

Becoming
'Like'
a B Corp



Certified



Corporation™

Why B Corp?

- There are **3,499 certified companies** around the world
- It is the **most comprehensive certification** for running a responsible business
- Provides **resources and business connections** to help you build a better business & join a new economy
- Logo **helps you stand out** as authentically sustainable



BUT...

B CORP IS COST PROHIBITIVE

The image features a central blue speech bubble with a white outline and a small tail pointing downwards. Inside the bubble, the text "So Now What?" is written in a white, sans-serif font. The background is white and decorated with several concentric circles of varying radii, some solid and some dashed, creating a subtle pattern.

So Now What?

CSR Topics
Covered by
B Corp

The B Impact Assessment covers:



Governance –

Mission, Structure, Ethics,
Transparency



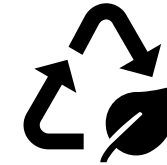
Workers –

Handbook, Policies, Worker
Well-Being



Community –

DEI, Supply Chain Mgmt,
Philanthropy



Environment –

Metrics, Goals, Mgmt. &
Initiatives



Customers –

Impact of Your Product/Service

What could we do to reduce our **environmental impact**?

Facility Energy Efficiency



LEARN FEEDBACK

For what systems has your company used energy conservation or efficiency measures for a majority of your corporate facilities (by square feet) in the past year?

- Equipment: Energy Star appliances, automatic sleep modes, after-hour timers, etc.
- Lighting: natural light, CF bulbs, occupancy sensors, daylight dimmers, task lighting, etc.
- HVAC: programmable thermostat, timers, occupancy sensors, shade sun-exposed walls, double-paned windows, etc.
- Other - please describe

How can we improve our **Diversity, Equity, and Inclusion**?

Which of the following practices does your company have in place around diversity, equity, and inclusion?

- We include a statement in all our job postings with a commitment to diversity, equity, and inclusion
- We conduct anonymous or "blind" reviews of applications or resumes without attaching names or identifiable characteristics
- We conduct analyses of our job description language and requirements to ensure they are inclusive and equitable
- We offer trainings for all employees on topics related to diversity, equity, and inclusion
- We have set specific, measurable diversity improvement goals
- We have conducted a pay equity analysis by gender, race/ethnicity, or other demographic factors and, if necessary, implemented equal compensation improvement plans or policies
- None of the above

What types of policies should we have for **employee well-being**?

What is included in your company's written and accessible employee handbook?

- A non-discrimination statement
- An anti-harassment policy with reporting mechanisms, processes, and disciplinary procedures
- A statement on work hours
- Policies on pay and performance issues
- Policies on benefits, training and leave
- Grievance resolution process
- Disciplinary procedures and possible sanctions
- A neutrality statement regarding workers' right to bargain collectively and freedom of association
- Prohibition of child labor and forced or compulsory labor

What should we be looking for to **better manage our suppliers?**

Supplier Screen Topics



LEARN FEEDBACK

What does your company formally screen for regarding the social or environmental practices and performance of your suppliers?

- Compliance with all local laws and regulations, including those related to social and environmental performance
- Good governance, including policies related to ethics and corruption
- Positive practices beyond what is required by regulations (e.g. environmentally-friendly manufacturing process, excellent labor practices)
- Third-party certifications related to positive social and/or environmental performance
- Other - please describe

Case Study: TOM BIHN



ORIGINAL DESIGNS SINCE 1972

TOM BIHN

Environmental Improvements

- Measured all impacts from energy, water, waste, suppliers
- Prompted decision to offset all emissions from shipping
- Set goals for improvement & opened conversation with vendors to improve performance

Social Improvements

- Started conversation around worker healthcare benefits, volunteer hours, etc.
- Helped to understand what was most important to employees
- Began diversity and implicit bias training

Case Study: TOM BIHN

“With SBC we were able to use B Corp to identify some ways we could improve our social and environmental responsibility and **understand the specifics about what each effort would require.**

We were really excited about the opportunity to step up in these areas, but honestly, **as a busy small business, some of the work involved can seem daunting** — with the specificity and guidance of SBC & the BIA, however, we saw the work involved as exciting, meaningful, and totally doable.

And when we did have a tough or busy day, Katie shared stories and pictures with us of her awesome rescue pups.”



Q&A



Sustainable
Business Consulting