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
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.
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

- 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

State by State Status of Legislation

31 Laws Passed 5 Working on it

**Certified B Corporation**
A Certification Process

Analogous to:
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.

2100 CERTIFIED B CORPS
50 COUNTRIES
130 INDUSTRIES
1 UNIFYING GOAL
NC B Corp Movement

2,100 B Corporations    50 Countries    130 Industries    1 Unifying Goal
The Evolution of Business

20th Century: Shareholder Corporation
- Maximizes Shareholder Value

21st Century: Stakeholder Corporation
- Creates Social Value and Shareholder Value

Today there are:
- 60 Million Conscious Consumers
- $2.7 Trillion in Socially Responsible Investments
- 100,000 Social Entrepreneurs & Responsible Businesses
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.
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

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

“Be Like a B Corp is one of 5 Business Trends to Master in 2016”
Sixty-six percent of global respondents are willing to pay more for sustainable goods, up from 55% in 2014 (and 50% in 2013).
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.
"88% of reviewed sources find that companies with robust sustainability practices demonstrate better operational performance, which ultimately translates into cash flows,"
Measure What Matters
Environmental, Health, Safety, & Sustainability (EHS&S) Professionals

Shift from reactive to proactive

Materiality and Sustainability
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 put a profile up on bcorporation.net

To learn more, visit: [www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp](http://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?

#### Governance
- Mission & Engagement
- Governance
- Ethics
- Transparency
- Mission Locked

#### Workers
- Compensation
- Benefits
- Training & Education
- Job Flexibility
- Worker Owned

#### Community
- Job Creation
- Diversity
- Civic Engagement
- Local
- Suppliers, Distributors & Product
- Workforce Development
- Fair Trade Supply Chain
- Microenterprise

#### Environment
- Land, Office, Plant
- Input
- Outputs
- Trans, Dist, & Suppliers
- Renewable Energy
- Land Conservation
- Toxin Reduction
- Environmental Ed

#### Customers
- Health
- Basic Services
- Education
- Arts, Media, & Culture
- Economic Empowerment
- Serving those in need
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
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.
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
Dimensions in Occupational Health and Safety

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.
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.
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

End
Shared & Durable Prosperity
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
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
**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

**LOCATION**

Fair Game Beverage Company
193 Lorax Ln
Pittsboro, NC 27312

Add to Calendar
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 B Corp Clinic

• 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
Questions?

Visit bcorporation.net

Visit bthechange.com to read stories about changemakers

For Local Events & News

Visit NCBCorps.org or @NCBCorps