

## Feedback Process for the B Impact Assessment

*For consideration for Version 6.0  
Tentative release: January 2019*

B Lab needs your feedback on the B Impact Assessment to help make this a better standard. We have put together the following set of guidelines on how to provide the feedback, process thereafter, and timeline; this process will help us fully understand and consider your feedback with the time and care it deserves.

### Methods of Feedback:

There are two main methods to provide feedback to the B Impact Assessment:

For feedback that you would like to provide on specific questions in the BIA (including suggestions on how the questions could be improved, clarified, or scored) the most appropriate method to provide feedback is through the B Impact Assessment itself. Next to each question it is possible to access a feedback form to leave a comment.

For feedback of a more general nature, such as proposals to include new topics in the B Impact Assessment or to its overall structure or approach, feedback can be submitted directly to B Lab's Standards Management team via e-mail ([acgonzalez@bcorporation.net](mailto:acgonzalez@bcorporation.net)). When sending feedback, it is recommended that a submission provide the following information:

1. Details about the topics or general principles that should be included in the B Impact Assessment (if possible, it is also recommended to include specific, drafted indicators or questions on the topics you would propose).
2. A brief rationale as to how the topic is relevant to the B Impact Assessment as a measure of a company's social and environmental performance
3. Explanation about what companies the topics or suggestions are relevant to, particularly taking into consideration the company's size, sector, and geographic market
4. Links to resources, such as company best practices or research papers, that provide context on the objectivity and market acceptance of the recommendations in question

### Review of Feedback:

For V6, the B Impact Assessment's development cycle has transitioned from a two year to a three year process, culminating in a scheduled January 2019 launch<sup>2</sup>.

- Applicability to the different users and stakeholders of the B Impact Assessment
- Established data and/or expert consensus on the topics provided
- The ability to develop objective indicators to measure the topics recommended
- The difficulty to collect data or implement specific topics and practices for businesses
- Importance / materiality of the topic, both relative to the current content of the B Impact Assessment as well as the other topics and issues that have been identified as possible areas of improvement

## Feedback Process for the B Impact Assessment

### Timeline for Acceptance of Feedback:

Version 6 of the B Impact Assessment is scheduled for launch in January 2019, and work is already underway. To see the proposed timeline of its development, see [here](#). Based on this timeline, there are a few key deadlines regarding B Lab's ability to incorporate feedback:

For feedback on the overall principles and/or methodology of the B Impact Assessment, or substantive changes to content or topical areas covered, feedback should be provided by the end of August 2017 in order to feed into B Lab and the Standards Advisory Council's review of key issues and priorities for V6 in Fall 2017.

For more specific feedback on individual questions, feedback received by March 2018 will be incorporated into drafts of V6 prior to its public comment period.

Finally, a 60 day public comment period for V6 will take place in the Fall of 2018 and any final recommendations will need to be submitted by its conclusion.

Depending upon the nature of the feedback provided, it may not be possible to incorporate it into V6 based on its substantiveness and its level of prioritization. Particularly for more general or substantive recommendations / feedback, feedback should be provided prior to initial development of new drafts. Generally speaking, the earlier feedback is submitted prior to a new version the better.

Feedback that is not provided within the timeframes above, or feedback that is not able to be prioritized or incorporated into V6 of the assessment, may still be considered and incorporated for future versions of the B Impact Assessment as well.

<sup>1</sup> If necessary, B Lab reserves the right to conduct a second round of public comments to address substantive or unresolved issues from the initial public comment, which may result in a delayed launch.