

V. Slide deck: B Lab Switzerland – University of Geneva

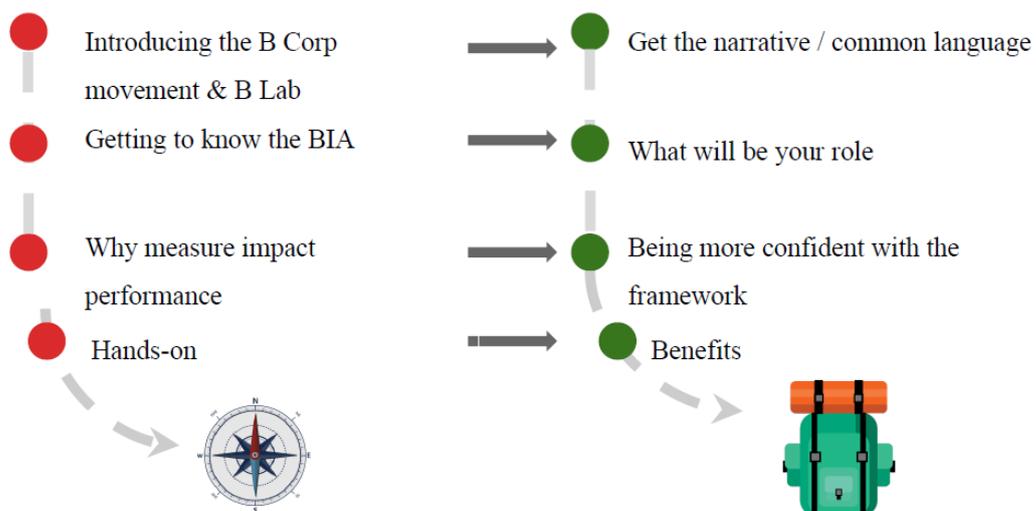
Selection of slides covering the following topics:

- Introduction to the B Corp movement
- Introduction to B Lab
- Introduction to the B Impact Assessment (BIA)
- Framework (BIA)
- Why measure and verify a business's social and environmental performance?
- Certification

Introduction to the B Corp movement



What to expect from this part of the journey?



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30 min

Introduction to the B Corp movement

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No planet B

Business get an agenda

People are Demanding Better

Last 20 Years

→ → → →

21st Century

Good Products

“ 66% of consumers in the world say they are willing to pay more for products and services from companies committed to sustainable development”

— Nielsen 2016

Good Companies

Certified

Corporation

“ 73% of consumers care about the company, not just the product when making a purchasing decision.”

— BBMG

Can we empower all businesses to 'Be like a B Corp?'

To align the interests of their business with those of society -> Impact Governance

To manage their impact with as much rigor as their profits -> Impact Management

There are
approximately
125,000,000
businesses in the
world*

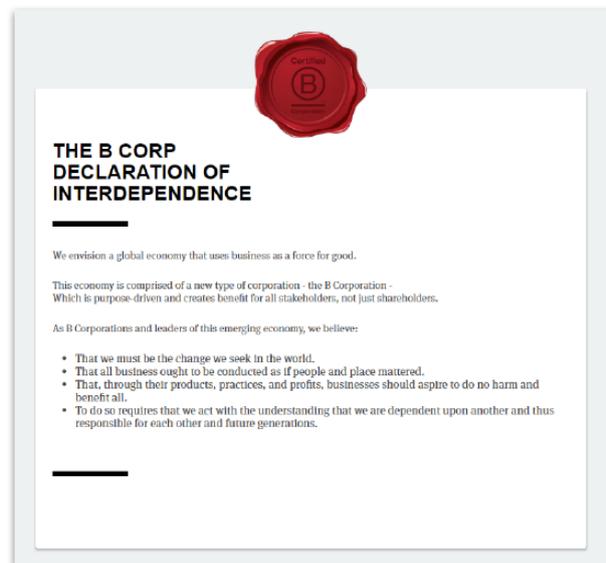
* Source: World Bank

A Common Goal

Redefine the notion of **performance** in the eyes of stakeholders

Principle of overall performance on which we can position ourselves

Apply this declaration and the principles in our human relations and towards the environment



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Our Impact Measurement Tools

Impact Assessment



Free and confidential Impact Measurement tool

Knowledge - guidances

Translated in 5 languages

Benchmarking management tool

Analytics



Fee-based analytical tools that allow multiple, correlated and aggregated evaluations to be conducted - module for large Businesses - Impact investors

Monitor members of an umbrella association; Engagement programs (Best for, city +B.etc), suppliers, etc.

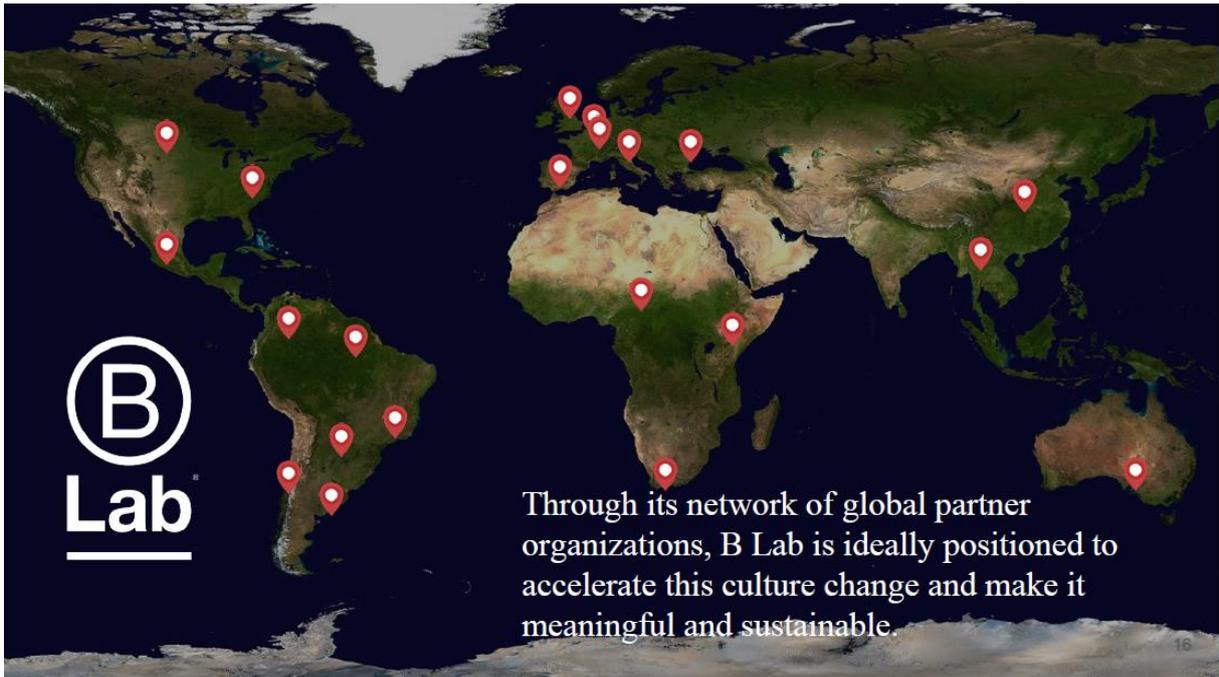
Define baselines for a group of entities and report. (benchmarking, etc.)

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Introduction to B Lab

Introduction to B Lab

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Building a community of leaders



B Lab pursues this objective by auditing credible **business leaders**, creating supportive **infrastructure** and encouraging others to follow their example, and engaging **key institutions** with the power to transform our economy.

The **B Economy** is built by everyone who works for, buys from, invests in, learns or teaches about, or supports businesses striving to create a **shared and durable prosperity for all**.

Certified
(B)
Corporation

BUILDING THE B ECONOMY

To build a **B Economy**, we need a new kind of **business that balances purpose and profit**.

B Corporations are businesses that are **legally** required to consider the impact of their decisions on their **workers, customers, community, and environment**.

Certified B Corporations have met the **highest standards** of verified performance and transparency.

The **B Economy** is bigger than B Corps

B Lab collaborates with leaders across all sectors of society to build a broader global movement of people using business as a force for good.

MARKET PLAYERS / POLICY MAKERS / ACADEMICS / INVESTORS

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Introduction to the B Impact Assessment

Introduction to the B Impact Assessment

(B) Impact Assessment

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The B Impact Assessment (BIA) is a free and confidential tool. It is **the most credible** tool a company can use to measure its impact on its workers, community, environment, and customers.

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The tool : A standard and light management system

Evaluate the strengths and weaknesses of an organization's sustainable management system.

Benchmarking with peers of similar size and sector, global or on a specific impact area.

Identify the obstacles, needs and opportunities to maximize social and environmental performance and reduce negative externalities.

Translated **to 5 languages**.

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Key components

Comprehensive and positive

Focuses on proactive management and positive impact
Considers all stakeholders and all aspects of the business.

Standardized and adaptive

78 tracks developed according to sector and size.

Objective and Dynamic

The questions are:

- Verifiable
- Stakeholder-oriented
- Independently governed

Updated every three years.
V6 published in January 2019.

Inspiring and Educational

Intentionally difficult and challenging.
Improvement tools and good practice guides.

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An adaptive tool

Size: Sole proprietorship, 1-9, 10-49, 50-250, 250-1000, 1000-10000 employees.

Market : Developed or emerging markets.

Sector: Manufacturing, Service, Trade and Agriculture.

For a total of:

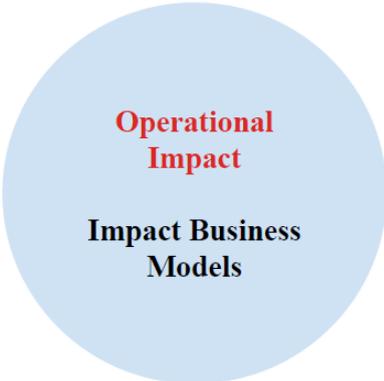
78 different tracks

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Framework

What does B Impact Assessment cover?

Scored

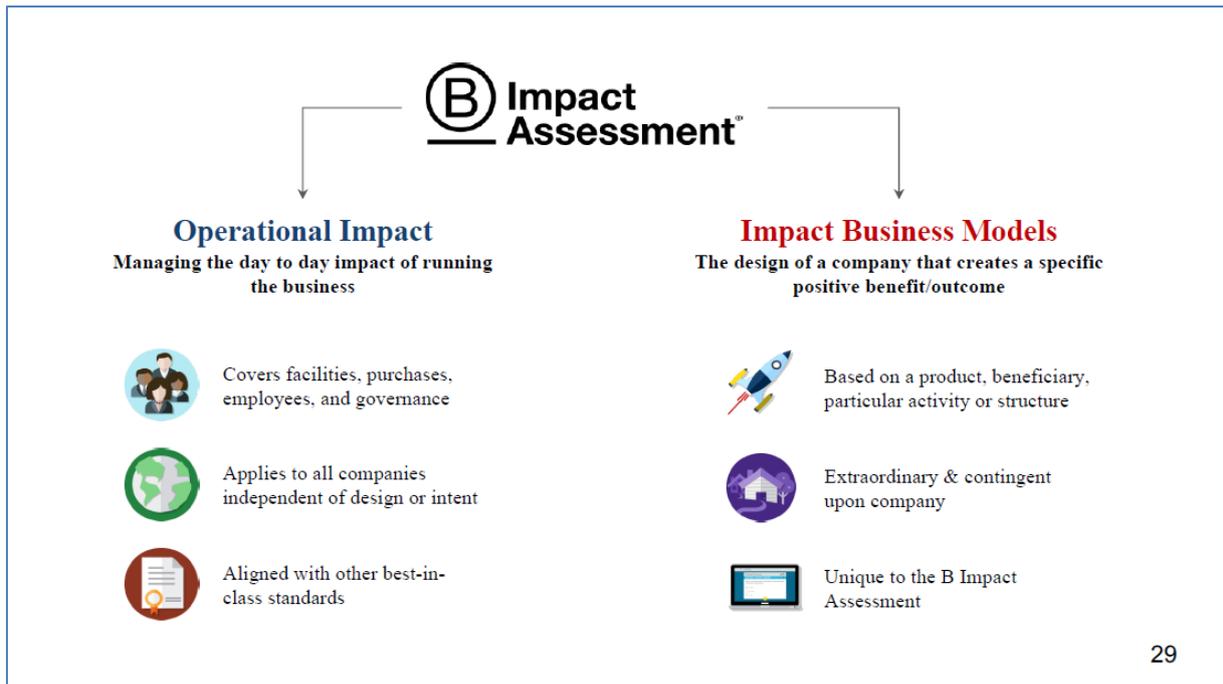


180~ éléments

Unscored



60 questions



The 5 Impact Areas of the BIA

The BIA makes it possible to highlight a company's strengths and areas where improvement is possible. It addresses 5 aspects, called **Impact Areas**, of a company.



Governance



Community



Environment



Workers



Customers

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The elements that are assessed

Practices

Corporate Citizenship Program



EXPLAIN THIS SHOW EXAMPLE IN PRACTICE LEAVE FEEDBACK

Does your company have a formal corporate citizenship program in place that includes the following:

A corporate citizenship program should include allocated resources and oversight.

- Statement on the intended social or environmental impact of company's charitable contributions
- Donations (excluding for political causes) and in-kind contributions
- Formal written donations commitment (including commitments with third-party certification, like 1% for the planet)
- Volunteering during paid working hours
- Pro bono services (e.g. consulting projects, management overhead)

Directives / Rules

Code of Ethics



EXPLAIN THIS SHOW EXAMPLE IN PRACTICE LEAVE FEEDBACK

Which of the following aspects are covered in your Code of Ethics?

- Bribes in any form, including kickbacks or gifts, on any portion of contract payments or soft dollar practices are prohibited
- Formal oversight policy covering direct or indirect political contributions, charitable donations and sponsorships
- Financial and in-kind contributions to political parties, politicians, lobby groups, charitable organizations and advocacy groups are publicly disclosed
- Other (please describe)

Quantitative indicators

Low Impact Renewable Energy Use



EXPLAIN THIS SHOW EXAMPLE IN PRACTICE LEAVE FEEDBACK

What % of energy use is produced from low-impact renewable sources?

Include electricity and other energy consumption from heating, hot water, etc.

- 0%
- 1-24%
- 25-49%
- 50-74%
- 75-99%
- 100%
- Don't know

Effects / Outcomes

Employee Satisfaction



EXPLAIN THIS SHOW EXAMPLE IN PRACTICE LEAVE FEEDBACK

What percent of your employees are 'Satisfied' or 'Engaged'?

Select N/A if your company has not conducted an employee engagement survey in the past 2 years.

- N/A
- <50%
- 55-80%
- 81-90%
- >90%

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B Impact Assessment Topics





Why measure and verify a business’s social and environmental performance?

35 min

Why measure and verify a business’s social and environmental performance?

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Current Trends

Governance

Investors

Consumer / client trust

Sustainable Development Goals

Employees

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Benefits of measuring global performance



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Internally: get to know your business better

Decisions are **strategic** and **fact-based**

Costs are reduced and **operational efficiency** is increased

Turnover rates decrease and **work satisfaction** increases

“Top priorities for millennials while evaluating a job: salary (63% of respondents), culture (53%) and flexibility (50%) - Deloitte Millennial Survey 2018

Risks are identified, increase **resilience** in the face of change

Defining **improvement** areas, uncovering **opportunities**

Protecting your **mission**



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Externally: better communicate your engagement

Attract **talent**

“When the business aligns its values with those of millennials, the latter perceive these companies are better performers and as having more stimulating work environments” - Deloitte Millennial Survey 2018

Attract **financing and investors**

“For hedge funds, a clear “non-conforming” identity positively influences capital allocation decisions among investors” - Nielsen

Attract **knowledgeable clients**

“Almost 69% of millennials are ready to pay more for more sustainable products (vs. 34% in 2014) - Nielsen 2017

Innovate and stay ahead of industry trends



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Macro: bring business back to the heart of society

Business contributes to **achieving the SDGs**

“A worldwide call to action to eradicate poverty, protect the planet and achieve peace and prosperity between all human beings” - UNDP

License to operate - **social contract**

Norms are changing, and society is asking more questions. In a near future, only businesses who measure their impact will be able to operate.

Reinventing the role of business in society - inclusive economy - B Economy

Taking part in this movement is a way to take part in a global conversation on societal evolution.



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Benefits of measuring global performance



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After why, how, what, **WHO?**

Consumers: To recognize **good companies**

Investors: To invest in **good companies**

Political decision-makers: Tools that promote positive change (2030 Agenda)

Businesses: Engaging their **value chain** - differentiate from competitors

Environment: Limit carbon emissions and regenerate natural capital

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Certification

Why would a business want to certify as a B Corp?

The key is to get to know the business and understand the one thing that will really resonate with them

**now...
the
tricky questions**

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“This is just another certification. What’s different about B Corp?”

Key distinguishing elements of B Corp:

1. Looks across your **whole business**.
2. Assessment AND **Legal**.
3. Open and collaborative **community**, not just an assessment.

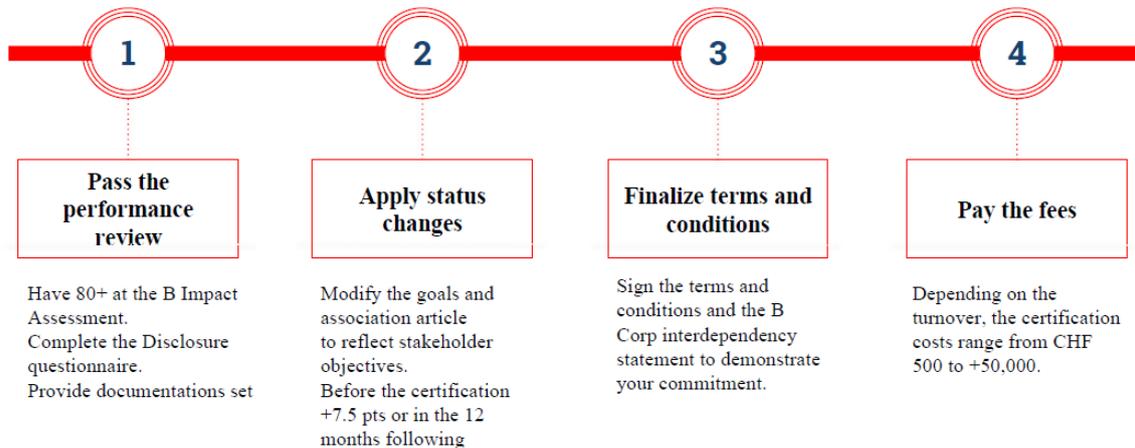
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“We’re already doing lots of work on our sustainability and impact. Why would we want to do this too?”

1. Independent - third party validation and review
2. Benchmarking tool
3. Ideas for improvement
4. Lead by example & collective voice
5. Not just standard, it’s a community
6. Opportunity to stand alongside other recognised brands

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The summarized steps of the B Corp certification



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Master in Responsible Management's Students: Ready to Jump In?

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