Our theory of change

We are leading a global movement of entrepreneurs, investors, and consumers with one unifying goal . . .

Redefine success in business

So that all companies compete to be not only the best in the world, but the best for the world
The Non-Profit Behind B Corps

The Road to a New Economy

B Corporations * Impact Investing * Public Policy
Certified B Corps and Benefit Corporation: What’s the Difference?

Benefit corporations and Certified B Corps are often confused. Both are sometimes called B Corps by mistake or as shorthand. They share much in common and have few important differences.

Certification vs. Corporate Form

Certified B Corp is a certification conferred by B Lab.

Benefit Corporation is a legal status administered by the state. Benefit Corporations do NOT need to be certified.
Benefit Corporation Legislation as of 2014

Creating a New Kind of Corporation for a New Economy

20 LAWS PASSED 11 WORKING ON IT

the change we seek™ B Corporations - Public Policy - Impact Investing
The Value of Benefit Corporation Legislation

Benefit Corporation, a new class of corporation:

- Requires Board and subsequent Shareholder approval
- Requires adoption within, or by the end, of first 2-year certification term

Benefit Corporations are exactly the same as traditional corporate structure except that they…

- legally create a material positive impact of a business on society and the environment
- legally expand fiduciary duty to require consideration of workers, community and the environment
- publicly report annually on overall social and environmental performance using a recognized third party standard

550+ Companies • 1 Voice • A Better way to do Business
What is a Certified B Corp?

Certified B Corps use the power of business to solve social and environmental problems.

• B Corp is like fair trade certification but for the whole company, not just a single product.

• B Corps meet higher standards of social and environmental performance, accountability, and transparency.

A Better way to do Business.

Learn more.
Dynamic collaboration with strong community growth

Number of Certified B Corporations

Year | 2008 | 2009 | 2010 | 2011 | 2012
--- | --- | --- | --- | --- | ---
125 | 212 | 370 | 503 | 670

30 Countries
1 Unifying Goal

the change we seek™  B Corporations  -  Public Policy  -  Impact Investing
And we’re going global…

200 B Corps outside the U.S.

30 Countries
6 Continents
1 Unifying Goal: Change the world through business
B Corps are leaders in their respective industries uniting under a common Brand. The B Corporation.

A community that is redefining success in business.

[Logos of B Corps: Seventh Generation, Method, Patagonia, Ben & Jerry's, Preserve, New Leaf Paper, Cabot, New Resource Bank, Ogden, Hanson Bridgett, Guayaki Yerba Mate, SCS, and Numi Organic Tea]
The value of B Corp Certification

- Differentiate brand with trust & accountability
- Maintain & enrich mission
- Generate press
- Build client lists
- Feature in national ad campaigns
- Benchmark & report on performance
- Engage employees & attract talent
- Benefit from services & discounts
- Partner with peers
B Corp Certification starts with the B Impact Assessment

The free B Impact Assessment is:

**Comprehensive**
Evaluates impact in terms of accountability, employees, consumers, community and environment

**Adaptable**
Metrics tailored to industry and company size

**Transparent**
Criteria and weightings made transparent

**Dynamic**
New survey created every 2 years incorporating community feedback

**Independent**
Developed by third-party Standards Advisory Council
### The B Impact Assessment measures…

#### Governance
- Accountability
- Transparency

**ex.** Does your employee training include instruction about your environmental and/or social mission?

**Does the BOD or other governing body review social & environmental performance at least annually?**

#### Workers
- Job Growth
- Compensation & Benefits
- Work Environment
- Employee Ownership
- Charity/Volunteerism

**ex.** Have you acquired or referenced a compensation survey of your industry in the last 3 years?

**Are employee metrics regularly monitored, and made transparent to all employees?**

#### Environment
- Energy Use
- Facilities
- Supply Chain
- Manufacturing

**ex.** Has your company gone through an environmental review in the last 12 months?

**Has the company implemented written policies that reduce corporate travel?**

#### Community
- Suppliers
- Local
- Diversity

**ex.** What % of Significant Suppliers have third party social or environmental certification?

**What % of employees took paid or unpaid time off for community service last year?**

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*the change we seek*  
B Corporations - Public Policy - Impact Investing

*Appendix*
How do Certified B Corps stack up against other businesses using the B Impact Assessment?

B Corp 2012 Index
Certified B Corps score **25% higher** than other sustainable businesses on the B Impact Assessment*

<table>
<thead>
<tr>
<th>Overall</th>
<th>Certified B Corps</th>
<th>Other Sustainable Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Score</td>
<td>105</td>
<td>84</td>
</tr>
<tr>
<td><strong>Impact Areas</strong></td>
<td>% of points earned on B Impact Assessment</td>
<td></td>
</tr>
<tr>
<td>Workers</td>
<td>56%</td>
<td>48%</td>
</tr>
<tr>
<td>Community</td>
<td>62%</td>
<td>45%</td>
</tr>
<tr>
<td>Environment</td>
<td>59%</td>
<td>38%</td>
</tr>
<tr>
<td>Governance</td>
<td>73%</td>
<td>57%</td>
</tr>
</tbody>
</table>

* Based on median score of 504 B Corps and of 1,941 other companies that have voluntarily completed the B Impact Assessment. For more: [http://www.bcorporation.net/resources/bcorp/documents/BcorpAP2012_B-Corp-Index.pdf](http://www.bcorporation.net/resources/bcorp/documents/BcorpAP2012_B-Corp-Index.pdf)
How does a B Corp profile look?

B Corps make their scores transparent on www.bcorporation.net.

Ice Cream
South Burlington, VT
benandjerrys.com

About Ben & Jerry’s

Ben & Jerry’s produces a wide variety of super-premium ice cream and ice cream novelties, using high-quality ingredients including milk and cream from family farmers who do not treat their cows with the synthetic hormone rbGH. Ben and Jerry’s products are distributed nationwide and in selected foreign countries in supermarkets, grocery stores, convenience stores, franchise Ben & Jerry’s Scoop Shops, restaurants and other venues.

Certified B Corporations codify what being a progressive, socially conscious business is all about. By becoming a Certified B Corp we are supporting the movement for business to play a leading role in providing social as well as economic benefits to society – and of course great products and services.

Ben & Jerry’s is a Vermont corporation and wholly-owned subsidiary of Unilever.
Ben & Jerry's 2012 B Impact Report

<table>
<thead>
<tr>
<th>Category</th>
<th>Points Earned</th>
<th>% Points Available</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Governance</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Accountability</td>
<td>12</td>
<td>96%</td>
</tr>
<tr>
<td>Transparency</td>
<td>4</td>
<td>88%</td>
</tr>
<tr>
<td><strong>Workers</strong></td>
<td>25</td>
<td>63%</td>
</tr>
<tr>
<td>Compensation, Benefits &amp; Training</td>
<td>19</td>
<td>70%</td>
</tr>
<tr>
<td>Worker Ownership</td>
<td>1</td>
<td>13%</td>
</tr>
<tr>
<td>Work Environment</td>
<td>5</td>
<td>88%</td>
</tr>
<tr>
<td><strong>Community</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Products &amp; Services</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Community Practices</td>
<td>14</td>
<td>74%</td>
</tr>
<tr>
<td>Suppliers &amp; Distributors</td>
<td>24</td>
<td>45%</td>
</tr>
<tr>
<td>Local Involvement</td>
<td>1</td>
<td>11%</td>
</tr>
<tr>
<td>Diversity</td>
<td>2</td>
<td>30%</td>
</tr>
<tr>
<td>Job Creation</td>
<td>&lt;1</td>
<td>3%</td>
</tr>
<tr>
<td>Civic Engagement &amp; Giving</td>
<td>7</td>
<td>66%</td>
</tr>
<tr>
<td><strong>Environment</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Environmental Products &amp; Services</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Environmental Practices</td>
<td>25</td>
<td>55%</td>
</tr>
<tr>
<td>Land, Office, Plant</td>
<td>6</td>
<td>80%</td>
</tr>
<tr>
<td>Inputs</td>
<td>18</td>
<td>57%</td>
</tr>
<tr>
<td>Outputs</td>
<td>5</td>
<td>47%</td>
</tr>
<tr>
<td>Suppliers &amp; Transportation</td>
<td>4</td>
<td>37%</td>
</tr>
</tbody>
</table>

Overall B Score: 89

What makes us a better company?

**Summary:**

- **Governance**: 16, 93%
- **Workers**: 25, 63%
- **Community**: 24, 45%
- **Environment**: 25, 55%

Overall B Score: 89

>80 out of 200 is eligible for certification
>60% points available = Area of excellence

view full reports >> 2012
Ben & Jerry's Full Impact Assessment - 2012
Ben & Jerry's Disclosure Questionnaire

>even higher transparency

the change we seek™
**Steps to B Corp Certification**

1) Take the online B Impact Assessment / minimum score 80/200

2) Schedule B Lab Standards calls to verify score

3) Provide Supporting Documents as requested

4) Begin Adopting the B Corp Legal Framework

5) Sign & submit a Class of 2012 Term Sheet

--- Welcome as a B Corporation! ---
**B Corp Certification annual fee…**

Certification fees based on the company’s annual revenues:

<table>
<thead>
<tr>
<th>Annual Sales (Net previous year)</th>
<th>Annual Fee (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $999,999</td>
<td>$500</td>
</tr>
<tr>
<td>$1 MM - $4,999,999</td>
<td>$1,000</td>
</tr>
<tr>
<td>$5 MM - $9.999999</td>
<td>$2,500</td>
</tr>
<tr>
<td>$10 MM - $19.999,999</td>
<td>$5,000</td>
</tr>
<tr>
<td>$20 MM - $49,999,999</td>
<td>$10,000</td>
</tr>
<tr>
<td>$50 MM - $99,999,999</td>
<td>$15,000</td>
</tr>
<tr>
<td>$100 MM +</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

**B Lab**'s objective is to help B Corps offset the cost of their certification. Many B Corps are saving more than they are paying in fees.
Appendix....

- Consumer Facing Marketing, PR & Communications…
  building equity in the B Corp seal
B Corp speaks to consumers…

How do you tell the difference between a “good company” and just “good marketing”?

73% of conscious consumers care about the company, not just the product.

<1% of conscious consumers trust company ads or packaging statements when assessing whether a company does what it says

BBMG Research, 2012
Strong B Corp momentum at retail…

Total 2012 B Corp UPC Sales (72 B Corps, 4000 products):
$1,202,127,180

+ 15% growth
Exceeds total natural (13%), total organic (12%) and consumer packaged goods (3.4%)

Source: SPINS LLC
**B Corps Meet the Press…**

**Receiving fair share of press**

**B Corp press coverage more than doubled in 2012:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Press Hits</th>
<th>Individual B Corps Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>265</td>
<td>161</td>
</tr>
<tr>
<td>2012</td>
<td>663</td>
<td>230</td>
</tr>
</tbody>
</table>

- Press hits including 68 outside U.S. & Canada
B Lab has a committed team focused on Marketing and PR

Dedicated staff to support creating content, sharing, and placing stories.

KATIE KERR
Associate, Communications

JENNIFER YEE
Digital Director

VALE JOKISCH
Director, Services
National Brand Campaigns...

Executed in print and online with $1MM media value, over 70 full page ads to date, reaching 20MM
When B Corps collaborate…Thank You Cabot Cheese
B Lab has relationships with media outlets to help spread the word about B Corps. B Lab works with B Corps to develop or share their own compelling stories, reaching millions of readers.

The B Corp blog is syndicated via various media outlets.
Our B Corp social media following is small, but growing

100+ B Corp social media professionals.

2012 56% growth (63,000 friends & followers).

Collectively the B Corp community reaches over 16 MM people.
Social Media Examples

Certified B Corporations are a new type of corporation which uses the power of business to solve social and environmental problems. B Corporations meet rigorous and independent standards of social and environmental performance, accountability, and transparency.

Ben & Jerry's @benandjerrys

Many thanks for your well wishes & congratulations on the news of us becoming a B Corp! We're humbled and proud. @BenandJerry

Ben & Jerry's @benandjerrys

Thanked RT @GreystonBakery Congrats to our Friends @BenandJerry's on Becoming a B Corp! Love, Your @Brownie Baking B Corp @GreystonBakery

Greyston Bakery @GreystonBakery

Congrats to our Friends @BenandJerry's on Becoming a B Corp! Love, Your @Brownie Baking B Corp @GreystonBakery

PQMeta @pqmeta

Dam proud to be in good company. Congrats @BenandJerry's! Check out the new B Corp page on our @BenandJerry's website!

B Corporations - Public Policy - Impact Investing
National PR Campaigns…

Schedule
May – Women
August - Open/Emerging Artist
Oct - Global

B Corp “Best for the World” lists…

Annual **Best for the World** lists honoring B Corps with scores in top 10%

**Schedule**
- April- Overall, Best for the Environment
- July- Best for Communities
- September- Best for Workers

>100 B Corps get press release, digital assets

Profiled in B Corp Annual, **Businessweek**
2012 Brand Campaign Reaches retail level

220 B Corporations $1.1 Billion Marketplace 54 Industries
B Corporations on Vine.com

What is B Corporation

Certified B Corporations are a new type of corporation which uses the power of business to solve social and environmental problems. B Corporations meet strong environmental, social, accountability and transparency standards and create governing bylaws requiring them to make business decisions that are good for both society and shareholders.

Shop the B Corp Store

Support a better way to do business

Special offer valid 07/14 - 07/22

the change we seek™
B Corp on Google

Enhanced real estate on Google Search Results, top news from the B Corporation Google+ Feed featured anytime someone searches “B Corporation” on Google.

B Corporation
www.bcorporation.net/
Provides a framework and certification for companies wishing to benefit society as well as their shareholders.

Benefit corporation - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Benefit_corporation
In contrast, third-party organizations offer certification as a "B corporation". For example, the private organization B-Lab provides, for a paid fee, private third-party ...

History - Benefit corporations and ... - Provisions - Benefits

B Corps: Firms with benefits | The Economist
www.economist.com/node/21542432
Jan 7, 2012 – California’s B Corp legislation took effect alongside a new law creating the “flexible purpose company” (FlexC), which allows a firm to adopt a ...
Planning for 2014 ...

Campaign to build consumer awareness & engagement
To learn more....

• Log onto bcorporation.net to take the free B Impact Assessment

• Read B Lab’s 2012 Annual Report for stories on B Corps
B the Change

www.bcorporation.net
B Lab
Community Development

ycarlough@bcorporation.net