

# How do we build a movement to redefine success in business?

## Introducing the B Corporation



### What are B Corporations?

Certified B Corporations are a community of more than 1,200 companies across 121 industries and 41 countries with one unifying goal: to redefine success in business. B Corporations are certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability and transparency

### Why B Corps Matter...

Government and the charity sector are necessary but insufficient to address society's greatest challenges. Business - the most powerful man-made force on the planet - must create value for society, not just for shareholders. Systemic challenges require systemic solutions and the B Corp movement offers a concrete, positive, market-based and scalable systemic solution.

By voluntarily meeting higher standards of transparency, accountability and performance, more than 1,200 B Corps are distinguishing themselves in a cluttered marketplace, offering a positive vision of a better way to do business. B Corps are creating higher quality jobs and improving the quality of life in our communities for current and future generations.



## Why become a B Corporation?

### 1) Being part of a community of leaders with shared values

"We hadn't fully grasped what an incredible support system is built into this amazing community of B Corporations."

*Edward Perry, COOK*

### 2) Attracting talent and building trust

Goldman Sachs found that millennials, who represent nearly 50% of the global workforce, "have specific needs at work that are dramatically different from previous generations. High among these is the desire to align personal and corporate values"

*Goldman Sachs, GS Sustain, 21*

### 3) Generating press

B Corporations have been featured in more than two thousand articles in media outlets such as the *Economist*, *The Guardian* and the *Wall Street Journal*.

### 4) Benchmarking and improving performance

"B Corp certification is a mechanism for companies not only to measure their performance but also to share those measurements with their constituents. Patagonia believes that companies that practice full transparency will be the ones in the future rewarded most fully both by their shareholders and their customers"

*Rick Ridgeway, Vice President of Environmental Initiatives, Patagonia*

### 5) Attracting investors

The B Corp model - where for-profits commit to a societal purpose and publicly share their impact performance - is capturing the imagination of a new generation of entrepreneurs who seek both profit and purpose.

*Bridges Ventures Impact Report 2014*

### 6) Protecting a company's mission for the long term

By becoming a B Corporation, entrepreneurs can protect their mission by elevating their company's core social and environmental values to the status of law.

### 7) Building collective voice

"Our biggest surprise was that there was a world outside of our own individual commitment to being a good company. We feel accompanied and supported, whereas before we felt like soloists on this now orchestrated quest."

*Juan Manuel Soto, CEO, Accion Verde*

### 8) Saving money

B Corps have collectively enjoyed more than \$5 million in savings through access to partnership discounts with organisations such as Salesforce.

### 9) Increasing credibility and building trust

"People don't buy what you do: they buy why you do it"

*Simon Sinek, "How Great Leaders Inspire Action"*

### 10) Leading a global movement

A key element of creating lasting change is a vibrant, diverse and growing community that can shift our expectations about what it means to be a good business.

# Join the B Corp movement in the UK...

Complete the full BIA



Take a look at the Customised Improvement Report

I love the B Corp movement! What next?...

Let us help you with a question at an Office Hour session

Come along to B Corp Community Events to speak to fellow aspiring B Corps



Stay connected

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- 📅 [www.bcorporation.uk/events](http://www.bcorporation.uk/events)
- ✉️ [hello@bcorporation.uk](mailto:hello@bcorporation.uk)
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Click here to sign up to the B Corp UK Newsletter 'The Buzz'

Use the Best Practice guides to improve your score

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Come to one of our Breakfast or Lunch events

I'm interested in becoming a B Corp...

Read about the story so far in The B Corp Handbook

Connect with your B Corp peers on the B Hive

I've just certified!!!

Make the most of the B Corp Resources Portal to continually improve

Let us know what's on your mind at an Office Hour session



Try out the QIA

Subscribe to our Newsletter to get up to speed with the B Corp Community

Join the global community at the Champions Retreat

Organise a community event

Aim to become a "Best of" B Corporation



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