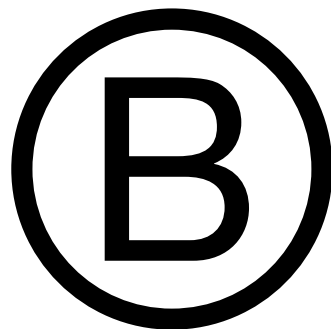


the change we seek™

B Corporations use the power of business to create public benefit

Hello Friends, As we wrestle our in-boxes to the ground every day, we realized that ‘utilitarian’ might be the best approach to a B Corporation newsletter. So below are ‘just the facts’. Let us know what you think.

B Community



Corporation™

Setting the new corporate standard for social and environmental performance.

bcorporation.net

We ended 2007 with 81 Founding B Corporations, representing a diverse \$650 million marketplace: over 20 industries, 17 states, from local sole proprietors to national brands to global financial intermediaries.

[Check out our B Community »](#)

If you know of a company that might like to learn more about B Corporations, please contact us at thelab@bcorporation.net

B Partners

Rockefeller Foundation becomes a Founding Partner, committing a \$500,000 grant to support B Lab’s development of standards, legal, and branding infrastructure to accelerate growth of ‘impact investing’.

Halloran Foundation becomes a Founding Partner, committing a \$500,000 grant to support B Lab and advance its own corporate responsibility efforts.

Panta Rhea Foundation and **TBL Capital** have joined together to become Founding Partners, committing \$500,000 in a combination grant and PRI instrument to support B Lab’s efforts to build collective voice for companies achieving high standards of performance, transparency, and accountability.

Salesforce.com Foundation becomes our first B Corporation Service Partner, offering B Corporations an 80% discount on its top of the line Enterprise Edition CRM platform.

Sustainable Business Network of Greater Philadelphia is our first B Corporation Community Partner and the first local BALLE chapter to require its members to complete the B Survey as a condition of membership.

1% for the Planet becomes a B Corporation Community Partner, making it ‘free’ for their nearly 800 business members to become B Corporations by approving B Lab as a 1% recipient organization.

World of Good selects B Lab as a Trust Provider for its new Ebay-powered web marketplace, offering B Corporations a vibrant e-commerce and community building platform.

If you know other organizations which might be interested or interesting for us to explore a partnership, please contact us at thelab@bcorporation.net

B Ratings System and B Corporation Legal Framework

B Lab’s independent Standards Advisory Council published Version 1.0 of the B Ratings System in October 2007. The SAC has already begun work on Version 2.0, including Industry Addendums.

[Check out the B Ratings System »](#)

Through a research partnership with Columbia Business Schools’ Research Initiative in Social Entrepreneurship Program, Tools and Resources have been published for the first 10 topic areas within the B Ratings System (including information on Life Cycle Assessments, Greenhouse Gas Emissions, Community Service Programs, and Employee Handbooks), allowing entrepreneurs and employees not only to assess but to improve their company’s social and environmental performance.

[Check out the Life Cycle Assessment »](#)

Based upon a year of analysis by a team of attorneys from Linklaters and Jones Day, the SAC published the B Corporation Legal Framework to expand the responsibilities of a corporation to include consideration of the interests of employees, suppliers, consumers, community, and environment.

[Check out the B Corporation Legal Framework »](#)

With Founding B Corporation Agora Partnerships, a Nicaraguan social venture fund, and Columbia Business School, B Lab is working to make the Standards and Legal Framework relevant to small and medium enterprises in the developing world.

If you know someone who can help us improve our impact metrics and legal framework, please contact us at thelab@bcorporation.net

B Corporations and Public Policy

Led by CA law firm and Founding B Corporation **Hanson Bridgett**, legislation sponsored by Rep. Mark Leno in consultation with former Sen. Jackie Speier, has been introduced in the CA Assembly to create a non-shareholder constituency statute similar to those in 30 other states.

If you know individuals and organizations interested in working with us to advance our policy objectives, please contact us at thelab@bcorporation.net

B In the News

Congratulations to Founding B Corporations Seventh Generation, New Leaf Paper, and Better World Books winners of the first for-profit Fast Company Social Capitalist Awards.

[Check out the article at Fast Company »](#)

Here are a couple of other links to some recent press.

Stanford Social Entrepreneur Thought Leaders [more »](#)

Sustainable Life Media, “What It Takes to Be a “B Corporation” [more »](#)

Environmental Leader, “New Certification Aims to Protect Socially Responsible Companies” [more »](#)

Triple Pundit, “Greening Your Small Business” [more »](#)

Business Week, “Strategies: Mission Possible” [more »](#)

Philadelphia Magazine, “The Good Generation” [more »](#)

We’re Hiring

B Lab is looking for talented, passionate team members to help build this community. Full time positions and internships available on both coasts.

If you know anyone interested or interesting, who could help us with recruitment, Partnerships, or standards, please contact us at thelab@bcorporation.net