
Introduction to B Corp

Wednesday 27th September



Certified



Corporation

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B Local Co-Chair
& B Leader at The
Pollinator

**We need an inclusive,
equitable and regenerative
economic system for all
people and the planet.**

**Let's use business as a
force for good.**

78% of people believe that business should have a legal responsibility to the planet and people, alongside maximising profits.

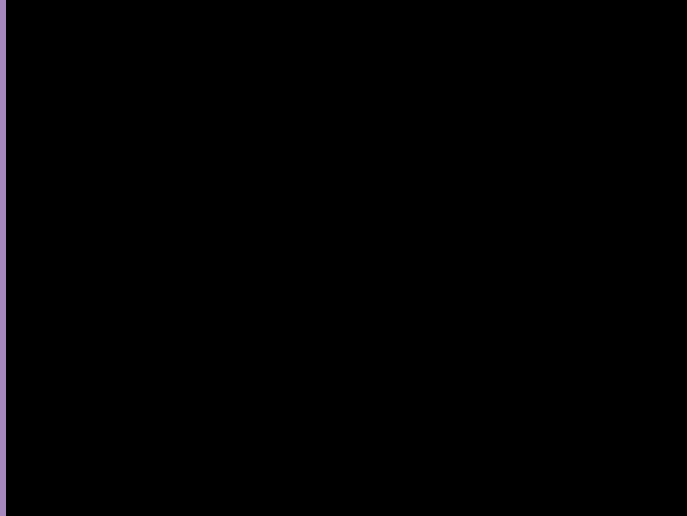
About B Corporations

Certified B Corporations, or B Corps, are companies verified by B Lab to meet high standards of social and environmental performance, transparency and accountability.

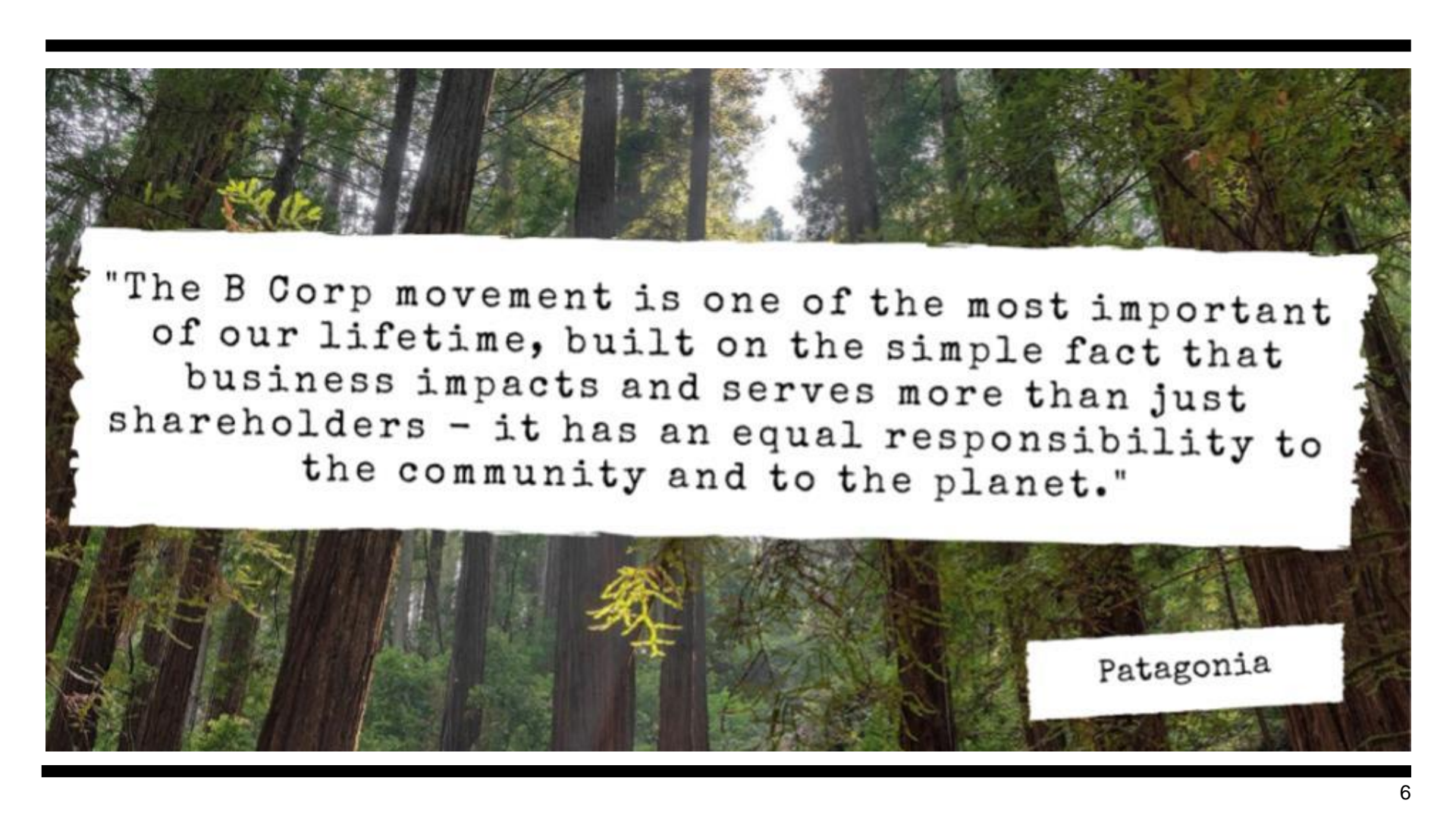
The B Corp community is a global movement of businesses that provide leadership by demonstrating their commitment to people and the planet. There are now over 7,000 B Corps in 93 countries, covering 161 industries and 640,000 employees.



A historic global cultural shift







































is underway to harness the power of business to help address society's greatest challenges and build a more inclusive economy.



"The B Corp movement is one of the most important of our lifetime, built on the simple fact that business impacts and serves more than just shareholders - it has an equal responsibility to the community and to the planet."

Patagonia

**A Global Community,
rooted locally**

						
						
		7,000+ Certified B Corps <hr/> 91+ Countries <hr/> 161+ Industries				
						
						
						

The UK B Corp community

Certified B Corporations, or B Corps, are companies verified by B Lab to meet high standards of social and environmental performance, transparency and accountability.

1,500+

Certified B Corps

58+

Industries

59k+

Employees

B Corp community spaces



The B Hive

A social platform for B Corps to network, post updates, and share opportunities for collaboration.



Working Groups

Spanning topics from people and culture to food waste, Working Groups are spaces for B Corps to learn about impact improvement.



B Locals

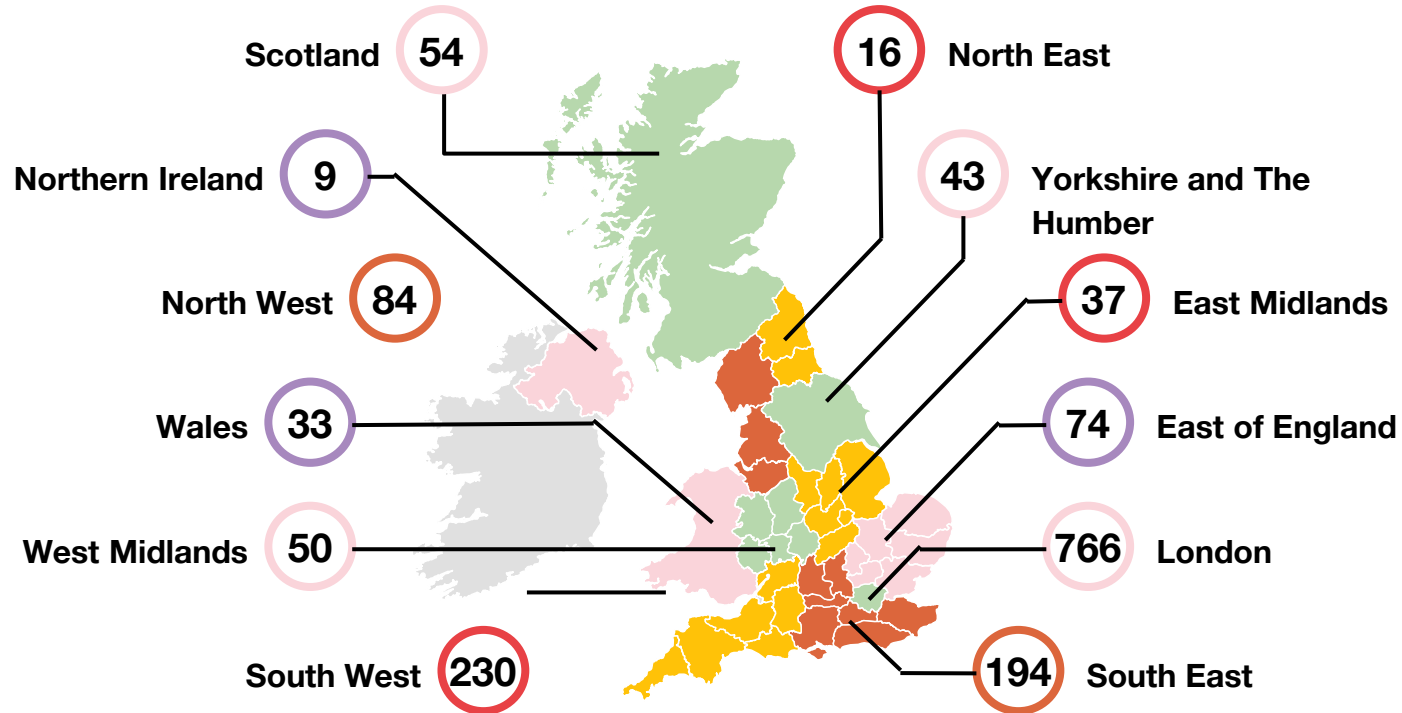
From Cornwall and Devon, to Greater Manchester and Scotland, B Locals are geographical collectives of B Corps promoting business as a force for good in their area.

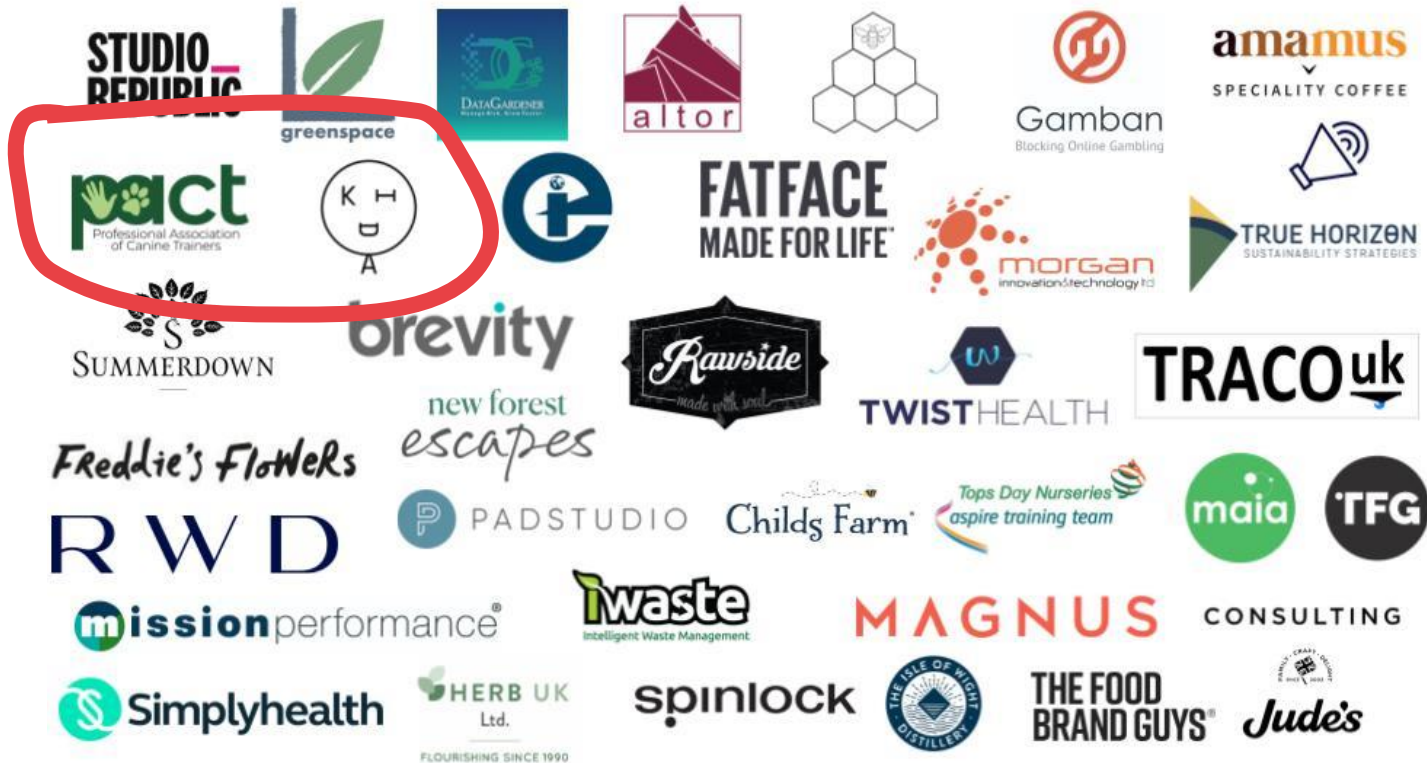


Events & Campaigns

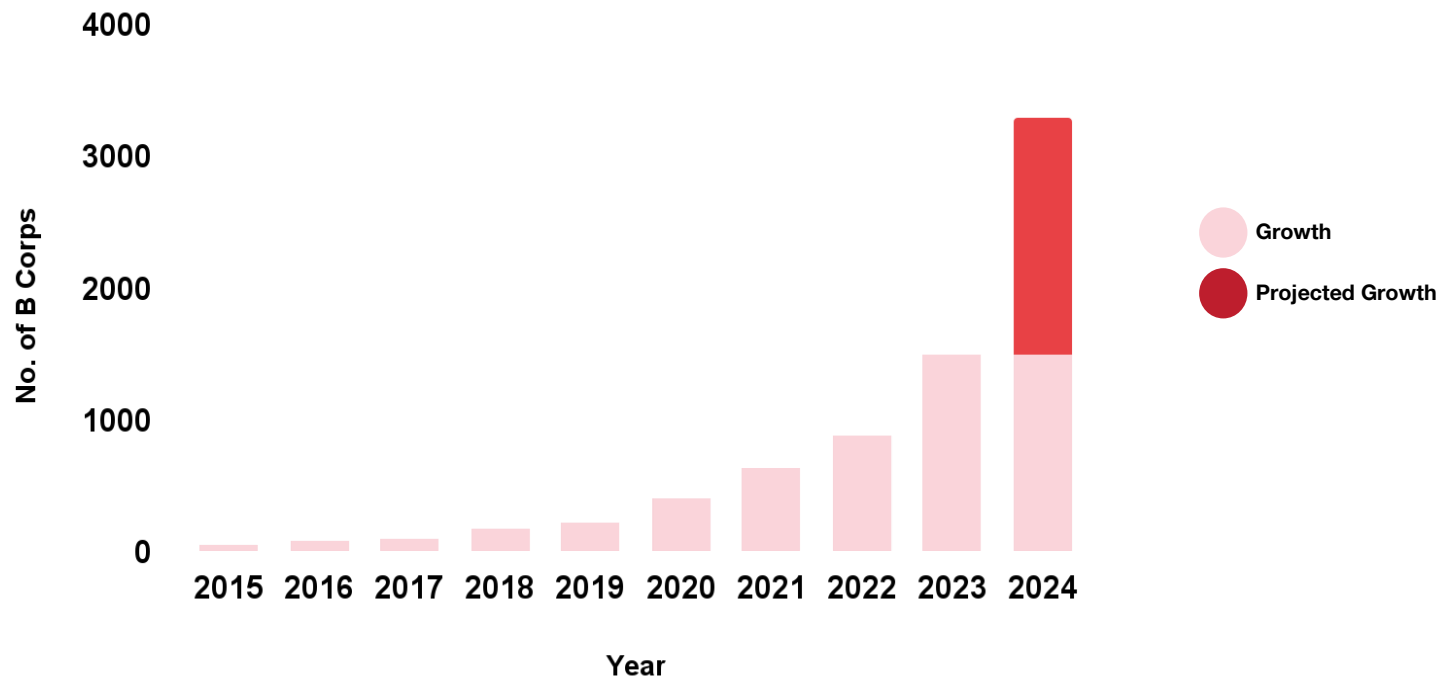
B Corps can get involved with our range of different events and campaigns such as B Corp Month and the Better Business Act.

The regional distribution of B Corps in the UK



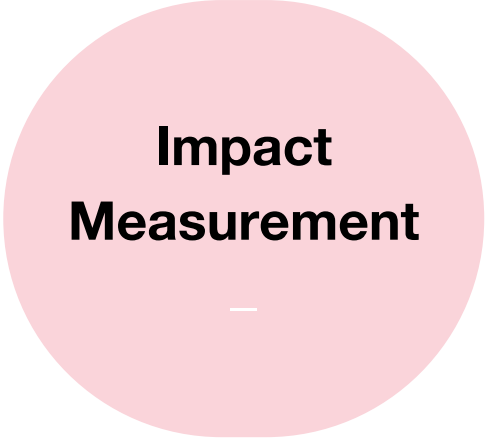


UK B Corp community growth



B Corp Certification

The core of a B Corp



**Impact
Measurement**
—



Transparency
—



Accountability
—

How to become a B Corp

1

Pass the assessment.

The **B Impact Assessment** assesses the impact of an entire company. B Corps must achieve a **verified** score of at least 80 points.

2

Make the legal change.

B Corps **amend their articles of association**, committing to consider the impact of their decisions on all stakeholders.

3

Commit to transparency.

B Corps commit to **publishing their score** and producing **annual impact reports** on their progress.

Your footprint

- Sourcing and supply chain
- Travel
- Sustainable design
- Regenerative design
- Where are you based?
- Awareness & education

Your social impact

- Charitable giving
- Civic engagement
- Inclusion
- Where you spend your money
- Who you are serving
- Transparency

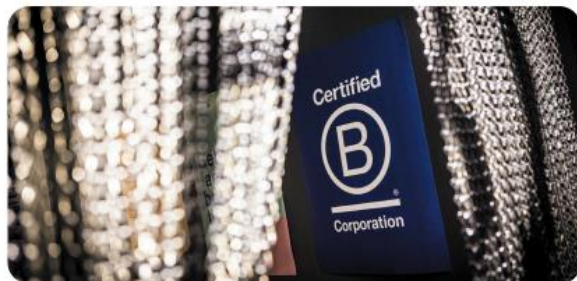
Your company

- Looking after your staff
- Nurturing your staff
- Thinking beyond the individual
- Stakeholders

What is the B Impact Assessment?



How do B Corps perform?



1 A faster annual growth in turnover

B Corps saw an average growth of 26% between 2017 and 2020 vs the average for all UK companies of 5%

And, B Corps have higher expectations about future growth, with an 86% net positive expectation* that turnover will grow in the next year vs 25% for all SMEs (*the net proportion of those planning to increase less those planning to decrease).

2

A faster annual growth in employee headcount

Mean average annual employee headcount growth between 2018 and 2021 for B Corps was 14% vs the average for all companies of 1%

And, B Corps have higher expectations that headcount will continue to grow, with a 70% net positive* expectation of growth vs 16% for all SMEs (*the net proportion of those planning to increase less those planning to decrease).

3

Greater levels of employee retention, engagement and diversity

B Corps reported an average staff attrition median rate of 8% in the past year, compared to a range of 16-20% for the wider UK business population

84% of B Corps leadership teams include at least one woman, compared to 55% for the average SME

The average gender pay gap is 4% for B Corps, compared to 15% for the average UK business.

4

Higher levels of innovation

43% B Corp SMEs have applied for, or received, R&D tax credits in the past 3 years, vs 6% of the wider SME population.



5

Been more successful at securing equity finance

70% of B Corps who sought equity finance secured all (or more) of the required amount, versus, 56% of the wider SME population.

7

Higher importance placed on civic and community engagement

Working to enhance civic and community engagement is important to 93% of B Corps SMEs, versus 50% of the wider SME population.

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economic system for all
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**Let's use business as a
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Thank you

Get in touch at
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