

THE FUTURE OF BUSINESS

**A Beginners Guide To
Becoming A B Corp™**



**Be the best
for the world**

est orld.

So you're interested in a B Corp™?

You're probably asking, what is a B Corp and why does it interest me? Well if doing good is important to you and your business, then you should probably read on.

A brand new type of business, Certified B Corporations™ consider their social and environmental impact just as much as their financial returns. They pledge to make the world of business a better place. The B Corp™ ideology includes reducing inequality, creating a healthier environment, stronger communities, lower levels of poverty and more jobs with a purpose. Who wouldn't want to be part of this! By becoming a B Corp™, you join a huge community of like-minded leaders who are always using their force for good.

Globally there are around 3,500 Certified B Corporations™, including 195 in the UK. They all have one goal, and that is to benefit the world in all ways possible.

Join the thousands of others.

Who can become a B Corp™?

Any for-profit company can become a Certified B Corporation™ if they have at least a year of operations. There is no minimum or maximum size to the company, it is open to you all. Startups and businesses that have not been in operation for a year unfortunately cannot become a B Corp™ straight away however, they can pursue a Pending B Corp™ status which is designed to set the business up from the start for a full Certification once the year is over, making a change for the good since day one.



3500+
Companies

In 70+
Countries

**It's worth
fighting for.**

**Let's talk about
what's in it for you!**

Improving the environment and society is now an increasing agenda for a lot of people. With the Environmental, Social and Governance (ESG) measures now a big element in most companies, we now have to go one step further. Becoming a B Corp™ may seem restricting for some but it can be an opportunity of achieving competitive advantage, in an ever changing world.

1 Gaining further trust and loyalty from your consumers

Having that B Corp™ status really stands you out from the crowd. Studies show that many consumers believe that business leaders care more about good PR rather than being good corporate citizens. Committing yourself to corporate social responsibility earns further trust and brand loyalty.

2 Enjoy the combined value and performance of the B Corp™ community

By submitting benchmark data, B Corps™ are then analysed on overall impact and performance. This then helps not just the B Corp™ movement but creating action plans for your company, achieving things you couldn't do yourself.

3 Become more desirable towards future recruitment

Potential employees are often looking for employers that share similar values. This then makes the B Corp™ certification a great recruitment means, especially to the forward-thinking, young generation of today.

4 The ability to reduce your business's energy usage

Through the changes made within your business, such as investments in energy efficiency, this could cut utility costs down by up to 30%. All of this saving without compromising aspects like service or style, but reducing your company's carbon footprint massively.

5 Be part of the movement and lead on Environmental, Social Issues

As businesses, we must address the issues that our employees are talking about. Gaining the B Corp™ certification makes you a leader and someone who can make a difference for these challenges.

6 Customers don't mind paying premium prices for B Corp™ businesses

Customers cast their vote everyday when choosing how and where to spend their money. As environmentally practices become more the norm, customers are willing to spend more for sustainable products.

7 Inspiring happier and more productive staff

It's a fact that as humans we work harder in things that we truly believe in. Becoming a B Corp™ has been found to boost employee engagement, attention and respect for their business.



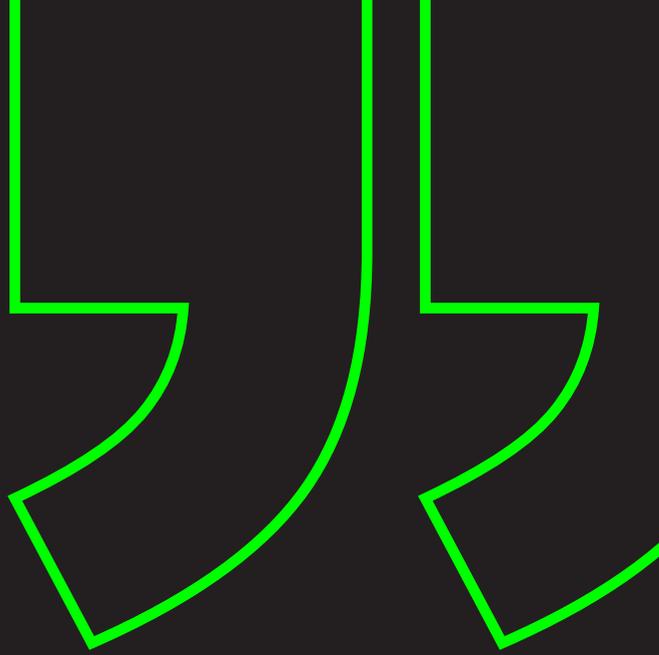
46%

of B Corps™ have begun to benefit from developing partnerships with like-minded businesses.

**I would argue
staff create better
work when they're
motivated – we
have opportunities to
grow and be better**

**Tom Tapper, Co-Founder & CEO at Nice
and Serious. A creative agency who has
been a B Corp™ since 2019.**

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Make the difference.

Make the Change.

Is B Corp™ right for you?

There are a few factors to consider when thinking about applying to become a B Corp™. It is really important to think about whether this certification is right for you, it can be such a worthwhile process and a change that the world needs, however sometimes it isn't for everyone.

We don't mean to scare you with this, it's just important to think about the factors before making the crucial decision.

Application Fee

There is a one off application fee of £500 that has to be paid when you apply to become a B Corp™.

Annual Fee

This depends on the size of your business which has to be paid yearly. For UK companies this starts as an annual fee of £1,000. For more details visit: www.bcorporation.uk

Net Zero Emissions

Not only are you improving your business but you are joining a movement to decrease the amount of CO2 with other B Corps™ for a better future.

Partnerships with other B Corps™

You get to work with like minded businesses with similar values and goals.

Hiring Talent

Millennials and gen Z are more likely to want to work for you because of the values and ethics you have of being a B Corp™.

A step towards a promising future!

How to become certified

1. In order to achieve the B Corp™ certification, you must complete an assessment that looks at the overall impact of your company and services. The B Impact Assessment is a free online test that anyone can complete. It is the first step for gaining your certification and the assessment will focus the companies impact in these key areas:

- **Governance**
- **Workers**
- **Community**
- **Environment**
- **Business model**

2. Next is meeting the legal requirements and understanding how it differs due to your company's location and structure. You can use the Legal Requirement Tool on the B Corp™ website to analyze how your company will incorporate stakeholder consideration into your governance structure.

3. Once your B Impact Assessment has been verified, you will receive a score and you will need to reach 80 points or above to certify. To verify the responses from your Assessment, B Lab may ask you to meet veritully and submit various confidential documentation. This assessment will need to be revisited every 3 years, meaning a new score.

Now you know the process, let's talk money

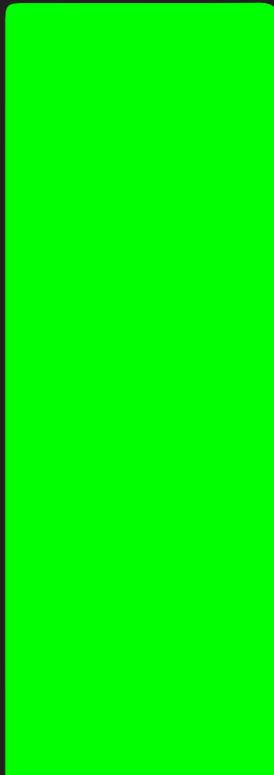
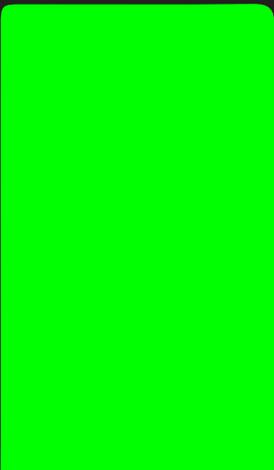
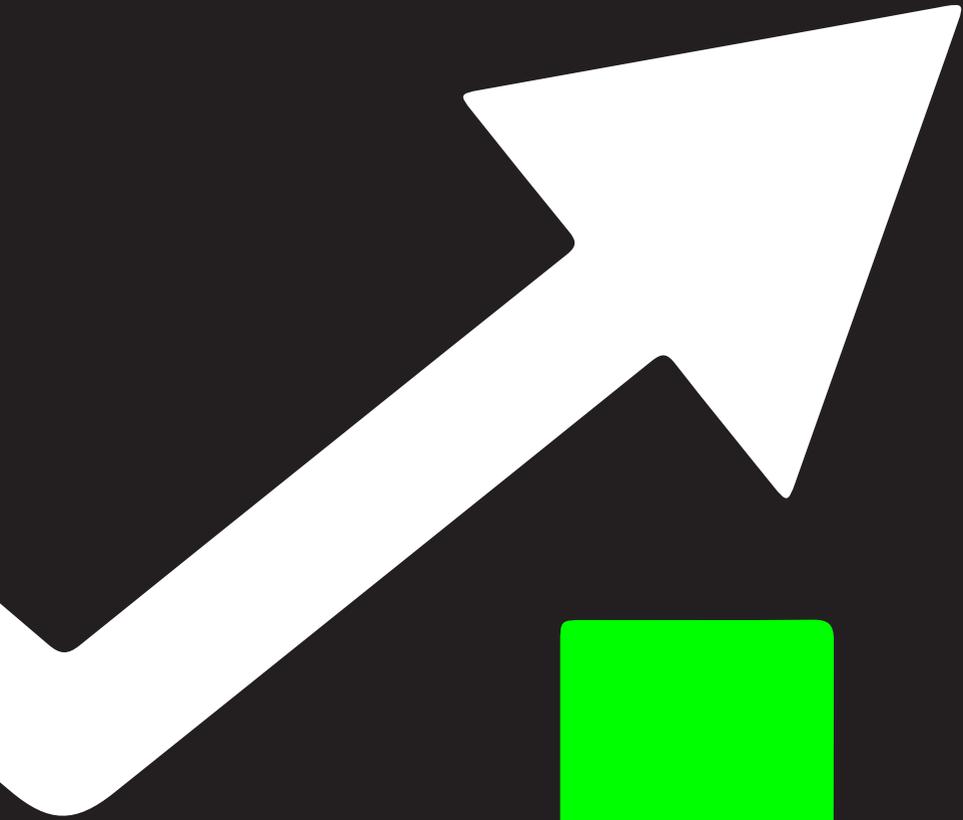
Using the B Impact Assessment is free. A one-off submission fee of £250 (plus VAT) is payable when you submit your company for certification. Lastly, there is an annual fee, which scales with revenue and starts at £1,000 (UK). To learn the pricing policies in other regions, then click here.

<https://bcorporation.net/about-b-lab/global-partners>

“Certified B Corps™ in the UK are growing 28 times faster than the national economic growth of 0.5 percent.”

(Office for National Statistics, 2018)





Let's consider the factors

The process of becoming a B Corp™ is hard work, but it can be worth your while. With everything there are always going to be some considerations which can affect your decision. It's better to think about these now before you get started:

Looking at bo

CONS Legal Responsibilities

There is a legal commitment to an annual assessment which can be hard to keep up for some companies.

Can Take Time

The process can be very long and time consuming, typically taking 4-6 months

Lengthy Process

Depending on the size of your business can affect how long it is going to take for you to be accepted and recognised as a business. However it is worth the wait for the amount of effort you have put in to your business

More Than Just Profit

A B Corp™ certification requires thinking beyond profit in creating and delivering your organisational strategy.

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PROS

Force of Good

It demonstrates to the world around you that you're committed to a more sustainable and ethical future

Joining Forces

Access to information and new opportunities from other like minded B Corps™.

Success

Your business is more likely to succeed as UK B Corps™ reported an average revenue growth of 14% year-on-year since launch in 2015.

Competitive Advantage

Positive sustainability credentials gives your brand a competitive edge making you stand out amongst your competitors and within the industry.

Recruitment Appeal

Greater recruitment appeal as new hires are increasingly looking to an organisation's ethical credentials before they agree to take on a role.



We don't want to sugar coat it

The biggest drawback can be that it might take a while for your business to become certified, you might not even be certified the first time, but the benefits give you more reason to change the way you run your business and try again. B Corps™ are more commonly recognised and they stand out amongst the other businesses for the good they do. Yes the fee might be a lot, but the changes you make to the business can save you money in the long run, making the fee go towards a sustainable future which is a cause your business can be proud and seen to support.

These depend on each business, like we said before its best to consider the factors and whether this is the right choice for you and your business.

Reinforce the power of businesses

Let's focus on the facts

Now all this information sounds great on paper but where is the proof? Luckily being part of the B Corp™ community means you are constantly being monitored and assessed. Sounds a bit scary – however data shows that it's nothing but good!

Over 66%

of consumers have reported that they are willing to spend more for goods and services that have a positive impact.

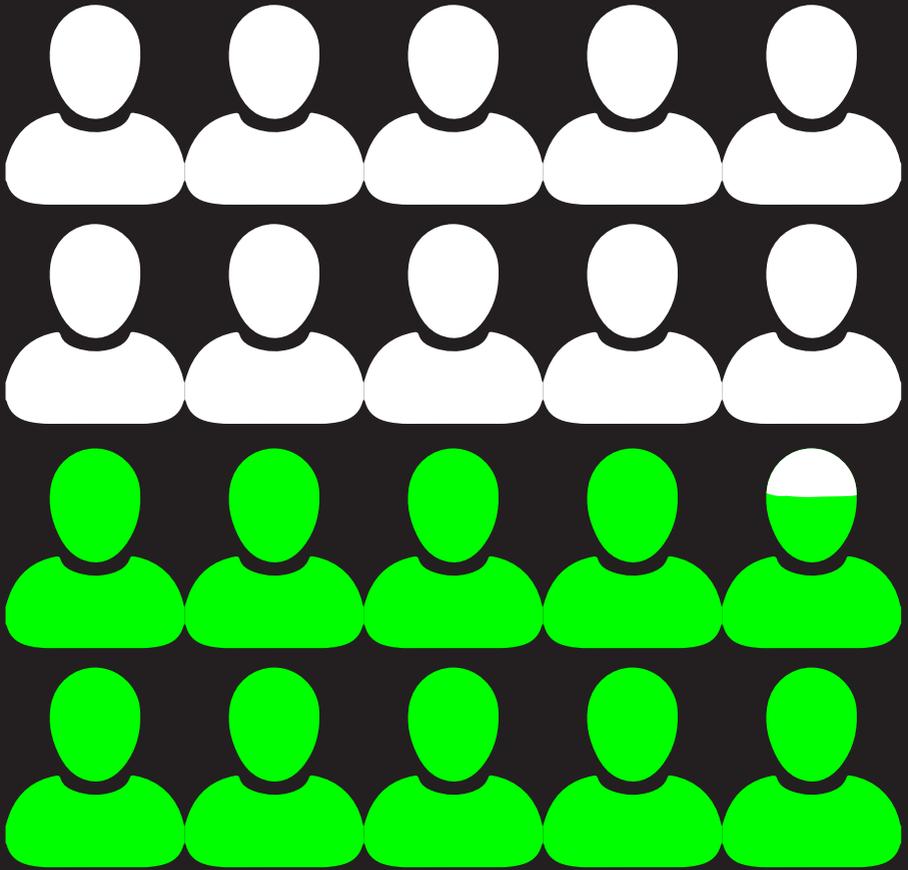
(B Lab™, 2018)



During the last financial crisis, **B Corps™** were **63% more likely to survive** compared to businesses of a similar size.

“They were more resilient and had stronger relationships with their customers.”
(Andrew Kassoy, cofounder of B Lab™)





48%

of B Corps™ have found that prospective employees are attracted to their business specifically because they are a B Corp™.

(B Lab™. 2018)

One Step Ahead

B Corps™ to look at:

Not all B Corps™ are market dominating, well known brands. Some were even so small to begin with but with the B Corp™ movement, they have grown to become successful and recognised businesses within the industry. Ethique, a zero waste beauty and lifestyle brand, started on a little budget. A recent graduate with little money found a niche in the market where they discovered how much waste was created by the cosmetic industry. This formed the business of solid shampoo and conditioner bars. Due to the lack of money they had to crowdfund which brought in a lot of money for the business as people were passionate and valued the ethics of their brand. This gained publicity due to the ethics and sustainable practises and helped grow the company and become a big business B Corp™.

This shows that you don't have to have the money or experience first, a good idea is going to drive recognition and the value of the good or service is going to be what draws consumers attention.

This is only one business out of over 3500 B Corps™ that are certified today but below you might see some familiar faces. Interested in finding out more? Take a look at:

<https://bimpactassessment.net/case-studies>

patagonia®

 innocent

PROPER
Corn

BEN & JERRY'S®

Etsy


PUKKA

Ella's 
kitchen

Join the Movement.

Getting to the right place

About the B Corp™ Certification:

<https://bcorporation.uk/certification>

Detailed Large Company Guide:

[https://go.pardot.com/l/39792/2019-04-03/8z1rgz/39792/196947/Large Company B Corp Certification Best Practices Guide.pdf](https://go.pardot.com/l/39792/2019-04-03/8z1rgz/39792/196947/Large%20Company%20B%20Corp%20Certification%20Best%20Practices%20Guide.pdf)

Detailed SME Company Guide:

[https://go.pardot.com/l/39792/2018-07-30/8h2gfd/39792/168031/Complete Guide to B Corp Certification for SME.pdf](https://go.pardot.com/l/39792/2018-07-30/8h2gfd/39792/168031/Complete%20Guide%20to%20B%20Corp%20Certification%20for%20SME.pdf)

Find Out What Companies Are Already B Corps™:

<https://bcorporation.uk/directory>

B Corp™ Case Studies:

<https://bimpactassessment.net/case-studies>

Start the Assessment Process:

<https://bimpactassessment.net/?ga=2.71629779.1790499977.1622021223-868876489.1621416563>

Resource Library of Useful Information for the Process:

<https://bcorporation.uk/for-b-corps/resource-library>