

B Corp INDEX¹

B Corporations score 25% higher than other sustainable businesses on the B Impact Rating System, which assesses corporate impact on employees, consumers, community and the environment.

+25%

B Corporations

Total Score:
(200 pts avail)

108

Other Sustainable Businesses

That have voluntarily completed the B Impact Rating System.

Total Score:
(200 pts avail)

86

Certified B Corporations	(OSBs) Other Sustainable Businesses	(OBs) Other Businesses
Certified B Corporations have earned at least an 80 on the B Impact Ratings System and have modified their articles of incorporation to consider their stakeholders as well as their shareholders in their decision making processes.	These companies have self-selected to complete the B Impact Ratings System, indicating interest in sustainable business.	Other Businesses are intended to represent the majority of the business sector.
Data Set: 370 companies	Data Set: 1017 companies	Data Set: ?
Company Size: Varied; typically between 0-200 employees	Company Size: Varied	Company Size: Most studies referenced have data sets of small private business with 0-200 employees.
Data Verification Level: B Lab staff reviewed; documentation required for heavily weighted answers; 1 in 5 reviewed on-site	Data Verification Level: 978 no verification (thus actual results may be lower); B Lab staff reviewed 93 companies	Data Verification Level: ?

Impact Area

% points available in B Impact Rating System

	B Corps	OSBs ²
Employees	56%	49%
Compensation and Benefits	56%	49%
Employee Ownership	36%	18%
Work Environment	71%	65%
Consumers	61%	42%
Beneficial Products or Services	60%	41%
Community	51%	45%
Suppliers	62%	51%
Local	54%	53%
Diversity	28%	29%
Charity / Service	44%	28%
Environment	53%	48%
Facilities	62%	49%
Energy Use	36%	17%
Supply Chain	44%	19%
Manufacturing	50%	33%
Accountability	71%	61%
Governance / Accountability	70%	55%
Transparency / Reporting	73%	75%

B Corp INDEX¹ Comparable Metrics on Corporate Impact

	% companies for whom this is true		
	B Corps	OSBs ²	OBs
Grew jobs by more than 5%	53%	48%	?
Paid bonuses to non-executive employees	62%	46%	?
Cover at least some of health insurance premiums for individuals	88%	54%	?
Extend health benefits to part time and flex time employees ³	43%	43%	26% ⁴
Fund a 401k plan for employees	56%	64%	?
Have >5% of company owned by non-executive employees	24%	26%	?
Measure employee satisfaction/engagement at least every two years	69%	32%	?
>50% of employees provided paid professional development opportunities ⁶	20%	4%	?
Have >50% products/services that solve a direct social or environmental issue (eg. Microfinance, energy efficiency technology)	42%	?	?
Have >50% of revenues from providing beneficial products/services to the poor	5%	?	?
Derive >50% of revenues from products made from sustainable input materials (eg. PCW recycled paper, reclaimed metal housewares)	28%	?	?
Target >10% of products and services to the non-profit sector to further its mission	12%	?	?
Have >25% of significant suppliers that are certified to meet specific social/environmental criteria ^{7,8}	41%	29%	?
Patronize >10% of significant suppliers from low income communities ⁹	28%	25%	?
Have >50% of products or input materials that are certified to meet fair trade sourcing practices	31%	34%	?
Have >40% of significant suppliers that are local independent businesses	46%	48%	?
Are majority owned by women or ethnic minorities	35%	46%	28.2% ¹²
Have >30% of management from previously excluded populations ¹⁰	47%	37%	?
Donate >10% of profits or 1% sales to charitable organizations ¹¹	29%	17%	?
Allow >20 hrs/year of paid time off for community service	22%	15%	?
Actively recycle at least one output material	95%	88%	45% ¹³
Work in at least one facility that meets green building standards ¹⁴	35%	44%	?
Specify that >75% printed materials have recycled paper content, FSC certified paper, or soy-based inks	68%	46%	?
Reduced energy usage compared to revenues	28%	25%	?
Generate renewable energy on site	23%	17%	?
Have >25% of their revenue from products that have gone through a Life Cycle Assessment in the last 3 years	29%	25%	?
Have >25% of their transport vehicles or outsourced fleet that are clean or low-emissions vehicles	38%	15%	?
Have a board or advisory body that includes at least one independent member ¹⁵	41%	32%	?
Appoint an employee or working group to be responsible for achieving mission	71%	67%	?
Regularly share company's financial info with all full time employees ¹⁶	69%	71%	?
Evaluate their managers in writing on social and environmental goals	73%	35%	?
Help their industry create social and environmental standards	83%	58%	?



Few ordinary businesses measure impact, let alone use a common yardstick, making it difficult to answer the fundamental question: "How do ordinary businesses benefit society, not just shareholders?"

68% of small businesses offer health insurance. But how many actually cover premiums?⁴

27% of small businesses offer an employee retirement plan. But what % fund or match it?⁵

43% of small businesses say they have taken steps to reduce energy use⁵. But how many have reduced usage compared to revenues?

1. The B Corp Index represents 31 of 213 metrics used in the B Impact Rating System.
 2. OSBs are Other Sustainable Businesses that have voluntarily completed the B Impact Rating System.
 3. Part time employees is defined as 25 hours per week.
 4. The Kaiser Family Foundation, 2010.
 5. National Federation of Independent Businesses, 2006.
 6. Includes continuing education classes, training by external consultants, and educational conferences.
 7. Significant suppliers are the company's largest suppliers that collectively represent approximately 80% of purchases in dollar volume.
 8. Includes Significant Suppliers where a majority of products are certified to meet specific social/environmental criteria (eg. FSC Certified paper).

9. Low income communities is defined as communities where the median family income (MFI) for such tract does not exceed 80 percent of statewide MFI.
 10. Includes women, ethnic minorities, people with disabilities, and people living in low income communities.
 11. OSB % likely includes in-kind donations and pro-bono services, in addition to charitable donations.
 12. Small Business Administration Office of Advocacy, 2006.
 13. National Federation of Independent Businesses, 2007.
 14. Green building standards typically include USGBC's LEED Ratings Systems, Living Building Challenge, or EnergyStar.
 15. Independents are defined as non-management and non-material investors/owners (owning less than 5%).
 16. Excludes salary info; must be shared at least once a quarter.