

**Certified**



**Corporation**

# Increasing your impact, Improving your score



**Featuring:**  
*Ben Anderson*



*Erik Kivimäki*



**Hosted by:**  
*Jessica Friesen*

# Agenda

- 1 About B Lab and B Corps
- 2 B Corp Case Study
- 3 Understanding the Assessment
- 4 Top 4 Tips
- 5 Tools for Improvement



B Lab serves a global movement of  
**people using business as a force for good.**



B Lab's vision is that one day all companies will compete to be **best for the world**, and as a result society will **enjoy a more shared and durable prosperity**.



# Building a movement of leaders

A Shared & Durable Prosperity

Certified B Corporations

Building Collective Voice

Measure What Matters

Mission-Aligned Governance

Creating paths for others to follow



**Certified**

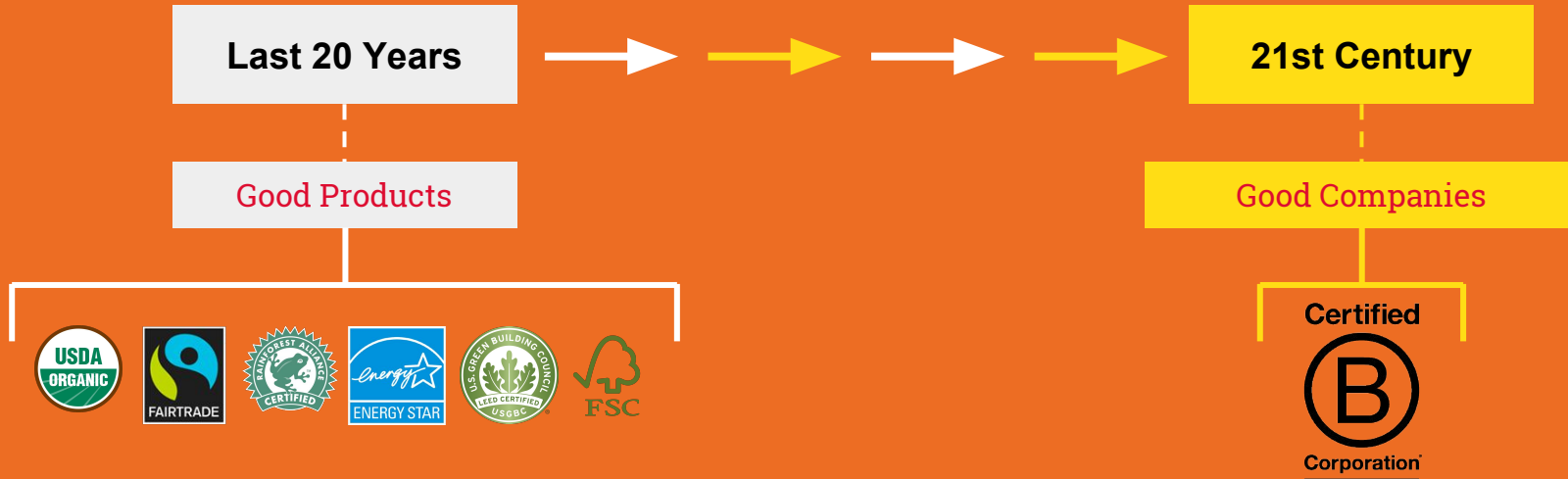


**Corporation<sup>®</sup>**

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B Corporation certification is to business what Fair Trade is to coffee or USDA Organic is to milk.

# People are Demanding Better



“90% of Americans say that companies must not only say a product or service is beneficial, but they need to prove it.”

“73% of consumers care about the company, not just the product when making a purchasing decision.”

– BBMG



**Certified B Corporations** are leaders of a global movement of people using business as a force for good.

They meet ***verified*** higher levels of

1. Social and environmental performance
2. Transparency
3. Accountability

**Change.org 2015 B Impact Report**



	Company Score	Median Score*
<i>Overall B Score</i>	<b>99</b>	<b>55</b>
<i>Environment</i>	<b>7</b>	<b>7</b>
Environmental Products & Services (e.g. Renewable energy, recycling)	0	N/A
Environmental Practices	7	6
Land, Office, Plant	5	3
Energy, Water, Materials	1	1
Emissions, Water, Waste	1	1
Suppliers & Transportation	0	N/A
<i>Workers</i>	<b>26</b>	<b>18</b>
Compensation, Benefits & Training	16	12
Worker Ownership	3	1
Work Environment	4	3





The B Corp  
community is good  
company to keep.

1700+  
CERTIFIED B CORPS

40+  
COUNTRIES

140+  
INDUSTRIES

1  
UNIFYING GOAL



EILEEN  
FISHER



Etsy



KICKSTARTER



methc



EO  
PRODUCTS

patagonia

WARBY PARKER

RUNA  
clean energy

seventh  
generation





# How does a company certify?

1

## Meet Performance Requirement

Complete the [B Impact Assessment](#) and earn a minimum reviewed score of 80 out of 200 points

2

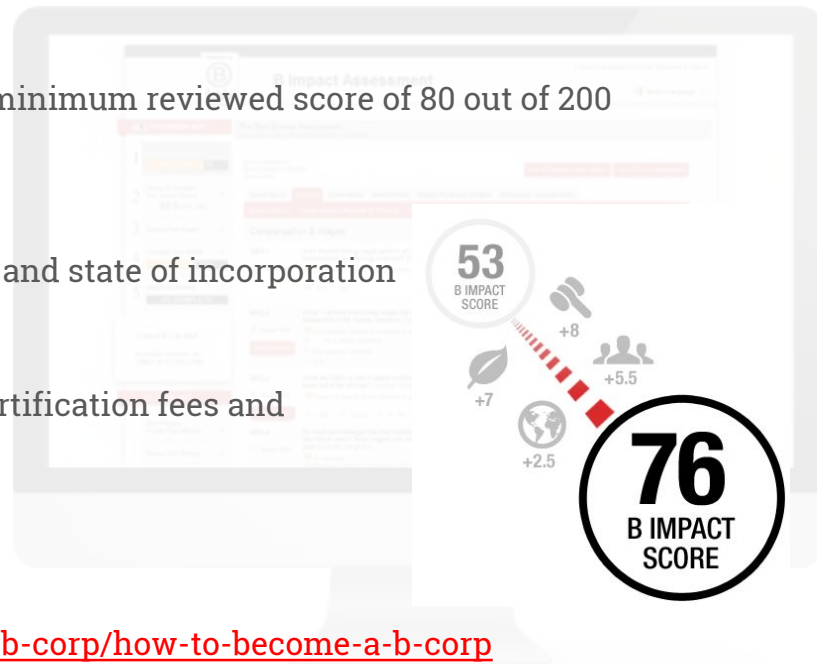
## Meet Legal Requirement

Determine the path for your corporate structure and state of incorporation

3

## Make it Official

Sign the Declaration of Interdependence, pay certification fees and put a profile up on [bcorporation.net](http://bcorporation.net)



To learn more, visit: [www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp](http://www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp)

Where are you in the  
assessment process?

[TAKE THE POLL](#)



The B Corp community is good company to keep.

# preserve<sup>®</sup>

Nothing wasted. Everything gained.<sup>®</sup>

Location: **Waltham, Massachusetts**

Product/Service:

Products from 100% recycled plastics and 100% post-consumer paper

Products are BPA free and made in the USA

Employees given paid time off for community service

Best for the World Honoree - Environment





Governance >

**Workers >**

Community >

Environment >

Impact Business Models >

Disclosure Questionnaire >

### Compensation & Wages:

Questions include minimum wage, wage adjustments, compensation structure, and bonus plan.

WR2.1

Is an hourly living wage paid to all full-time, part-time and temporary workers and independent contractors (excluding interns)? 🇺🇸 🇬🇧 🇯🇵



☐ Yes ☒ No

# Understanding the Assessment



# What does the B Impact Assessment Measure?

**Scored**

**Operational Impact  
&  
Impact Business  
Models**

**Unscored**

**Disclosure  
Questionnaire**



# Organized across five stakeholder focused impact areas



# Operational Impact

Managing the day to day  
impact of running the  
business



Covers facilities, purchases,  
employees, and governance



Applies to all companies  
independent of design or intent



Aligned with other best-in-class  
standards

# Impact Business Model

The design of a company that creates a specific positive benefit/outcome for one or more of its stakeholders.



May be based on a product, beneficiary, particular process, activity or structure



Most heavily weighted section of the assessment



Most often calculated based on the proportion of a company's revenue

# BIA Scoring

**200 point scale**

140 Operational Points

90 Impact Business Model Points

	Governance	Workers	Community	Environment	Customers
Operations	10	40	45	45	N/A
IBM	<10	<30	<60	<60	<60

Median Score: 55

B Corp Eligibility: 80

Top Performers: 120+

# Navigating the B Impact Assessment (Classic)

1

Assess Your Impact

92% Complete

2

Review & Compare Your Impact Report

66 PTS / 200

3

Improve Your Impact

4

Complete Your Profile

100% Complete

5

Upload Documents

75% Complete

6

Review Data Sharing

7

For Certified B Corps

0% Complete

Assessment - 2016

Assessment Track: Service; 1-9; Developed; Ver: 5

PDF Assessment

Revisit Questions Report

View Scores

Save & Proceed to Next

Governance > Workers > Community > Environment > Customers > Disclosure Questionnaire >

Customer Products & Services Introduction:

Gating question for picking the community product or service most relevant to your core business intent.

IBM16.2

How would you describe the positive outcome for customers created by your product/service?

Answer/Save Feedback

IBM116.3

Which of the following most closely matches the outcome and/or problem solved for your customers as defined above? (Only select the ONE most relevant option for each product line. This will guide you to a series of questions specific to the type of impact you indicate you are creating.)

Yes	No		Answer/Save Feedback
<input type="radio"/>	<input checked="" type="radio"/>	Access to products/services that fulfill basic human needs for individuals without prior access (e.g. providers of electricity or clean drinking water to rural poor communities, affordable housing projects, waste and sanitation systems or disposal)	Answer/Save Feedback
<input type="radio"/>	<input checked="" type="radio"/>	Improved or Maintained Health/Wellness (e.g. medical equipment, medical services and medicines, preventative health services or products, healthy living products, exercise and sporting products, prescription eyeglasses)	Answer/Save Feedback
<input type="radio"/>	<input checked="" type="radio"/>	Improved Education or Skills Development (e.g. schools, textbooks, tutoring services, career leadership training, education tools, games and software)	Answer/Save Feedback
<input checked="" type="radio"/>	<input type="radio"/>	Increased economic opportunity for underserved groups (e.g. financial or insurance services or benefits consulting for the underserved, new mechanisms to connect products to market)	Answer/Save Feedback
<input checked="" type="radio"/>	<input type="radio"/>	Increased operational viability or capital for purpose driven or underserved enterprises (e.g. impact investing or fundraising platforms, non-profit accounting services)	Answer/Save Feedback
<input type="radio"/>	<input checked="" type="radio"/>	Increased social and/or environmental impact for businesses or other organizations (e.g. sustainability consulting)	Answer/Save Feedback
<input type="radio"/>	<input checked="" type="radio"/>	Increased Access to Arts, Media, or Culture (e.g. independent media, artisanal crafts, photography, information services)	Answer/Save Feedback

Assessment - 2016

Assessment Track: Service; 1-9; Developed; Ver: 5

PDF Assessment

Revisit Questions Report

View Scores

Save & Proceed to Next

Governance > Workers > Community > Environment > Customers > Disclosure Questionnaire >

Customer Models Introduction:

IBM15.1a

Does your product/service address a social or economic problem for or through your customers?

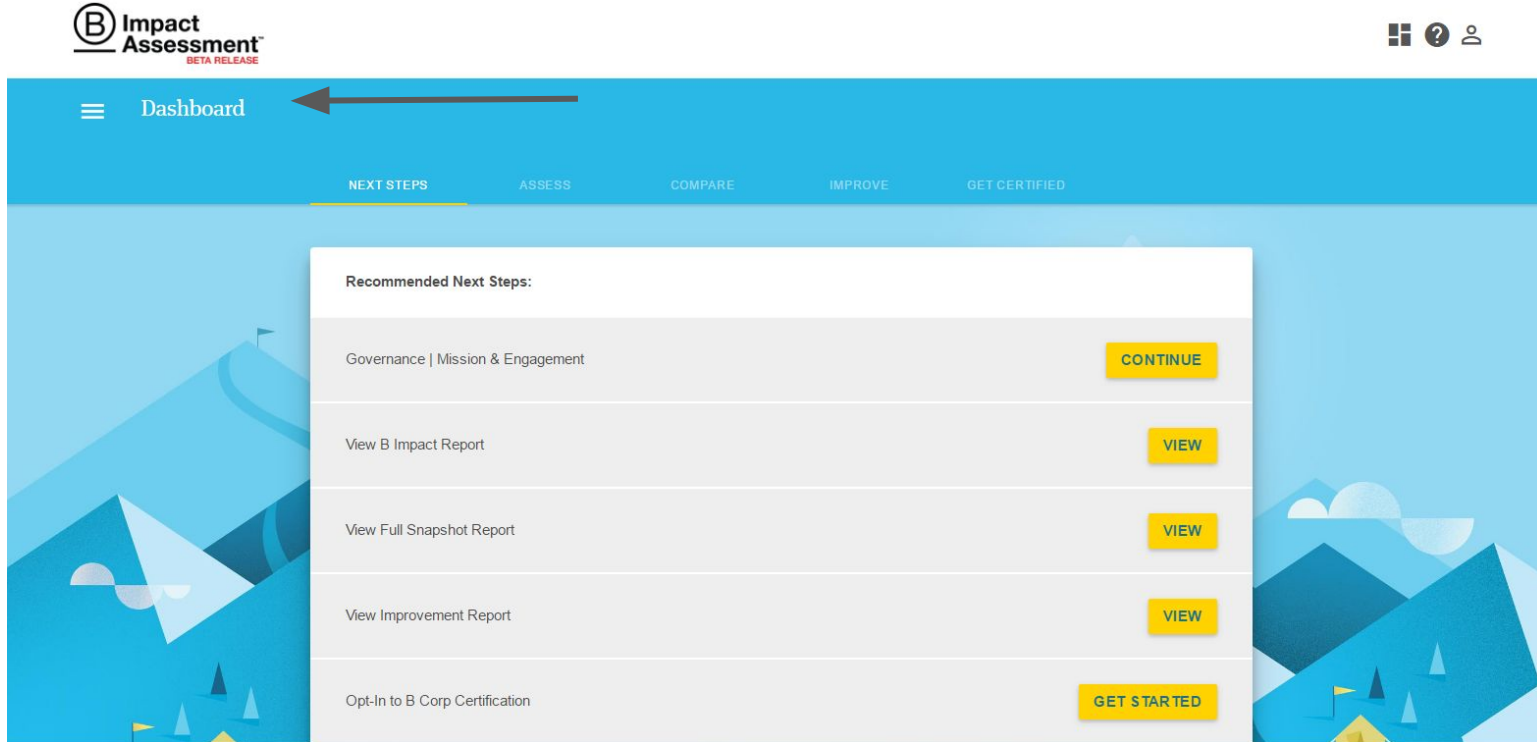
Answer/Save Feedback

Save & Proceed to Next

Contact B Lab Staff

Erik Kivimaki  
ekivimaki@bcorporation.net  
Office: (610) 293-0299

# Navigating the B Impact Assessment (New)



# Navigating B Impact Assessment (New)

The screenshot displays the B Impact Assessment interface. On the left is a sidebar with the B Impact Assessment logo (marked 'BETA RELEASE') and a user profile for 'TESTcompany' with an assessment from '2016-05-02' labeled 'Yearly'. The sidebar lists navigation options: 'Next Steps', 'Assess', 'Compare', 'Improve', 'Get Certified', and 'Account Settings'. Arrows point to 'Assess' and 'Improve'. The main content area has a top navigation bar with 'NEXT STEPS', 'ASSESS', 'COMPARE', 'IMPROVE', and 'GET CERTIFIED'. Below this, a 'Recommended Next Steps' panel lists several actions with corresponding buttons: 'Governance | Mission & Engagement' (CONTINUE), 'View B Impact Report' (VIEW), 'View Full Snapshot Report' (VIEW), 'View Improvement Report' (VIEW), and 'Opt-In to B Corp Certification' (GET STARTED). The background features a stylized blue mountain and sailboat illustration.

**B Impact Assessment**  
BETA RELEASE

TESTcompany  
TESTcompany Assessment (2016-05-02 Yearly)

Next Steps

Assess

Compare

Improve

Get Certified

Account Settings

**Recommended Next Steps:**

- Governance | Mission & Engagement **CONTINUE**
- View B Impact Report **VIEW**
- View Full Snapshot Report **VIEW**
- View Improvement Report **VIEW**
- Opt-In to B Corp Certification **GET STARTED**

# About Impact Business Model scoring

Different weightings within an IBM

50% for supporting the operations of 'purpose-driven' or 'underserved' enterprises

100% for raising capital for 'purpose-driven' or 'underserved' enterprises

- 3 Improve Your Impact >
- 4 Complete Your Profile >  
100% Complete
- 5 Upload Documents >  
75% Complete
- 6 Review Data Sharing >
- 7 For Certified B Corps >  
0% Complete

Contact B Lab Staff

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 TOOL KIT

Best Practice:  
Protect Your Mission >

Review Data Sharing >

How to Become a  
Certified B Corporation >

Governance > Workers > Community > Environment > **Customers >** Disclosure Questionnaire >

## Support for Underserved/Purpose Driven Enterprises:

Recognizes products/services that enable the financial or operational success of businesses that are purpose driven or underserved

IBM40.1

**Please tell us more about how your product or service increases the flow of capital and/or provide capacity building to purpose driven enterprises.**

Answer(s)>

Leave Feedback>

IBM40.2

**Which of the following product or service descriptions best fit your company?**

Answer(s)>

*This question is used to calculate your base impact business model score.*

Leave Feedback>

**Best Practices**

- ☒ Products/services support the operations of purpose driven enterprises or organizations (e.g. accounting services for non-profit organizations)
- ☐ Products/services support the operations of underserved enterprises, such as women/ minority owned or small to medium sized community businesses that lack access to services (e.g. incubators for urban businesses)
- ☐ Products/services that directly raise capital for purpose-driven enterprises or underserved businesses (e.g. fundraising campaigns for a social service agencies)
- ☐ These descriptions do not apply to our company's product/service (Skip the remainder of this section)

IBM140.3

**How many customers/clients/beneficiaries were served through the provision of the previous products or services during the last 12 months? Please provide figures that are as accurate as possible. Estimates within +/- 5% acceptable. Do not double count.**

Answer(s)>

Leave Feedback>

☐ Individuals

☐ Not tracked / unknown

☐ Households

☐ Not tracked / unknown

☐ Communities

Answer(s)>





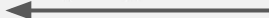





# Scoring is based on proportion of revenue

Proportion of revenue from the impactful product or service

'Weighting' is multiplied by the revenue coming from the product or service

A company can have multiple IBMs

IBM40.4	Please provide a brief description of how you track your customer/client/beneficiary figures.		<div></div>	<a href="#">Answer(s)&gt;</a> <a href="#">Leave Feedback&gt;</a>
IBM40.5	What were your total revenues last fiscal year from the previous products or services?		<div>260,513.00</div> <div><input type="checkbox"/> Not tracked / unknown</div>	 <a href="#">Answer(s)&gt;</a> <a href="#">Leave Feedback&gt;</a>
IBM40.6	This is a calculated question based on your previous answers: "What were your total revenues last fiscal year from products or services that support purpose-driven enterprises?" and "Total revenue from the last fiscal year" <i>This % is automatically calculated by clicking the Refresh Calculation button below.</i>		<div>Calculated Answer: 64%</div> <div><small>Calculation: ( IBM40.5 / GV5.3a) = 260513.0 / 408965.0 = 64%</small></div>	 <a href="#">Answer(s)&gt;</a> <a href="#">Leave Feedback&gt;</a>
IBM40.7	This is a calculated question based on your previous answers: "Which of the following product or service descriptions best fit your company?" and "What % of your revenues last fiscal year were from products or services that support purpose-driven enterprises?"		<div>Calculated Answer: 32%</div> <div><small>Calculation: ( IBM40.2 * IBM40.6) = 50.0 * 63.7 = 32%</small></div>	  <a href="#">Answer(s)&gt;</a> <a href="#">Leave Feedback&gt;</a>

What challenges are you facing in  
improving your score?

[TAKE THE POLL](#)

# *Top 4 Tips for* **Improving your Impact Practices**



# Formalize policies



## Why?

- Standardizes behaviors and creates consistency.
- Allows new and existing employees to refer to specific language.

## How?

- Engage top-level management to create blanket policies applicable to all employees.
- Engage team leaders to document the standards practices of their departments.
- Create 'shared folder' or other accessible source where employees can access them easily.



**NotoGroup developed a formal,  
written policy on community and  
volunteering engagement**



**+1.8 points**

# Track impact metrics



## What?

- **Workers:** Professional development activities, wellness program participation, diversity
- **Community:** Volunteer hours and/or financial contributions donated
- **Environment:** Energy/water/paper consumption, emissions tracking
- **Customers:** Non-profit clients, women-owned businesses, 'purpose-driven' enterprises

## How?

- Take systematic approach to tracking alongside other internal KPIs and metrics
- Create user-friendly logs
- Engage employees



Greyston Bakery  
now evaluates 50-75% of its  
management on corporate,  
social, and environmental  
targets



**+0.7 points**

# Engage your team



## Etsy Impact Improvement Report

### Overview





# Look at your vendors



## Why?

- Applies your values in the supplier selection process.
- Stimulate conversations around social and environmental performance

## How?

- Create a prospective/existing supplier assessment (e.g. questionnaire) to figure out what their policies and inputs are.
- Set minimum requirements for vendors (e.g. vendor must use 50%+ recycled paper).
- Create a formalized purchasing policy for your company outlining minimum requirements and providing suggested vendors.

Vidrios Marte

sent out a questionnaire to Significant Suppliers  
and requested reporting on social and  
environmental practices and certifications.



**+1.5 points**

# Adopt legal



## How?

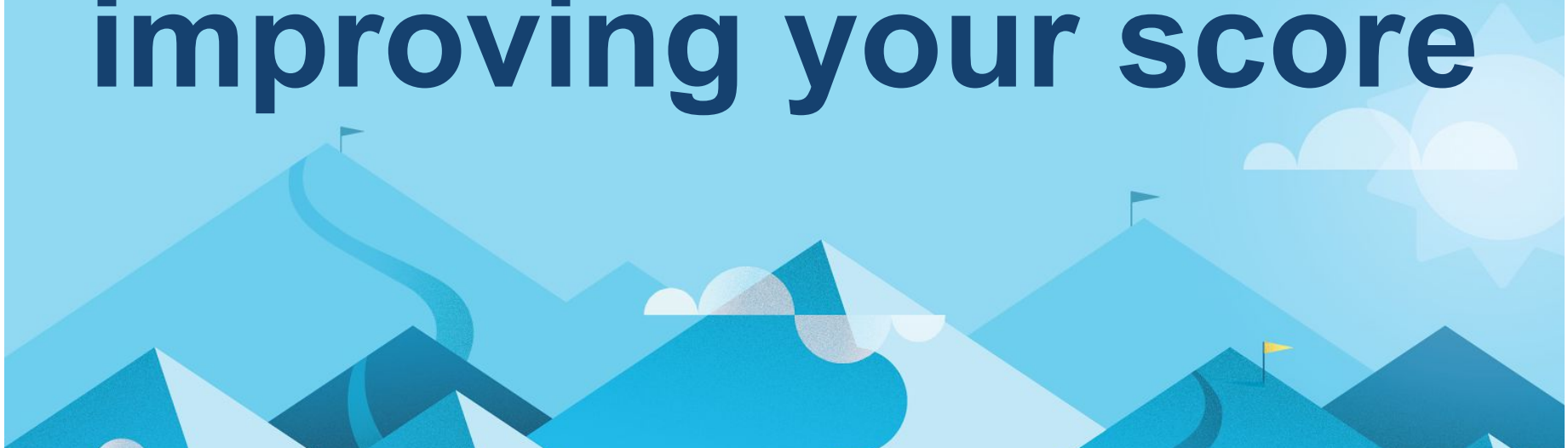
- Modifying the Articles (LLC, non-constituency state corporations) *+5 points*
- Adopting Benefit Corporation status (Benefit Corporation states and some countries) *+7.5 points*

\*If you do not have these options available to you, the company is still earning 2.5 points for signing the B Corporation Term Sheet (states commitment to make the legal change if it becomes available).

# What's your improvement goal?

[TAKE THE POLL](#)

# Tools for improving your score



# The Assessment contains tools for tracking and improving impact (Classic)

1. Customized Improvement Report
2. Revisit Questions Report
3. All Questions Report
4. General Tips

The screenshot displays the 'Impact Assessment' web application interface. At the top, there is a navigation bar with links for 'Change Language', 'Manage Users', 'Change Password', and 'Log Out'. A language selection dropdown is also present. The main content area is divided into two columns. The left column features a progress bar with seven steps: 1. Assess Your Impact (92% Complete), 2. Review & Compare Your Impact Report (66 PTS / 200), 3. Improve Your Impact, 4. Complete Your Profile (100% Complete), 5. Upload Documents (75% Complete), 6. Review Data Sharing, and 7. For Certified B Corps (0% Complete). The right column is titled 'Improve Your Impact' and contains links to 'Your Customized Improvement Report', 'Revisit Questions Report', and 'All Questions Report'. Below this is a 'General Tips for Improvement' section with a note about PDF guides. Further down are sections for 'Governance' (with links like 'Create & Improve your Audit Committee'), 'Suppliers' (with links like 'Implement Local Purchasing Policy'), 'Environment' (with links like 'Conduct an Environmental Audit'), 'Workers' (with links like 'Write an Employee Handbook'), and 'Community' (with a link to 'Guide to Community Service Programs').

**Impact Assessment**

Change Language | Manage Users | Change Password | Log Out

Select Language

**1** Assess Your Impact **92% Complete**

**2** Review & Compare Your Impact Report **66 PTS / 200**

**3** Improve Your Impact

**4** Complete Your Profile **100% Complete**

**5** Upload Documents **75% Complete**

**6** Review Data Sharing

**7** For Certified B Corps **0% Complete**

Contact B Lab Staff

Erik Kivimäki  
ekivimaki@bcorporation.net  
Office: (610) 293-0299

**Improve Your Impact**

**Your Customized Improvement Report**  
Indicates how much each question is worth and where you are currently earning points, thus allowing you to determine which improvements you would like to undertake.

**Revisit Questions Report**  
List of questions where you marked the question to "revisit".

**All Questions Report**  
List of all Questions and Answers

**General Tips for Improvement**  
\*Click on sections below for free PDF guides on different topics

**Governance**

- Create & Improve your Audit Committee
- Implement Local Purchasing Policy
- Whistle-Blowing Policy
- Implementing Financial Controls
- Write & Implement Company Policies

**Suppliers**

- Implement Local Purchasing Policy
- Create a Supplier Code of Conduct Guide

**Environment**

- Conduct an Environmental Audit
- Guide to LEED Standards and Certification
- Guide to Reducing/Recycling Use of Materials
- Certifying your Products
- How to conduct a Life Cycle Assessment
- How to Calculate Greenhouse Gas Emissions
- Renewable Energy Resources Guide

**Workers**

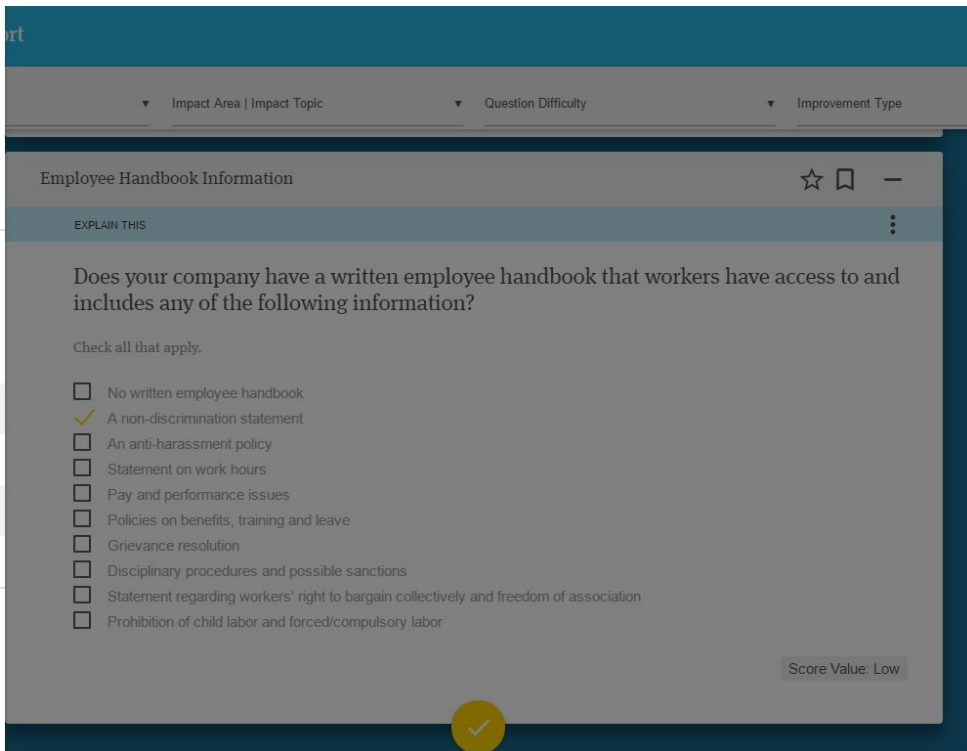
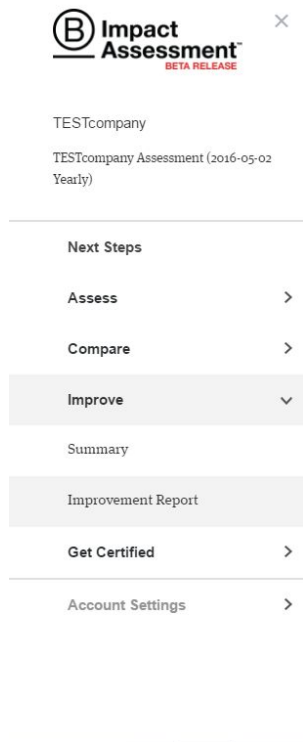
- Write an Employee Handbook
- Create a Code of Ethics
- Assessing Employee Engagement & Collecting Employee Metrics
- Increasing Workplace Flexibility

**Community**

- Guide to Community Service Programs

# The Assessment contains tools for tracking and improving impact (New)

1. Customized Improvement Report
2. Revisit Questions Report
3. All Questions Report
4. General Tips



# Customized Improvement Report (Classic)

Filter by:

1. Section, Impact Area
2. Points remaining
3. Difficulty of change

Export to share with team members.

Show 10 entries

Search:

Question #	Question	Answer(s)	My Answer	Earned Points	Points Remaining	Goal	Difficulty	Target
<a href="#">CM4.8a</a>	What was the equivalent % of revenue donated to charity during the last fiscal year?	<ul style="list-style-type: none"><li>• No donations last FY</li><li>• 0.1-0.4% of revenues</li><li>• 0.5-1% of revenues</li><li>• 1.1-2.4% of revenues</li><li>• 2.5-5% of revenues</li><li>• 5%+ of revenues</li><li>• Don't know</li></ul>		0.0	7.1	Civic Engagement & Giving	Medium	
<a href="#">WR5.4</a>	What % of the company is owned by full-time workers who are non-executive employees and non-founders?	<ul style="list-style-type: none"><li>• 0%</li><li>• 1-4%</li><li>• 5-24%</li><li>• 25-49%</li><li>• &gt;50%</li><li>• N/A</li><li>• Don't Know</li></ul>	0%	0.0	5.3	Worker Ownership	Medium	
<a href="#">WR2.12</a>	What % of full-time and part-time employees, excluding founders and executives, received a bonus in the last fiscal year?	<ul style="list-style-type: none"><li>• 0%</li><li>• 1-24%</li><li>• 25-49%</li><li>• 50-74%</li><li>• 75-99%</li><li>• 100%</li><li>• N/A</li></ul>	N/A	0.0	4.0	Compensation & Wages	Medium	
<a href="#">CM4.6a</a>	What was the % of per capita worker volunteer, community service, or pro bono time donated in the reporting period?	<ul style="list-style-type: none"><li>• 0%</li><li>• 1-9% of time</li><li>• 1-2.4% of time</li><li>• 2.5-5% of time</li><li>• &gt;5% of time</li><li>• Don't know / not monitored</li></ul>		0.0	3.6	Civic Engagement & Giving	Medium	
		<ul style="list-style-type: none"><li>• Coinsurance of 80%+ covered by healthcare plan</li><li>• Company pays 80%+ of individual premium</li><li>• Company pays 80%+ of family coverage premium</li></ul>						



# Customized Improvement Report

Filter by:

1. Section, Impact Area
2. Difficulty of change
3. Score Value

Improvement Report

Full Impact Assessment

Impact Area | Impact Topic

Question Difficulty

Improvement Type

Supplementary Benefits

☆ □ +

Employee Retirement Plan

☆ □ -

EXPLAIN THIS

⋮

Does your company have an Employee Retirement Plan available for workers? If so, which of the following apply?

Retirement plans may include Pensions, Profit sharing, 401(k), etc.

✓ Retirement plan is not available for all tenured workers

☐ Partially matched of 4% or less

☐ Partially matched greater than 4%

☐ Full match of 4% or less

☐ Full match greater than 4%

☐ Plan includes Socially-Responsible Investing option

This question has a medium value compared to the weight of other questions in your assessment. It is worth 0.6 points

Score Value: Medium

Healthcare Plan

☆ □ +

# Revisit Questions Report

- Shows questions marked to 'revisit'
- Questions can be answered within reports.

Use the report below to identify practices that your company might be interested in improving upon. Once you narrow down the practices using the filters below, you may download them, organize into a formal action plan, and share them with your colleagues. Please call us if we can assist you in the process. (+1) 819-250-0296

Impact Area: Goal: Difficulty: Target: View Legend Export CSV

Show 10 entries

Question #	Question	Difficulty	Target
CM4.6a	What was the equivalent revenue donated to CS during the last fiscal year?	Medium	
VR2.4	What % of the company owned by full-time employees (full-time and non-founders)?	Medium	
VR2.12	What % of full-time and part-time employees, excluding founders and executives, received a bonus in the last fiscal year?	Medium	
	What was the % of per capita		

CM4.6a

What was the % of per capita worker volunteer, community service, or pro bono time donated in the reporting period?

- ☐ 0%
- ☐ 1-5% of time
- ☐ 1-2.4% of time
- ☐ 2.5-5% of time
- ☐ >5% of time
- ☐ Don't know / not monitored

Save

Mission & Engagement:

This section reviews opportunities for your business to adopt a social or environmental mission and achieve that mission.

GV1.1

Select the description that best describes your business.

*This is an unweighted question that will not impact your score and is as purposes.*

# Revisit Questions Report

- Shows questions marked to 'revisit'
- Questions can be answered within reports.



The screenshot displays the Impact Assessment interface. On the left, a sidebar titled 'Impact Assessment' (with a 'BETA RELEASE' label) shows a list of options: 'Next Steps', 'Assess', 'Compare', 'Summary', 'B Impact Report', 'Revisit Report' (highlighted), 'Snapshot Report', 'Improve', 'Get Certified', and 'Account Settings'. The main content area shows a 'Governance' section with a question: 'Financial Transparency with Employees'. The question text is 'Does the company have a formal process to share financial information with its full-time employees?'. Below the question, it says 'Exclude compensation data. Please check all that apply.' and lists several options with checkboxes. The fourth option, 'Yes - The company has complete transparency of financial information and formally empowers all employees and departments to actively participate in financial planning (i.e. Open Book Management)', is selected with a checkmark. The score value is 'Medium'. A yellow arrow points to the 'Revisit' icon (a star) in the top right corner of the question card.

**Impact Assessment**  
BETA RELEASE

TESTCompany  
TESTCompany Assessment (2016-05-02 Yearly)

Next Steps

Assess >

Compare v

Summary

B Impact Report

**Revisit Report**

Snapshot Report

Improve >

Get Certified >

Account Settings >

Assessment

Impact Area | Impact Topic

Question Difficulty

Governance

Financial Transparency with Employees

EXPLAIN THIS

Does the company have a formal process to share financial information with its full-time employees?

Exclude compensation data. Please check all that apply.

☐ No

☐ Yes - the company shares financial information if employees ask for them

☐ Yes - the company discloses all financial information (except salary info) at least yearly

☐ Yes - the company discloses all financial information (except salary info) at least quarterly

☒ Yes - The company has complete transparency of financial information and formally empowers all employees and departments to actively participate in financial planning (i.e. Open Book Management)

☐ Yes- In addition to sharing financials the company also has an intentional education program around shared financials

Score Value: Medium

# Best Practice Guides

- General tips for improving impact by assessment section.
- Shows examples of formalized policies.

The screenshot displays the B Impact Assessment dashboard. On the left, a progress bar lists seven steps: 1. Assess Your Impact (92% Complete), 2. Review & Compare Your Impact Report (66 PTS / 200), 3. Improve Your Impact (highlighted), 4. Complete Your Profile (100% Complete), 5. Upload Documents (75% Complete), 6. Review Data Sharing, and 7. For Certified B Corps (0% Complete). Below this, contact information for B Lab Staff is provided: Erik Kivimaki, ekivimaki@bcorporation.net, Office: (610) 293-0299.

The main content area is titled "Improve Your Impact" and includes links to reports: "Your Customized Improvement Report" (explains point value), "Revisit Questions Report" (list of questions to revisit), and "All Questions Report" (list of all questions and answers). Below these are "General Tips for Improvement" with a note to click on sections for free PDF guides.

Three categories of guides are listed:

- Governance:**
  - Create & Improve your Audit Committee
  - Implement Local Purchasing Policy
  - Whistle-Blowing Policy
  - Implementing Financial Controls
  - Write & Implement Company Policies
- Workers:**
  - Write an Employee Handbook
  - Create a Code of Ethics
  - Assessing Employee Engagement & Collecting Employee Metrics
  - Increasing Workplace Flexibility
- Suppliers:**
  - Implement Local Purchasing Policy
  - Create a Supplier Code of Conduct Guide
- Environment:**
  - Conduct an Environmental Audit
  - Guide to LEED Standards and Certification
  - Guide to Reducing/Recycling Use of Materials
  - Certifying your Products
  - How to conduct a Life Cycle Assessment
  - How to Calculate Greenhouse Gas Emissions
  - Renewable Energy Resources Guide
- Community:**
  - Guide to Community Service Programs

# Highest scoring improvements

1. **Legal change (5.0-7.5 points)** - Amend Articles or adopt Benefit corporation status
2. **Charitable donations (7.1 points)** - Donations as a % of revenues
3. **Non-executive worker ownership (5.3 points)** - Ownership %
4. **Proportion of employees who received a bonus (4.0 points)** - Employee %
5. **Employee health benefits (2.9 points)** - Quality of the health care plan provided

*\*Varies based on track*

What's your next step  
in the certification process?

[TAKE THE POLL](#)

**Redefine success in business.  
Help create the new economy. Build a  
better business.**

**Compete to be not only the best in the  
world, but the best for the world.**

**Join Us**

A stylized illustration of a mountain range at the bottom of the slide. The mountains are depicted in various shades of blue and white, with some peaks having small yellow flags. The overall style is modern and geometric.

# Thank you!

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## Upcoming Webinars:

**Why: The Case for Certification with  
Fetzer Vineyards**

*June 1, 10-11PM PST /1-2PM EST*



# Resources for Improving your Score

## Tools for Improving your Score

- B Impact Assessment Improvement Tools: <http://bimpactassessment.net/how-it-works/improve-your-impact>
- 3 Ways High Performing B Corps improve their score: <http://www.bcorporation.net/blog/3-ways-the-top-performing-b-corps-improve-their-impact>
- Business goes organic through B Corp process <http://bizwest.com/business-goes-organic-b-corp-process/>
- How to Raise Your B Corp Assessment Score <http://www.triplepundit.com/2014/11/raise-b-corp-assessment-score/>

## Examples from B Corps

- Notogroup Executive Search: <http://www.notogroup.com/b-corps-we-failed-then-prevailed/>
- The Honest Company: <https://medium.com/best-for-the-world/how-we-did-it-the-honest-company-score-increase-bbef1dbc6b54#.o8hawkr4x>
- The Ian Martin Group: <http://ianmartin.com/blog/2011/11/learning-from-the-benefit-corp-assessment/> and <http://ianmartin.com/blog/2014/04/why-be-a-b-an-open-letter-to-fellow-business-owners/>
- Engine 74 <http://www.engine74.com/blog/2016/3/4/to-b-or-not-to-b>

## Certification Resources

- B Impact Assessment: <http://bimpactassessment.net/>
- How to Certify as a B Corp: <http://www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp>
- Legal Requirements: <http://www.bcorporation.net/become-a-b-corp/why-become-a-b-corp/protect-your-mission>
- FAQ for Investors & Directors: [http://www.bcorporation.net/sites/all/themes/adaptivetheme/bcorp/pdfs/faqs\\_investors\\_and\\_directors4.pdf](http://www.bcorporation.net/sites/all/themes/adaptivetheme/bcorp/pdfs/faqs_investors_and_directors4.pdf)
- Pending B Corp Status for Start Ups: <http://www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp/steps-start-ups>
- Case Studies: <http://bimpactassessment.net/case-studies>
- B Corp Press: <http://www.bcorporation.net/news-media>

**View past webinars at <http://www.bcorporation.net/videos/webinars>**

- Maintaining Mission: Meeting the Legal Requirement for B Corp Certification
- Why: Business Case for Certification with Change.org
- How: Steps to B Corp Certification with B Corp Cultivation Center



“Even though we are making a large global impact by helping to employ over 1,000 women around the world to make our products there were still policies about employee welfare that we hadn’t formalized. It was really helpful for us to look at the B Impact indicators to make those policies official for our team.

*Cameron Crake, Director of International Production  
Certified B Corp Raven + Lily*