

How do I become a B Corp?

Step 1. Earn a minimum score of 80 (out of 200 available points) on the B Impact Assessment.

XYZ, Inc.		2012	
2012 Score: 80.8			
Rating Details		Points Earned	% Points Available
Governance <i>Area of Excellence*</i>		14.0	68.0%
Corporate Accountability		11.4	83.8%
Transparency		2.6	37.1%
Workers		21.7	45.4%
Compensation, Benefits & Training		14.1	44.8%
Worker Ownership		2.0	25.0%
Workers Environment		5.6	66.7%
Community <i>Area of Excellence*</i>		41.5	60.0%
Community Products & Services		14.6	24.3%
Community Practices		26.9	49.0%
Environment		3.6	18.4%
Environmental Products & Services		0.0	0.0%
Environmental Practices		3.6	18.4%
Total		80.8	

Step 2. Determine the legal path for certification for your corporate structure and state of incorporation.

Step 3. Sign the B Corp Declaration of Interdependence and Term Sheet.



Why B Corps Matter

Certified B Corporations are leading a global movement to redefine success in business. B Corps compete to be not just the best in the world, but the best *for* the world.

By voluntarily meeting higher standards of transparency, accountability and performance, more than 600 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.

As the movement grows, it has become an increasingly powerful agent of change. We are passing laws to create the legal infrastructure to support sustainable business (benefit corporation legislation). We are creating the tools that help investors drive capital to these businesses and help them grow (GIIRS Ratings & Analytics).

Government and the nonprofit 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.



Not sure about certification, but curious?

Check out the B Impact Assessment at bcorporation.net. It's free, confidential, and a pretty darn useful management tool to benchmark how you're doing, even if you never get certified. More than 8,000 businesses use it. Or just reach out at 610-296-8283 or thelab@bcorporation.net.

How do we tell the difference between a "Good Company" and just "Good Marketing"?



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

Introducing the B Corporation.

Certified



Corporation®

bcorporation.net

What are B Corporations?

Certified B Corporations are a community of more than 600 companies across 60 industries and a 15 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.

Redefining Success in Business

Top 10 Reasons to Become a B Corp

- 10 Differentiate your business
- 9 Participate in national ad and retail campaign
- 8 Attract and retain talent
- 7 Access technology and expertise
- 6 Benchmark company performance
- 5 Save money and increase profits
- 4 Pass legislation to advance sustainable business
- 3 Access mission-aligned capital
- 2 Protect your mission
- 1 Lead a global movement



the change we seek™

See all of the Certified B Corporations at www.bcorporation.net/community