Becoming ‘Like’ a B Corp
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**
So Now What?
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?

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**?

<table>
<thead>
<tr>
<th>LEARN</th>
<th>FEEDBACK</th>
</tr>
</thead>
</table>

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

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
“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