

THE SLAM DUNK CASE FOR B CORP


Tim Jones
CEO, Founder & B Consultant

**GROW
GOOD**





Who is this dude?

- 
- What B Corp is.
 - How to get Certified.
 - The trends driving B Corp.
 - The ROI x 2 of B Corp.



**WHAT'S THE
MOST EPIC THING?**



**WHAT'S NEW &
EXCITING AT WORK?**

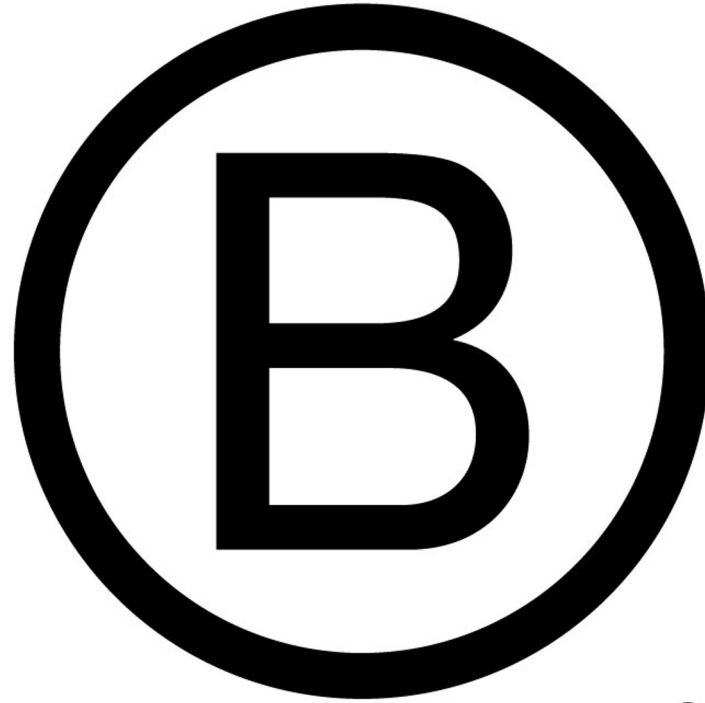
**WHY DO YOU
WANNA BE A B?**







Certified

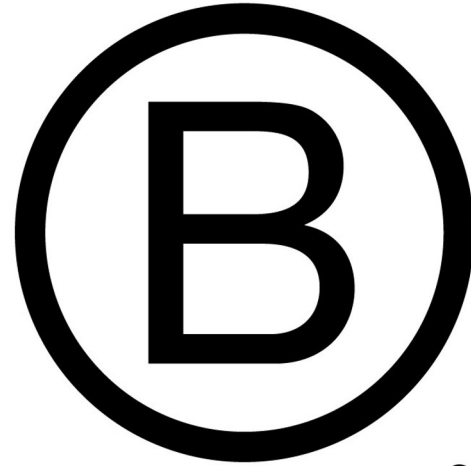


®



Corporation

Certified



®



Corporation

VERIFICATION

COMMITMENT

MOVEMENT

**IMPACT
GUIDE**

COMMUNITY

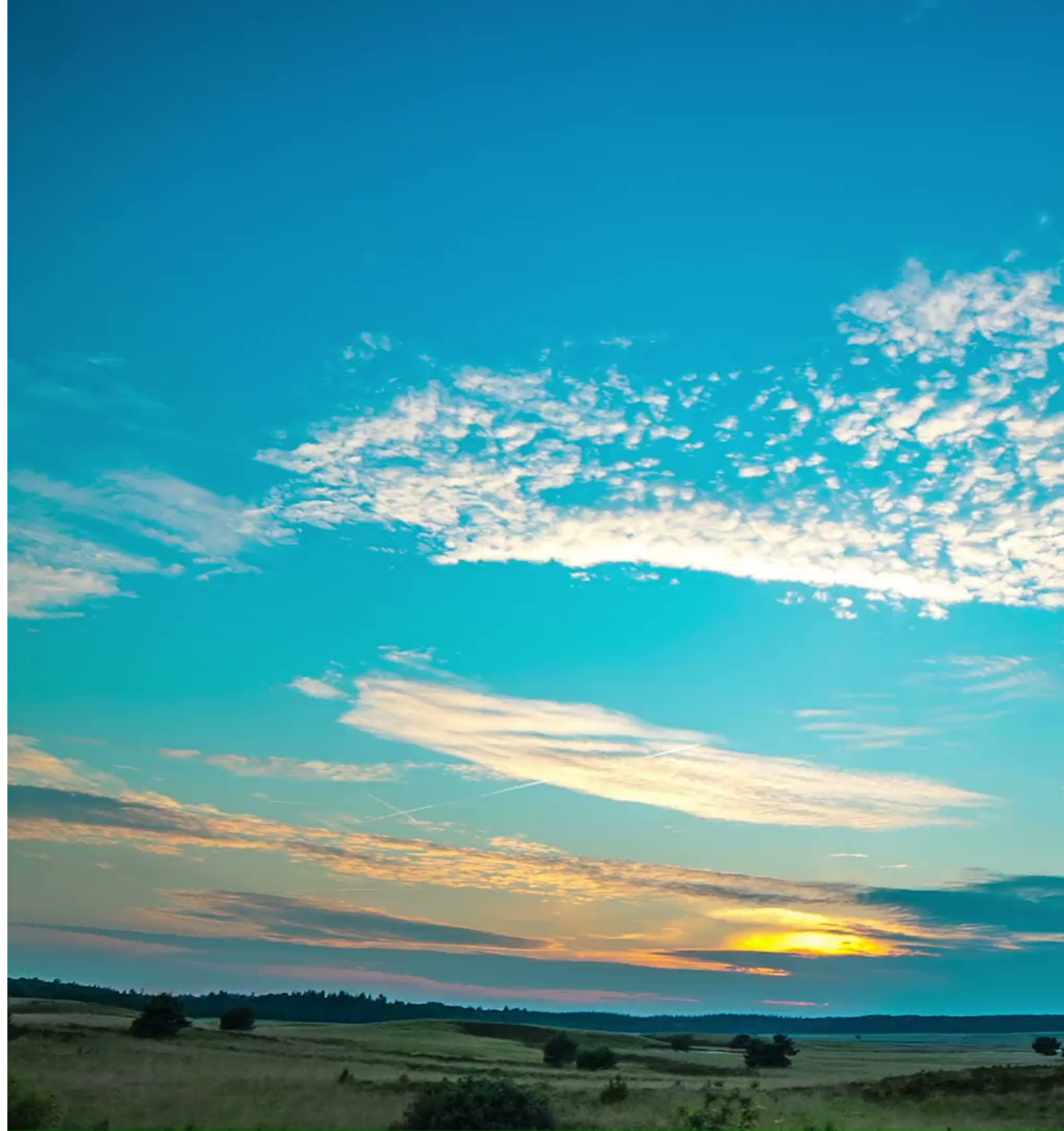


B LAB VS B CORP?

B Lab is a non-for-profit that serves a global movement of people using business as a force for good.

THE VISION

All people benefit from an economy that builds community and regenerates the environment.



KICKSTARTER

ALTER ECO®



allbirds



patagonia®

Kiwi
bank.



TOITŪ
ENVIRO CARE

ethique

CoGo
CONNECTING GOOD



BioBalance®
New Zealand



Ngātahi
COMMUNICATIONS

Chia Sisters



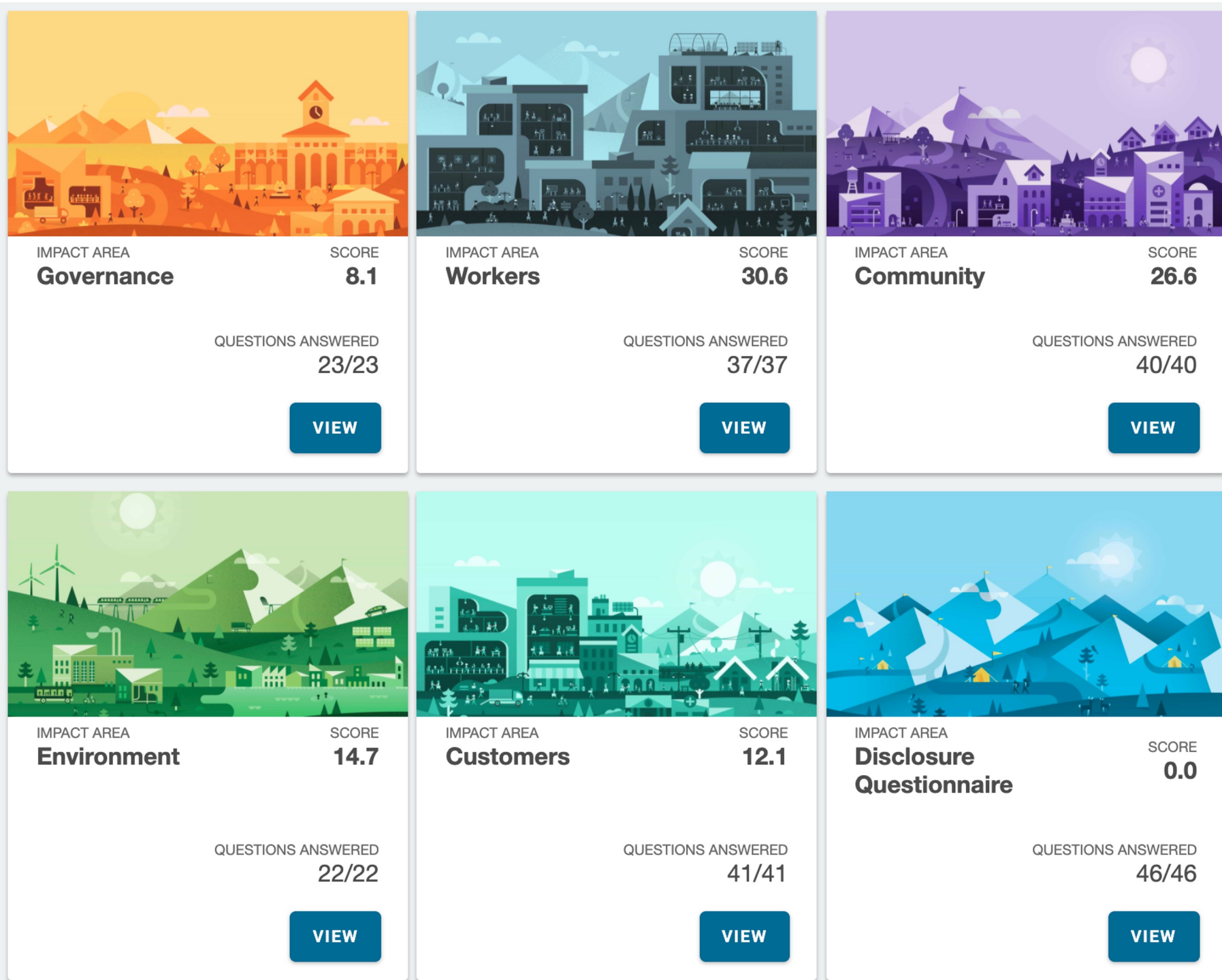
WHO CAN
CERTIFY?

Certified

**WHAT ARE THE 5 AREAS OF
ASSESSMENT FOR B CORP
CERTIFICATION?**


Corporation

BIA



NEXT LEVEL IMPACT - IBM



IMPACT AREA
Governance

SCORE
8.1

Ethics

Transparency

Mission Lock



IMPACT AREA
Workers

SCORE
30.6

Compensation

Development

Worker Owned



IMPACT AREA
Community

SCORE
26.6

Job Creation

Diversity

Charity

Supply Chain



IMPACT AREA
Environment

SCORE
14.7

Inputs

Outputs

Pos Env Impact



IMPACT AREA
Customers

SCORE
12.1

Health

Education

Basic Services

HOW TO CERTIFY?

1

Understand the requirements & engage the team.

2

Appoint Queen/King B and their B Keepers and start the BIA (B Impact Assessment).

3

Review and consider potential impact improvements that you need to or would like to make.

4

Once at the 80/200 score threshold submit and have your score verified by the assessment team.

5

Sign the B Corp Agreement and pay your Certification fees. Congrats you are now a

Certified

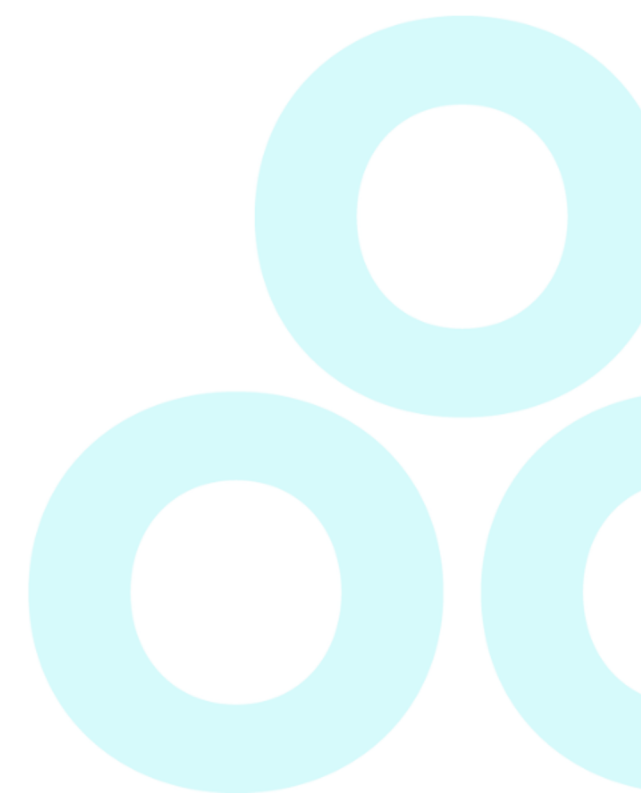
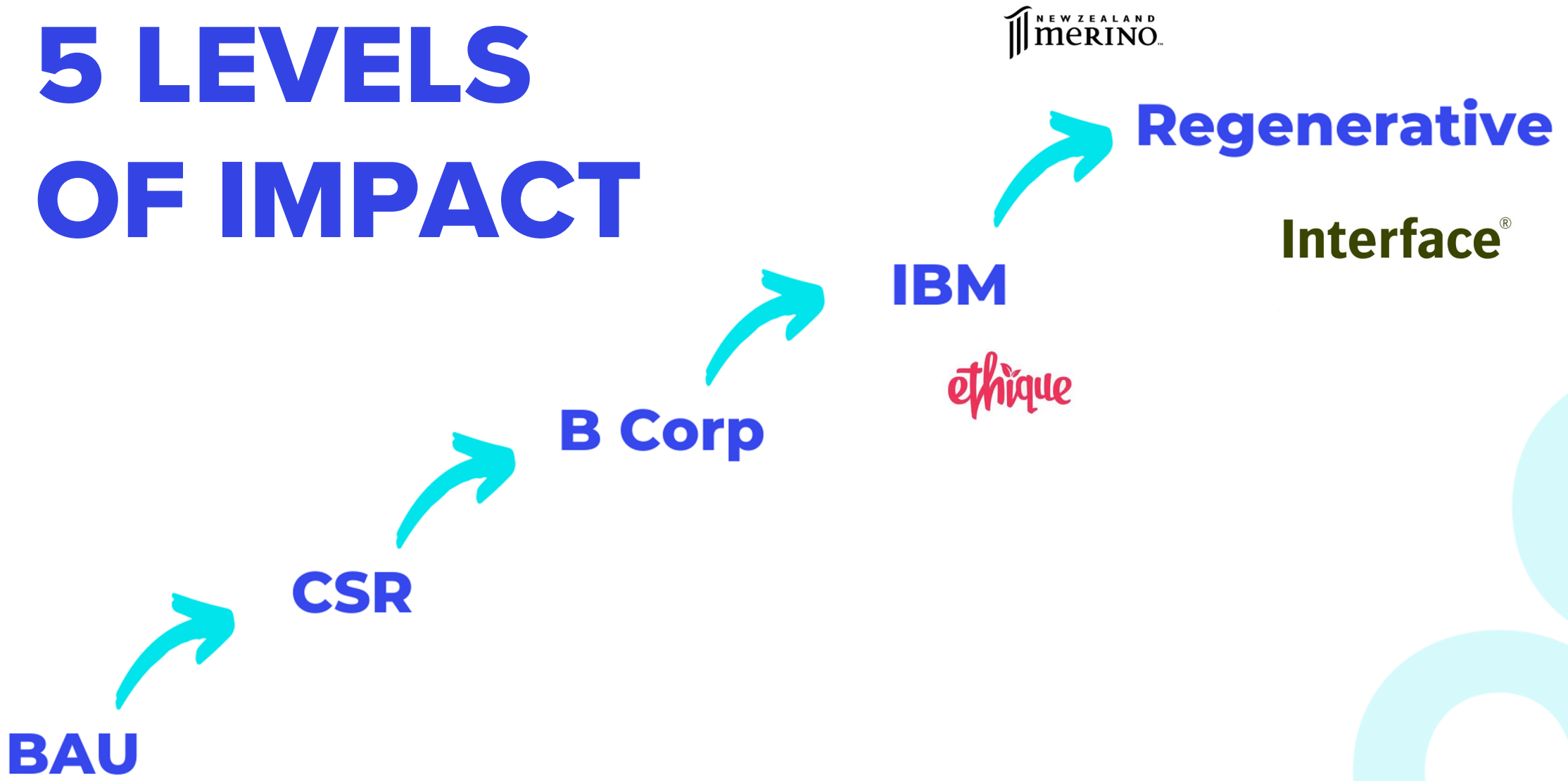
Corporation

6

Embed B Corp & purpose.

Begin impact improvement process for recertification in 3 years time.

5 LEVELS OF IMPACT





**SOCIAL AND
ENVIRONMENTAL
DRIVERS?**





**WHAT 4 GROUPS OF HUMANS
DOES EVERY BUSINESS NEED?**



Will increasingly
pay more for
sustainable brands

CUSTOMERS

BBQ offers | [Shop offers](#)[Home](#) > [Groceries](#) > [Dietary & Lifestyle](#) >

Certified



Corporation

B CORP

BE THE
CHANGE

WHAT ARE B CORPS?

Businesses that are striving to transform the global economy by balancing profit with people and planet. Shop B Corp brands below.

Groceries ▾

Search groceries...

[Multi-search](#)[Book a slot](#)[£0.00](#)

Charlie Bigham's Fish Pie

655g

★★★★☆(95)

save £1.00, Was £8.75

£7.75

£11.84/kg

1



Innocent Juice Smooth Orange

1.35litre

★★★★☆(10)

Save 1/3, Was £3.60

£2.40

17.8p/100ml

1



Activia Fat Free Cherry Yogurts

4x115g

★★★★☆(43)

save 80p, Was £2.30

£1.50

32.6p/100g

1



Activia Strawberry Yogurts

4x115g

★★★★☆(47)

save 80p, Was £2.30

£1.50

32.6p/100g

1



Activia Fusion Prune Fruit Layer Yogurts

4x120g

★★★★☆(66)

save 70p, Was £2.20

£1.50

31.3p/100g

1



Clipper Organic Fairtrade Everyday Tea Bags 80s

★★★★☆(18)

20% Off, Was £3.85

£3.05

3.8p each

1



Activia Fat Free Peach Yogurts

4x115g

★★★★☆(47)

save 80p, Was £2.30

£1.50

32.6p/100g



Actimel Multifruit Yogurt Drinks

12x100g

★★★★☆(88)

Save £1.20, Was £4.20

£3.00

25p/100g



Alpro Dairy Free Long Life Almond Unsweetened

1litre

★★★★☆(49)

Add 3 for £3.50

£1.80

£1.80/litre



Activia Fat Free Vanilla Yogurts

4x115g

★★★★☆(46)

save 80p, Was £2.30

£1.50

32.6p/100g



Charlie Bigham's Salmon en Crouste

440g

★★★★☆(28)

save £1.00, Was £7.50

£6.50

£1.48/100g



Activia Grains & Nuts Walnut & Oats Yogurt

4x120g

★★★★☆(40)

25% Off, Was £2.65

£1.98

41.3p/100g



- Fresh & Chilled Food
- Food Cupboard
- Drinks
- Household
- Health & Beauty
- Baby
- Pet

Filter by

Brands

- ☐ Ella's Kitchen
- ☐ Lily's Kitchen
- ☐ Teapigs
- ☐ Jamie Oliver
- ☐ Alpro
- ☐ Innocent
- ☐ Charlie Bigham's
- ☐ Pukka Teas
- ☐ Cafedirect
- ☐ Activia
- ☐ Scrumbles
- ☐ Delphis Eco
- ☐ Ben & Jerry's
- ☐ Brew Tea Co

Browse

Dietary, Lifestyle & World Foods

B Corp Certified

872 products in B Corp Certified

Favourites first

On Offer & Value

Offer



The Collective Suckies
Strawberry Yoghurt
100g

Buy any 4 for £2.80

★★★★★ (66)

85p

85p per 100g

Add to trolley

Offer



Alpro Almond No Sugars
Long Life Drink
1L

Save 20%, was £1.80

★★★★★ (143)

£1.44 ~~£1.80~~

£1.44 per litre

Add to trolley

Offer



Propercorn Sweet & Salty
Multipack
6 x 14g

Buy any 3 for £4

★★★★★ (43)

£2

£2.38 per 100g

Add to trolley

Offer



Plenish Organic Almond
Unsweetened Drink
1L

Buy any 3 for £5

★★★★★ (264)

£2.50

25p per 100ml

Add to trolley

Offer



The Collective Suckies Peach
& Apricot Yoghurt
100g

Buy any 4 for £2.80

★★★★★ (36)

85p

85p per 100g

Add to trolley

Offer



The Collective Suckies
Raspberry Yoghurt
100g

Buy any 4 for £2.80

★★★★★ (38)

85p

85p per 100g

Add to trolley

Offer



The Collective Suckies
Banana Yoghurt
100g

Buy any 4 for £2.80

★★★★★ (33)

85p

85p per 100g

Add to trolley

Offer



Offer



Offer



Offer



Offer



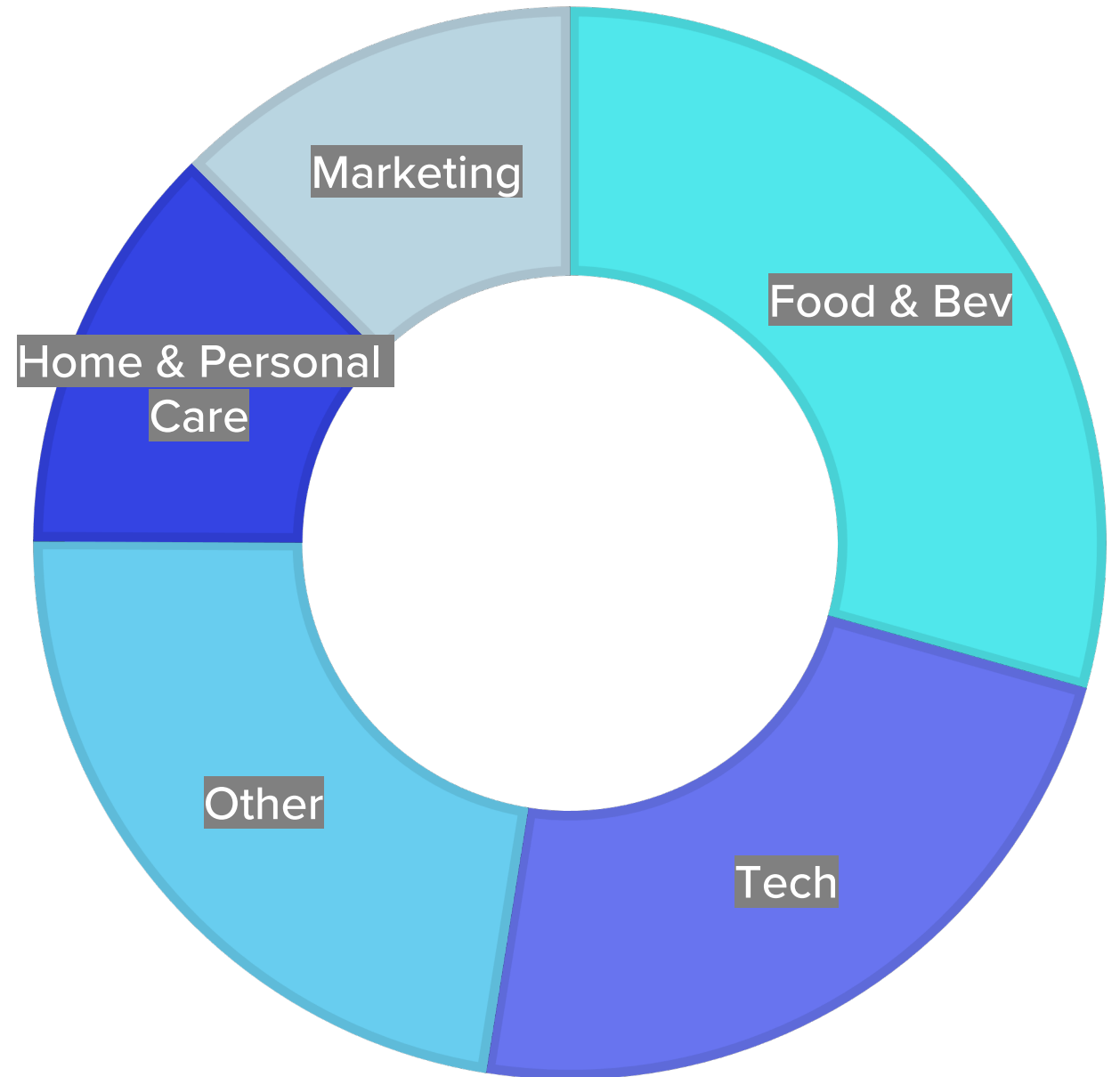
Offer



Offer



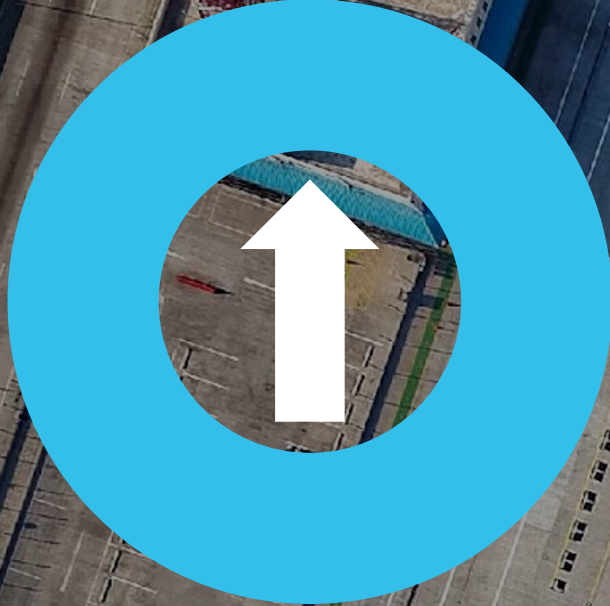
B CORPS BY SECTOR GLOBAL





EMPLOYEES

Expect their employer to
have a greater purpose
and meaningful societal
impact



Organisations are taking sustainability performance into consideration when selecting new suppliers and renewing contracts

SUPPLY CHAIN

SUSTAINABLE INVESTMENT

Global ESG assets are on track
to exceed \$53 trillion by 2025.

*About 30% of the total market.





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ANZ AND KATHMANDU PARTNER ON A\$100 MILLION SUSTAINABILITY LOAN

27 May 2021



Kathmandu's SSL will be measured against a reduction in greenhouse gas emissions, **B Corp Certification**, and improving the transparency, wellbeing and labour conditions for workers in its supply chain

Kiwibank unveils green loans for small and medium-sized businesses ▶

Rob Stock • 18:00, Aug 08 2022



[nzherald.co.nz](https://www.nzherald.co.nz)

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ANZ launches green business loans at heavily discounted rate



By [Tamsyn Parker](#)

2 Sep, 2022 08:30 AM ⌚ 4 mins to read

🔖 Save

➦ Share

2

Comments



**IT MAKES
SENSE
AND
CENTS**

A photograph of a dark grey recycling bin with a yellow lid, overflowing with cardboard boxes and other debris. The bin is positioned against a light-colored, textured wall. To the left of the bin, there is a small, light-colored rectangular object mounted on the wall. The scene is brightly lit, casting a shadow of the bin onto the wall to its right.

1.5x

Zero Waste

**B Corps are 1.5
times more likely to
produce zero waste**



**OPERATIONAL
SAVINGS**

2.2x

Enviro Impact

**B Corps are twice
as likely to be
assessing the
environmental
impact of their
organisation**





7:1

Pay Ratio

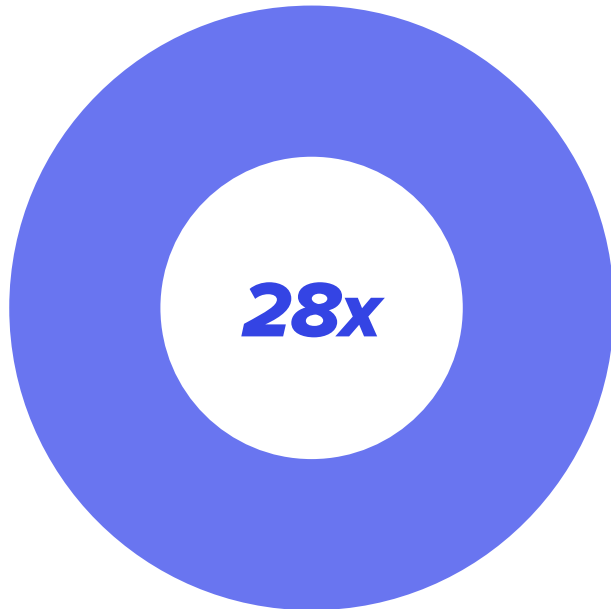
The average pay ratio of highest to lowest paid worker at a B Corp compared to 144:1



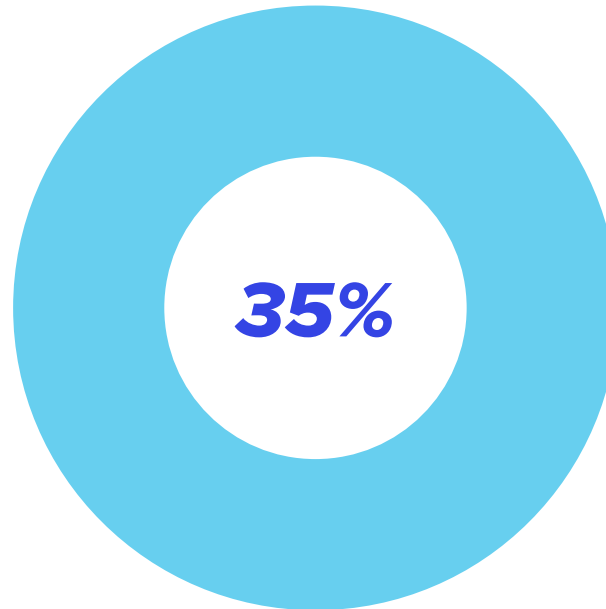
DIVERSITY & INCLUSION

B Corps businesses 'grow 28 times faster than UK GDP'

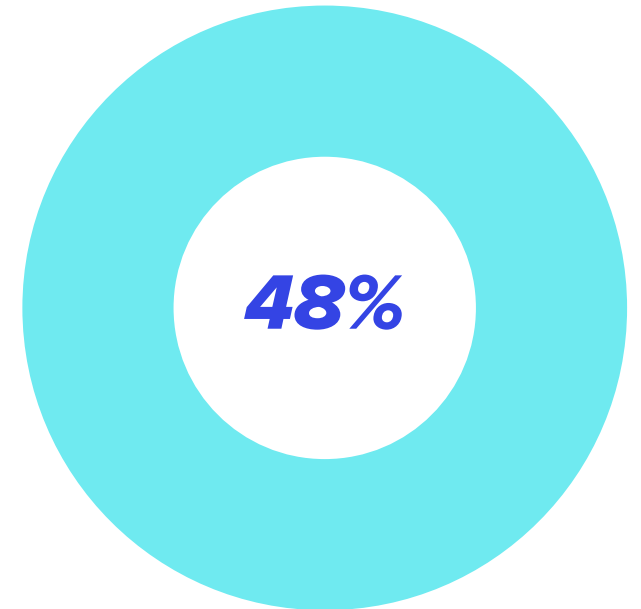
By [Megan Tatum](#) | 21 February 2018 | 2 min read



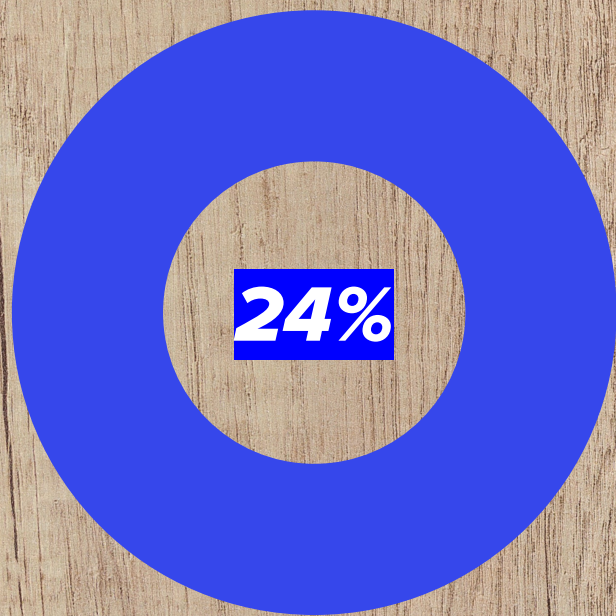
**B Corps Grew 28x
Rate Of GDP**



**Attracted New
Customers**

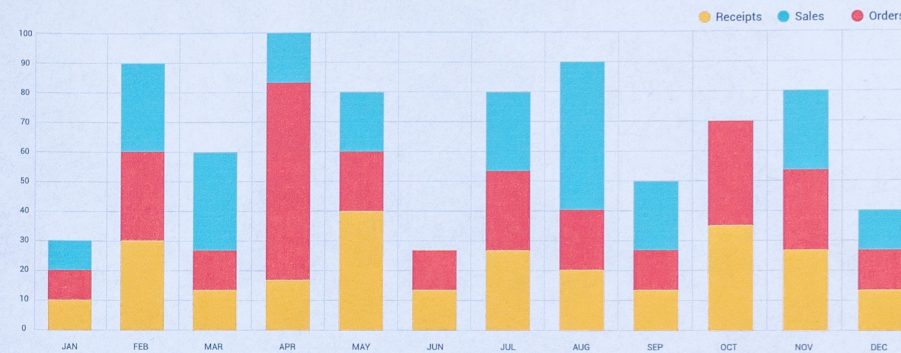


**Prospective Staff
Attracted**



**Average Turnover
Growth of 24% vs 3%
average**

Our company



Business items





10%

Staff Attrition

**Compared to 16 –
18% for non-B Corp**



65%

Secure Investment

Or more than they sought
compared to 56% for non-
B Corp

Article


Effect of B Corp Certification on Short-Term Growth: European Evidence

Valerie Paelman, Philippe Van Cauwenberge*^{ID} and Heidi Vander Bauwhede^{ID}

Department of Accounting, Corporate Finance and Taxation, Faculty of Economics and Business Administration, Ghent University, Sint-Pietersplein 7, 9000 Ghent, Belgium; Valerie.Paelman@UGent.be (V.P.); Heidi.VanderBauwhede@UGent.be (H.V.B.)

* Correspondence: Philippe.VanCauwenberge@UGent.be; Tel.: +329-264-35-35

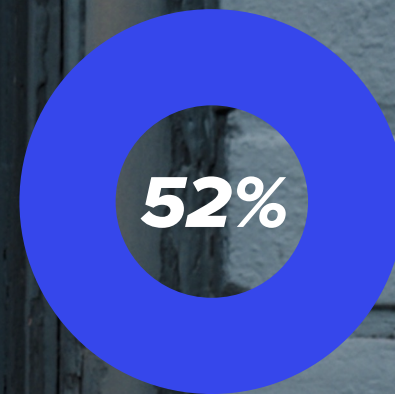
Abstract: This paper investigates the effect of sustainability certification on the short-term growth rates of socially responsible companies. A changing business environment in which stakeholders became more sensitive to the sustainability practices of companies induced a growing popularity of hybrid firms, which use market-based approaches to pursue environmental and social goals. However, stakeholders do not take unsubstantiated claims about companies' sustainability efforts for granted, creating a potential economic role for independent certification organizations. In addition, the internal processes brought about by the external verification procedure could turn the social mission, which is often creating tension with financial goals, into a strategic advantage. B Lab is one such well-known and rapidly growing organization, granting so-called B Corp certificates across many countries around the world. This paper contributes to the hybrid firm literature by ascertaining the benefit of certification as measured by firm growth. Using a panel dataset of financial data of European firms that obtained B Corp certification between 2012 and 2018 and a quasi-experimental difference-in-difference research design, this paper empirically shows that B Corp certification positively impacts the turnover growth rates one year pre versus one year post certification. No significant effects on employee growth rates or total asset growth rates are found.



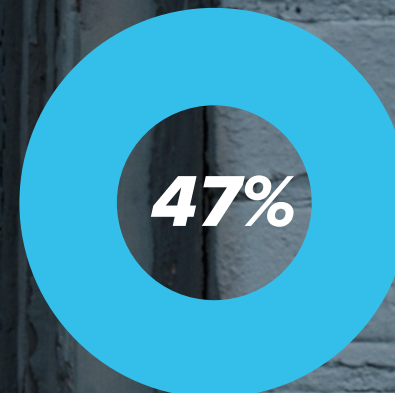
“This paper empirically shows that B Corp Certification positively impacts the turnover growth rates one-year pre versus one-year post certification”



**BUILT TO
WITHSTAND**

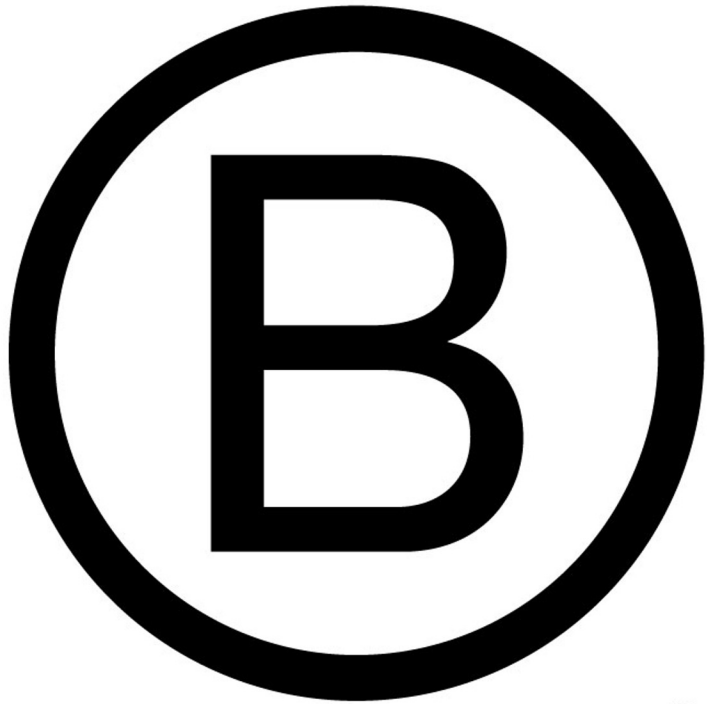


Hired more
employees
in 2020



Employee growth
> 15% in 2020

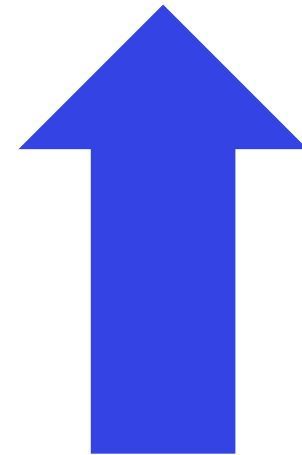
Certified



®

Corporation


2/3



REVENUE IN 2020



THE B CORP MOMENT..?



"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."

Rose Marcario
Former CEO

patagonia



**YOU'VE BEEN
AWESOME...**

**...I'VE BEEN
AMAZING!**





**GROW
GOOD**



B Consultant



Tim Jones - That B Corp Bloke

Helping you go B Corp and beyond | NZ's 1st B Consultant
| Helped 80+ Companies with B Corp | B Corp #6 in NZ
Christchurch Metropolitan Area
7,163 followers · 500+ connections

 **Grow Good**



**Cardiff University / Prifysgol
Caerdydd**



Websites

**GROW
GOOD**

Certified



Corporation

This company meets the
highest standards of social
and environmental impact

Tim Jones

m. +64 21 288 23 63

e. tim@growgood.co

w. www.growgood.co