

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?

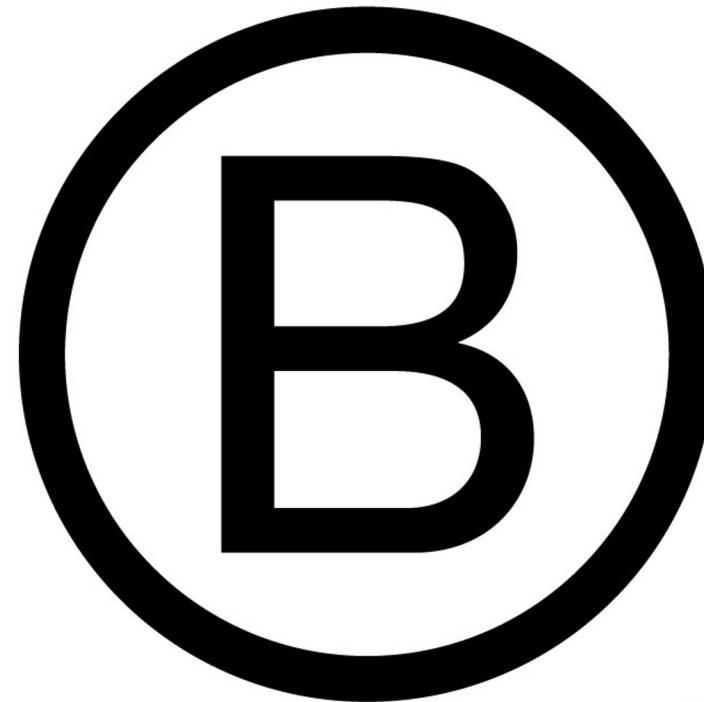
**WHY DO YOU
WANNA BE A B?**







Certified

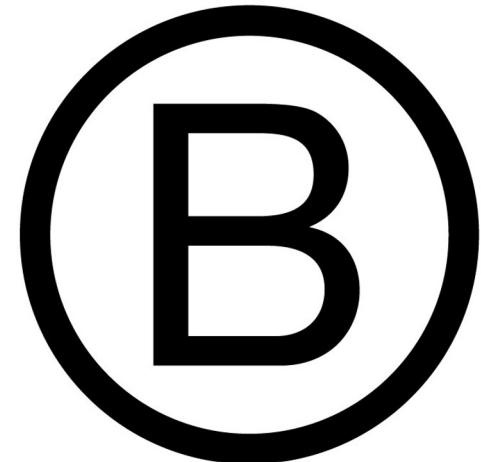


Corporation

VERIFICATION

MOVEMENT

Certified



Corporation

COMMUNITY

COMMITMENT

**IMPACT
GUIDE**

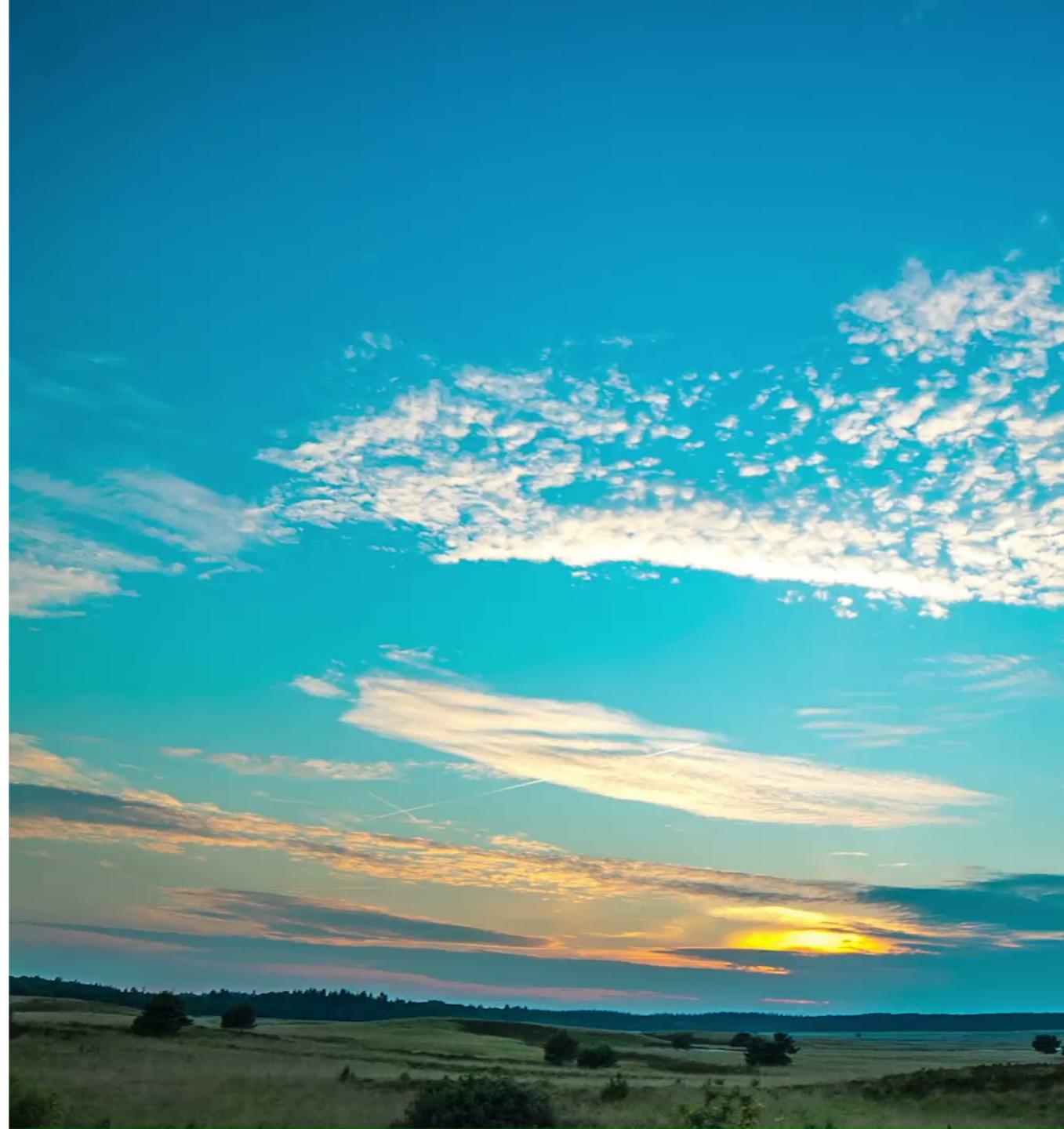


B LAB VS B CORP?

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.





Organic & Fair Trade Coffee
Since 2004



Chia Sisters

WHO CAN
CERTIFY?



Certified



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

®



Corporation

BIA



IMPACT AREA
Governance

SCORE
8.1

QUESTIONS ANSWERED
23/23

[VIEW](#)



IMPACT AREA
Workers

SCORE
30.6

QUESTIONS ANSWERED
37/37

[VIEW](#)



IMPACT AREA
Community

SCORE
26.6

QUESTIONS ANSWERED
40/40

[VIEW](#)



IMPACT AREA
Environment

SCORE
14.7

QUESTIONS ANSWERED
22/22

[VIEW](#)



IMPACT AREA
Customers

SCORE
12.1

QUESTIONS ANSWERED
41/41

[VIEW](#)



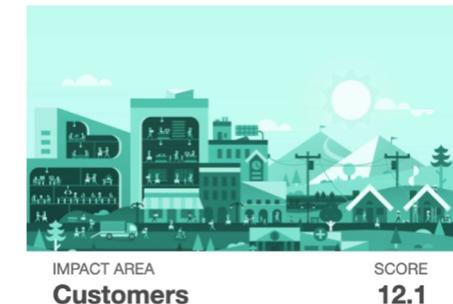
IMPACT AREA
**Disclosure
Questionnaire**

SCORE
0.0

QUESTIONS ANSWERED
46/46

[VIEW](#)

NEXT LEVEL IMPACT - IBM



Ethics

Compensation

Job Creation

Inputs

Health

Transparency

Development

Diversity

Outputs

Education

Mission Lock

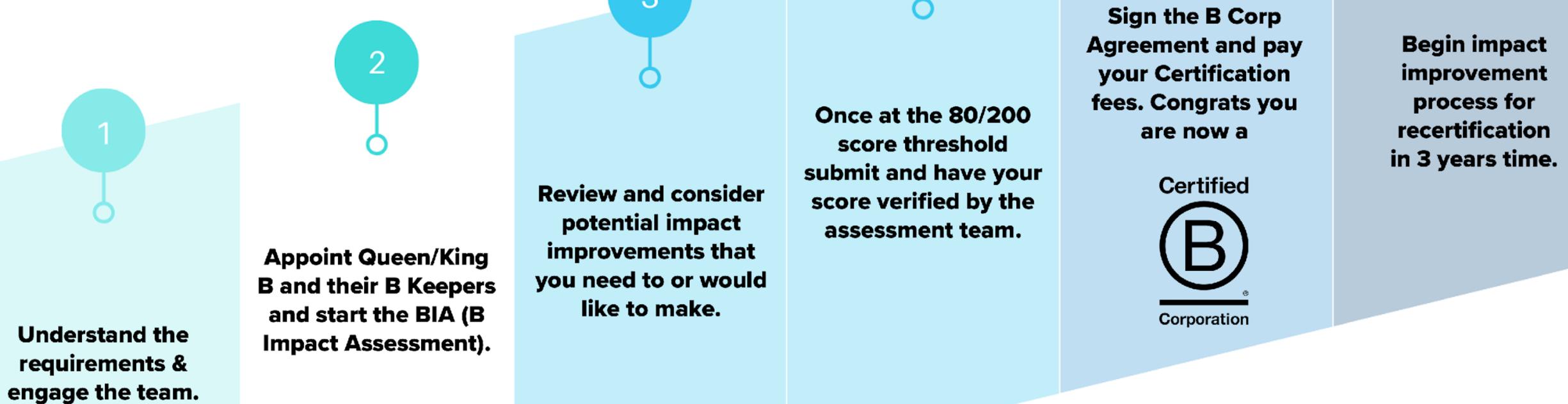
Worker Owned

Supply Chain

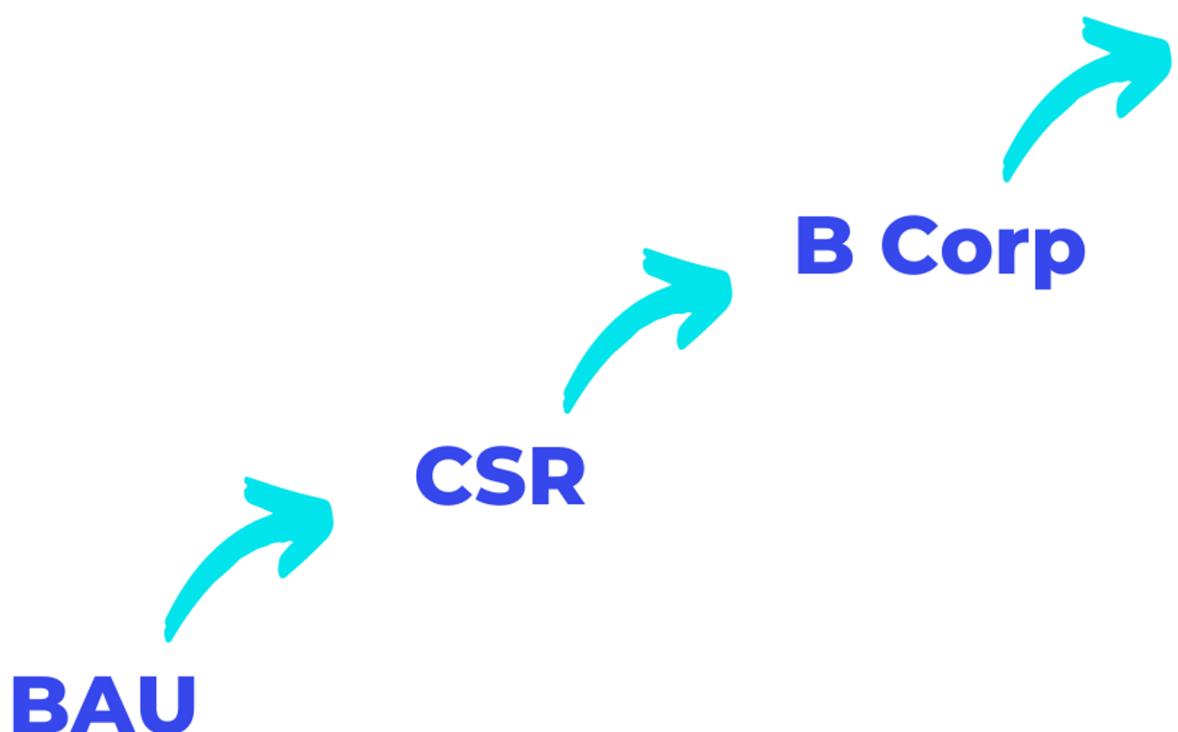
Pos Env Impact

Basic Services

HOW TO CERTIFY?



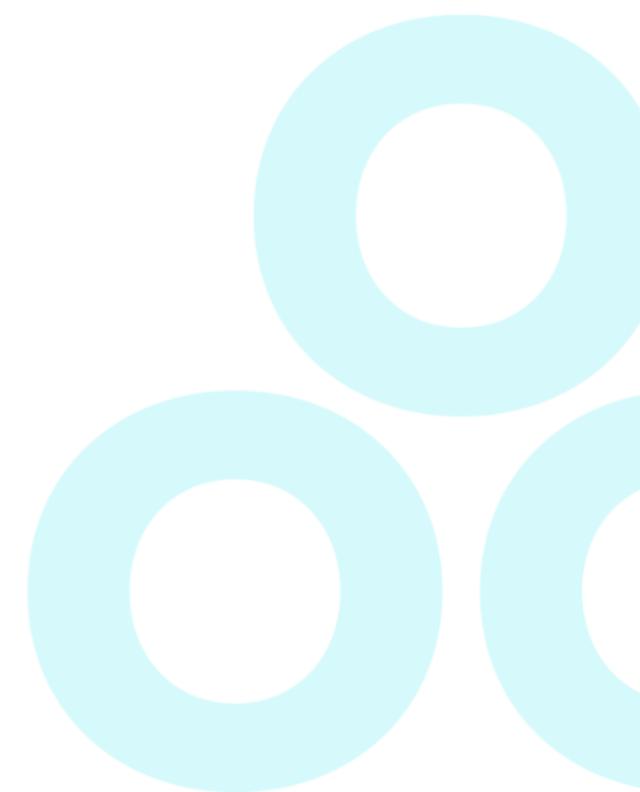
5 LEVELS OF IMPACT



Regenerative
Interface®

IBM

ethique



A woman with long, light brown hair is shown from the side, driving a car. She is looking down at a digital display, likely a navigation screen, which is visible in the center of the dashboard. The car's interior is dark, and the woman is wearing a dark, ribbed sweater. The background is blurred, suggesting motion.

SOCIAL AND ENVIRONMENTAL DRIVERS?



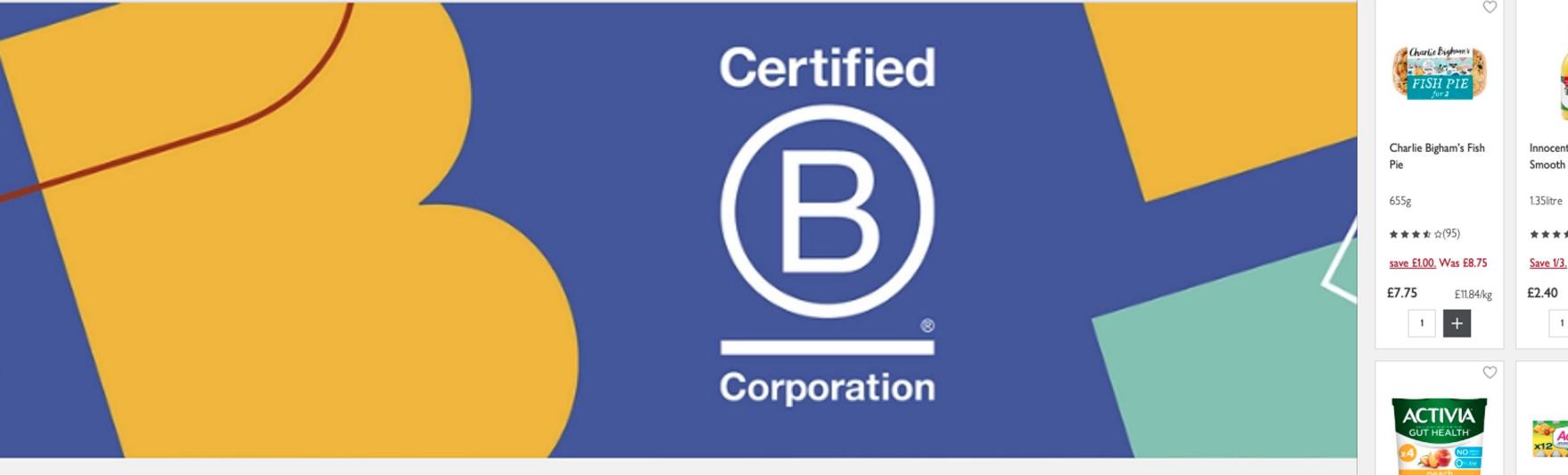


WHAT 4 GROUPS OF HUMANS DOES EVERY BUSINESS NEED?



Will increasingly
pay more for
sustainable brands

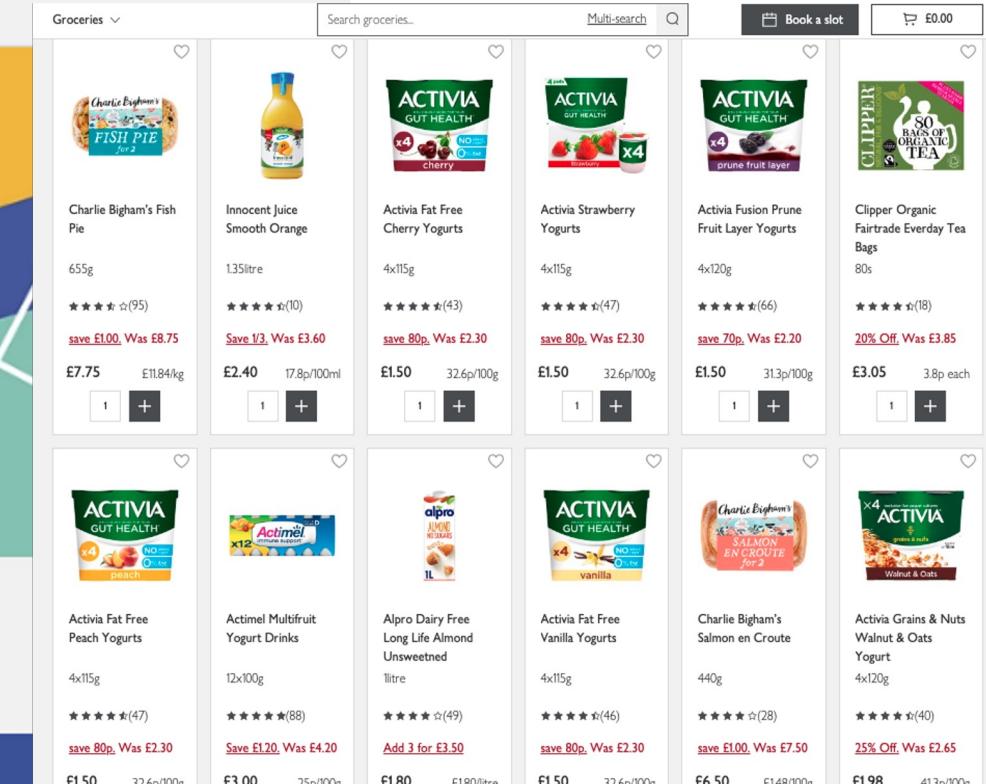
CUSTOMERS



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.



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

Browse ▾ Dietary, Lifestyle & World Foods ▾ B Corp Certified ▾

872 products in B Corp Certified

Favourites first ▾

Filter ▾

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



The Collective Suckies
Strawberry Yoghurt
100g

Buy any 4 for £2.80 ▾

★★★★★ (66)

85p

85p per 100g

Add to trolley



Alpro Almond No Sugars
Long Life Drink
1L

Save 20%, was £1.80 ▾

★★★★★ (143)

£1.44 £1.80

£1.44 per litre



Propercorn Sweet & Salty
Multipack
6 x 14g

Buy any 3 for £4 ▾

★★★★★ (43)

£2

£2.38 per 100g

Add to trolley



Plenish Organic Almond
Unsweetened Drink
1L

Buy any 3 for £5 ▾

★★★★★ (264)

£2.50

25p per 100ml

Add to trolley



The Collective Suckies Peach
& Apricot Yoghurt
100g

Buy any 4 for £2.80 ▾

★★★★★ (36)

85p

85p per 100g

Add to trolley



The Collective Suckies
Raspberry Yoghurt
100g

Buy any 4 for £2.80 ▾

★★★★★ (38)

85p

85p per 100g

Add to trolley



The Collective Suckies
Banana Yoghurt
100g

Buy any 4 for £2.80 ▾

★★★★★ (33)

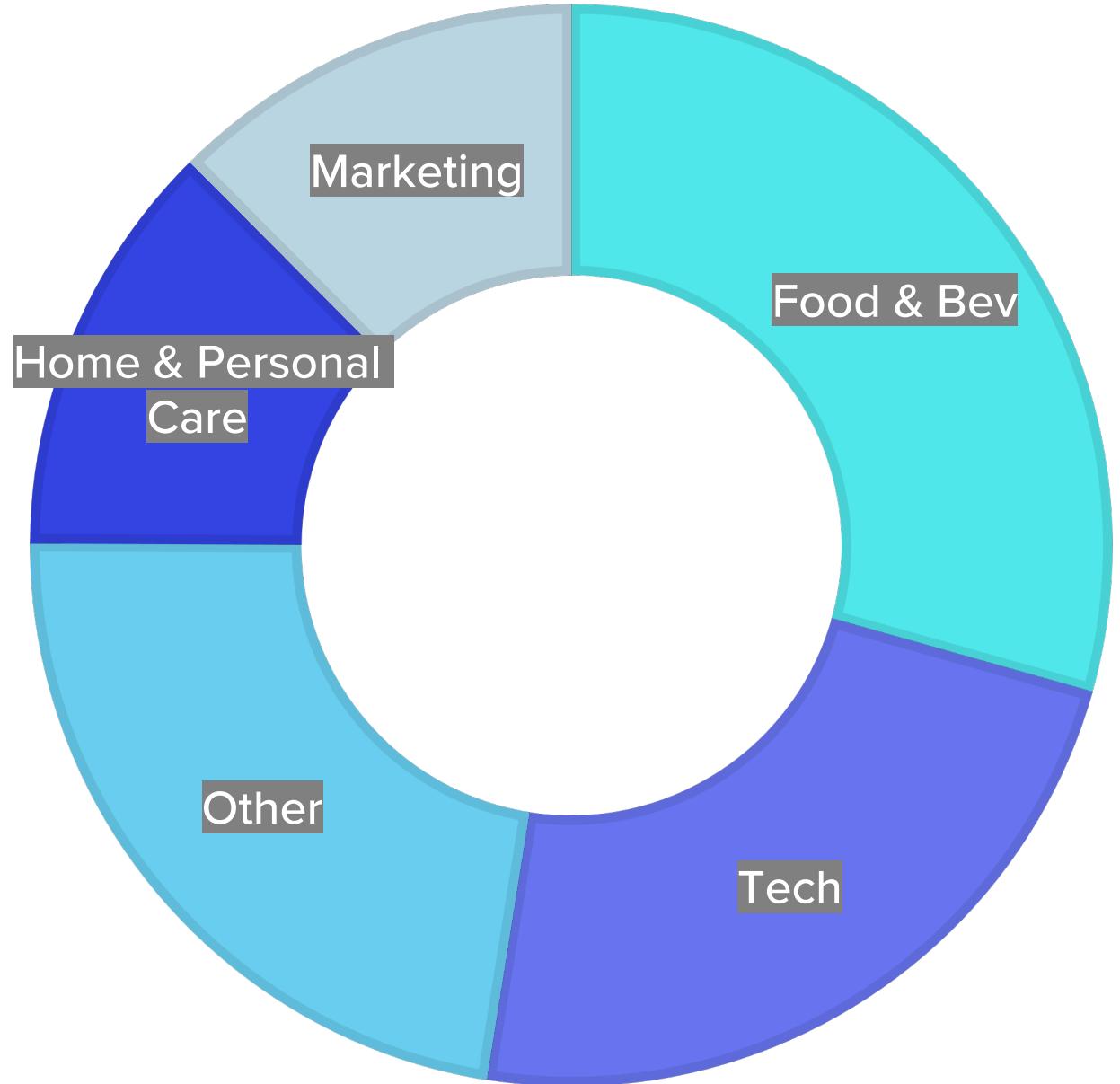
85p

85p per 100g

Add to trolley



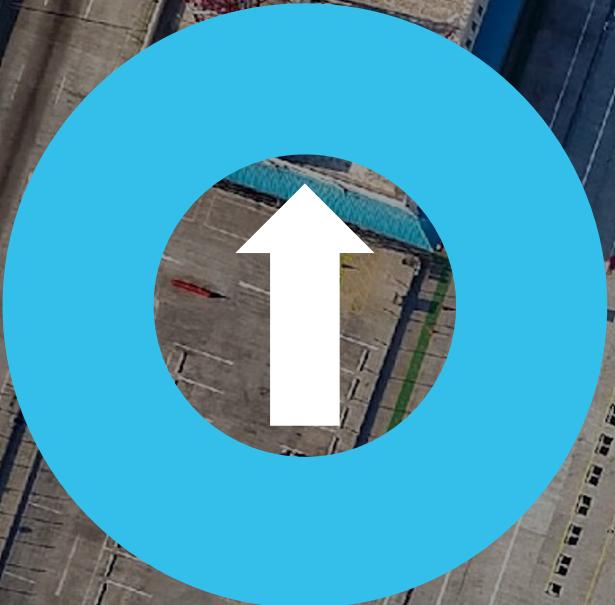
B CORPS BY SECTOR GLOBAL



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.

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



Home / Business

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



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



A close-up photograph of a fluffy, light-colored pom-pom, possibly from a toy or a hat, resting on a dark, textured surface. A lit cigarette with a visible ash is positioned near the pom-pom. The background is out of focus.

7:1

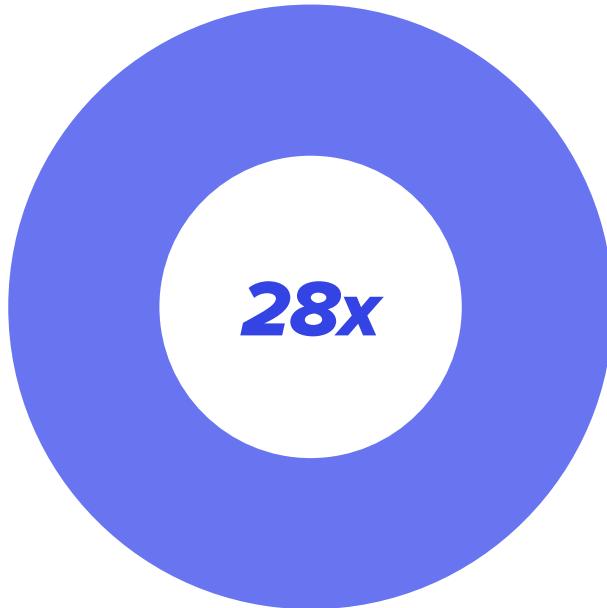
Pay Ratio

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

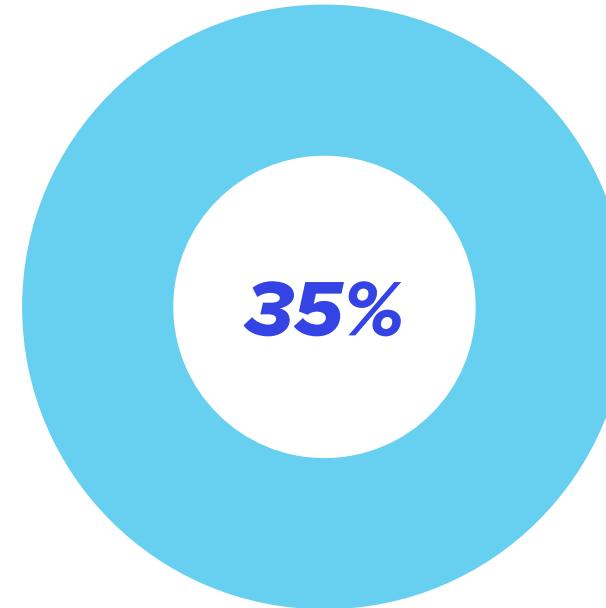
DIVERSITY & INCLUSION

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

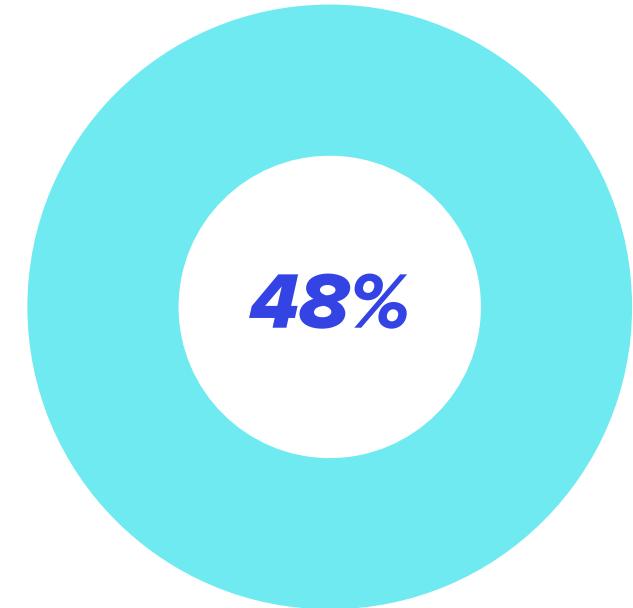
By Megan Tatum | 21 February 2018 | 2 min read



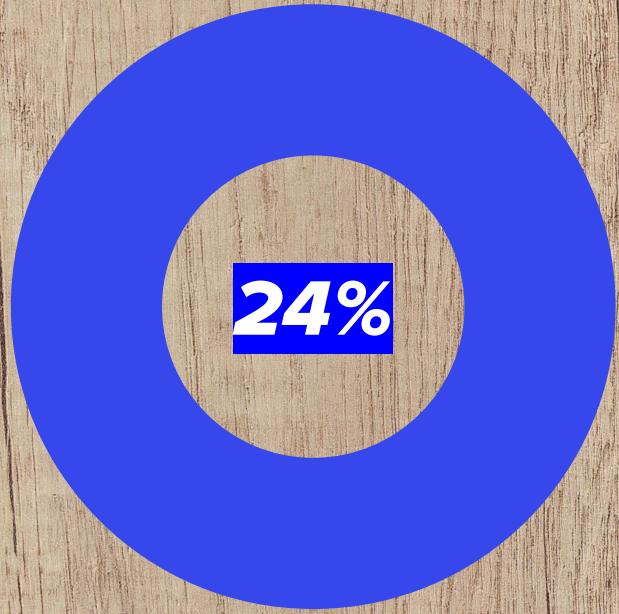
**B Corps Grew 28x
Rate Of GDP**



**Attracted New
Customers**

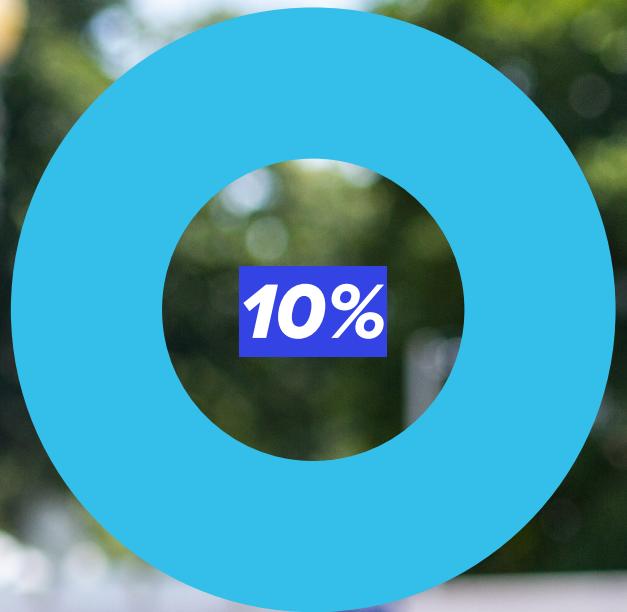


**Prospective Staff
Attracted**



Average Turnover
Growth of 24% vs 3%
average





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 * and Heidi Vander Bauwheide

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* 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.



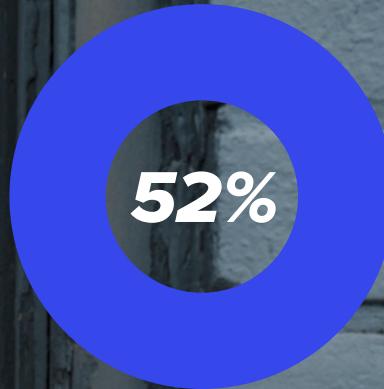
BUILT TO WITHSTAND





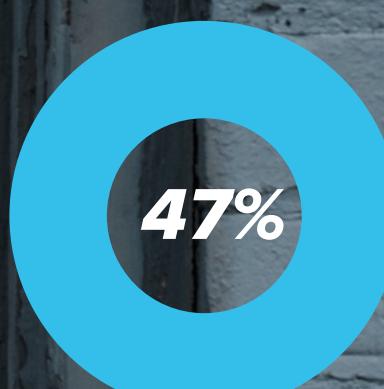
WE ARE
HIRING

APPLY TODAY



52%

Hired more
employees
in 2020



47%

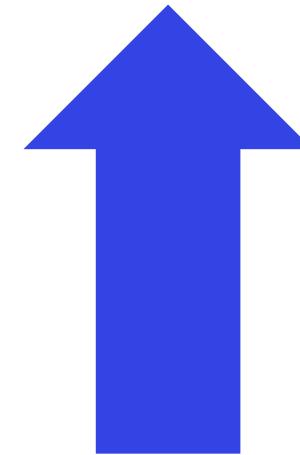
Employee growth
> 15% in 2020

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



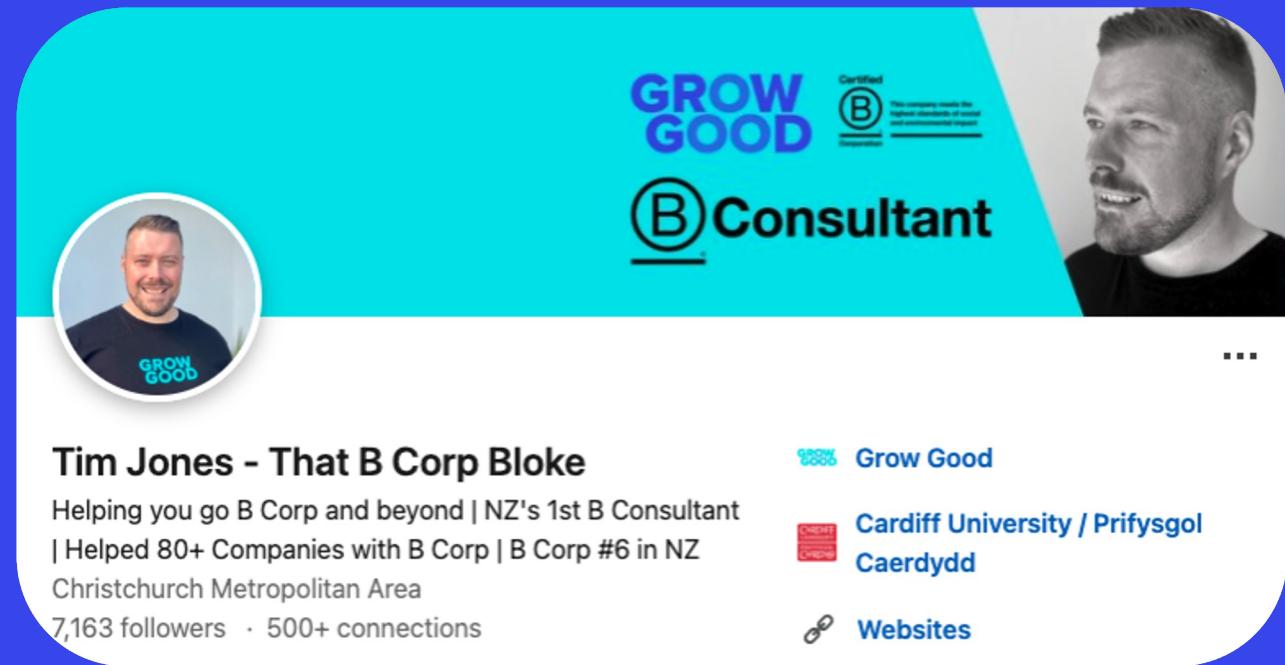
A long-exposure photograph of a glowing neon-style letter 'P' in a dark, graffiti-covered tunnel. The letter is formed by a bright, glowing outline that is thick and multi-colored, with a mix of white, yellow, and orange lights. The 'P' is set against a dark, almost black, background. The letter is positioned in the center of the frame, with its stem pointing downwards and to the right. The tunnel walls are covered in graffiti, with various colors and styles of spray-painted tags and artwork. The floor of the tunnel is dark and appears to be made of concrete. The overall atmosphere is moody and atmospheric, with the glowing letter being the primary light source in the scene.

P

YOU'VE BEEN
AWESOME...

...I'VE BEEN
AMAZING!





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 Certified B Corporation. This company meets the highest standards of social and environmental impact.

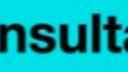
 **GROW GOOD** Certified B Corporation. This company meets the highest standards of social and environmental impact.

 **B Consultant**





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 **B Consultant**

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 Cardiff University / Prifysgol
Caerdydd
 **Websites**

**GROW
GOOD**



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B Corporation. This company meets the highest standards of social and environmental impact.

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