


## IV. B Lab Material: B Corps Basics




**Certified  
B  
Corporation**

JOIN US!

Certified B Corporations are leaders of a global movement of people using business as a force for good™.

Together, B Corps form a diverse, global community that shares one unifying goal — to redefine success in business so that all companies compete to be not only the best in the world, but the best *for* the world.



2900+  
B CORPS

60+  
COUNTRIES

150+  
INDUSTRIES

1  
UNIFYING GOAL

### How to GET CERTIFIED

The B Corp Certification is based on three essential pillars: verified performance, public transparency, and legal accountability. Alone, none of these pillars are sufficient. It's the combination of all three that makes the B Corp Certification unique, credible and significant.

- 1 VERIFIED**

Verified performance ensures that B Corps walk the talk. To meet the performance requirement, a company must earn a minimum, verified score of 80 points on the B Impact Assessment, which examines a company's overall impact on its workers, community, customers, and environment.

- 2 PUBLIC**


Transparency builds trust. Once certified, each B Corp must make its B Impact Report transparent on <https://bcorporation.net>, allowing the public to see the areas in which specific companies excel and compare B Corps' scores against the performance of mainstream businesses.

- 3 LEGAL**

By meeting the legal requirement for certification, B Corps are better able to maintain mission as they scale, have more flexibility when evaluating future sale options, and are better prepared to lead a mission-driven life post-IPO.

### MEASURE What Matters Most

Your company's social and environmental impact.



Join over 80,000 Businesses using the B Impact Assessment to Measure and Improve Performance. Login at <https://biimpactassessment.net>

## WHY BECOME A B CORP?

Certified



Corporation

### Join a Community and Lead a Movement

Certifying as a B Corporation connects you with a community of high performing mission-driven businesses globally. These like-minded leaders share best practices, collaborate in the marketplace, build collective voice, and set a new standard for success, working together to build a more inclusive and sustainable economy.

### Attract Talent and Deepen Engagement

B Corps create high-quality jobs that allow people to fully engage in their work – without checking their values at the door.

### Benchmark and Improve Performance

The B Impact Assessment provides third-party validation that the company is living its values.

It enables companies to assess their social and environmental impact, set benchmarks, and develop goals for improvement.

### Build Credibility and Amplify Voice

The B Corp Certification tells the story of your impact in a way that is recognizable and easy for customers, employees, the media and investors to understand. It differentiates your company and gives you tools to share your story and highlight your leadership.

### Protect Mission

Look beyond the bottom line. The B Corp certification embeds your company's mission into its legal DNA, which protects your company's values as it grows, brings on outside capital, or looks at succession.

## BY THE NUMBERS

**265000+** Jobs | **80+** Funds rated

**\$57 billion of combined revenues** | **4000+ BENEFIT CORPS**

**60MM+ FOLLOWERS** | **6000+ articles about B Corp**

## IN THE MEDIA

« the highest standard for a socially responsible company » **Inc.**

B Corps are part of the "20 moments that counted" in the last 20 years, alongside the human genome project, Uber and the iPhone.

**FAST COMPANY**

To be "like a B Corp" is one of the 5 business trends to be mastered. **FORTUNE**

"The rise of the B Corp movement reminds us that the idea that companies should only be efficient, productive and profitable machines is not dictated by the inherent nature of capitalism, let alone by human nature."

**THE NEW YORKER**

Learn more at <https://bcorporation.net/>

## HOW TO BECOME A B CORP? FREQUENTLY ASKED QUESTIONS

### 1. How Long Does It Take To Complete The B Impact Assessment (BIA)?

To complete the BIA is the first step towards the B Corp certification. It takes one day to complete the full 180 questions of the BIA. In the detail, two to four hours are required to go through all of them a first time. Then, allow four hours to provide answers to the questions left out.

### 2. The BIA – More Than An Assessment: A Real Management Tool

The BIA has been designed to be as simple and intuitive as possible in its use. The following points are however worth to keep in mind before you start the evaluation:

- a) **Documentary Proof:** throughout the BIA, you will be asked to provide documents to justify your answers.
- b) **"Bookmark" function:** if you cannot answer a question immediately, you can mark it as "to review" (e.g. a document is requested by you don't have it at hand). You will be able to come back to it later on.
- c) **"Star" function:** if you think that your company's practices could be improved with regard to a certain question, you can mark it as "to be improved". You will be able to come back to it later on.
- d) **"Explain this" button:** provides essential details about the question to guide you in your answers.
- e) **"Show an example" button:** to learn from the best practices of other companies.
- f) **"In practice" button:** presents the key elements for implementing improvement's measures within your company.

### 3. What Are The Steps Following the Completion of the BIA?

- a) Your company's final score must be at least 80 points out of 200 to continue on the path to certification.
- b) A B Lab analyst will then contact you within 12 weeks to arrange a 90-minutes phone interview. He or she will want to know more about your company, and will ask for more evidence to verify your final score. He/she will also ensure that the legal form of your company allows access to certification (only for-profit legal entities can become B Corps, such as SA/AG, Sàrl/GmbH, cooperative, etc.).
- c) Last, your company's legal status (i.e. articles of association) must be amended to include its commitment to society and the environment. B Lab Switzerland can provide with the necessary legal clauses. This modification must be made either before the certification process (+ 10pts at the BIA), or within 12 months once the certification has been granted.

### 4. What Are The Costs of the B Corp Certification?

Obtaining and maintaining the B Corp certification involves three types of costs:

- a) **Human Resources:** the time required to complete the BIA, and to pass the verification phase.
  - a) Costs: variables.
- b) **Certification fee:** based on your company's annual revenue. They are due annually. More information on <https://bcorporation.net/certification>.
  - a) Costs: from CHF500 to CHF50,000 / year.
- c) **Notary fees:** mandatory for the amendment of the company's legal statutes.
  - a) One-off cost.

### 5. Are The BIA's Indicators Linked To The UN's 17 Sustainable Development Goals (SDGs)?

B Lab is currently working in partnership with the UN Global Compact on an additional report (Score Card) in the BIA, that will provide for a visualization of the company's contribution to the SDGs once the BIA is completed. This Score Card will be available by early 2020.