

B the Change

Benefit Corporations as a Force for Good in the
World

NC B Corp Movement



2,100 B Corporations

50 Countries

130 Industries

1 Unifying Goal

tsdesigns
printing t-shirts for good™

With the tagline "dirt to shirt," TS Designs was the first B Corp in North Carolina.



Lulu offers all of their employees 3 paid volunteer days to spend outside of the office volunteering with a group of their choice.



Seventh Generation has a venture arm housed in Raleigh that invests in socially responsible product based companies.



Solidarity Capital Group, the fund advisor for Solidarity Capital Fund and the United Way's Innovate United Fund, has enabled local investors to fund 14 impact entrepreneurs, including 5 certified B Corps.

baldwin &

The only ad agency that is a B Corps and also owns a brewery.
Ponysaurus Brewing.



Did you know greater than 20% of Riley Life revenue comes from other B Corporations?



HQ was the first certified B Corps co-working space in North Carolina and the second brand in the USA!



Helping organizations recognize that caring about employee safety & health is of greater value than simply complying with safety & health regulations.



Everything you wanted to know about B Corps...
but didn't know who to ask...

@NCBCorps

#NCBCorps

@lizmtracy

Liz Tracy

@HQRaleigh

@jyinkathomas

Jessica

Thomas

@NCStateBSC

@dmachles

David

Machles

@dimensionsohs



Using Business as a Force for Good

A large crowd of diverse people is shown from the chest up, celebrating with their arms raised and hands clapping. The scene is filled with a heavy shower of red confetti. In the background, a white sign with black text reads "CELEBRATE CHANGEMAKERS". The entire image has a semi-transparent red overlay.

- What is a Certified B Corp
 - *Background, History and Community*
- Benefits of becoming a B Corp
- How do I become a B Corp
- B Corp Local Resources

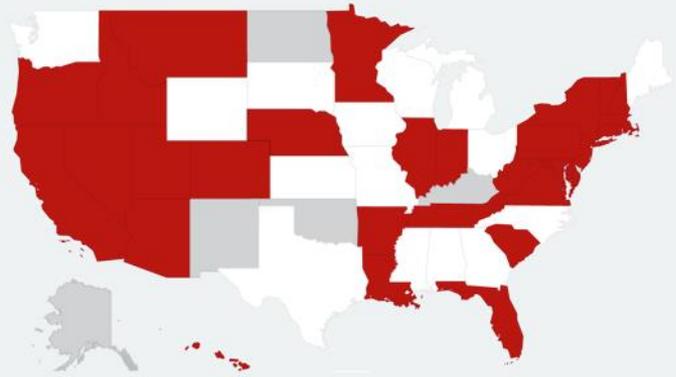
What is a B Corporation?

Benefit Corporation
A Legal Corporate Structure

Certified B Corporation
A Certification Process

State by State Status of Legislation

31 Laws Passed **5** Working on it



Analogous to:



2100

CERTIFIED B CORPS

50

COUNTRIES

130

INDUSTRIES

1

UNIFYING GOAL

Building a community of leaders

A global community of Certified B Corporations who meet the highest standards of verified, overall social and environmental performance, public transparency, and legal accountability.

NC B Corp Movement



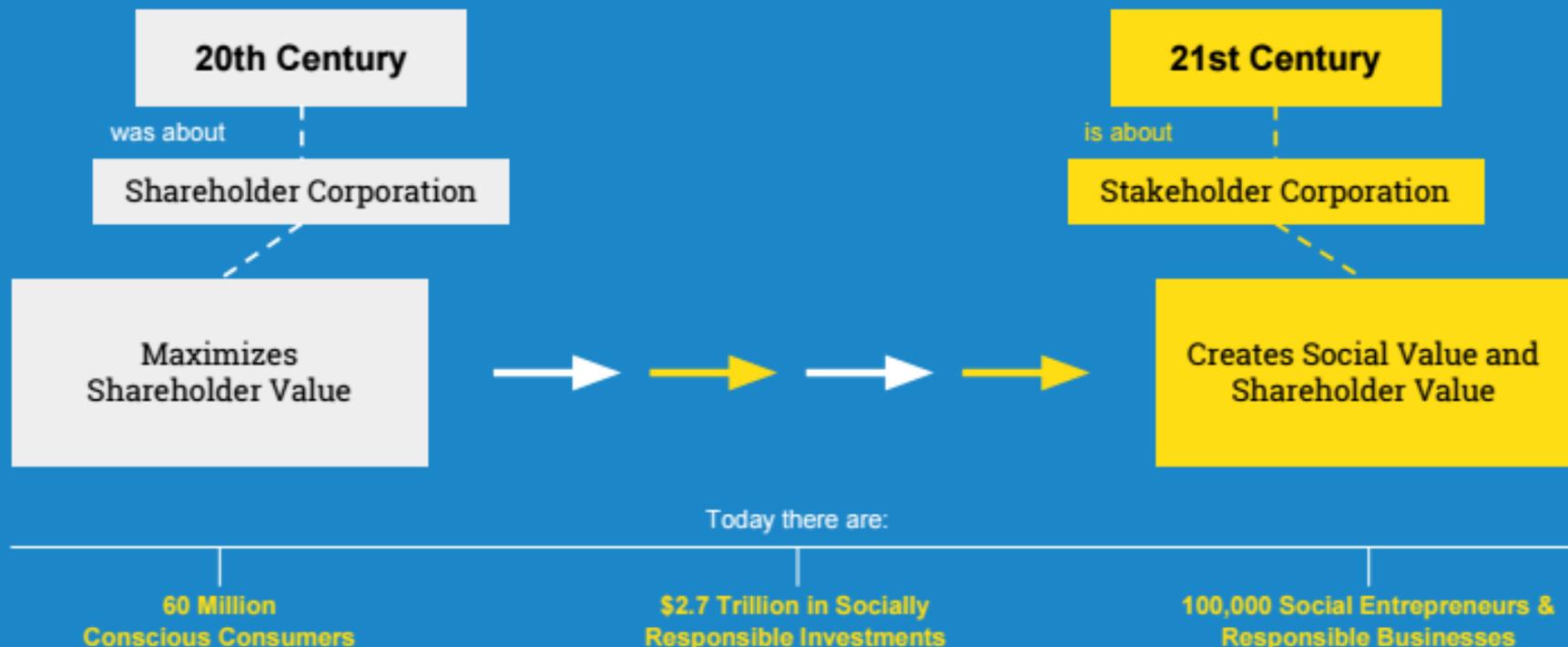
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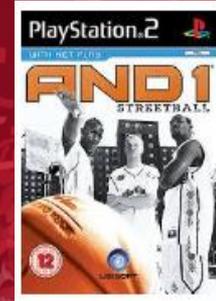
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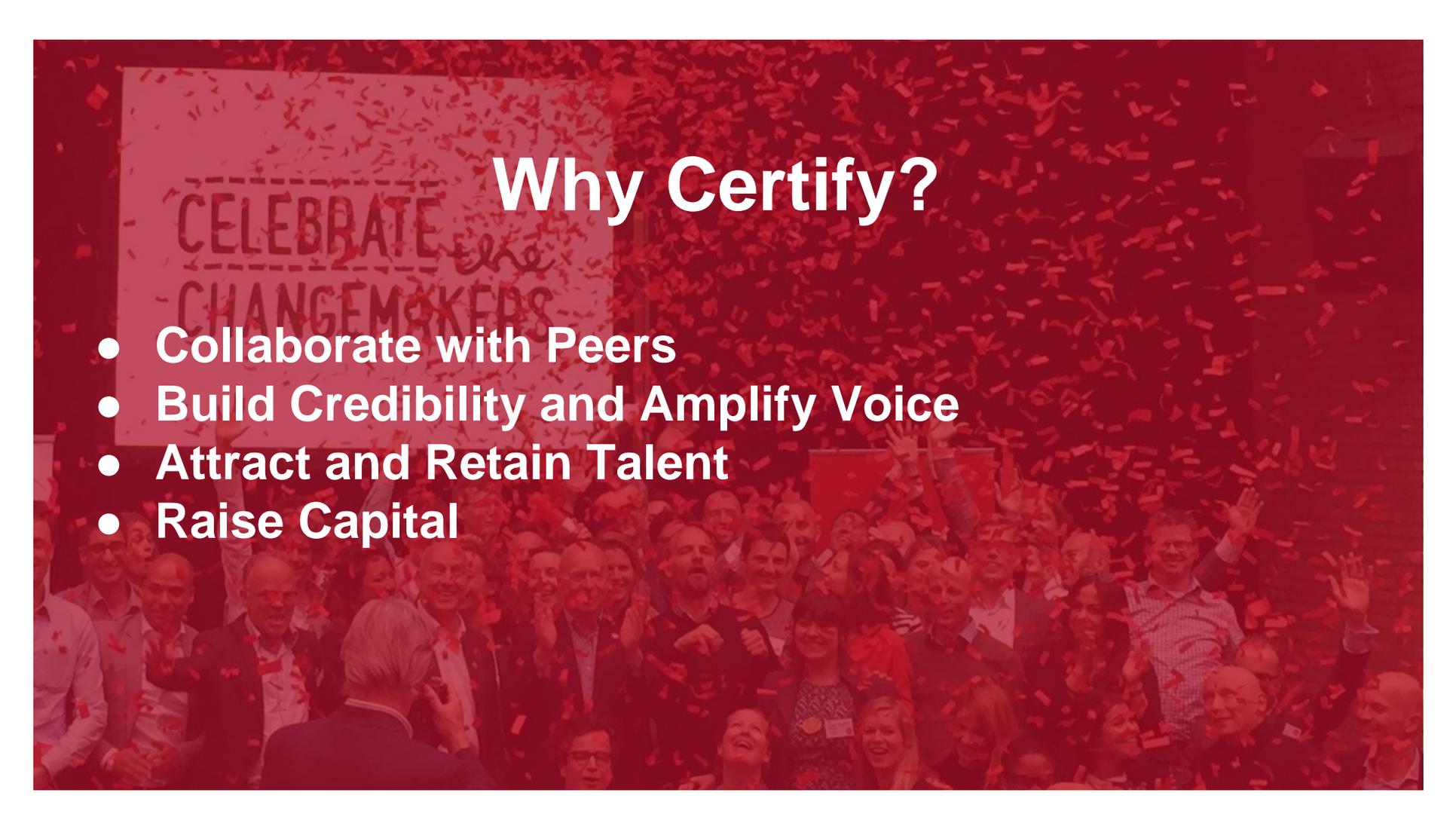
1 Unifying Goal

The Evolution of Business



How Did the B Corps Concept Begin?





Why Certify?

- Collaborate with Peers
- Build Credibility and Amplify Voice
- Attract and Retain Talent
- Raise Capital



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

Its vision is that all companies will compete to be best for the world, and as a result society will enjoy a more shared and durable prosperity.

“B Corp is one of *20 Moments That Mattered* Over the Last 20 Years”

FASTCOMPANY

“*Be Like a B Corp* is one of 5 Business Trends to Master in 2016”

FORTUNE

A faded, high-angle portrait of Madeleine Albright, the former U.S. Secretary of State, is visible in the background of the right side of the slide. She is looking directly at the camera with a neutral expression.

“

In my work, I often wonder to what extent business can help society in its goals to alleviate poverty, preserve ecosystems, and build strong communities and institutions...

B Lab has proven that there is a way – the B Corp movement shows us that business, the driving force of our economy, can be an agent of change and live up to society’s standards.”

- U.S. Secretary of State Madeleine Albright



EILEEN FISHER



Etsy

FAIRPHONE



KICKSTARTER



method.



patagonia



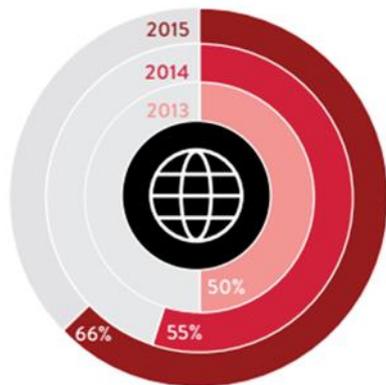
seventh generation.



Triodos Bank

WARBY PARKER





SIXTY-SIX PERCENT
OF GLOBAL
RESPONDENTS
ARE WILLING TO
PAY MORE FOR
SUSTAINABLE
GOODS, UP FROM
55% IN 2014 (AND
50% IN 2013).

3000+

ARTICLES

60MM+

FOLLOWERS

200+

UNIVERSITIES

B Media

Collective Voice

B Lab **inspires millions** of consumers, workers, investors, policy makers, and students to join the movement by building collective voice through a unifying brand used by an engaged community, university curricula, and compelling storytelling from a multi-platform media company.



**75% of Global WorkForce will be
Millennial in 2025**

Why Invest in Social Enterprises?

Non-Financial Information is Now Pivotal

Entrepreneurs Want to Lock in Mission

Talent Demands Purposeful Ecosystems

Public Market Investors are Focused on ESG Factors

Sustainability Improves Performance.

**CELEBRATE
CHANGEMAKERS**



A large crowd of people is shown celebrating, with many raising their hands and smiling. The scene is filled with red confetti. In the background, a sign reads "CELEBRATE CHANGE MAKERS". The entire image has a red overlay.

"88% of reviewed sources find that companies with robust sustainability practices demonstrate better operational performance, which ultimately translates into cash flows,"

Electronic Journal

Researchgate.net SSRN

A large group of people, mostly men in business attire, are gathered together, celebrating. They are surrounded by a thick shower of red confetti. Many people have their hands raised in the air, and some are smiling broadly. In the background, a large white sign with black text reads "CELEBRATE the CHANGEMAKERS". The word "the" is written in a cursive font. The entire scene is overlaid with a semi-transparent red filter.

CELEBRATE *the*
CHANGEMAKERS

Measure What Matters



**Environmental, Health, Safety, & Sustainability
(EHS&S) Professionals**

Shift from reactive to proactive

Materiality and Sustainability

A large group of people, mostly men in business attire, are gathered together, celebrating. They are surrounded by a heavy shower of red confetti that fills the air. In the background, a large white sign with black text reads "CELEBRATE the CHANGEMAKERS". The word "the" is written in a cursive font. The entire scene is overlaid with a semi-transparent red filter.

How Does The Assessment Work?

How does a company certify?

1

Meet Performance Requirement

Complete the [B Impact Assessment](#) and earn a reviewed minimum score of 80 out of 200 points

2

Meet Legal Requirement

Determine the path for your corporate structure and state of incorporation

3

Make it Official

Sign the Declaration of Interdependence, pay certification fees and and put a profile up on [bcorporation.net](#)



To learn more, visit: www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp

Meet the performance requirement

Customers



Environment



Governance



Community



Workers



What does B Impact Assessment cover?

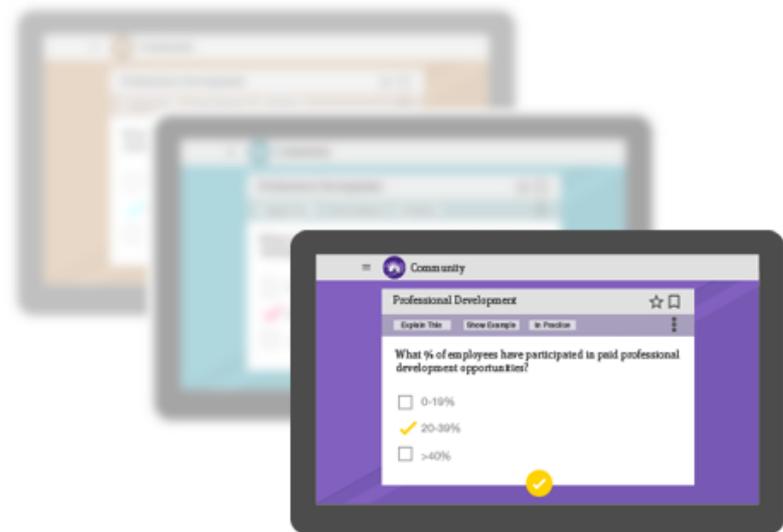


STEP 1. Assess

This Assessment will walk you through a series of questions to help you learn what it takes to build a better business - better for your workers, community, and the environment.

Takes ~30 mins to get a quick snapshot

Takes ~2-3 hrs for a full impact report

[See Sample Questions](#)



BIMPACTASSESSMENT.NET

STEP 2. Compare

Compare your answers to thousands of other businesses and see how you stack up.

You will receive two types of feedback:

Quick Snapshot

A simple look at which questions your company already excels at and which practices it could improve on

B Impact Report

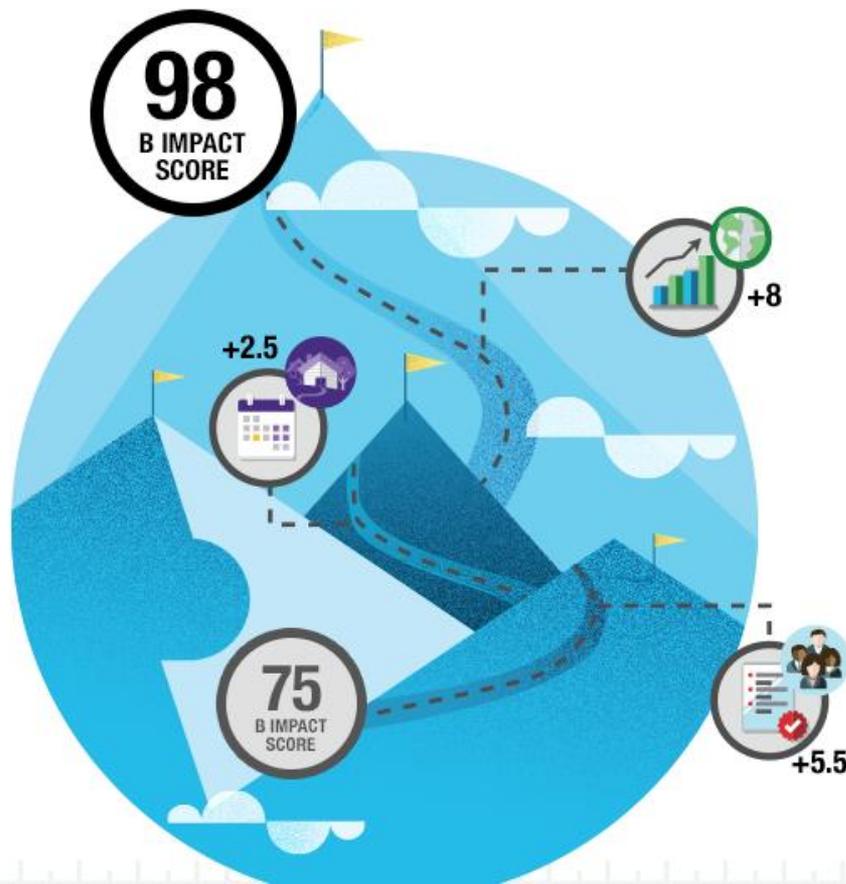
A more holistic look at how your company scores across multiple questions related to the same impact topic

[See a Sample Report](#)

STEP 3. Improve

Create a customized improvement plan for your business and use our free best practice guides to help you implement.

See Improvement Tools and Case Studies




[What are B Corps?](#)
[Become a B Corp](#)
[B Corp Community](#)
[B the Change](#)
[News & Media](#)

Dimensions in Occupational Health and Safety


[B Corp
Community](#)
[Find a B Corp](#)
[B Corp Jobs
Board](#)
[Global Partners](#)
[B Corp Calendar](#)
[Recent
Certifications](#)
[Inclusion
Challenge](#)

**MEASURE
WHAT MATTERS**

Start your B Corp
Certification & assess
your company's impact



Find a
B Corp

Safety, Health, Org Development Consulting

Raleigh, North Carolina
United States

www.dimensions-ohs.com

About Dimensions - OHS, Inc.

Dimensions is a health & safety consulting company founded in 1991. Dimensions - OHS helps organizations flourish through safety, health, wellness, and organizational development initiatives. These initiatives are firmly rooted in leadership development and employee engagement.

What makes us a better company?

B Impact Report

Certified since: June 2013

Summary:	Company Score	Median Score*
Environment	8	7
Workers	28	18
Customers	13	N/A
Community	24	17
Governance	14	6
Overall B Score	86	55

80 out of 200 is eligible for certification

*Of all businesses that have completed the [B Impact Assessment](#)

*Median scores will not add up to overall

Become a Measure What Matters Partner

Join 100 leading investors, supply chain managers, business networks, and governments in helping companies to measure and improve their positive impact.



Compare

Use B Analytics to benchmark your portfolio or network's impact and easily analyze and export data to report to your stakeholders. B Analytics houses the largest database of social and environmental performance data on private companies globally, collected from over 40,000 users of the B Impact Assessment.

B IMPACT SCORES



BENCHMARKING

IMPROVEMENT
CASE STUDIES



CUSTOM IMPROVEMENT
REPORTS



Systemic Impact

When all businesses behave like B Corps, all stakeholders in the ecosystem will have better choices and better outcomes



Workers

- Higher quality jobs
- Meaningful work



Customers

- Better choices at retail
- Higher impact, lower risk supply chains



Communities

- Innovative economic development
- Improved quality of life



Environment

- Lower carbon, waste, water, toxins
- Fewer resources consumed to make products



Investors

- New products to meet demand
- Credible impact data



Policy Makers

- More solutions at scale
- Fewer negative externalities



Educators

- Concrete examples, frameworks, and experiences
- Vast, credible data for research



B Lab's integrated approach to systems change makes an alternative viable and scalable.

Step 1

Build a community of thousands of credible leaders -- B Corps

Step 2

Create tools to make it easy for millions of other businesses to follow

Step 3

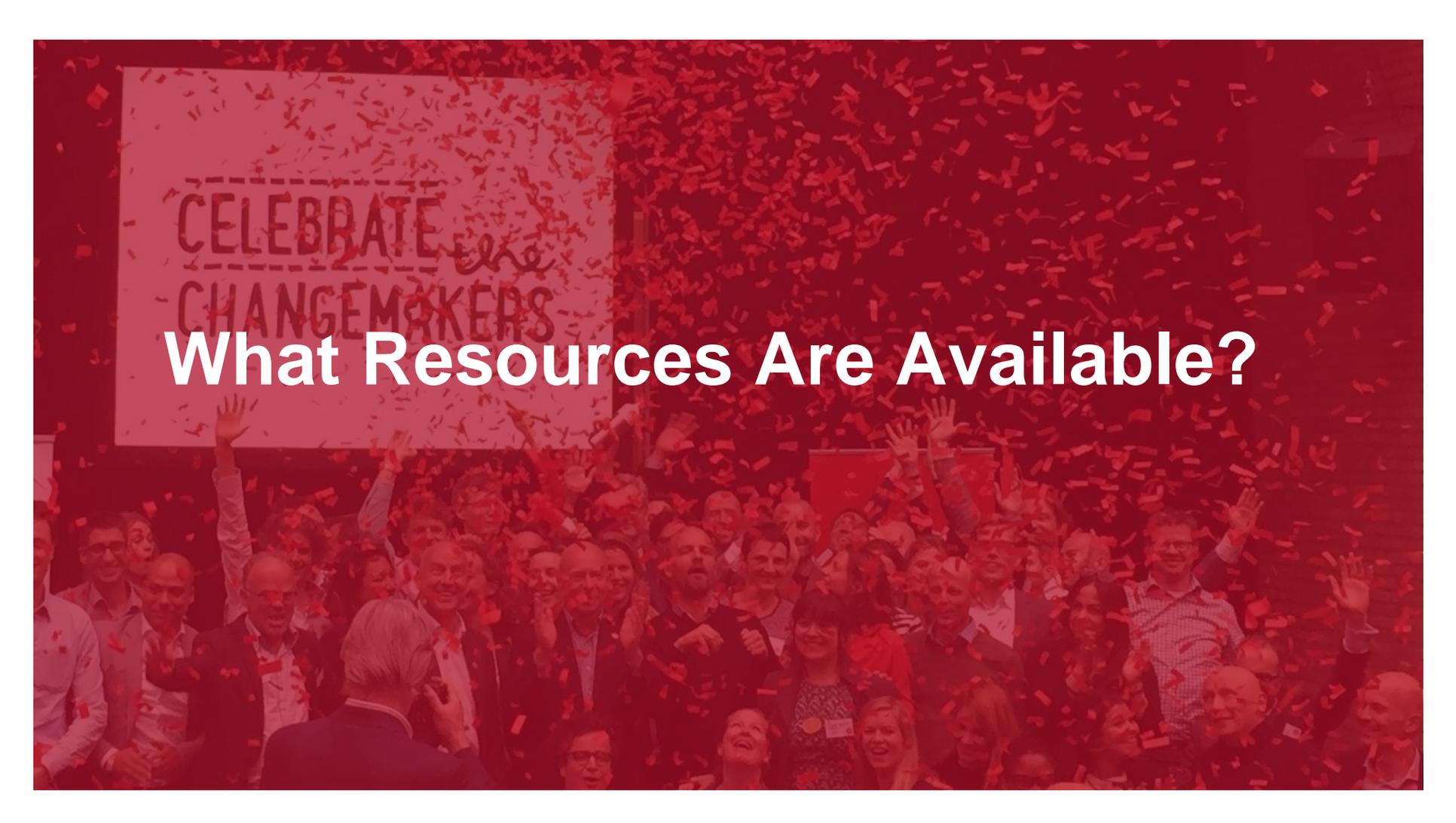
Inspire billions of consumers, workers, investors and others to support businesses who are a force for good

Start

Develop market infrastructure

End

Shared & Durable Prosperity

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CELEBRATE *the*
CHANGEMAKERS

What Resources Are Available?



NC B Corp Community

- ***B Corps 101*** every month
- ***B Corps Happy Hour*** every quarter
- ***B Corps Clinic*** twice a year



Upcoming Events
Local B Corp Events throughout North Carolina and the Triangle!



Join Us
B Corps are a new type of company that harness the power of business to solve social and environmental problems.



Sign Up
Interested in learning more about B Corps? Signup here to get involved!

Join Our Newsletter

Stay in Touch with Us!

MAY
25

May B Corps 101

by B Corps Growth Committee

Free



REGISTER

DESCRIPTION

DESCRIPTION

Have you heard the term B Corps and wondered what it meant?

Have you ever considered B Corps status, but don't know where to begin?

Come learn about why over 2,100 companies from 42 different countries have joined the B Corporation movement.

The first 45 minutes we will give you a background on B Corps and top tips on easy things you can do to cultivate a positive impact within your business.

DATE AND TIME

Thu, May 25, 2017
8:30 AM – 10:00 AM EDT
[Add to Calendar](#)

LOCATION

HQ Raleigh
310 S. Harrington
Raleigh, NC 27603
[View Map](#)



MAY
18

May B Corp Happy Hour

by NC B Corp Growth Committee

Free



REGISTER

DESCRIPTION

Interested in learning more about [B Corps](#) and how to use business as a Force for Good? This is a great place to hear from local B Corps and meet the people who make things happen. Join us as we celebrate the work local B Corps are doing and share best practices.

Free Spirit tastings and tours will be sponsored by [Fair Game Beverage Company](#). A cash bar for food, beer, and wine will also be available.

DATE AND TIME

Thu, May 18, 2017
6:00 PM – 8:00 PM EDT
[Add to Calendar](#)

LOCATION

Fair Game Beverage Company
193 Lorax Ln
Pittsboro, NC 27312
[View Map](#)

B Corps on Campus

More than 200 universities around the world are inspiring and empowering the next generation of business leaders through classroom curriculum that teaches about the B Corp movement.

In North Carolina, NC State has led the way in experiential learning through B Impact Teams.

NC STATE UNIVERSITY

 Massachusetts
Institute of
Technology

 DUKE
THE FUQUA
SCHOOL
OF BUSINESS

 UNIVERSITY of
DENVER

 Penn
UNIVERSITY OF PENNSYLVANIA

Stanford
University

 Dartmouth

 UNIVERSITY OF
NOTRE DAME

HARVARD
UNIVERSITY


 The
UNIVERSITY
of VERMONT

COLUMBIA
UNIVERSITY

 University
of Colorado
Boulder

 NEW YORK UNIVERSITY

 PONTIFICIA
UNIVERSIDAD
CATÓLICA
DE CHILE

 Universidad de
San Andrés

 SF STATE

 SJU SAINT JOSEPH'S
UNIVERSITY

NC STATE
UNIVERSITY

NC State B Corp Clinic

NC STATE Poole College of Management
Entrepreneurship Clinic

NET IMPACT 
NC STATE UNIVERSITY

NC STATE UNIVERSITY INSTITUTE FOR
NONPROFITS
SOCIAL ENTREPRENEURSHIP

ELON
UNIVERSITY

Appalachian
STATE UNIVERSITY



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

NC STATE
UNIVERSITY

Duke
UNIVERSITY

- **Work with aspiring and certified B Corps**
- **In cross-university, interdisciplinary teams**
- **Connect with coaches and subject matter experts**
- **Build B Corp and sustainability skills and expertise**



WAKE  **TECH**

A Community of Innovators



24
PROJECTS

115
STUDENTS

1100+
POINTS

2800+
HOURS

Questions?

Visit bcorporation.net

Visit bthechange.com to read stories about changemakers

For Local Events & News

Visit NCBCorps.org or [@NCBCorps](https://twitter.com/NCBCorps)

