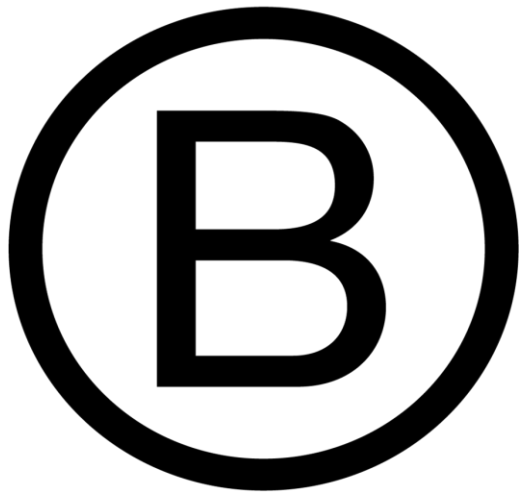


What is a B Corp?



Why we are doing this

Certified



®

Corporation

Our **system is broken.**

By placing shareholder profits above all else, **businesses have harmed our societies and our planet.**

What if we could **harness business to solve these problems,** and to create a thriving planet and prosperous future for all of us?

We are on a mission to **transform the role of business** in society.

Join us. #BtheChange

The time is now globally...

08.19.19

America's top CEOs say they are no longer putting shareholders before everyone else

In a monumental step toward setting broader standards for corporate leadership, the lobbying group Business Roundtable is endorsing stakeholder capitalism. Is it achievable?



JPMorgan Chase & Co. CEO **Jamie Dimon**. [Photo: Jim Watson/AFP/Getty Images]

LET'S GET TO WORK

Dear Business Roundtable CEOs,

We are part of a community of Certified B Corporations who are walking the walk of stakeholder capitalism. We are successful businesses that meet the highest standards of verified positive impact for our workers, customers, suppliers, communities and the environment.

We operate with a better model of corporate governance - benefit corporation governance - which gives us, and could give you, a way to combat short-termism and the freedom to make decisions to balance profit and purpose.

As you know, with continued resistance from investors on this new definition of business, we've got work to do to help them see that stakeholder governance builds trust and builds value.

More importantly, it also ensures that the purpose of capitalism is to work for everyone and for the long term.

Let's work together to make real change happen.

| | | | | |
|--|--|---|---|--|
| ALLBIRDS Joy Zwilling & Tim Brown | AMALGAMATED BANK Keith Meserich | BEAUTYOUNTER Gegg Bredlow | BEN & JERRY'S Matthew McCarthy | BENEFICIAL STATE BANK Kat Taylor |
| BOLOCO John Pepper | CABOT CREAMERY COOPERATIVE Ed Towles | COTOPAXI Doris Smith | DANONE NORTH AMERICA Mariano Lozano | DATA WORLD Brett A. Hart |
| EILEEN FISHER Eileen Fisher | GAIA HERBS Angela McElwee | GUAYAKI YERBA MATE Chris Mann | HAPPY FAMILY ORGANICS Anne Lazaray | INTREPID TRAVEL James Thornton |
| KING ARTHUR FLOUR Karen Colberg, Ralph Carlton, Suzanne McDowell | KLEAN KANTEEN Jim Osgood | LEESA SLEEP David Wolfe | LEMONADE Daniel Schreiber & Shal Whittinger | |
| NATURA & CO Roberto Marques | NEW BELGIUM BREWING Steve Fechtelmer | ONE BETTER VENTURES John Replogle | PARTICIPANT MEDIA David Linde | PATAGONIA Rose Marcario |
| RIPPLE FOODS Adam Lowry | SEVENTH GENERATION Joy Beeghly | SIR KENSINGTON'S Scott Norton | STASH TEA Naoki Yamamoto | STONYFIELD ORGANIC Ernie Terres |
| STUMPTOWN COFFEE ROASTERS Sean Sullivan | SUNDIAL BRANDS Richelle Dentis | UPLIGHT Adrian Tuck, Justin Segall, Your Lark | W.S. BADGER COMPANY Rebecca Hamilton & Emily Schwerts-Whyte | |

Certified



Corporation

Meeting the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

bcorporation.net | 703-688-4100 | CCB@bcorporation.net

...and in the UK





What is a B Corp?

B Corps meet the highest standards of social and environmental performance.

B Corps are legally committed to consider the impact of their decisions on all their stakeholders, not just shareholders.

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What makes B Corps unique



Comprehensive Impact Analysis

The B Impact Assessment tool does not only focus on one product or service but rather the business as a whole



Mission Lock

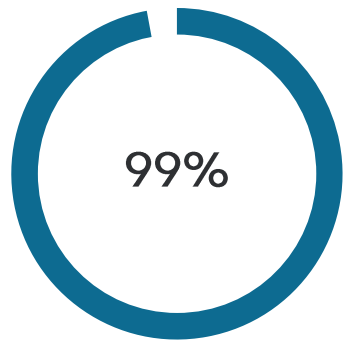
B Corps are legally required to consider the impact of our decisions on all their stakeholders



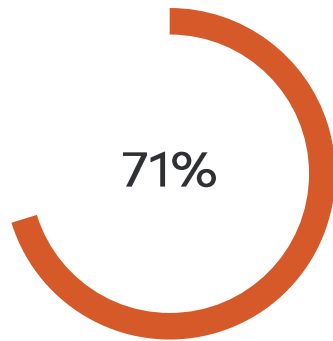
A Global Movement

B Corp is a global movement of businesses supporting each other to improve and drive global change

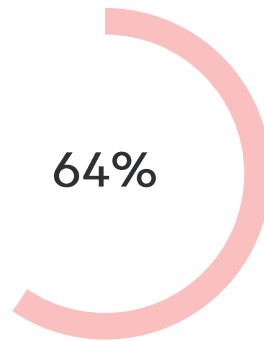
What the B Corp Community says



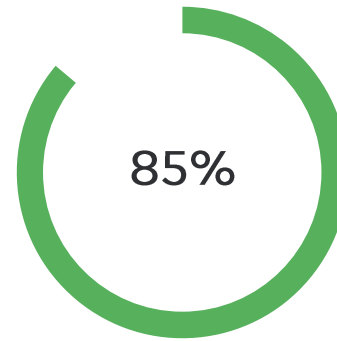
recommend other businesses certify as B Corps



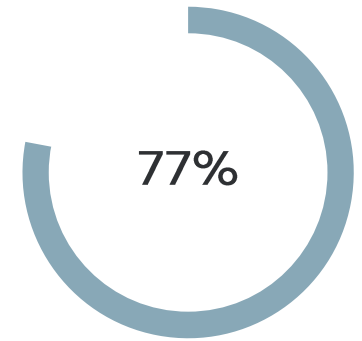
of candidates are attracted to our business because we are a B Corp



believe being a B Corp is likely to contribute to future financial growth



were encouraged to implement or formalise new policies or practices



were encouraged to implement or formalise new policies or practices

In the press

The rise of B Corps highlights the emergence of a new way of doing business

logo Forbes

Why companies are becoming B Corporations

Harvard Business Review

Desperate to be ethical? Try the B Corp seal of approval

The Sunday Times

B Corporation may offer a better governance model

Financial Times

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