

## PRESS RELEASE

### Conscious capitalism challenges businesses to measure their consciousness

SAN FRANCISCO; Mar 15<sup>th</sup> - Conscious Capitalism asks “How conscious is *your* business?” In anticipation of the Conscious Capitalism Summit on April 6<sup>th</sup>, where hundreds of leading businesses will convene, the group is challenging CEOs to *measure* the consciousness of their businesses with the principle that only what is measured gets improved.

To make it easy for businesses to measure their ‘consciousness’, Conscious Capitalism, a non-profit organization, is unveiling a tool today called the B Impact Assessment™. The tool is designed to give business owners both a baseline of their current social and environmental performance and specific tools to improve their practices.

Steve Piersanti, owner of an independent book publishing business Berrett-Koehler Publishers, reflects that “The B Impact Assessment is a not only a wonderful gauge of how your company is doing on a wide range of sustainability measures, but it is also a highly useful tool for helping your company focus your attention on these dimensions and get better each year on them.”

The B Impact Assessment grades a company on 17 categories of social and environmental topics. Questions range from whether the company pays above a living wage to whether the company sources its products from women- or minority-owned businesses. Business owners then have the ability to compare their score to thousands of other businesses who have also completed the B Impact Assessment. For more information about this tool, visit [www.bcorporation.net/assessment](http://www.bcorporation.net/assessment)

B Lab, the non-profit that developed the B Impact Assessment, envisions that in a generation’s time, all businesses, not just sustainable businesses, will measure and manage their impact. And as a result, businesses in the future will not only compete to be the best *in* the world, but to be the best *for* the world.

Conscious Capitalism’s Summit on the 6<sup>th</sup> is slated to feature dozens of other related workshops including two related to the B Impact Assessment to help businesses take the first step in running a ‘conscious’ business. For the full schedule and speakers list, visit <http://consciouscapitalism.org/cc2013>

### About Conscious Capitalism

Conscious Capitalism, Inc. is a non-profit organization dedicated to cultivating the theory and practice of Conscious Capitalism. They do so through transformative thinking, programs, events, and communities of inquiry designed to support the elevation of humanity through the application of the principles of Conscious Capitalism.

[www.consciouscapitalism.com](http://www.consciouscapitalism.com)

### About B Lab

B Lab is a non-profit organization dedicated to serving entrepreneurs who use the power of business to address society’s greatest social and environmental challenges. B Lab develops tools such as the B Impact Assessment that allow businesses to measure what matters. Its tools are now used by over 8,000 companies and 200+ investors, business associations, and governments that assist businesses in the pursuit of measuring and managing their impact.

[www.bcorporation.net](http://www.bcorporation.net)