



**Why did In The SOAP Group create a B Corporation partnership?**

The SOAP Group (Sustainable Organization Advocacy Partners) became a Certified B Corporation to increase the transparency, relevance, reputation and recognition of organizations with innovative ideas and progressive voices for the future.

We help companies celebrate the good and mitigate the rest through transparency.

B Corporations are a force in this new model of business and deserve recognition for the great things that they are doing.

**What is The SOAP Group Partnership Offering?**

Too much of “green” communications provide merely the illusion of depth. The SOAP Group recommends that organizations develop Sustainability Reports. We will help B Corporations explore issues of materiality, priority and impact of their businesses. Whether using international standards, such as the GRI (G3) Guidelines or a less formal protocol, we help companies develop a beautifully branded sustainability report to be used for stakeholder (employees, investors, customers, media) communication as well as to guide sustainability programs. These reports provide a unique opportunity to engage stakeholders from a powerful place of both authenticity and confidence.

We are proud to offer our fellow Certified B Corporations **a 25% discount on Sustainability Reporting.**

**If I want to participate, what are next steps?**

For answers to questions and to scope out a Sustainability Reporting project, contact Charlotte Mace, Director of Sustainability Programs at [cmace@thesoapgroup.com](mailto:cmace@thesoapgroup.com) or (207) 772-0066 x 102.