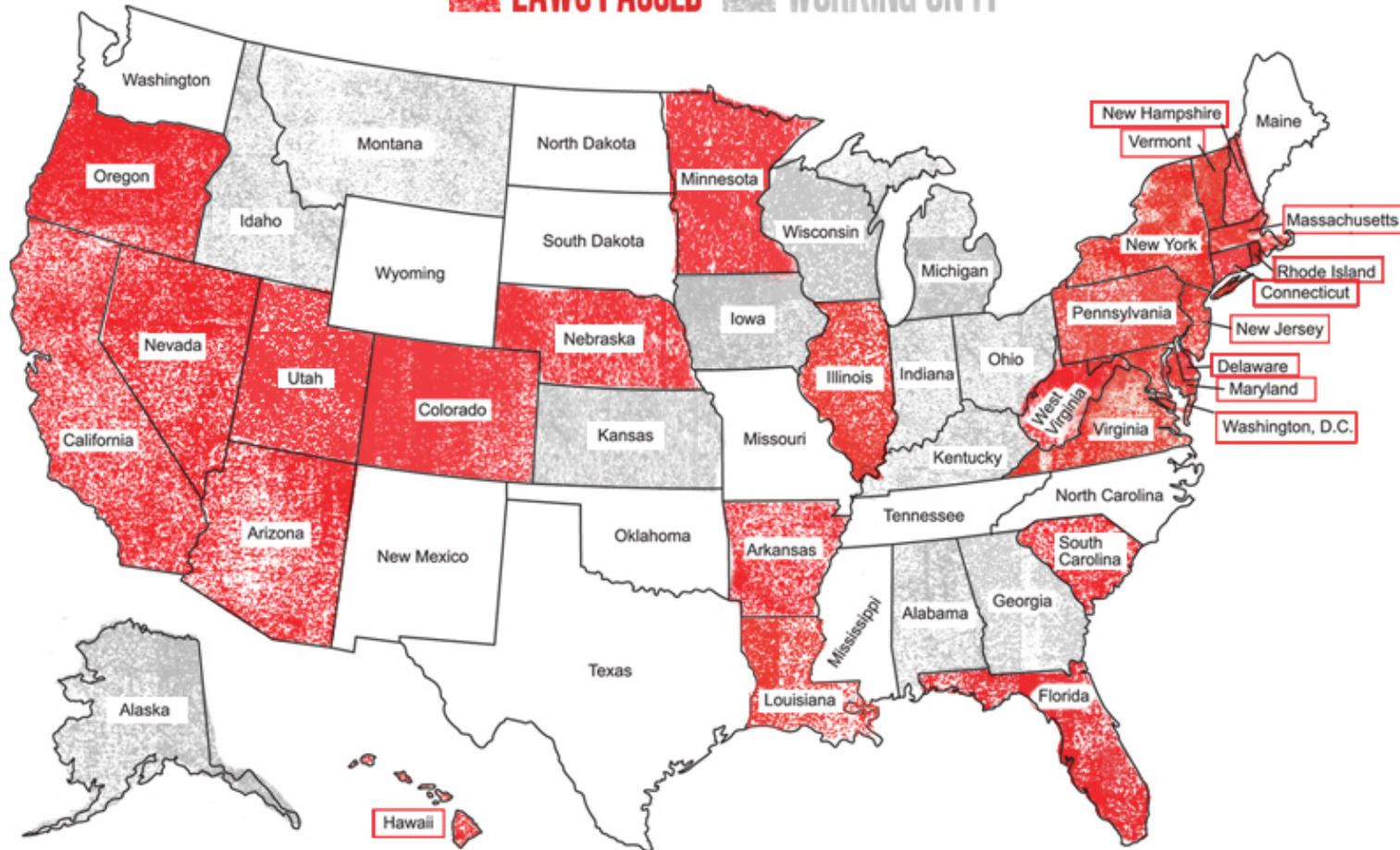
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Creating a New Kind of Corporation for a New Economy

27 LAWS PASSED 14 WORKING ON IT



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B Lab founded, 20 B Corps



1st Retreat, 100+ B Corps



1st Legislation, 500+ B Corps



25+ Countries, 800+ B Corps

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1,414 B Corporations 42 Countries 130 Industries



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BENEFITS

FOR B CORPS

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Respected Colleagues



PEOPLE **USING**
BUSINESS
..... AS A
FORCE **FOR** **GOOD**

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Respected Colleagues
Collaborative Advertisement
Productive Differentiation
Growing Press Coverage
Growing Investments
Public Research Highlighting B Corps
Attracting Talent
Growing Worldwide Recognition
Annual Best For The World Report

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Respected Colleagues



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Collaborative Advertisement



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Collaborative Advertisement



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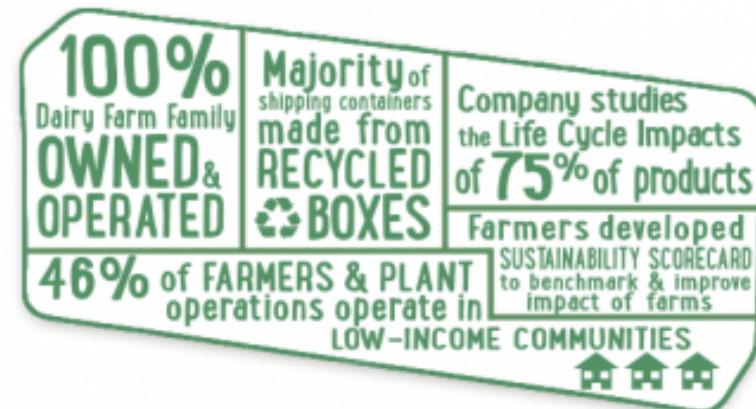
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Differentiation

**WORLD'S
BEST
CHEDDAR**

**eee
FARM
FAMILIES
FOREVER**



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BRUSH.
RINSE.
SMILE.

REDUCE.
REUSE.
RECYCLE.



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Growing Press Coverage

THE NEW YORKER COMPANIES WITH BENEFITS

JAMES SUROWIECKI

"The rise of B Corps is a reminder that the idea that corporations should be only lean, mean, profit-maximizing machines isn't dictated by the inherent nature of capitalism, let alone by human nature. As individuals, we try to make our work not just profitable but also meaningful. It may be time for more companies to do the same."

The New York Times The Creative Climate

David Brooks

"B Corporations are a way to transcend the contradictions between the ineffective parts of the social sector and myopic capitalism."

ROBERT J. SHILLER

Economic View

"The benefit-corporation concept is an experiment, and it's too soon to know how it will fare. My guess is that it will be a big success, because it can inspire loyalty, cooperation and real purpose, which helps create profits, too."

Robert Reich

The Rebirth of Stakeholder Capitalism?

"We may be witnessing the beginning of a return to a form of capitalism that was taken for granted in America sixty years ago."

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Growing Investments



Increasing demand for GIIRS Ratings



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Public Research Highlighting B Corps

B Corps are
Improving the
Quality of Life in
their **Community**.



Compared to other sustainable businesses B Corps are:

68% more likely to
donate at least
10% of profits to
charity

47% more likely to use
on-site renewable
energy

18% more likely to use
suppliers from low-
income
communities

B Corps are
4X more likely to
give paid professional
development opportunities

B Corps Create
Higher Quality
Jobs for their
Workers.



Compared to other sustainable businesses B Corps are:

55% more likely to cover
at least some of
health insurance
costs for employees

45% more likely to give
bonuses to non-
executive members

28% more likely to have
women &
minorities in
management

B Corps are
2.5X more likely to
give employees at least 20 hrs
per year paid time off to
volunteer in their community

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Attracting Talent

BROOKINGS

How Millennials Could Upend Wall Street and
Corporate America

THE WALL STREET JOURNAL.

CAREERS

Social Seal of Approval Lures Talent

Employers Tout Their B Corp Label as a Credential to Compete for Young Hires

Etsy just poached one of Pandora's most
important employees to lead its move
into mobile

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Growing Worldwide Recognition



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Growing Worldwide Recognition

P&G



NEWCHAPTER

Campbell's



Plum
organics

U
Unilever



BEN & JERRY'S

DANONE



HAPPYFAMILY

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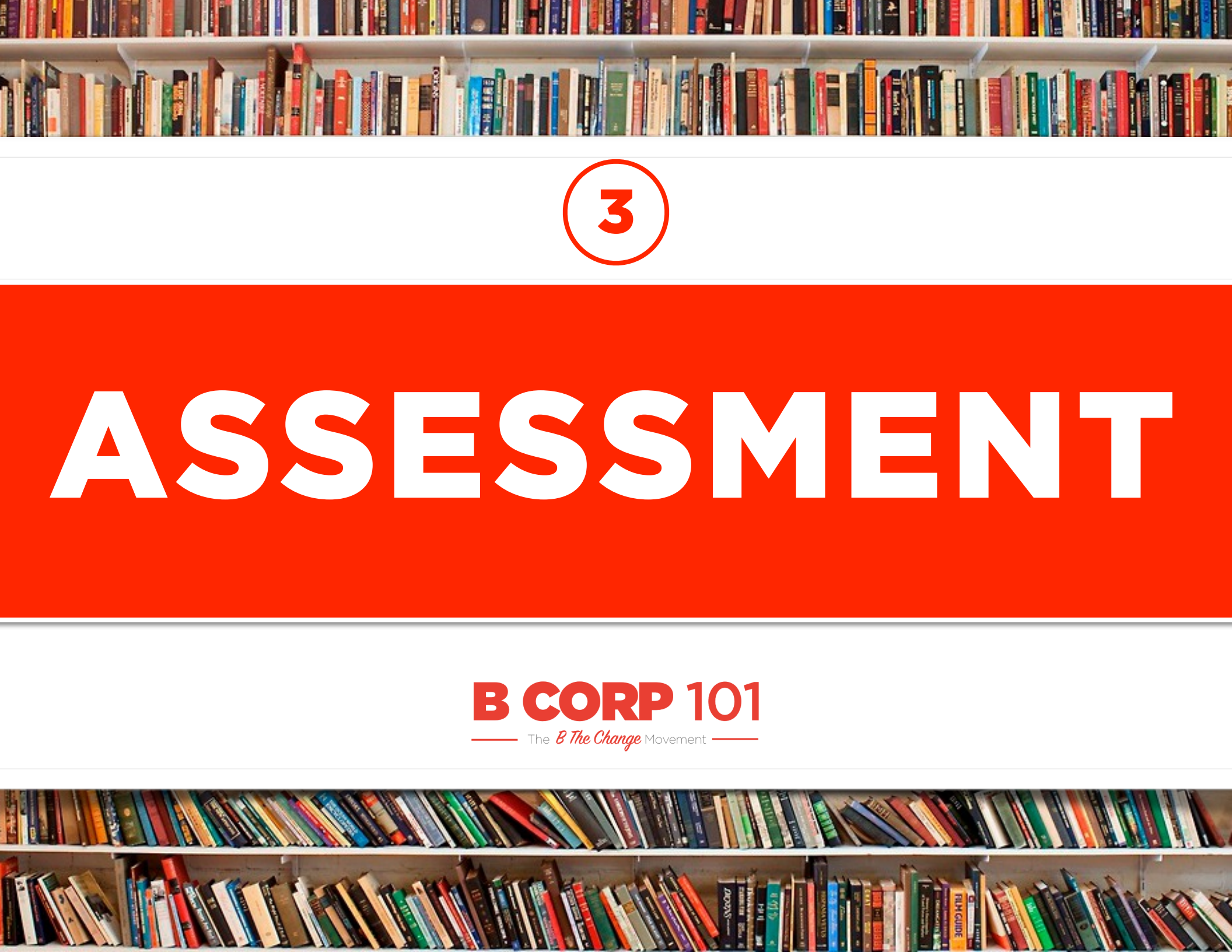
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Annual Best For The World Report



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The slide features a background of bookshelves filled with books, visible at the top and bottom edges. In the center, there is a large red banner with the word 'ASSESSMENT' in white. Above this banner is a red circle containing the number '3'. Below the banner is the 'B CORP 101' logo, which includes the text 'The B The Change Movement' in a smaller font.

3

ASSESSMENT

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B Impact Assessment Get Started Case Studies About Log In

Join **20,000+** businesses
in measuring what matters most
– to use business as a force for good

Get a Snapshot
Take the B Quick Impact Assessment
Start the QIA

Get the Full Picture
Take the full B Impact Assessment
Start the BIA

Learn More ▾

Better World Books
Alpharetta, GA

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[Case Studies](#)

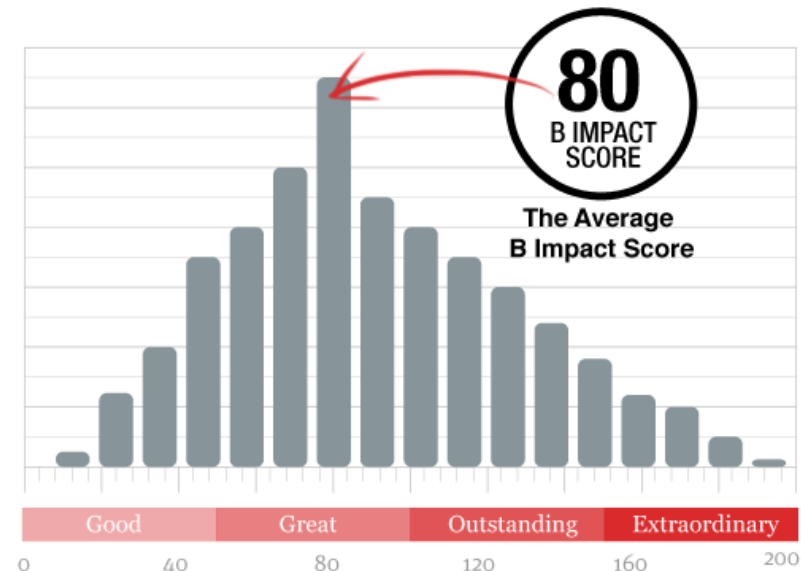
[About](#)

[Log In](#)

[Take Assessment](#)

Benchmark against thousands of other businesses

See where your company outperforms other businesses and where you can learn from them. These benchmarks will help you understand your B Impact Score in context.



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GOVERNANCE



Governance

- Transparency
- Ownership

WORKERS



Workers

- Job Growth
- Compensation & Benefits
- Employment Practices
- Work Environment
- Employee Ownership

COMMUNITY



Community

- Suppliers
- Local
- Diversity
- Charity / Volunteerism

ENVIRONMENT



Environment

- Energy Use
- Facilities
- Supply Chain
- Manufacturing

BUSINESS
MODEL



**+ Impact Business
Models**

- Direct Impact Products / Services
- Targeting Underserved Communities
- High Impact Supply Chain

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Governance

[View Examples](#)



Workers

[View Examples](#)



Community

[View Examples](#)



Environment

[View Examples](#)



WR4.3

What % of full-time workers were reimbursed for continuing education opportunities in the last fiscal year?

☐ 0%

☐ 6-15%

☐ 1-5%

☐ >15%

Click to take the



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The image shows a computer monitor displaying the B Impact Assessment website. The website has a clean, professional design with a white background and red accents. At the top, there's a header with the B Lab logo and the title 'B Impact Assessment'. Below the header, there's a progress bar indicating the user's progress through the assessment. The main content area is divided into sections, with the current section being 'Mission & Engagement'. This section contains a questionnaire with multiple-choice and text input questions. The sidebar on the left provides navigation options for different parts of the assessment. The overall layout is user-friendly and organized.

Powered by **B Lab**

Change Language | Change Password | Logout

Select Language

PROGRESS BAR

Split Strategy Assessment -
Assessment Track: Service; 1-6; Developed - Global

1 Assess Your Impact
PDF Assessment
Revisit Questions Report
View Scores

2 Review & Compare Your Impact Report
Pending PTS / 200

3 Improve Your Impact

4 Complete Your Profile
20% COMPLETE

Contact B Lab Staff
theiab@bcorporation.net
Office: 610-293-0299

TOOL KIT

Best Practice: Protect Your Mission

Governance Workers Community Environment Impact Business Models Disclosure Questionnaire

Corporate Accountability Transparency Governance Metrics

Mission & Engagement:
This section reviews opportunities for your business to adopt a social or environmental mission and engage its employees, board members, and the community to achieve that mission.

GV2.1 Does your company have a corporate mission statement, and does it include any of the following? Check all that apply.

Adopting an explicit social or environmental mission is rewarded in this context, because it is [more...]

☐ Revisit This

Best Practices

☐ No written statement

☐ A written corporate mission statement that does not include a social or environmental commitment

☐ A commitment to social impact (e.g. poverty alleviation, sustainable economic development)

☐ A commitment to environmental stewardship and conservation

☐ A commitment to serve a target beneficiary group in need (e.g. low income customers, smallholder farmers)

Answer Details>

IRIS

Leave Feedback>

GV2.2 Please type or paste your mission statement here.

Please feel free to skip this question if the company has no mission statement or mark as revisit. [more...]

☐ Revisit This

Answer Details>

IRIS

Leave Feedback>

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DEEP DIVE INTO A TOPIC

Best Practice Guides

Want to do better but stuck on implementation? The Assessment provides 40+ detailed best practices guides filled with useful tips and examples to help you implement these practices.

[See Examples](#)



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Environment

100% green energy

Workers

50% full time employee participate in external professional development

Community

1% of sales donated to environmental NGOs

What makes us a better company?

B Impact Report

Certified since: December 2011

Summary:	Company Score	Median Score*
Environment	35	9
Workers	26	22
Customers	7	N/A
Community	31	32
Governance	17	10
Overall B Score	116	80

80 out of 200 is eligible for certification

*Of all businesses that have completed the **B Impact Assessment**

*Median scores will not add up to overall

B CORP 101

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The slide features a background of bookshelves filled with books, visible at the top and bottom edges. In the center, there is a large red circle containing the number 4.

4

CERTIFICATION

B CORP 101

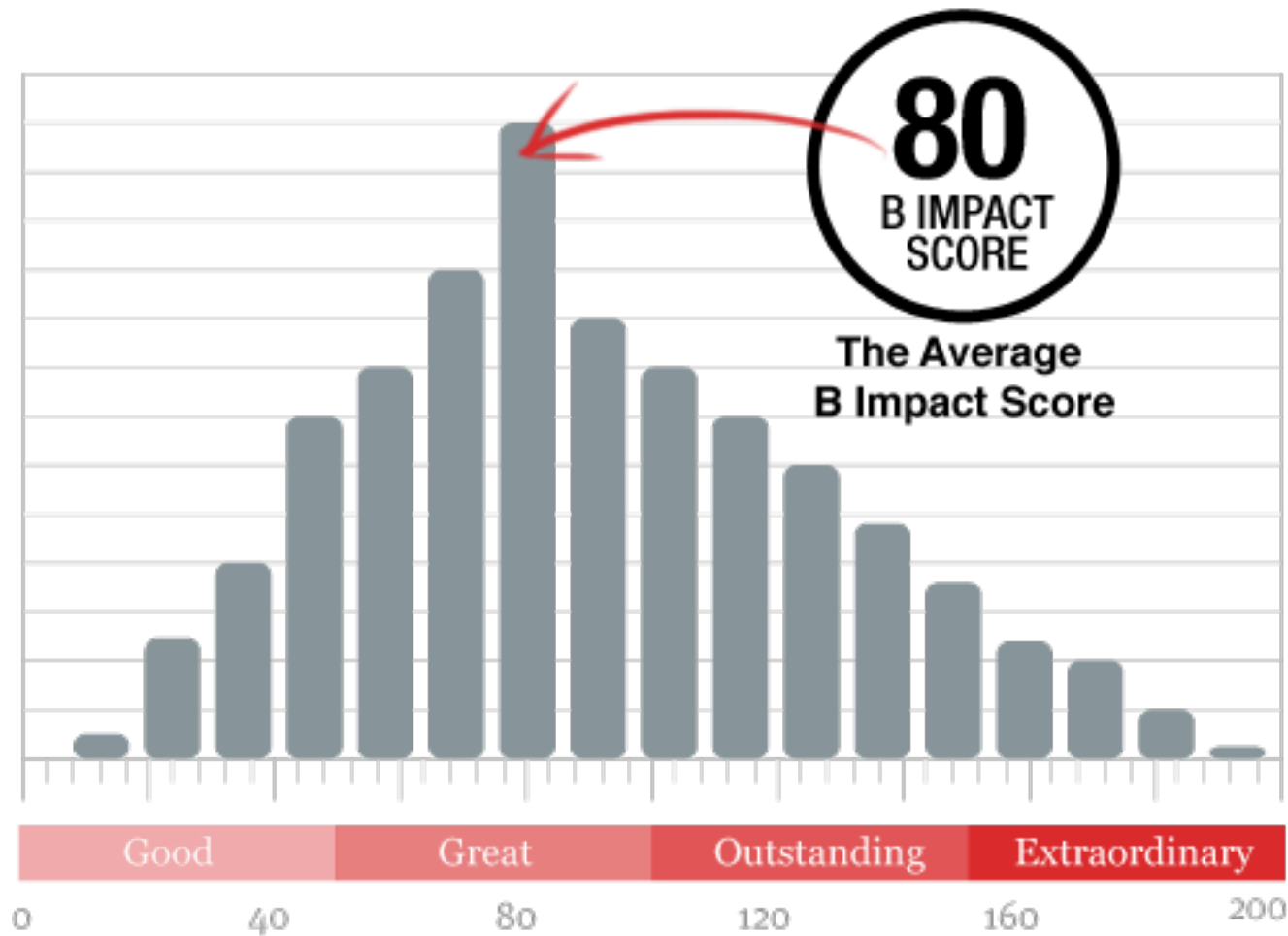
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Earning 80pts overall
qualifies your
business to become
a certified B Corp

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Earning 80pts overall
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King Arthur Flour Company B Impact Report

See how
they compare

103
B IMPACT
SCORE

Impact Area	Average score of other businesses*	King Arthur Flour Company
Governance	10	14
Transparency	6	10
Accountability	3	4
Workers	22	61
Compensation, Benefits & Training	15	18
Worker Ownership	2	37
Work Environment	4	6
Community	32	16
Community Products & Services	15	0
Suppliers & Distributors	4	2
Local Involvement	5	4
Job Creation	2	1
Diversity	2	3
Civic Engagement & Giving	4	5
Environment	9	12
Environmental Products & Services	4	1
Land, Office, Plant	4	5
Inputs	2	2
Outputs	1	1
Transportation, Distribution & Suppliers	1	2
Overall B Impact Score	80	103

*Of all businesses that have completed the B Impact Assessment.



Certification Process

- ☐ Submit Assessment for Review (90% complete)
- ☐ Submit Documentation (as required)
- ☐ B Lab Staff will Schedule 90 minute call
- ☐ Review Assessment, refine score

A screenshot of the B Impact Assessment website. The header shows the B Lab logo and the text 'B Impact Assessment'. There are links for 'Change Language', 'Change Password', and 'Logout'. A 'Select Language' dropdown menu is also visible. Below the header, there is a 'PROGRESS BAR' section with two steps: '1 Assess Your Impact' and '2 Review & Compare Your Impact Report'. The second step is currently selected and shows 'Pending PTS / 200'. To the right of the progress bar, there is a 'B Impact Report' section for 'Kara Demo Account Assessment (2014-07-16) - 0% Complete'. Below this, there are buttons for 'Submit for Review', 'Was this helpful?', 'Quick Impact Snapshot', and 'Hide B Corp Benchmarks'. On the far right, there are links for 'PDF Assessment' and 'View Weights'.

Certification Fees

- Certification term is 2-years
- Participate in on-site review if randomly selected (10% of Certified B Corps randomly selected each year)
- Annual certification fees based on the tiered structure

Company Revenue

\$0 - \$499,999

\$500,000 - \$1,999,999

\$2,000,000 - \$4,999,999

\$5,000,000 - \$9,999,999

\$10,000,000 - \$19,999,999

\$20,000,000 - \$49,999,999

\$50,000,000 - \$99,999,999

\$100,000,000 - \$999,999,999

\$1B+

Fee

\$500

\$1,000

\$1,500

\$2,500

\$5,000

\$10,000

\$15,000

\$25,000

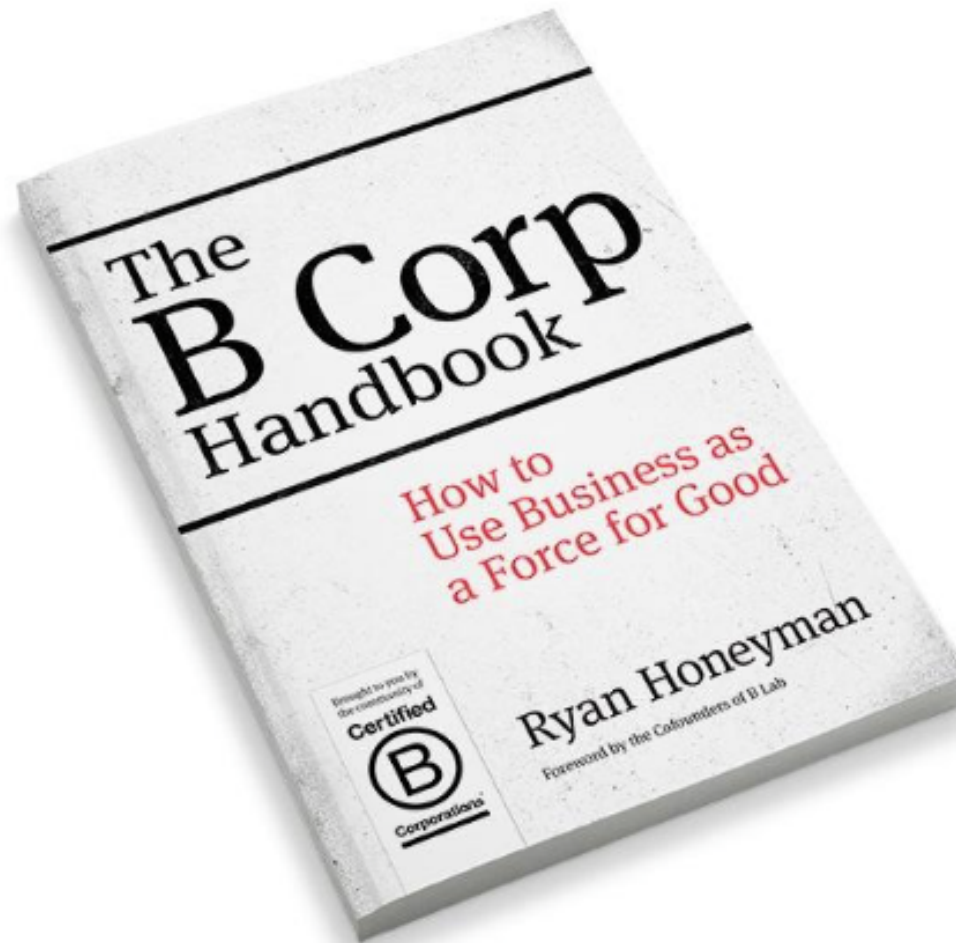
\$50,000+

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NUMI ORGANIC TEA

What makes us a better company?

B Impact Report

Certified since: December 2007

Summary:	Company Score	Median Score*
Governance	8	10
Workers	21	22
Community	50	32
Environment	36	9
Overall B Score	115	80

80 out of 200 is eligible for certification.
* Of all businesses that have completed the B Impact Assessment.
† Median scores will not add up to overall.

The B Impact Report. As for Certified B Corporations, Numi Organic Tea's B Impact Report (a summary of their full score on the B Impact Assessment) gives consumers a glimpse into the company's social and environmental performance.

regard to your company's social and environmental performance. For example, any visitor to the B Lab website can view a simple report, similar to the nutritional label on a cereal box, that shows how each Certified B Corporation performed on the Workers, Community, Environment, and Governance sections of its assessment.⁷ This report makes it easy for consumers, investors, policy makers, and the media to tell the difference between good companies and just good marketing.

Research shows that social and environmental credibility is important to the modern consumer. For example, according to Goldman Sachs, consumers identified "being socially responsible" as the factor most likely to influence brand loyalty, compared with lower price, easily available products, quality, and product prestige. Goldman Sachs also reported that 52 percent of U.S. consumers claim that they actively seek information about companies' corporate social responsibility record either "all of the time" or "sometimes." The report concluded, "As



Rob Michalak, Global
Director of Social Mission,
Ben & Jerry's
ICE CREAM—VERMONT

Q: How did your company sell the idea of becoming a B Corp, internally?

A: This wasn't hard to do because, essentially, we were already a de facto B Corp. Our three-part mission statement (written in 1988) and unique governance structure, set up at the time when Unilever acquired Ben & Jerry's, established an independent board of directors—which is like a full board of "benefit directors." We wanted to both support and be a part of the B Corp movement by taking the official step of certification.

Q: What business benefits do you directly attribute to your B Corp certification?

A: There's no question that people place a high value on companies that manifest a social purpose alongside economic and environmental missions. We can easily argue—and find studies that show—that people are more loyal to and will switch to supporting companies with a social purpose. The B Corp certification galvanizes public confidence in companies that achieve B Corp certification. Also, the B Corp community creates more opportunities for collaboration, benchmarking, networking—a variety of elements that can improve a company's performance and ultimate success.

Q: What advice do you have for a business that is considering B Corp certification?

A: Do it. Whether you test the assessment on your own or go for official certification, it is an enlightening process that only gives you more insight into your own business and how you can improve it.

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The B Corps Handbook *with Ryan Honeyman*

Ryan Honeyman is the founder of [Honeyman Sustainability Consulting](#), a Certified B Corporation. He is also two-time B Corps Champion Award winner and author of the forthcoming [B Corps Handbook: Using Business As A Force for Good](#), coming this Fall.

WATCH INTERVIEW

TRAVISHELLSTROM.COM/RYAN

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QUESTIONS

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GET IN TOUCH

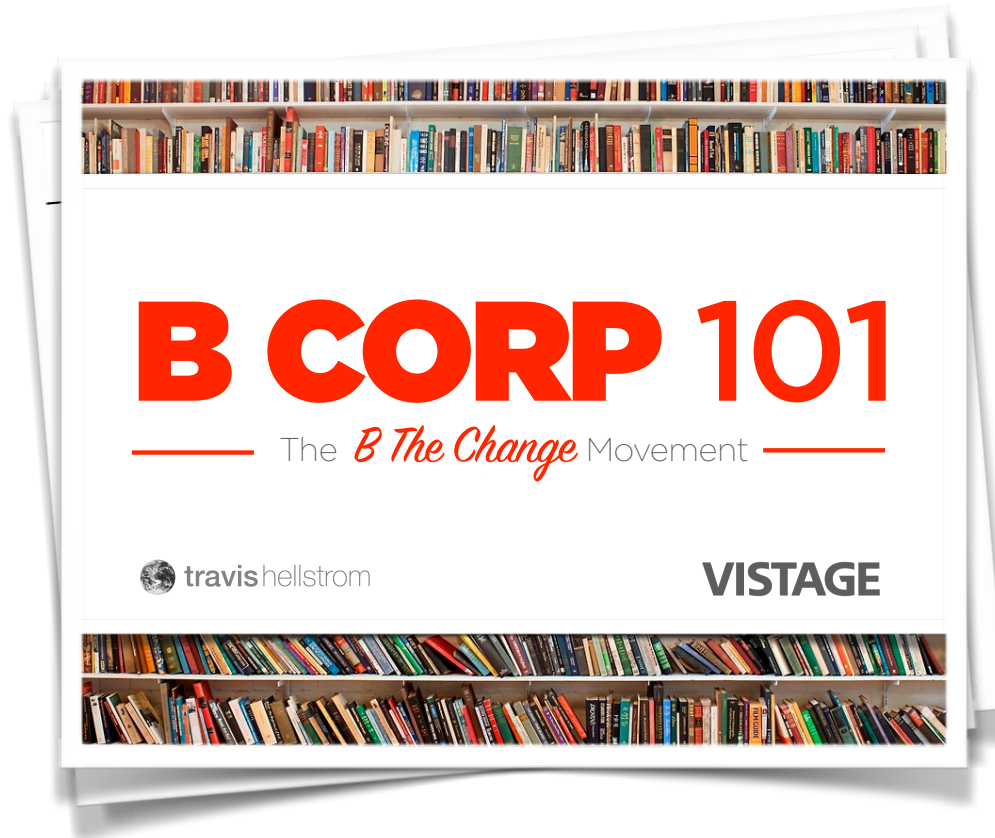


Travis Hellstrom

Email Me Anytime

travis@advancehumanity.com

I'd love to talk about how
I can help you and your company.



To Find More Visit
travishellstrom.com/bcorps

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B Lab is a 501(c)3 nonprofit that serves a global movement of entrepreneurs using the power of business to solve social and environmental problems. B Lab serves these entrepreneurs through three interrelated initiatives that provide them the legal infrastructure and help them attract the customers, talent, and capital to scale.

Certified B Corporations

B Corp certification is to sustainable business what LEED certification is to green building or Fair Trade certification is to coffee.

B Corps are certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

Today, there is a growing community of over 1,000 Certified B Corps from more than 30 countries and 60 industries working together toward 1 unifying goal: to redefine success in business.

Passing Legislation

Through the leadership of the B Corp Community, laws have been passed in 26 states, plus DC, creating a new type of corporation—the benefit corporation—that best meets the needs of entrepreneurs and investors seeking to use business as a force for good.

Benefit corporations operate the same as traditional corporations but with higher standards of corporate purpose, accountability, and transparency.

Benefit corporations give leaders legal protection to pursue a higher purpose than profit, and offer the public greater transparency to protect against pretenders.

[Visit the Site](#)

B Analytics

B Analytics is a customizable platform for benchmarking, measuring, and reporting on impact.

B Analytics hosts the world's largest database of verified social & environmental performance data for private companies (1100+ companies). It is also the exclusive source of impact data on Certified B Corporations and GIIRS Rated companies and funds.

B Analytics is used by leading impact investors, fund managers, and impact entrepreneurs globally to measure what matters.

[Visit the Site](#)

ONE
**History of the
Movement**

TWO
**Benefits for
B Corps**

THREE
**The Assessment
Process**

FOUR
The Certification

Good Companies Paradigm

Figure 1, Spectrum of Organizations: From Charities to Traditional Businesses

