

B Corps are:

better, bolder, best-for-the-world businesses measured by impact

Certified



Corporation™



www.bcorporation.net



The **B** stands for “**benefit**”
Benefiting workers, community
and the environment.

A non-profit organization

Dedicated to harnessing the power
of business

To solve environmental
and social problems

By creating a comprehensive set of
performance and legal requirements

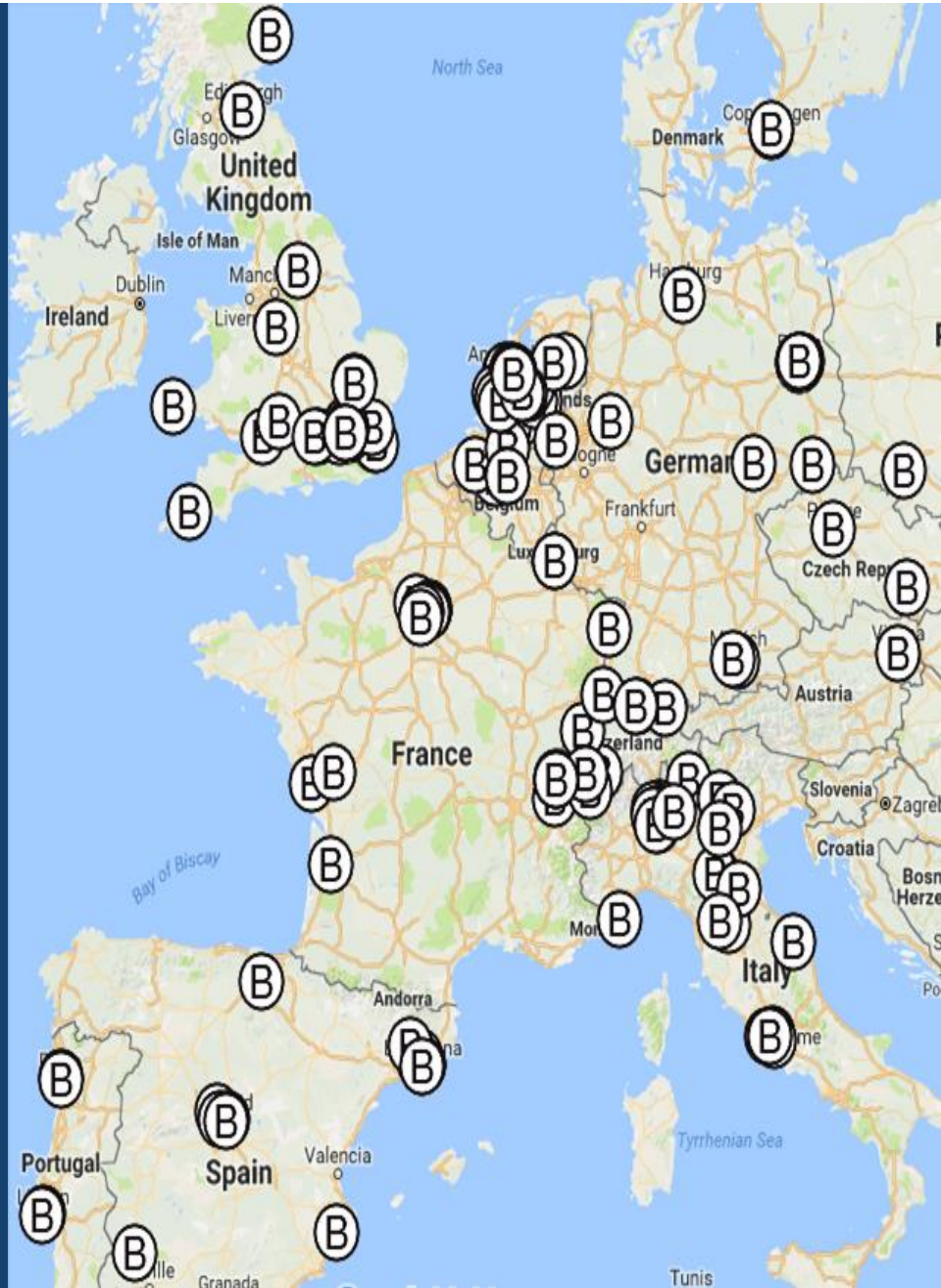
B CORPS IN EUROPE

Stichting B Lab Europe was founded in 2014 by Leen Zevenbergen and Marcello Palazzi.

B Lab Europe has a presence in 15 countries, and is supported by a network of country partners in 8 different markets:

Netherlands, Spain, Italy, France, Germany, Austria, Switzerland, Belgium

Country partners enable the movement to become locally relevant and embedded into the existing business ecosystem through collaboration with key stakeholders.



B Corp Movement

Global Community of leaders using business as a force for good, to solve social and environmental problems, whilst making profit.

2204

B CORPS GLOBALLY

50

COUNTRIES

+400

B CORPS EUROPE

18

PENDING B CORPS
(Start ups)

130

INDUSTRIES

144.858

EMPLOYEES

30\$ Bn

REVENUE

1

UNIFYING GOAL
Best for the World

B Corporation certification is to business what Fair Trade is to coffee, *organic* to food, or LEED to a building.



The B Corp Impact Assessment

GOVERNANCE



Governance

- Transparency
- Disclosure
- Leadership

WORKERS



Workers

- Job Growth
- Compensation & Benefits
- Employment Practices
- Work Environment
- Employee Engagement

COMMUNITY



Community

- Suppliers
- Local
- Diversity
- Volunteerism

ENVIRONMENT



Environment

- Energy Use
- Facilities
- Supply Chain
- Manufacturing

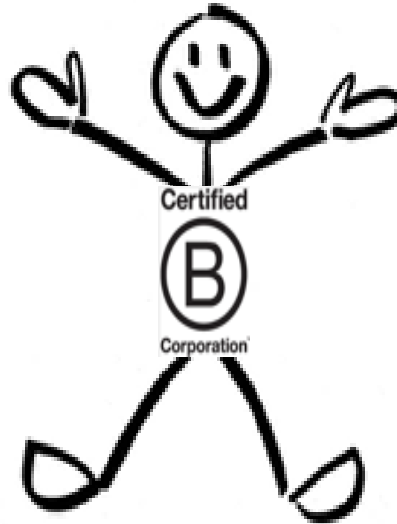
BUSINESS MODEL



Business Model

- Direct Impact Products /Services
- Targeting Underserved Communities
- High Impact Supply Chain
- Innovation / entrepreneurship / disruption

B Corps stand on 2 legs:



1. ASSESSMENT

B Corps meet verified higher levels of

- social and environmental performance standards (BIA)
- transparency (public report)

2. LEGAL STANDARDS

B Corps meet higher levels of

- accountability (adopting the B Corp legal standards)

How do I become a B Corporation?

1

Meet the performance requirement

Complete the B Impact Assessment and earn a reviewed minimum score of 80 out of 200 points

2

Meet the verification requirement

Participate in a review phone call and documentation step to provide further verification

3

Meet the legal requirement

Determine the path for your corporate structure and state/country of incorporation



Triodos Bank



FRATELLI
Carli
— DAL 1911 —



KICKSTARTER



DANONE
ONE PLANET. ONE HEALTH



GENERATION
INVESTMENT
MANAGEMENT



روشان
ROSHAN



natura



SnappCar

ecover

WARBY PARKER
eyewear

Stonyfield
ORGANIC



BANCA PROSSIMA
PER LE IMPRESE SOCIALI E LE COMUNITA'

Etsy

hootsuite

Hovione



HAPPYFAMILY™

Divine
CHOCOLATE

Plum
organics

method.
people against dirty*

ALESSI

LAUREATE
EDUCATION INC*

Farm
Brothers
SHARING THE GOOD STUFF

FAIRPHONE

dopper.
The bottle is the message

nudge