

# Definition



**Impact  
Area**



**Sustainable  
Development  
Goals**

**All B Corps**

### Definition

#### Impact Area

It represents the company's governance and four key stakeholder groups: **Workers, Community, the Environment** and **Customers**.

#### Impact Business Model

The way that a business is designed to create a specific positive impact on one of its stakeholders. This may be based on their product, a particular process or activity, or the structure of the business.

#### Operational Impact

The inherent impact the company has on stakeholders from managing and operating a business on a day-to-day basis. All companies have an operational impact, regardless of their design or intent.

# Definition



**Impact  
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**Sustainable  
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### **Definition**

#### **Impact Area**

It represents the company's governance and four key stakeholder groups: *Workers, Community, the Environment and Customers.*

#### **Positive Impact Strategy**

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# Symbol



## Impact Areas



## Performance Sections



## Symbol

### Sectors/Industries



### SDGs



# Mission Locked



**All B Corps**

## Definition

Companies protect their mission and ability to formally consider stakeholders in decision-making through their corporate structure or corporate governing documents, e.g. legal protection to pursue non-financial objectives.

**Certified**



**Corporation**

## All B Corps

This IBM is related to the legal requirement to become B Corp certified.

# Workforce Development



**All industries**

### Definition

The company targets hiring and training programs for chronically underemployed populations.



### Groupe Serbeco

This group has programs to hire, provide quality jobs, and professionally develop individuals with barriers to employment.

For instance, they hire long-term unemployed individuals, people with criminal records or migration background.

# Worker Owned



**All industries**

### Definition

Employee stock ownership plans (ESOPs) empower workers through distributive ownership models. ESOPs are often used to align the interests of a company's employees with those of the company's shareholders.



### King Arthur Baking

Employees at King Arthur Baking own 100% of the company since 2004. Workers start getting stocks after 12 months, which provides financial security and strong incentive to work for the success of the company.



# Supply Chain Poverty Alleviation



**Product only**

### Definition

The company reduces poverty in their supply chain through trade terms, positive labor conditions, and support for underserved suppliers in low-income, poor, or very poor markets.



### Sustainable Harvest

This specialty coffee importer aims to improve the livelihoods of coffee-farming families around the globe through its Relationship Coffee Model. It has partnered with smallholder farmers and their families, helping them gain access to premium markets and increased incomes.

# Microfranchise Poverty Alleviation



**Product only**

### Definition

The company provides micro-entrepreneurship opportunities for underserved individuals through branded, owner-operated franchises. The entity is free from outside control, meaning that it is a privately held company, and it is not a subsidiary of a larger entity.



**CajaVecina**

CajaVecina offers financial opportunities to those who do not have access. They are now in every small town, city, and region of Chile, making a significant change in the lives of the Chilean population.

# Local Economic Development



**All industries**

### Definition

The company commits a significant portion of its procurement and/or sales to remain local in order to strengthen the local economy.



### Local Venture Legal

Local Venture Legal developed a program to assist local small businesses that cannot afford the standard rates. They provide free or discounted legal services to these entities.

# Designed to Give



**All industries**

## Definition

Companies that have a formal standing commitment to donate significant portions of company profits, revenue, equity, or time to charitable causes.



### Charity Bank

Charity Bank was once a UK charitable organization and converted to a for profit, but in their conversion they maintained the language from charities that require the bank to use profits for development of other charities in the UK.



# Producer Cooperative



**Product only**

### Definition

The company uses a supplier-owned cooperative structure to empower suppliers by organizing production, decision-making, and profit distribution.



### Generous Minds

Generous Minds combines consultancy with investment. It is a collective of co-vestors that co-own the Generous Minds co-operative. Up to half of what they earn they reinvest in the companies they work with.

# Resource Conservation



**All industries**

### Definition

The products/services reduce water and energy use and/or limit waste to landfill, e.g. energy-efficient appliances.



**KeepCup**

KeepCup created a barista standard reusable cup. This company is leading the change to ensure the world no longer needs, wants or uses single-use cups.

# Environmentally Innovative Process



**Process only**

### Definition

Utilization of innovative manufacturing or distribution processes that significantly reduce the company's environmental footprint compared to past performance or industry benchmarks.



### DA. AI Technology

The company uses recycled PET bottles as raw material to manufacture recycled eco-products. It has developed recycled textile raw materials, such as recycled poly chips, recycled polyester fibers and recycled fabrics to produce clothing, beddings, and other everyday textile products.

# Renewable or Cleaner-burning Energy



**All industries**

### Definition

The company's products/services reduce GHG emissions through the provision of renewable or cleaner burning energy, e.g. electric vehicles.



### Encore Renewable Energy

This company develops community-scale clean and storage energy projects. They engage local communities and partners in their projects.



# Land / Wildlife Conservation



**All industries**

### Definition

The products/services preserve or restore natural environments and/or protect animals, e.g. sustainably harvested agriculture.



### **Animal Experience Int.**

It is an organization with a mission to help animals around the globe by matching clients with animal-related volunteer opportunities at sanctuaries, wildlife hospitals, animal clinics and conservation projects.

# Toxin Reduction or Remediation



**All industries**

### Definition

The products/services reduce or remediate toxins or pollution, e.g. organic certified products.



### Farm Brothers

This company provides the world with wholesome, tasty, and affordable organic grain snacks that also increase awareness of the benefits of organic food for the planet and all beings living on it.

# Environmental Education & Information



**All industries**

### Definition

The products/services promote awareness about important environmental issues or facilitates conservation, e.g. carbon credit platform.



### Mud Environmental

Beside assessing, remediating and auditing site contamination, this company provides guidelines and resources on their website and educates their clients and the local community to environmental issues.

# Basic Services for the Underserved



**All industries**

### Definition

The products/services provide or assist in the provision of basic services to individuals without prior access, e.g. shelter, clean water.

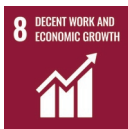


### **Southern Bancorp**

It helps underserved families and communities grow financially stronger by combining traditional banking and lending services with financial development tools ranging from credit counseling to public policy advocacy.



# Economic Empowerment for the Underserved



**All industries**

### Definition

The products/services provide or assist in the provision of income generating activities for underserved individuals, e.g. benefits consulting for the underserved.



**Raízes**

Raízes is a social business that supports projects in tourism, income generation, and strategies for NGOs, using sustainability as a guideline and co-creation as a working tool to increase positive impact.

# Health and Wellness Improvement



**All industries**

### **Definition**

The products/services promote the health and wellness of individuals, e.g. exercise equipment, BPA-free products.



### **Genuine Health**

Genuine Health creates quality natural supplements that promote health, beauty and performance. They not only focus on physical and mental well-being, but also with social and environmental awareness and action, by promoting earth-friendly choices and weaving social responsibility.

# Education



**All industries**

### Definition

The products/services enhance the skills and knowledge of individuals, e.g. primary/secondary schools, career training.



### World Leadership School

World Leadership School empowers young leaders to find innovative solutions to the world's pressing problems. This is accomplished by partnering with K-12 schools to make the shift to 21st century learning.

# Serving in Needs Population



**All industries**

### Definition

The products/services benefit organizations that serve low income or traditionally underserved populations. It could be a company that sells solar-powered lanterns to NGOs in emerging markets, which in turn distributes them to underserved individuals.



### Echale

Echale delivers affordable homes to communities through the implementation of innovations in construction, technology and finance. Its model brings a systemic solution for the selfbuilder families.



# Impact Improvement



**Services only**

### Definition

The service improves the social or environmental impact of the client organizations, e.g. sustainability consulting.



### One Stone

It is a global sustainability advisory firm specializing in strategy and communication. Its aim is to deliver excellence, sustainable business value, and real change by helping companies transform their challenges into opportunity.

# Arts, Media & Culture



**All industries**

## Definition

The products/services promote or preserve art, cultural heritage, or civic engagement, e.g. independent journalism, artisanal crafts.



## Public News Service

This news platform produces and distributes quality information to fill the gap created by the shuttering of local news operations.

# Infrastructure / Market Access Building



**All industries**

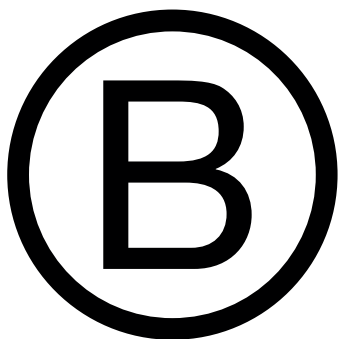
### Definition

The products/services provide necessary infrastructure to communities that were previously inaccessible, e.g. roads, mobile telecommunications.



### Bild

Bild provides technology necessary for people to accede to clean safe drinking water. Offsetting negative effects caused by unclean water consumption and saving underserved communities the corresponding financial burden.



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**Lab**

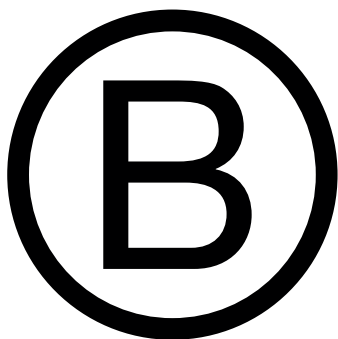
**Switzerland**



## Definition

This section identifies who should be considered a «**worker**» in the B Impact Assessment and reports your worker-related metrics. It also identifies whether your company is designed to deliver a specific, material, positive impact for its workers, and if so, opens the Worker Impact Business Model section that is most applicable.





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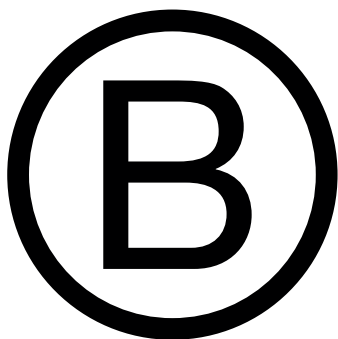
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## Definition

**Governance** evaluates a company's overall mission, engagement around its social/ environmental impact, ethics, and transparency. It evaluates the ability of a company to protect their mission and formally consider stakeholders in decision-making through their corporate structure (e.g. benefit corporation) or corporate governing documents.



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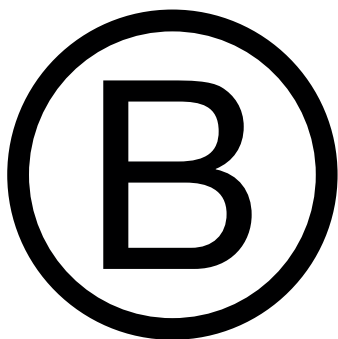
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## Definition

**Community** evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. This section recognizes business models that are designed to address specific community-oriented problems too.



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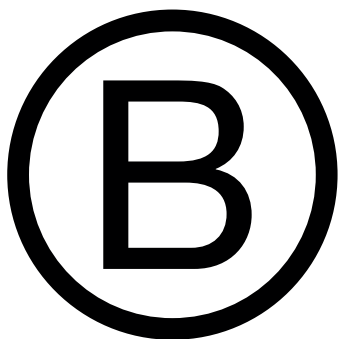
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## Definition

**Environment** considers overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact.



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## Definition

**Customers** impact area evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. This section recognizes products or services that are designed to address a particular social problem for or through its customers.