NEW MEXICO & B CORPS
Emergence of the B Economy in
The Land of Enchantment

KIM COUPOUNAS
B Lab
CHANGE THE WORLD.
1. The B Corp Movement
2. B Corp Certification
3. The B Economy in Colorado
4. Opportunity in The Land of Enchantment
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.
B Lab, founded in 2006, is the nonprofit behind B Corp Certification.

We support a global movement of people using business as a force for good.

B Lab’s vision is that one day all companies will compete to be best for the world, and as a result society will enjoy a more shared and durable prosperity.
Recognition of System Failure

- 80% of the world's original forests are gone
- 1.1 billion people don't have access to clean water
- 407.7 carbon ppm in Earth's atmosphere
- 8 men own as much wealth as 3.6 billion people

Sources: WRI - FLI; UNEP 2008; Mauna Loa Observatory Sep 2016; Oxfam 2017
This shift requires systems change.

The conditions for systems change are:

- Recognition of system failure
- Existence of viable alternatives
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

**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 that are a force for good
“Our house is on fire—let's act like it...”

- Greta Thunberg, 16 year old global climate activist

Photo credit: Michael Campanella/Getty Images
We can no longer save the world by playing by the rules because the rules have to be changed.

We need a system change, rather than individual change.

But you cannot have one without the other.

And so I ask you to please wake up and make the changes required possible.

To do your best is no longer good enough.

We must all do the seemingly impossible.

Everything needs to change.

And it has to start today.

Greta Thunberg
Evolution of Business

20th Century
Shareholder Capitalism

extractive
exclusive
mono

21st Century
Stakeholder Capitalism

regenerative
inclusive
multi
80% of global consumers agree that business must play a role in addressing societal issues.

86% of employees believe it is important that their own employer is responsible to society and the environment.

*Edelman

*Ipsos MORI*
Last 20 years

Good Products

USDA Organic
Fairtrade
Forest Stewardship Council
Energy Star

21st Century

Good Companies

Certified B Corporation
Certified B Corporations are leaders of a global movement of people using business as a force for good.

They meet **verified** higher levels of

1. Social and environmental performance
2. Transparency
3. Accountability
A Community of Leaders

B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

3000+ Certified B Corps

150 Industries

65 Countries

1 Unifying Goal
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.
Let's Get To Work

Dear Business Roundtable CEOs,

We are part of a community of Certified B Corporations who are charting the next step of stakeholder capitalism. We are successfully building a business model that meets the highest standards of verified, positive impact for your workers, customers, suppliers, communities, and the environment.

We operate with a profit model of corporate governance—benefit corporation governance—which gives us, and could give you, a way to control shareholders and the freedom to make decisions to balance profit and purpose. As you know, we've continued to push the envelope on new definitions of business, and our work is far from over. However, we're here to help you see that stakeholder governance builds trust and builds value.

Most importantly, it is our hope that the purpose of capitalism is to work for everyone and for the long term. Let's work together to make real change happen.

Best, B Lab

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Rose Marcario
CEO of Patagonia

Actions speak - BCorp is the framework with rigor.
In 48 hours: 1.1 Billion Impressions - 1.6 Million Users Reached

New Inquiries ~$500 Billion in Revenues

Academics, Investors, Politicians, and Business Leaders agree, the B Corp Movement is leading the way for the future of business.

“Society is demanding that companies, both public and private, serve a social purpose. To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society.”

Larry Fink
CEO of BlackRock
The market is demanding change.
B Corp Certification Requirements

Social & Environmental Performance

B Impact Assessment
Get a verified score of 80+ out of 200

Accountability

Legal Framework
Adopt legal framework to consider all stakeholders

Transparency

B Impact Report
Make your score transparent on the B Corp Directory
- Join a Global Community of Leaders
- Benchmark & Improve Impact
- Differentiate from Competitors
- Attract & Engage Talent
- Protect Mission
- Raise Values Aligned Capital
Community Values
Interdependence

“When I think of the B Corp community and how it rallied around us, people sending beautiful messages of support, people we didn’t know, people that we did know, the ability of people thousands of miles away to hold us and support us and give us the fuel to get back on our feet, we are very grateful.”

Shainoor Khoja
Roshan Telecom
B Corp Certification Requirements

Social & Environmental Performance

B Impact Assessment
Get a verified score of 80+ out of 200

Accountability

Legal Framework
Adopt legal framework to consider all stakeholders

Transparency

B Impact Report
Make your score transparent on the B Corp Directory
B Corp Certification Process

**Performance Component**

Meet a minimum threshold of 80 points on the B Impact Assessment (BIA), which measures a company’s positive impacts.

Submit assessment for review.

[Link]

**Documentation Review**

Provide supporting documentation and participate in a review with B Lab staff as well as any items marked affirmatively in the Disclosure Questionnaire.

[Link]

**Legal Component**

Update corporate legal and governance structures to allow consideration of the impact of company decisions on all stakeholders.

[Link]

**Finalize Certification**

Pay annual certification fee, publicly publish your B Impact Report on bcorporation.net and sign the Declaration of Interdependence.

[Link]
“It Seems [B Lab] Is Like The Club Everyone Wants To Be A Part Of”
– Sam Gary, 2013
Investment in B Corp Community in CO

2013: GCI team meet B Lab Founders

2013: GCI funds 3 year regional initiative to catalyze cultural shift toward responsible biz practices in CO

2014: Colorado office opens

2014: GCI Certifies as a B Corp

2014/15: B Lab Colorado works to grow + engage Colorado community

2015: Best for Colorado conversations started with regional partners

2016: Best for Colorado pilot launched

2017: B Local Chapter fully forms and local community is galvanized

2017: Best for Colorado fully launches with support from Colorado Governor
Fertile Ground for B Corp Emergence

A thriving innovation ecosystem
  ○ “The New Silicon Valley”
  ○ Highest density of start-ups in the U.S.

One of nation’s hot spots for social enterprise, renewable energy, LOHAS, clean tech, natural + organic foods, outdoor recreation, sustainability
B Lab Colorado Mission

To engage and grow the Colorado business community in using business as a force for good and in making the State of Colorado the leader in responsible business practice.
Three Year Plan

Grant Year 1: 2014 – Sow
✓ Launched key partnerships + collaborations
✓ Connected B Corp community
✓ Built prospect pipeline
✓ Massive increase in BIA logins + prospects
✓ Blanketed the market to raise awareness: >30 hosted events + spoke at >50 events to >6000 people

Grant Year 2: 2015 – Cultivate
✓ Rose awareness in mainstream business communities
✓ Measured results, adapted
✓ Deep awareness in aligned communities
GROWTH
✓ Grew B Corp base
✓ Focused on “Influencer” B Corps
✓ Sharpened recruitment tools
✓ Solidified key partnerships
✓ Large increase in companies completing BIA
ENGAGEMENT
✓ Deepened B Corp engagement
✓ Empowered, engaged community
✓ Engaged Leadership Council

Grant Year 3: 2016+ – Harvest
✓ Fine-tuned + took successful experiments to next level
✓ Harvested (e.g., self-organizing community, Influencer B Corps)
✓ Broadened outreach to mainstream thru Best for Colorado
## Engaging the Community (2014-2016)

<table>
<thead>
<tr>
<th>Category</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Events</strong></td>
<td><strong>130+</strong></td>
</tr>
<tr>
<td><strong>Public Speeches &amp; Events</strong></td>
<td><strong>27</strong></td>
</tr>
<tr>
<td><strong>B School Events</strong></td>
<td><strong>32</strong></td>
</tr>
<tr>
<td><strong>Service Projects</strong></td>
<td><strong>14</strong></td>
</tr>
<tr>
<td><strong>B Local Events</strong></td>
<td><strong>33</strong></td>
</tr>
<tr>
<td><strong>CO B Corps Engaged</strong></td>
<td><strong>100%</strong></td>
</tr>
<tr>
<td><strong>People Reached</strong></td>
<td><strong>15,000+</strong></td>
</tr>
<tr>
<td><strong>Hours of Service</strong></td>
<td><strong>1,000+</strong></td>
</tr>
<tr>
<td><strong>&quot;Likes&quot; on Facebook</strong></td>
<td><strong>734</strong></td>
</tr>
<tr>
<td><strong>Increase in B Hive Users</strong></td>
<td><strong>338%</strong></td>
</tr>
<tr>
<td><strong>Controllable Attrition</strong></td>
<td><strong>&lt;5%</strong></td>
</tr>
<tr>
<td><strong>Global B Corps participating in Inclusion Challenge</strong></td>
<td><strong>16%</strong></td>
</tr>
</tbody>
</table>
Growing the Community (2014 - 2016)

>70% of BIA Users in the Last Three Years Since 2006

51% CAGR # of CO B Corps (VS 30% for U.S. B Corps)

>300% increase in # of B Corps v baseline (2013)

>400% increase in # of BIA Logins (v baseline (2013)

15 New “Influencer” B Corps

16 B Corps > $10M Revenue

Game-Changers:
Building a Movement of Leaders

A Shared & Durable Prosperity

Certified B Corporations

Growing and engaging the beacons of the new economy.

Engaging ALL businesses in using business as a force for good.

Creating paths for others to follow

Building Collective Voice

Mission-Aligned Governance

Measure What Matters
A program to inspire, equip, and celebrate all businesses in Colorado to:

- Create higher quality jobs
- Build stronger communities
- Preserve a healthier environment
Program Launch
June 2017

Kim Coupounas
Director, B Lab
More than 30 Partners Joined This Effort
Colorado B Corp Growth
Colorado Certified B Corps

1908 Brands
Akamai
Altvia Solutions
AmeriCann, Inc.
Amicus Solar Cooperative
Apiary Studio
Apostrophe, Inc.
Athleta*
awhere, Inc.
BARE Snacks*
Ben & Jerry's*
Bhakti Chai
Black Fox Philanthropy
Bloomin
Blue Dot Advocates
Bolder Industries
Brinkman Real Estate Services
BSW Wealth Partners
Caddis PC
Casper*
CauseLabs
Chinook Book*
Coda Coffee
Colorado Capital Management
Colorado Impact Fund
Companies of Peace†
Confluence Sustainability
Conscience Bay Company
Conscious Coffees
Conscious Company Media
CSMlearn
Danone North America
DOJO4
Domoto Brands
DoneGood*
Eco-Products, Inc.
Education Funding Partners*
Eileen Fisher, Inc.*
Environit International Inc
Ever Better, PBC
Fearless Unlimited
First Affirmative Financial Network
Fishpond Inc.
Flow
Foundry Group
Gary Community Investments
Global Prairie*
Global Works
Goddess Garden
Greenline Community Ventures
GreenSpot Global
GroundFloor Media
Group14 Engineering
Guayaki*
Guild Education
Highlander
Hootsuite*
Jason Wiener, P.C.
JBA Wealth Management Group
KeHE*
Kosmenko & Co.
Let Em Have It Salon
Lyda Law Firm
Mangrove Web Development*
Massive Impact†
Mayfly Outdoors
Megan A. James Photography*
Montanya Distillers
Motherlove Herbal Company
Moye White
Namaste Solar
Natural Investments*
NAVA Real Estate Development
New Belgium Brewing Co, Inc.
New Resource Bank*
Notogroup Executive Search*
Ocean First
Organic Bliss, Inc.
Organic India USA
Pasture One
Patagonia*
Pause i/O
Planet Bluegrass
Public News Service
Purely Elizabeth
Rachio
reThink
Revolution Foods*
Rule4†
S.W. Basics
Satya Kama†
Scream Agency
Sierra Sage Herbs
Simple Energy
Sonnen Capital*
Stok*
Super Humane
Sword & Plough
Synthesis Life Insurance
Team Tipton
Teatulia Organic Teas
Techstars
The Dandavati Group
The Restorative Leadership Institute*
The Tea Spot, Inc.
Trebuchet Group International
Unreasonable Group
UpDIG
Upslope Brewing Company
Urban Green Development
Veris Wealth Partners*
Vermilion Design + Digital
Vision Executive Coaching*
Vista Caballo
Walden Hyde
Wallaroo Hat Company
WashPark Capital
Waste Farmers
Where There Be Dragons
White & Elm
Wired Flare*
World Leadership School
YouCaring*
Zen Business Consulting

* Indicates B Corporation with local offices or stores that are headquartered outside of Colorado
† Indicates pending B Corporation
Today

- From loose network to an active, engaged, and **innovative community of practice**
- B Corp community is **self-organizing** and on fire!
- >5000 Colorado companies measuring impacts on their communities + environment
- Exceptional **regional innovation** being replicated globally
- **Best for Colorado** - now led by local partner - engaging business, non-profit and policy leaders throughout state to encourage ALL CO companies eing
Original Vision: “Success” by End of 2016

✓ Engaged, passionate CO B Corp community
✓ Vibrant, growing community of CO Certified B Corps + companies measuring impacts
✓ Policy arena is aware, engaged + supportive (Best for Colorado 2017)

✓ Broad awareness in business community + general CO public about B Corps and using business for good
✓ National + international focus on Colorado as beacon for responsible business practice to be studied + emulated
✓ Mainstream businesses measuring impacts + engaging in measurably better business practice (On our way: Best for Colorado 2017)
✓ CO impact investors and organizations engaged

✓ Significant + substantive media attention
● Climate-progressive B Corps
● What should B Corps do to address climate crisis?
● Six-month action plan + 10-year vision for climate action (individual action, cross-sector collaboration and public advocacy)
GLOBAL B CORP CLIMATE RESPONSE

US B Corp Climate Leadership Summit
Climate-leading B Corps gather to ask what should B Corps do collectively in response to climate. B Corp Climate Collective launched with 5 Action Groups + 10 year vision.

May 2019

UK Climate Emergency Playbook Launched
B Lab UK releases resources for B Corps + other businesses seeking to align board and team to respond to the climate emergency.

June 2019

Global Climate Task Force Launched
Commissioned by Global Governance Council of B Lab/Sistema to determine if & how global B Corp community should respond to climate emergency.

August 2019

CTF Draft Declaration Approved by Global Governance Council
GGC accepts CTF recommendations to Declare Climate Emergency & System Failure and make commensurate commitments to climate action and advocacy.

Sep/Oct 2019

Stakeholder Review
B Corps and external review of draft Global Declaration through Sept/Oct gatherings

Dec 2019

@ COP 25 Declaration + Commitments
Public release of Declaration + commitments to net zero before 2030 by B Corp delegation to COP 25
YOU are an Ecosystem Builder
THRIVING IMPACT ECOSYSTEMS

- Impact-focused ecosystem builders **leaders** who are committed to the future prosperity of the ecosystem
- People and institutions with **knowledge and resources** to help
- Individuals & institutions that **champion and convene** the ideas, the businesses and the ecosystem
- **Onramps** (or access points) to the ecosystem so that anyone and everyone can participate
- **Intersections** that facilitate the interaction between people, ideas and resources
- **Stories** that people tell about themselves and their ecosystem
- **Culture** that is rich in social capital - collaboration, cooperation, trust, reciprocity, and a focus on the common good
Seven Design Principles for Building an Impact Ecosystem

1. Put Impact Leaders (like B Corps and your impact-focused NGOs) front and center.
2. Foster conversations.
3. Enlist collaborators. Everyone is invited.
4. Live the values.
5. Connect people bottom-up, top-down, outside-in.
6. Tell the community’s authentic stories.
7. Start. Be patient.
THANK YOU!
kim@bcorporation.net
APPENDIX
RESOURCES

KIM COUPOUNAS, B LAB
kim@bcorporation.net

EMERGENCE
Deborah Frieze, Boston Impact
deborah@deborahfrieze.com
www.bostonimpact.com
Margaret Wheatley info@margaretwheatley.com

B CORPS AS DRIVERS OF ECON DEV
“B-Line to Prosperity” + “Bringing the B to Baltimore”
George Chmael, Council Fire, gchmael@councilfire.org

COMMUNITY WEALTH-BUILDING
Marjorie Kelly
Democracy Collaborative
mkelly@democracycollaborative.org

INCLUSIVE CAPITALISM
“In Pursuit of Inclusive Capitalism”
by Ford Foundation, Monitor Deloitte, Oxford

ECOSYSTEM-BUILDING
“Startup Communities: Building an Entrepreneurial Ecosystem in Your City” by Brad Feld
Bringing the B to Baltimore: Using B Corporations as a New Tool for Economic Development

Lead Author: Michael H. Shuman
Contributors: George Chesnut II and John Griffin
Report for the Abell Foundation
July 2016

“B”-Line to Prosperity

How B and Benefit Corporations Can Boost Economic Development and Quality of Life in Baltimore, Maryland and Beyond

Made Possible by:
Town Creek Foundation
Through a Grant to SustainFest

Prepared by:
Michael Shuman - Lead Author
George Chesnut II, Richard Eskin, Katie Smith - Contributing Authors
Council Fire LLC
• What’s working already in your community? How can you amplify it?

• What have you learned from these case studies that you feel could be utilized immediately in your community?

• Who are your potential collaborators/partners? What assets do you have in your community to work with? How can you engage and mobilize those assets?

• What are you community’s authentic stories? How can you curate and disseminate the stories to have an outsized impact on the community’s collective consciousness?

• What bold challenges or experimental projects can you take on with the community? Who is the natural partner(s)?
ECOSYSTEM BUILDERS

● Come in many forms

● Create invisible infrastructure in their communities to support B Corps and other impact leaders

● Connect, empower, and collaborate with others

● Lift up the whole community

● Play system architect, champion, advocate, convener, cajoler, traffic cop, storyteller
Taking Social Innovation to Scale

Margaret Wheatley & Deborah Frieze

Margaret Wheatley is President Emerita of The Berkana Institute. Her most recent books are Finding Our Way: Leadership for an Uncertain Time and Turning To One Another: Simple Conversations to Restore Hope to the Future. Deborah Frieze is a Berkana board member and former Co-president.

Despite current ads and slogans, the world doesn't change one person at a time. It changes as networks of relationships form among people who discover they share a common cause and vision of what's possible. This is good news for those of us intent on changing the world and creating a positive future. Rather than worry about critical mass, our work is to foster critical connections. We don't need to convince large numbers of people to change; instead, we need to connect with kindred spirits. Through these relationships, we will develop the new knowledge, practices, courage, and commitment that lead to broad-based change.

Rather than worry about critical mass, our work is to foster critical connections.

But networks aren't the whole story. As networks grow and transform into active, working communities of practice, we discover how life truly changes, which is through emergence. When separate, local efforts connect with each other as networks, then strengthens as communities of practice, suddenly and surprisingly a new system emerges at a greater level of scale. This system of influence possesses qualities and capacities that were unknown in the individuals. It isn't that those qualities and capacities were hidden; they simply did not exist until the system emerged. They are properties of the system not the individual, but once there, individuals possess them. And the system that emerges always possesses greater power and influence than is possible through planned, incremental change. Emergence is how life creates radical change and takes things to scale.

Since its inception in 1982, The Berkana Institute has been experimenting with the lifecycle of emergence: how living systems begin as networks, shift to intentional communities of practice, and evolve into powerful systems capable of global influence. Through our work with communities in many different nations, we are learning what's possible when we connect people across difference and distance. By
What are 1 to 3 things I can do in my company and my home community within the next 12 months to grow the B Corp movement in NM to and help build an impact-based inclusive economy?
Emergence

= the fundamental scientific explanation for how local changes can materialize as global systems of influence.
Three Stages of Emergence

1. Networks
   - People connect with others interested in similar work
   - Self-interested coalitions, alliances + networks form as means to create societal change

2. Communities of Practice
   - Smaller communities self-organize + share common work + intentionally create new knowledge
   - No longer self-interested, focused on needs of greater good + desire to share with wider audiences
   - Rapid growth + learning

   - Sudden appearance of a system that has real power + influence.
   - Practices once at periphery become the norm
   - Critics who said it could never be done suddenly become chief supporters => Emergence
Three Stages of Emergence

Networks: Discovering Shared Meaning and Purpose

Communities of Practice: Developing New Practices Together

Systems of Influence: New Practices Become the Norm
Ecosystem Leader’s Work

- Grow local Community of Practice to critical mass
- Foster critical connections within Community of Practice
- Connect with aligned Communities of Practice
Community of Practice
= group of people who share a concern or a passion for something and learn how to do it better together (e.g. good business). Self-organized, supportive, collaborative. People make a commitment to be there + to greater good.
# Two Approaches to Economic Development

<table>
<thead>
<tr>
<th>Drivers</th>
<th>Community Wealth Building</th>
<th>Traditional Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place</td>
<td>Develops under-utilized local assets of many kinds, for benefit of local residents.</td>
<td>Aims to attract firms using incentives, which increases the tax burden on local residents.</td>
</tr>
<tr>
<td>Ownership</td>
<td>Promotes local, broad-based ownership as the foundation of a thriving local economy.</td>
<td>Supports absentee and elite ownership, often harming locally owned family firms.</td>
</tr>
<tr>
<td>Multipliers</td>
<td>Encourages institutional buy-local strategies to keep money circulating locally.</td>
<td>Pays less attention to whether money is leaking out of community.</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Brings many players to the table: nonprofits, philanthropy, anchors, and cities.</td>
<td>Decision-making led primarily by government and private sector, excluding local residents.</td>
</tr>
</tbody>
</table>
“To have a place, to live and belong in a place, to live from a place without destroying it...

...we recognize with sympathy the fellow members, human and nonhuman, with whom we share our place.
● **STAGE 1: Nascent (New Mexico)**
  ○ 5-25 B Corps, just coalescing, fluid membership

● **STAGE II: Coalescing (Florida)**
  ○ 25-100 B Corps, early in self-organizing, rapid growth, partnering, focused on greater good

● **STAGE III: Maturing/Emergent (Colorado)**
  ○ 100+ B Corps, self-organizing, highly connected Community of Practice, evolved partnerships, once periphery now the norm
B Corps in the Public Markets

Parent Company

P&G
Campbell's
Unilever
DANONE

Certified B Corporation

NEWCHAPTER
Plum Organics
Ben & Jerry's
HAPPYFAMILY

Publicly Held B Corps

LAUREATE Education Inc.
Natura
Australian Ethical
Silver Chef Group
Certified B Corporation

certification conferred by the nonprofit B Lab

A company that (1) meets the standards of verified social and environmental performance through the B Impact Assessment, (2) satisfies transparency requirements, and (3) makes a legal commitment to consider all stakeholders

Any for-profit company in any country can pursue certification (LLCs included)

Benefit Corporation

legal corporate form (taxed like a C-corp or an S-corp) that has a higher level of transparency, accountability and purpose

A legal entity that has protection and permission to consider its impact on all stakeholders

Available in 37 states in the U.S., Puerto Rico, Italy, and Colombia

The path for most US corporations to meet the legal requirement for B Corp Certification
Be seen on the shelf with fellow B Corps, as not just better products, but better companies.

Certified B Corp Grocers:

- National Co+op Grocers
- NEW SEASONS Market
- Nature's Table Market
- NewLeaf Community Markets
- Bi-Rite
- Harvest Market
- Cambridge Naturals
Storytelling is essential in the transformation of business and society. So we commit to sharing your compelling story.
Most B Corps Certify & Improve Over Time

- **Eileen Fisher**: 2015: 81 → 2019: 96.2
- **Patagonia**: 2012: 107 → 2019: 152
- **Ben & Jerry’s**: 2012: 87 → 2019: 110
Attract & engage talent
Differentiate from Competitors
Protect Mission
Raise Values
Aligned Capital
B Corps have more engaged employees.

- B Corps: On average, 65% of B Corp employees are engaged.
  - Vs. less than 30% at ordinary businesses*

- B Corps: B Corps are 46% more likely to have engaged employees than other businesses.*

*Based on data collected in the B Impact Assessment
B Corp Leadership Development Conference

For employees of Certified B Corps and others in the B Economy to network, collaborate, and share best practices for strong business and maximum positive impact.

BLD

B Corps have had >50% staff participate in external professional development opportunities. 95% more likely to offer this compared to ordinary businesses.

“BLD puts the breadth and weight of the B Corp movement into perspective. It’s a day when we strengthen the connections within our community, welcome new members, and broaden our impact. A new employee likely doesn’t realize the strength, enthusiasm, openness, and diversity of the community they’ve joined – but when they come to BLD they’re immersed in it. It’s powerful.”

Elyse Crowston, Director of (Impact) Investor Relations

*Based on data collected in the B Impact Assessment
Attract & Engage Talent: Voting with their Paycheck

B Work

3,000+ job postings. The world’s largest impact jobs site: a hiring platform to help B Corps attract talent.

B Corps have had a majority of positions filled with internal candidates in last 12 months

32% more likely to do this in comparison to ordinary businesses.

“My biggest surprise was the social capital B Corp community membership gave me with millennials... I no longer search for high-potential staff; they now come to me.”

Tiffany Jana, CEO of TMI Consulting

*Based on data collected in the B Impact Assessment
The B Corp legal standards bake the values of the company into its legal DNA and ensures that its mission can survive over time.

“Benefit corporation legislation creates the legal framework...to stay mission-driven through succession, capital raises, and even changes in ownership...”

Yvon Chouinard, Patagonia
The B Corp legal standards ensures your investors are aligned to your mission.

“We founded Allbirds as a Public Benefit Corporation. This injection of capital will help us bring our sustainable products to more people... demonstrating that comfort, design and sustainability don’t have to live exclusive of each other.”

Joey Zwillinger
Allbirds
“We had activists come into our stock. ... they wanted to force us into a sale. ... Boy oh boy oh boy, did I wish we were a B Corp.”

John Mackey
Whole Foods, Founder
“The presence of an identifiable, legitimate B Culture... gives us a window into, and confidence in, the operations of a company. Without it, our diligence is more time consuming and complicated.”

Matthew Weatherley-White, Private Equity Investor, Co-Founder and Managing Director at Caprock
$2B+ in Capital Raised.