

B Corp INDEX

2012

WHAT WE KNOW

B Corps create higher quality jobs and improve quality of life in communities both today and for future generations.

Certified B Corps score 25% higher than other sustainable businesses on the B Impact Assessment, which assesses overall corporate impact on workers, community, and the environment via 200+ metrics.

+25%

Certified B Corporations

Total Score: **105**
Median score of 504 B Corps (200 pts avail)

Other Sustainable Businesses

Total Score: **84**
Median score of 1,941 other companies that have voluntarily completed the B Impact Assessment

IMPACT AREA

% of total points on the B Impact Assessment

	B Corps	OSBs ²
Workers	56%	48%
Job Creation	33%	29%
Compensation, Benefits & Training	56%	49%
Worker Ownership	38%	31%
Work Environment	71%	60%
Community	62%	45%
Community Products & Services	21%	38%
Suppliers & Distributors	58%	49%
Local Involvement	53%	50%
Diversity	31%	28%
Civic Engagement & Giving	42%	33%
Environment	59%	38%
Environmental Products & Services	29%	8%
Land, Office, Plant	61%	47%
Inputs	36%	32%
Outputs	56%	51%
Suppliers & Transportation	45%	40%
Governance	73%	57%
Corporate Accountability	72%	56%
Transparency	73%	63%

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Comparable Metrics on Corporate Impact

% companies for whom this is true

	B Corps	OSBs*	OBs*
Grew jobs by more than 5%	52%	39%	?
Paid bonuses to non-executive employees over the prior year	55%	38%	?
Cover at least some of health insurance premiums for individuals	87%	56%	26% [†]
Extend health benefits to part time and flex time employees†	65%	59%	?
Fund a 401(k) plan for employees	45%	51%	?
Have >5% of company owned by non-executive employees	28%	27%	
>50% of employees provided paid professional development opportunities†	21%	5%	?

Have >50% products/services that directly address a social issue (eg. microfinance, education)	22%	?	?
Have >25% of significant suppliers that are certified to meet specific social/environmental criteria†	29%	11%	?
Patronize >10% of significant suppliers from low-income communities†	26%	22%	?
Have >50% of products or input materials that are certified to meet fair trade sourcing practices	14%	19%	?
Have >40% of significant suppliers that are local independent businesses	37%	38%	?
Are majority owned by women or ethnic minorities	35%	17%	28% [†]
Have >30% of management from previously excluded populations†	41%	32%	?
Donate >10% of profits or 1% sales to charitable organizations†	32%	19%	?
Allow >20 hrs/year of paid time off for community service	19%	8%	?

Actively recycle at least one output material	95%	88%	45% [†]
Have >50% products/services that directly address an environmental issue (eg. energy efficiency technology, forest conservation)	16%	?	?
Derive >50% of revenues from products made from sustainable input materials (eg. recycled paper, reclaimed metal products)	31%	?	?
Work in at least one facility that meets green building standards†	32%	30%	?
Specify that >75% printed materials have recycled paper content, FSC certified paper, or soy-based inks	64%	39%	?
Reduced energy usage relative to revenues	26%	27%	?
Generate renewable energy on site	22%	15%	?
Have >25% of their revenue from products that have gone through a Life Cycle Assessment in the last 3 years	20%	19%	?
Have >25% of their transport vehicles or outsourced fleet that are clean or low-emissions vehicles	32%	15%	?

Have a board or advisory body that includes at least one independent member†	66%	71%	?
Regularly share company's financial info with all full time employees†	69%	73%	?
Evaluate their managers in writing on social and environmental goals	33%	23%	?
Help their industry create social and environmental standards	72%	54%	?

WHAT WE DON'T KNOW

Few ordinary businesses measure impact, let alone use a common yardstick, making it difficult to know the relative value they create for society

†For definitions, sources, and more metrics, please visit www.bcorporation.net/b-corp-index

*Ordinary Businesses represents available data on U.S. small businesses