



**GROW
GOOD**

Certified



This company meets the
highest standards of social
and environmental impact

Corporation

TO B OR NOT TO B?

The What, Why & How
of B Corp Certification.

By Tim Jones
CEO & Founder Grow Good



Hi,

I'm Tim and I'm the founder of Grow Good a global consulting company that's all about helping you go B Corp & Beyond.

Thanks for downloading this short guide to B Corps.

More importantly, thanks for your interest in undertaking the journey to becoming a more purpose-driven entity.

Over the next few pages, I'll provide an overview of the history of B Corp, what it is, why we need it and more importantly how you can go about the Certification and what's in it for you and your business.

Yours in purpose,



Tim Jones
CEO, Founder
& B Consultant







A Shoe To Change The World?

After completing the sale of AND1 in 2005 – the basketball-apparel company that he had co-founded - Jay Coen Gilbert realised he wanted to start something different.

That led to the concept of B Corp coming about in 2006 after he realised the power of business to make an impact on the world.

However, the genesis for the movement started in crisis in 2001.

The near-miss of his sister being one of the lucky ones to be pulled out of the Twin Towers, closely followed by one of his team members at AND1 passing away were the existential shocks he needed for him to ponder on his own mortality and if he was doing enough with his life.

Ultimately that reflection crystallised the idea that shareholder primacy, where the stock price dominates at the cost of everything else, leads to toxic short-termism.

He felt it was time to create an organisation that would allow companies to apply for a designation that would publicly hold them accountable for the ways they benefited workers, communities, the environment, and customers - not just their shareholders.

This idea would mature into the notion of B Corporations, where the B stands for “Benefit.”



Who / What Is B Corp?



Certified B Corps are businesses that seek to balance purpose and profit and are willing to be held accountable for this.

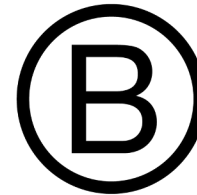
This means that rather than solely focusing on profit maximisation, they consider the impact of their operations on their workers, customers, suppliers, community, and the environment.

That is why B Corps are leaders of a global movement of business committed to being a force for good.

To do that they need to meet verified higher levels of transparency and accountability around their social and environmental performance.

Beyond a commitment and verification tool, it's also a movement, community and guide for maximising the impact that your business can make.

Certified



Corporation

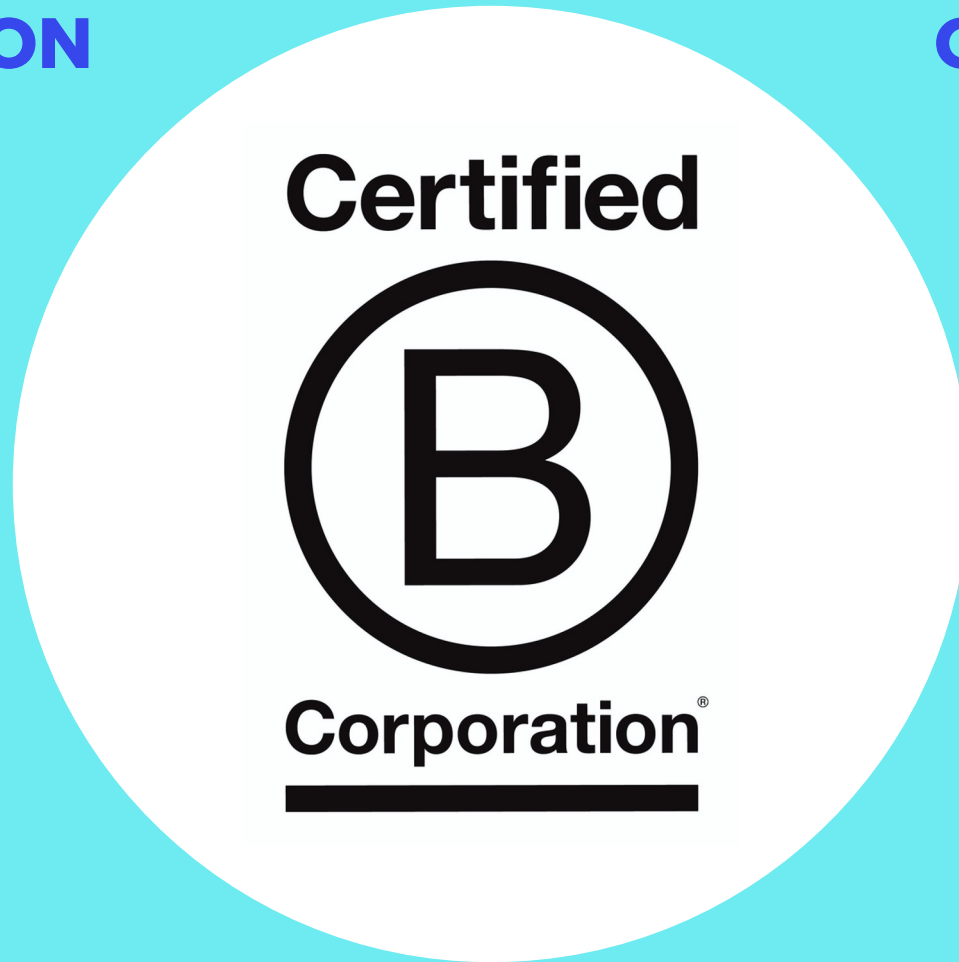
**This company meets the
highest standards of social
and environmental impact**

VERIFICATION

COMMITMENT

MOVEMENT

**IMPACT
GUIDE**



COMMUNITY



B Lab vs B Corp?

B Lab is the non-profit entity that serves a global movement of people using business as a force for good.

B Lab exists to change the culture and practice of business and is transforming the global economy to benefit all people, communities, and the planet.

A leader in economic systems change, a global network of B Labs creates standards, policies, and tools for business, and they certify the companies as B Corps.

The vision for the global community is to improve the culture and practice of business so that we co-create an economy that builds community and regenerates the environment.



Who Can Certify?



There are some basic criteria you will need to meet:

- For-profit businesses of any size (some charities may qualify)
- Any industry/geography
- Any legal structure
- In operation for more than 1 year

There are some restrictions around certain industries such as gambling, extractive industries and other risky business.

[You can learn more about them here.](#)

Certain charities might also be eligible for Certification however, they must have a Limited Company trading capacity.

KICKSTARTER

ALTER ECO



allbirds



patagonia

TAOS

pukka



ethique



cotopaxi



ATHLETA

coursera

leesa

graze

How To Certify



To become a B Corp, you need to undertake the [B Impact Assessment \(BIA\)](#) and check your business operations against the 5 pillars of:



The BIA is essentially a series of questions that assesses the positive social and environmental impact of your business. To qualify for certification, you must meet the performance requirement of scoring 80/200 points. Once verified by a B Lab assessor, you pay your Certification fee (this is based on your annual revenue and will vary depending on which part of the world you are in) and you are then certified.

You pay this fee annually and currently, you need to undertake the recertification process every 3 years.

Beyond the operational questions, there are also more points available through unlocking what's called Impact Business Model (IBM) questions.

IBM's allow you to measure the impact of projects/initiatives in your organisation that create specific positive benefit/outcomes for one or more of its stakeholders where you are going out of your way to solve a specific social/environmental challenge.

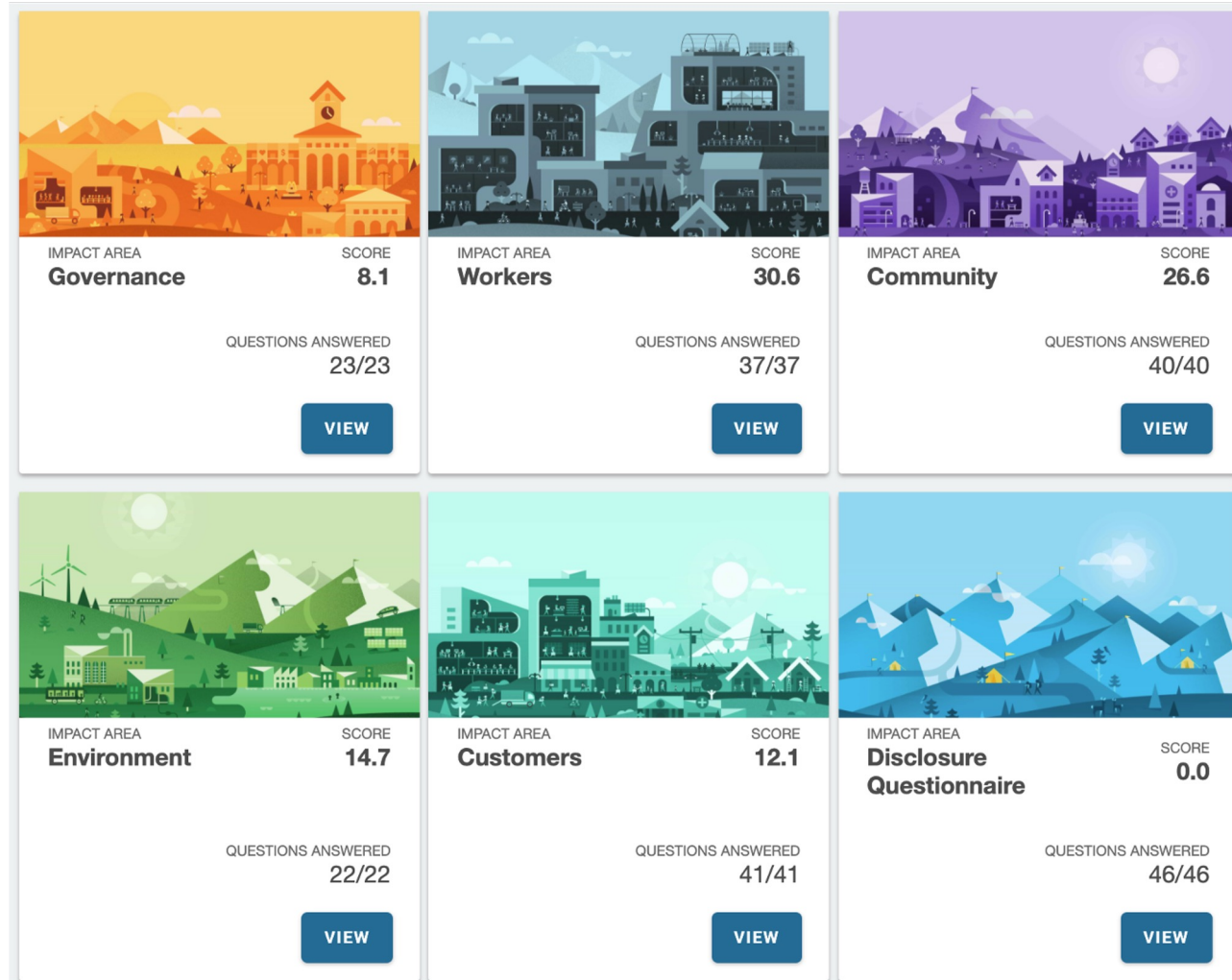
The BIA Dashboard



The BIA reviews your business against the 5 sections/pillars of:

1. Governance
2. Workers
3. Community
4. Environment
5. Customers

You will also be asked to answer some disclosure questions to ensure you are not involved with any behaviours or industries that might preclude you from certification.



Next Level Impact - IBM



IMPACT AREA
Governance SCORE
8.1

Ethics

Transparency

Mission Lock

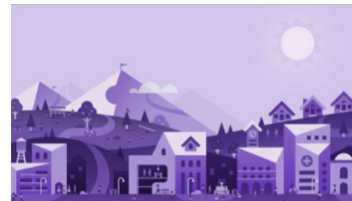


IMPACT AREA
Workers SCORE
30.6

Compensation

Development

Worker Owned

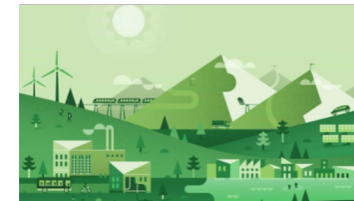


IMPACT AREA
Community SCORE
26.6

Job Creation

Diversity

Supply Chain

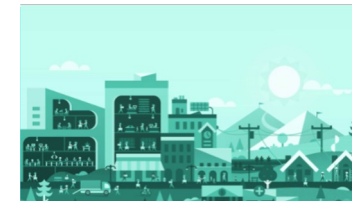


IMPACT AREA
Environment SCORE
14.7

Inputs

Outputs

Pos Env Impact



IMPACT AREA
Customers SCORE
12.1

Health

Education

Basic Services

The 5 pillars of the assessment are at the top and you can see the high-level areas that the questions cover. The dark blue boxes with light blue text at the bottom and right-hand side show the gateway topics to the IBM questions.

The Roadmap To Certification:



1

Understand the requirements & engage the team.

2

Appoint Queen/King B and their B Keepers and start the BIA (B Impact Assessment).

3

Review and consider potential impact improvements that you need to or would like to make.

4

Once at the 80/200 score threshold submit and have your score verified by the assessment team.

5

Sign the B Corp Agreement and pay your Certification fees. Congrats you are now a



6

Embed B Corp & purpose.

Begin impact improvement process for recertification in 3 years time.



Beyond B Corp?

B Corp is undoubtedly an amazing framework and tool to help businesses understand the good that they are doing. It's certainly a step above Business As Usual (BAU) and some basic Corporate Social Responsibility (CSR) practices.

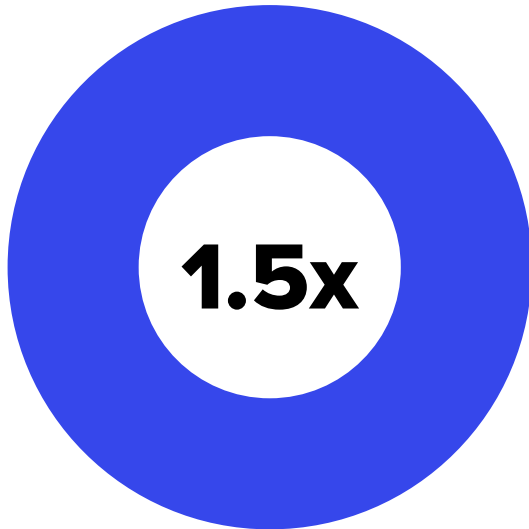
Once you have reached the level of B Corp Certification it's a natural progression to look at where you can do more good. I call this the "purpose horizon" as you start to understand the potential good you could do.



The Impact?

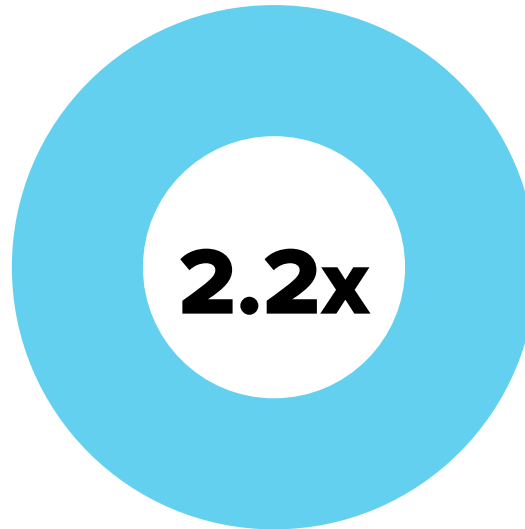


B Corp Certified businesses are walking the walk when it comes to making a positive impact.



Zero Waste

B Corps are 1.5 times more likely to produce zero waste



Enviro Impact

B Corps are twice as likely to be assessing the environmental impact of their organisation



Pay Ratio

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

Systemic Drivers



COVID-19

The B Corp Moment?

Every business needs employees, customers, suppliers and investors.

All those groups are now increasingly looking to be involved with businesses that can demonstrate measure and report the good that they are doing.

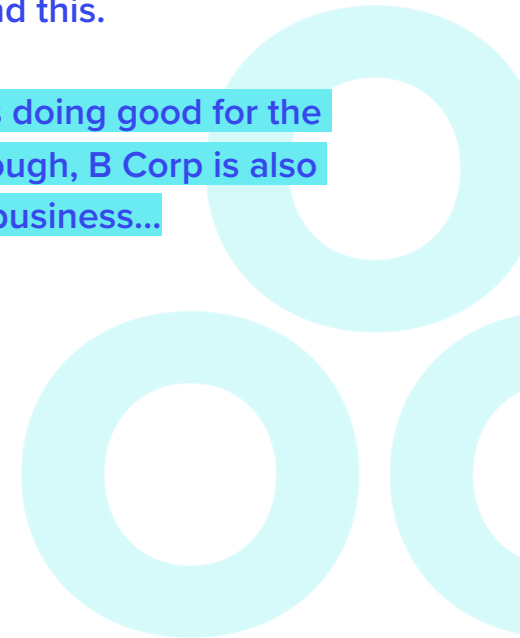
These human drivers are also being fuelled by increasingly obvious systemic challenges that we are all more aware of.

Some examples of this are the “Great Resignation” of 2021 as more people than ever seek to move/change their career trajectory. COVID 19 has certainly forced many businesses to re-evaluate how “essential” they are to human needs, whilst many employees have spent more time on stuff that matters leading them to consider the purpose of their lives and how work supports that.

On a global scale there are still plenty of social and environmental topics that your stakeholders care about and that you could play a part in making better,

More and more businesses see how they can align their work to support the movements that matter and matter to them, and B Corp is a great framework to understand this.

As well as doing good for the planet though, B Corp is also good for business...



What's The Benefit Of B Corp?

1

People want to work for, buy from, and invest in businesses they believe in and B Corp Certification is the most powerful way to build credibility, trust, and value for your business amongst all stakeholders.

2

Walk the walk, don't just talk the talk. "Purpose Washing" and "Green Washing" are both rife in the market, but customers and employees are increasingly better at recognising "Purpose Lite". B Corp and a genuine purpose will see you gaining raving fans as a customer base.

3

Get purpose at work in your organisation and see as increase in team performance, team engagement, as well as attract and retain the best talent.

4

Join a community of over 6500 businesses around the world that are aiming to make the world a better place. Benchmark your business against local, regional and global peers.

5



Not only is this the 'right thing' to do, but it also makes economic sense as well. Research shows that being a B Corp can add to your bottom line and profitability. Genuine triple bottom line is the future for all business.

6

And as a bonus, you get to sleep well at night knowing you've done the right thing! #priceless.

The ROI Of B Corp?

Article
**Effect of B Corp Certification on Short-Term Growth:
European Evidence**

Valerie Paelman, Philippe Van Cauwenberge  and Heidi Vander Bauwhede 

Department of Accounting, Corporate Finance and Taxation, Faculty of Economics and Business Administration, Ghent University, Sint-Pietersplein 7, 9000 Ghent, Belgium; Valerie.Paelman@UGent.be (V.P.); Heidi.VanderBauwhede@UGent.be (H.V.B.)

* 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.



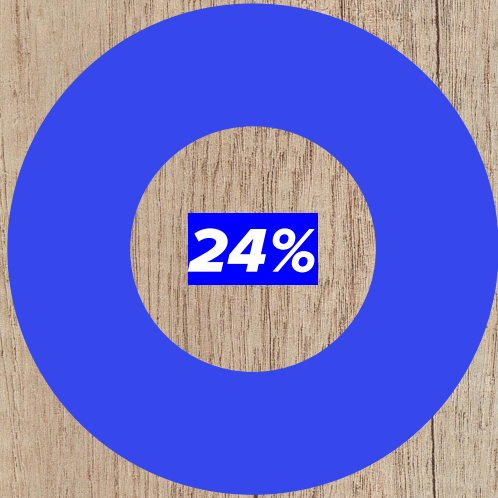
“This paper empirically shows that B Corp Certification positively impacts the turnover growth rates one-year pre versus one-year post certification”



Will increasingly
pay more for
sustainable brands

Customers





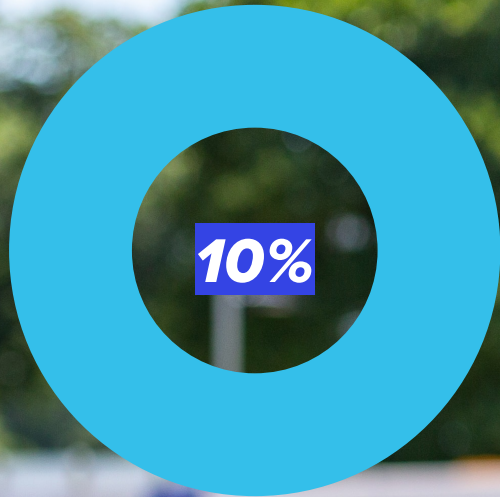
**Average Turnover
Growth rate for a UK B
Corp vs 3% market
average**



Employees

Expect their employer to have a greater purpose and meaningful societal impact





**Staff Attrition
Rate for UK B
Corp's compared to
16 – 18% for non-B
Corp**





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.



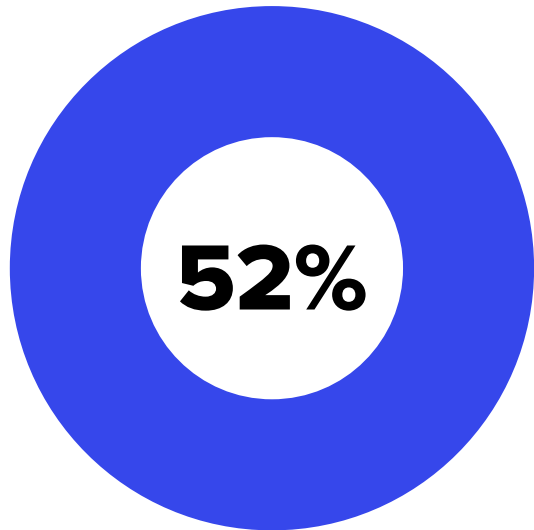


65%

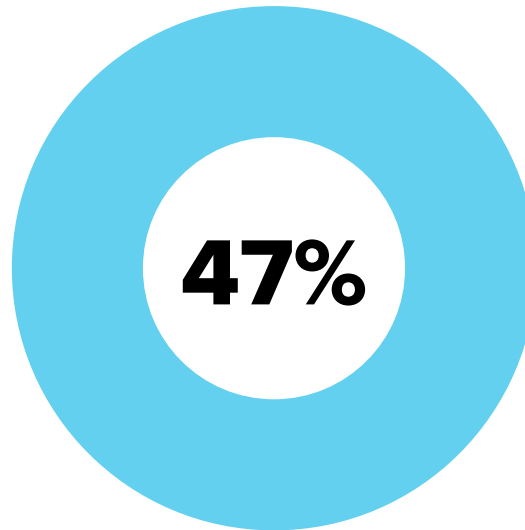
Secure Investment

65% of UK B Corp's secure the amount or more than they sought compared to 56% for non-B Corp

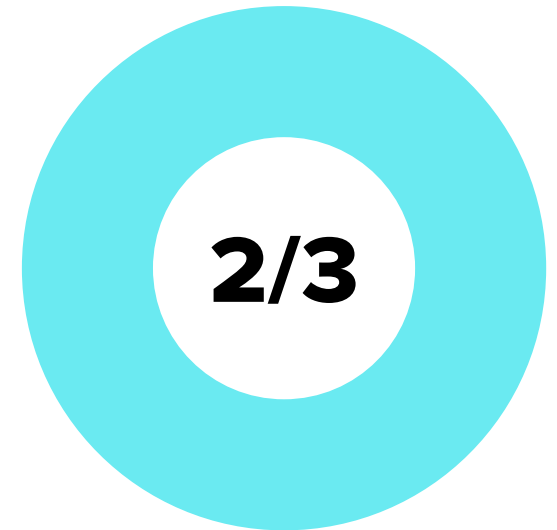
And They Are Resilient



Of B Corps hired more employees in 2020



Of B Corps experienced employee growth of more than 15% in 2020



$\frac{2}{3}$ of all B Corps saw an increase in revenue in 2020

Global Insights Report 2023



In late 2023 B Lab issued its [2nd Insights Series Report “Financial Performance and Resilience of B Corps”](#)

To be a force for good, B Corps must also be viable businesses. This report from B Lab, the non-profit network powering the B Corp movement, asked: how do B Corps compare to other businesses?

The analysis leverages three sources:

1. Data on revenue and headcount growth from the B Impact Assessment.
2. A comparative international study of economic survival during the COVID-19 pandemic.
3. A wider literature review.

And the results:

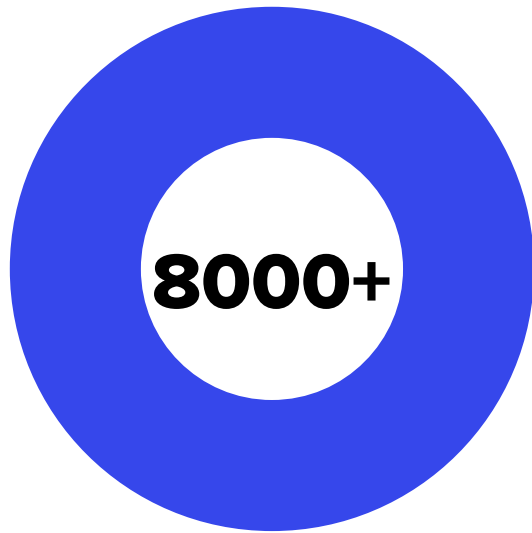
- ✓ B Corps outperform “ordinary” businesses, in terms of topline growth.
- ✓ Around the world, B Corps were significantly more likely to survive the pandemic.
- ✓ Most studies find that doing the work to become a Certified B Corp is a sound business decision.

[You can access the full report here.](#)

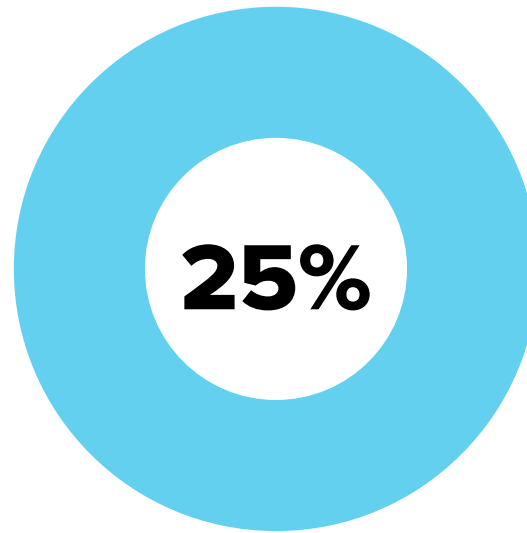
The B Corp Movement



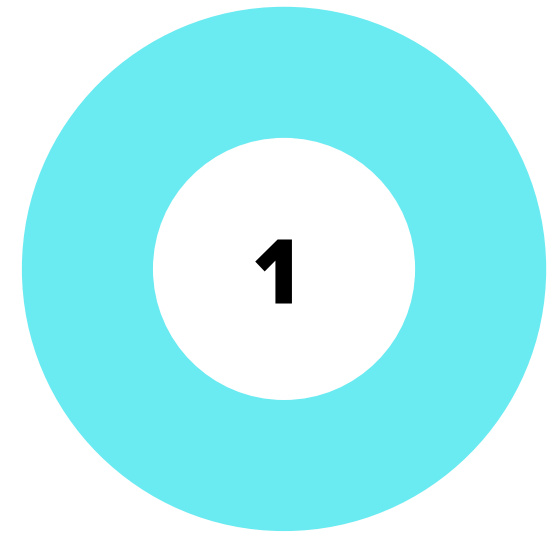
The movement is gaining traction both locally and globally. Pretty soon your customers, employees, suppliers and investors will be asking you "do you even B Corp?".



B Corps Globally



B Corp Movement Growth in
2020/21



Common Goal – Be The
Best For The World

What Next?



I like to think that the case for B Corp is pretty much a slam dunk one and I hope you do too now!

So, what next?

Well, if you are the CEO, Board Member or a senior leader of the business share this resource with your team and see what they reckon.

If you are what I call a “concerned citizen”, aka an employee in an organisation that thinks the business should look at B Corp, then have a chat with the leadership and share this resource with them.

If you are not sure if B Corp Certification is for you or if you are a passionate B Corp supporter wanting to introduce the framework to your organisation, [I am more than happy to get on a call and talk through any questions you have.](#)

If you are ready to give it a go then don't forget that to start the BIA is completely free.

[Just go here and sign up for an account.](#)

Want Some Help?



If you feel you want some help on the journey, we'd love to hear from you. At Grow Good we specialise in helping teams just like yours to navigate the B Corp Impact Assessment so that they can maximise their score. We typically find this means you:

- have started the Assessment but have got overwhelmed or just run out of steam
- haven't started the Assessment but want to complete it as quickly and efficiently as possible
- have completed the Assessment but want to check your work and make sure that they have answered all the questions correctly

The people we work with are just like you. They are capable and potentially able to do the Assessment, but they typically have 3 main barriers and say:

Lacking the time...

I find it hard to make time to just sit down and go through the Assessment

I don't have time to think about let alone create all the policy documents I'll need for the Certification

Lacking the specialist knowledge...

I'm not a sustainability specialist!

I'm not sure I'm answering all the questions properly

I don't understand what some of the questions are asking me

Don't want to complete it in isolation...

I feel like I'm completing this in isolation and just want to have some confidence in what I'm doing

I want to connect with other people and businesses going through the journey

Essentially, they all want someone who can help them get Certified more easily and quickly. Someone who will guide them step-by-step through the Certification process. Someone who will be there to help them until they've pressed submit and have the B Corp Certificate hanging proudly on their wall.

How Can We Help?



Well, that is really our reason for being and why we have the B Better Programme.

We are all about bringing the energy, fun and inspiration to you and your team so that we can make the journey to B Corp Certification as educational and engaging as possible for your entire organisation.

Through the delivery of a blend of workshops, training and coaching we will simplify and fast-track the process, help you achieve B Corp Certification and maximise the benefits of that.

To make that happen we have a proven methodology called the B Better Programme that looks like this...

We help to guide you through the process and over *5 - 7 hours of coaching we'll get you as close to the 80/200 pass mark for you to go on and get your certification verified by the standards team. It's like you need to take an exam and we've taken that exam multiple times and have the answer sheet for many of the questions!

*Please note that whilst we can work with you to get your assessment completed in 4 - 6 hours, the full Certification process itself will take longer than that. This is particularly the case if you need to make significant changes to your organisation or operations or if there are elements of size and complexity to your organisation.

Our Proven Process



The B Better programme is a proven four step methodology that we use it with all our clients for outstanding results. It includes everything you need to successfully reach the 80/200 points requirement for B Corp Certification because it is:

Structured – We have a clear structure to navigate the Assessment.

Efficient – We can typically get you through the process within 5 –7 hours.

Effective – You won't have to waste time starting many crucial documents from scratch.

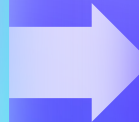
Focused – Breaking down the Assessment into bitesize chunks we keep you focused on what you need to do right now.

Accountable – By working with us we'll make sure you get the work done that needs to be done.

1. Kick Off

The All Company Kick-Off Session

- ✓ Bring the team up to speed on why you are going on the journey.
- ✓ Show what that journey looks like.
- ✓ Ignite their purpose-fuelled performance.
- ✓ Appoint your internal B Keeper team and spread the load of Certification.



2. Coach

B Corp Impact Assessment Coaching

- ✓ Working with your B Keepers, we coach you through the 5 pillars of the assessment.
- ✓ Training and coaching to help you reach the minimum of 80/200 threshold for certification.
- ✓ This is typically done over 5 – 7 x 60-min sessions over Zoom or in a one day in-person event.



3. Connect

Build Community & Connection

- ✓ Enjoy access to the B Better digital community group.
- ✓ Ongoing support for your Certification journey.
- ✓ Connect with other amazing humans doing great things, share stories and inspire each other to do more good!



4. Convey

Tell Your Impact Story

- ✓ Co-curation of one Press Release for you to tell your story.
- ✓ Access to our Impact Storytelling workshop to help you create great content to share.
- ✓ Get booked as a guest on our B Better podcast
- ✓ Maximise the benefits of the Cert.

Why Work With Us?



When it comes to navigating your B Corp Certification, we reckon we can help you on that journey.

We are global experts in the B Corp framework and have three trained B Consultants in the team. We are also experts in business for good, organisational purpose and creating impact led organisations and we regularly work with organisations in the US, Europe, Australia, Hong Kong and New Zealand.

That's why we offer a service to make the process as quick, engaging, fun and easy for you as possible, whilst at the same time bringing the B Corp assessment to life and engaging your entire team.

[Feel free to check out this client story of how we helped Jeuneora on their journey to B Corp Certification.](#)

- ✓ **We are the OG B Corp Consultancy** - Grow Good is one of the worlds leading and most established B Corp Consultancy. We have helped 100s of companies successfully navigate the BIA since 2017.
- ✓ **We go beyond** - Through community, support and connections we help you maximise our relationship so you can maximise the good that you can do.
- ✓ **We walk the talk** - We are ourselves a 3 x Certified B Corp and were a founding B Corp (#6) in NZ in 2016.
- ✓ **We get results** - Our 3 B Consultants bring a depth of experience, knowledge, passion and energy to our proven process whilst walking by your side with our sleeves rolled up.



Don't Just Take Our Word...



Jeuneora[®]

"Tim was a huge help to us in gaining our B Corp accreditation. He provided some good, practical advice on what we could expect throughout the accreditation process and some excellent tips on how to interpret and respond to some of the trickier areas. But most of all Tim gave us the confidence and inspiration to just get on and do it when we could have spent many more months talking about it. I'd highly recommend Tim to any organisation thinking about embarking on the B Corp journey."

Sarah Able
GM People & Culture
The Co-Operative Bank

"B Corp is a big daunting process. But Tim makes it as enjoyable as possible. We couldn't have done it without him because we were short-changing ourselves.

He made the whole process digestible, put tricky questions in context with interesting real-world examples to help us understand what was being asked, and gave us supporting resources to help us put processes in place. He knows what he's doing."

Monique Kominski
CEO
Jeuneora

[Check out this client story of how we helped Jeuneora on their journey to B Corp Certification.](#)



Ready?

So, let's help you become the business that the planet needs you to be right now and have you be a part of something amazing!

To start that journey just make a time to connect with the team at Grow Good by [booking a time in the calendar here](#) or send an email to tim@growgood.co.

Still not quite ready? You might also like to check out these other resources:



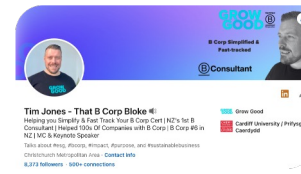
[The B Better Podcast](#)

In this podcast, Tim connects with other Certified B Corps, aspiring B Corps and other aligned individuals to help you understand the what, why and how of B Corp Certification.



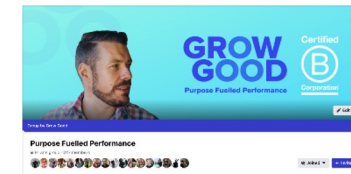
[The Grow Good On YouTube](#)

A range of videos and interviews on B Corp and purpose to get you Growing Good in life and at work.



[Connect on LinkedIn](#)

Connect with Tim on LinkedIn for the latest updates and insights around B Corp and purpose driven business



[Free Facebook Community](#)

Connect with other B Corp and purpose curious people in our free Purpose Fueled Performance Community.

Beyond B Corp

Did you also know we have a range of other ways we can help you become the business that you want to become and that the world needs you to be?

Culture

Supercharge Team Performance

Helping your team to go from forming, storming, norming to performing.

Doing good is hard on the best of days.

Ensure you and your team can deliver the most impact possible by keeping their hearts, souls and minds in the game

Purpose

Extend Your Purpose Horizon

The depth of impact that you can and will make is 100% indexed to your levels of purpose.

This content is beyond unicorns and rainbows. This is DEEP transformational work for those that want to really make a dent in the universe.

Growth

Scaling Impact Driven Organisations

Sales with soul is our sales training and coaching programme with emphasis on impact for mission-driven organisations.

This 6-week, super-impactful sales training package, is perfect for purpose-driven entrepreneurs and teams that need to sell more, and to make more positive impact..

Re Cert

Impact Improvement

As soon as the B Corp Certificate is hung on the wall and the celebration party is over, the journey of impact improvement starts.

Let us advise and guide you on the path to B Corp re-Certification

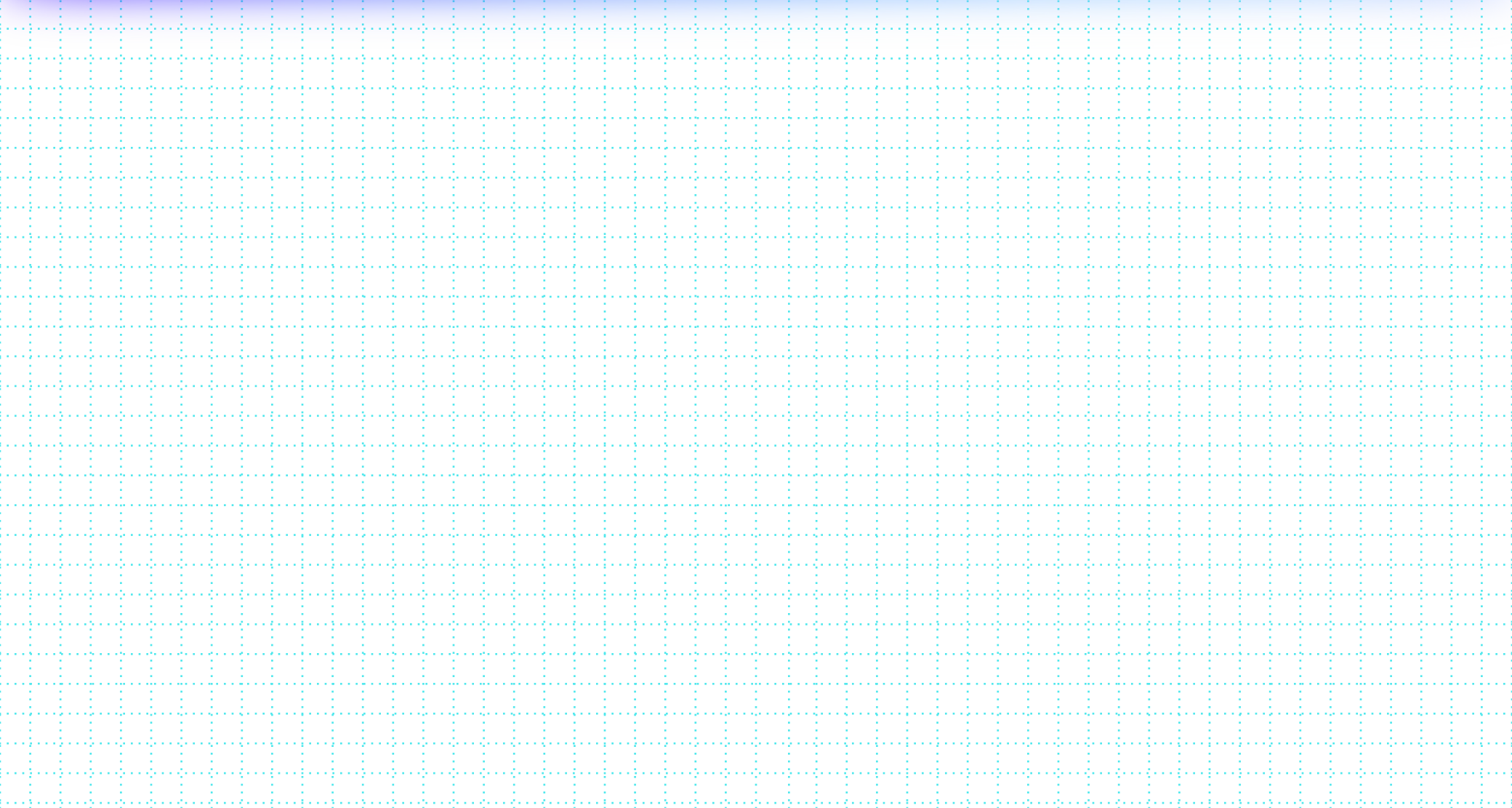
"The B Corp movement is one of the most important of our lifetime, built on the simple fact that business impacts and serves more than just shareholders - it has an equal responsibility to the community and to the planet."

Rose Marcario

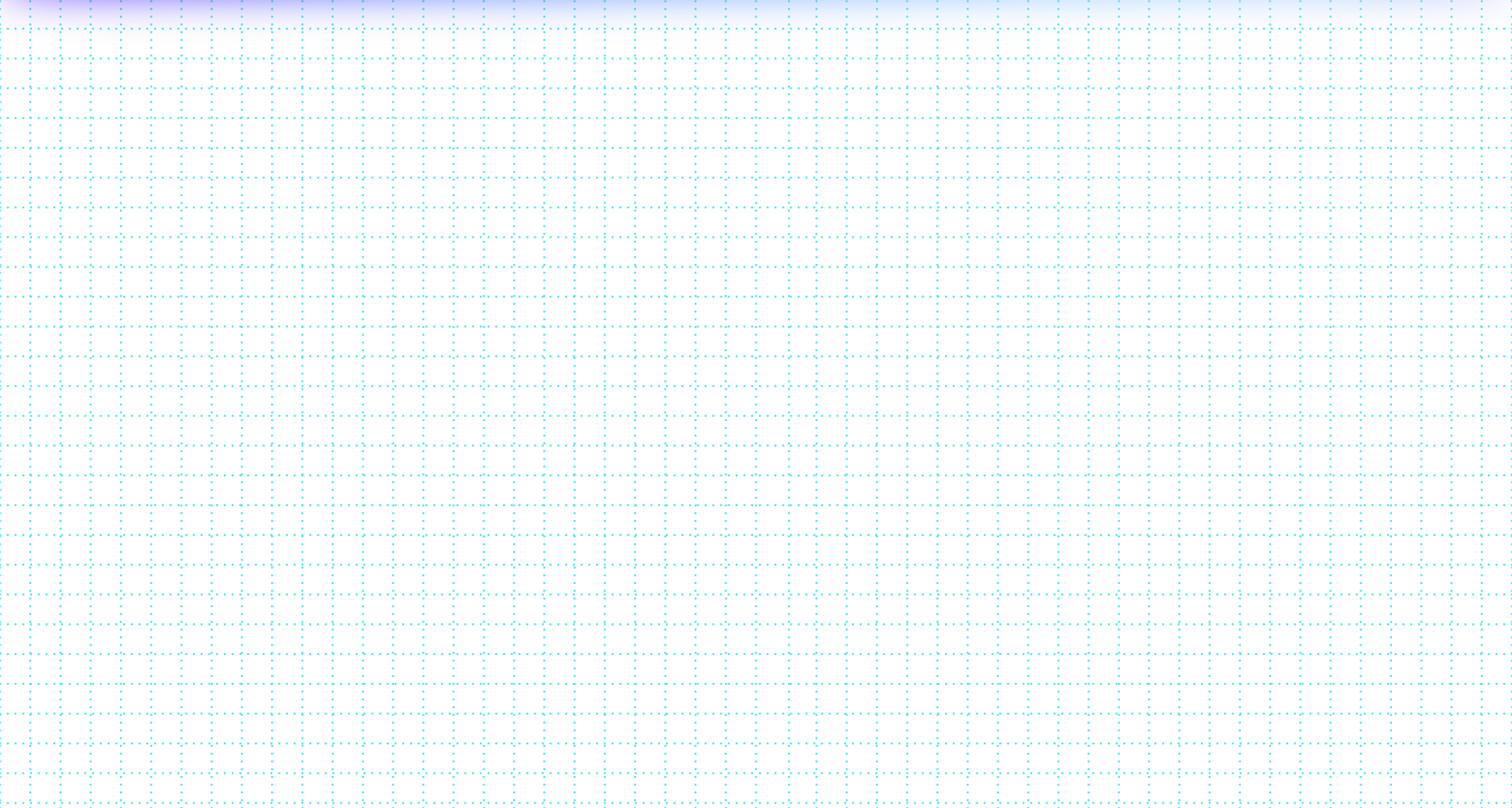
Former CEO

patagonia

NOTES, DOODLES, IDEAS & SCHEMES...



NOTES, DOODLES, IDEAS & SCHEMES...



GROW GOOD

Certified



Corporation

This company meets the
highest standards of social
and environmental impact

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