



Lab[®]

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SAMEA EvalCafe

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Same challenges, now more complex

50% of wealth owned by
0.6% of World's richest

**407.
7**

carbon ppm in
Earth's atmosphere

Great work being done already on...

Governments	Infrastructure	Justice Systems
Healthcare	Philanthropy	Religious Institutions
Finance	Voters	Business



Business

creates opportunity

NGOs, Govt

Insufficient to the task



Business

creates opportunity for all

An aerial photograph of a coastline, showing a mix of blue water, green land, and white sandy beaches. The image is used as a background for the text.

When we **unleash the power of business**
to create a more **shared and durable prosperity for all**

We...

Create more high quality jobs

Reduce inequality

Alleviate poverty

Restore a healthier environment

Build stronger communities

What B Lab does

Step 1

Build a credible
community
of leaders --

B Corps

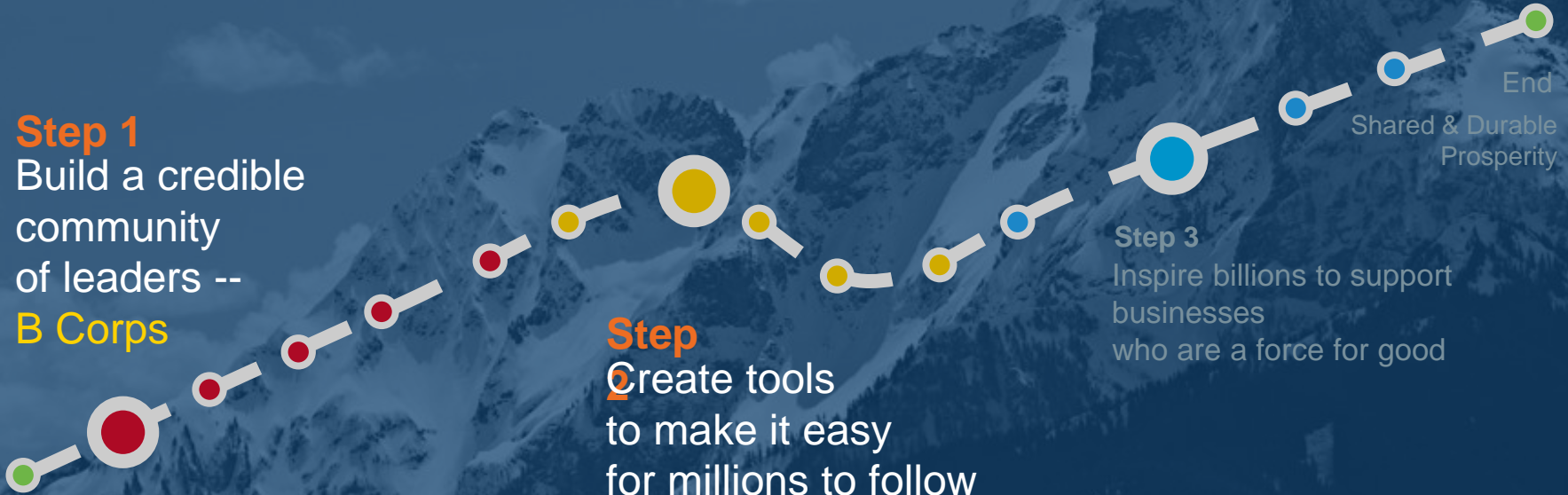
Step

Create tools
to make it easy
for millions to follow

Step 3

Inspire billions to support
businesses
who are a force for good

End
Shared & Durable
Prosperity



Certified



Corporation[®]

B Corp Certification is to business what Fair Trade is to coffee or Proudly South Africa is to local production.

What does it take?

Meet higher levels of:



1. Social and environmental performance

Minimum 80 points on B Impact Assessment



2. Transparency

Make B Impact Report publicly available



3. Accountability

Expand corporate duties to consider stakeholders



Build a community of leaders

2000+ Certified B Corporations 50+ Countries 130 Industries 1 Unifying Goal

Certified



Corporation



South Africa Today – B Corps



South Africa Today – Broader Movement



Lionesses
of Africa

PRAEKELT

Build tools for others to follow

Measure What Matters



50,000+ businesses

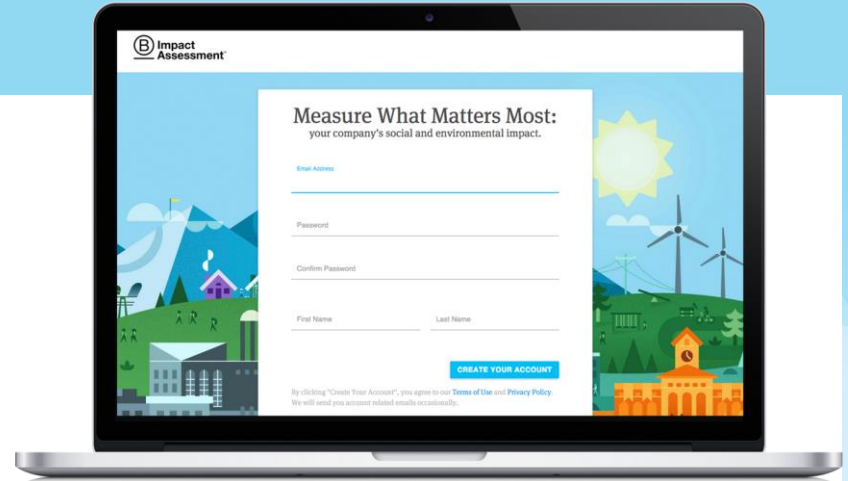


100+ institutions
(investors, supply chains, gov.)

B Impact Assessment Overview

B Impact Assessment is a holistic measure of a company's social and environmental performance.

- Focused on positive performance
- Tailored based on # of employees, sector, & geography
- Based on 200 point scale
- Available in English, Spanish, Portuguese

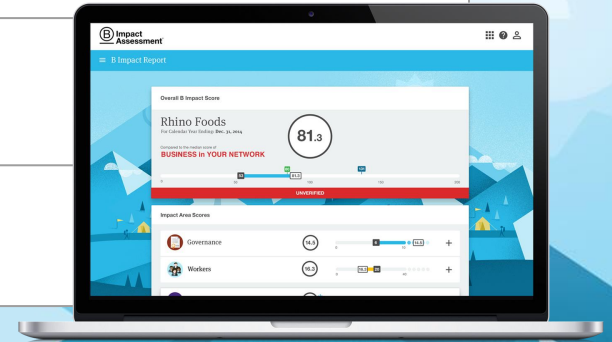


www.bimpactassessment.net

The B Impact Assessment is used by **50,000+** businesses globally

Evolution of the B Impact Assessment

2007	Alpha, Beta, Official Launch of Version 1.0
2010	Version 2.0 <i>Including first addenda – real estate & design/build, financial services</i>
2012	Version 3.0 <i>Launch of Emerging Markets assessment First translations of assessment (Spanish) Assessment moves to Salesforce</i>
2015	Launch of the Quick Impact Assessment
2014	Version 4.0 <i>Launch of Developed Markets – Global Includes EM financial services addendum</i>
2016	Version 5.0 <i>New easy to use platform Higher education addendum</i>



BIA Development & Governance



- **Dynamic:** Revised Every Two Years
- **Stakeholder/User Driven:** 3000+ Pieces of Feedback in 2015
- **Transparent:** Public Comment Period for Drafts
- **Objective:** Research Based; Expert Working Groups
- **Independently Governed:** Standards Advisory Council

Customized based on three “Track Drivers”

Size:

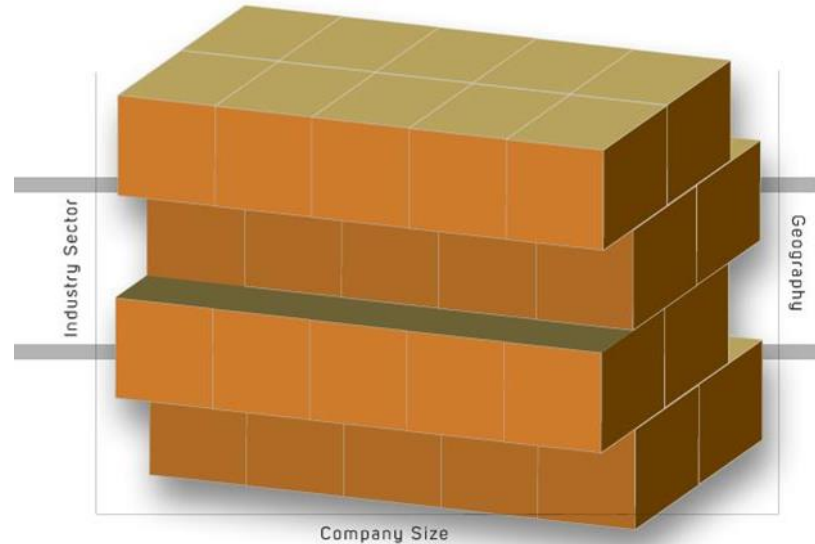
- Working Owners
- 1-9
- 10-49
- 50-250
- 250-1000
- 1000-10000

Market (geography):

- US Developed Markets (DM)
- Global Developed Markets (DM)
- Emerging Markets (EM)

Sector (industry):

- Manufacturing
- Service w/ minor
- Service w/ significant footprint
- Wholesale
- Agriculture
- Microfinance Institutions



B Impact Assessment Topics



 = Operational Impact

 = Impact Business Model

Impact Business Model

The design of a company that creates a specific positive benefit/outcome for one or more of its stakeholders.



May be based on a product, beneficiary, particular process, activity or structure



Extraordinary & contingent upon company

Operational Impact

Managing the day to day
impact of running the
business



Covers facilities, purchases,
employees, and governance



Applies to all companies
independent of design or intent



Aligned with other best-in-class
standards

Four types of questions

Practices

Monitoring Water Use



EXPLAIN THIS



Does your company monitor, record and/or report its water usage?

- We do not currently monitor and record our usage
- We monitor and record usage (no reduction targets)
- We monitor and record usage, and have specific reduction targets
- We monitor usage and have met specific reduction targets during the last fiscal year

Policies

Supplier Code of Conduct



EXPLAIN THIS IN PRACTICE



Is there a formal written Supplier Code of Conduct policy that specifically holds the company's suppliers accountable for social and environmental performance?

This may include policies on Fair Trade. The answer to this question affects questions you'll encounter further on in your assessment.

- Yes
- No

Outputs

Low Impact Renewable Energy Use



EXPLAIN THIS SHOW EXAMPLE



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

Outcomes

Employee Satisfaction



EXPLAIN THIS SHOW EXAMPLE



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

Select N/A if satisfaction or engagement is not formally surveyed.

- N/A
- <65%
- 65-80%
- 81-90%
- >90%



Bonus Plan Characteristics



Paying a Living Wage



EXPLAIN THIS SHOW EXAMPLE IN PRACTICE



What % of hourly workers are paid a living wage?

Select N/A if there is no living wage data available for where the majority of your employees work.

- <75%
- 75-89%
- 90-99%
- 100%
- N/A

Score Value: High



% Above the Minimum Wage



Savalia Electricals

For Calendar Year Ending: **Dec. 31st, 2015**

Your scores below are being compared against **277 Ordinary Businesses** that also have 1-9 employees.



Median Ordinary Business score for B Impact Report



UNVERIFIED

Impact Area Scores

	Governance	2.6	0 2.6 5 10	+
	Workers	14.9	0 14.9 18.2 40	+
	Community	30.3	0 15.6 30.3 45	+
	Environment	15.1	0 15.1 25 40	+

Full Impact Assessment Snapshot Report

This report shows how your company's responses to each question compare to other businesses.

Savalia Electricals

For Calendar Year Ending: Dec 31, 2015

Above Average Responses

67

Average Responses

127

Below Average Responses

80

Above Average Responses

% of Customers In-need



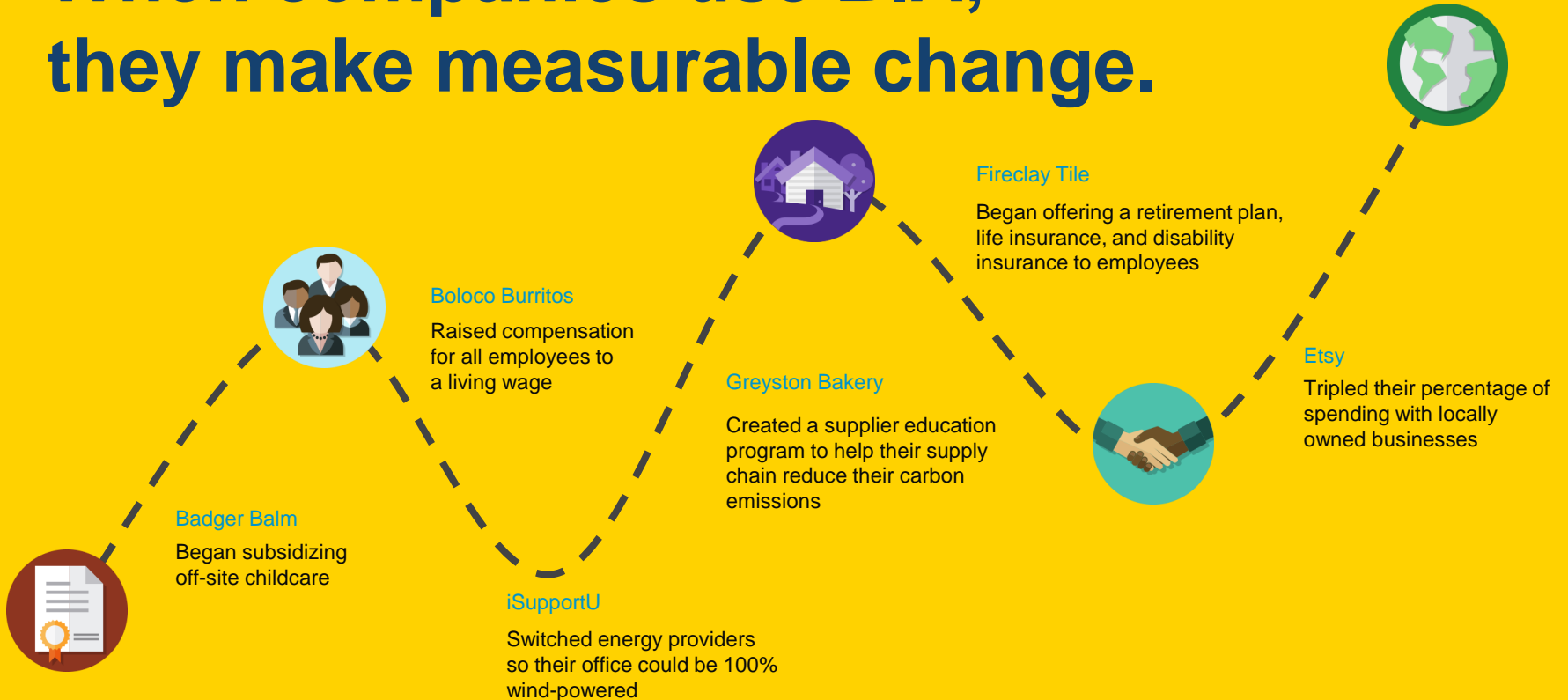
Impact on Underserved Populations Description



Underserved Beneficiary Types



When companies use BIA, they make measurable change.



Progress Reporting

Network (All) |
 Companies (All) |
 Period Current Year |
 Sort Table Latest Login

Number of Companies <div style="font-size: 2em; text-align: center;">807</div>	Recent Activity <div style="font-size: 2em; text-align: center;">14</div> <input type="text" value="Last 30 Days"/>	Average Completion <div style="font-size: 2em; text-align: center;">45%</div> <input type="text" value="Quick Impact Assessment/Custom"/>	Companies Behind Schedule <div style="font-size: 2em; text-align: center;">0</div> Desired Completion Date <input type="text" value="7/8/2018"/>
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Company	Contact	Data Sharing	Year	Progress	Latest Login	Overall Score	BIA Completion	Custom Completion	See Reports
Surya Brasil	Marcio Moreira	Approved	2016	In Progress	8/22/16	124	100%	94%	▶
LED Inspire WATT and FLUX	K.A. Stacie Alexiou	Approved	2016	Rated and Completed	8/18/16	88	100%	98%	▶
Repeat Roses	Jennifer Grove	Approved	2016	In Progress	8/16/16	54	52%	78%	▶
Juliana Lohmann	JULIANA LOHMANN	Approved	2016	In Progress	8/15/16	1	1%	2%	▶

My Dashboard

Analytics

Network Profile

Standards Navigator

Need Assistance

Logout

Logged in as Santiago Perez sperez@bcorporation.net

Change Password

Undo Redo Revert Refresh Pause

*Original View

Progress Reporting B Impact Report Question Level Benchmarking Impact Cloud Flexible Reporting Download All Data

Question Level Benchmarking

Benchmark All Companies	My Networks (All)	Company Name (All)	Impact Area (Multiple values)	Impact Topic (All)	Performance (All)
Period Current Year	Market All	Sector All	Industry Category (All)	Industry (All)	Size All

Companies in Network
861

Companies in Benchmark
20,653

Question Summary	% of Points Earned	Benchmark Avg	Benchmark Avg						
			0%	20%	40%	60%	80%	100%	
% Above the Living Wage	38%	45%			●	◆			
% Above the Minimum Wage	63%	51%				◆	●		
% Donated to Charity	25%	50%		●		◆			
% GHG Emissions Offset	0%	7%	●	◆					
% Increase in Wages	100%	55%				◆	●		
% of Business From Microdistributors	50%	38%			◆	●			
% of Business From Microfranchises	25%	38%		●	◆				
% of Company Owned by Non-Executive Employees	12%	17%		●	◆				
% of Company Owned by Non-Management Employees	0%	4%	◆	◆					
% of Employees Paid Living Wage	67%	62%				◆	●		
% of Employees Volunteer Service	5%	22%	●	◆					
% of Profits Donated	26%	22%		◆	◆				

About Measure What Matters

Vision

One day, **all companies** will measure and manage their impact with the same **rigor as financial performance**.

Businesses will **strive** to be **Best for the World**, resulting in a **shared and durable prosperity**.



Types of Partners

Large Investors



KKR

THOMA BRAVO

Large Corporates



Bancolombia



LAUREATE
INTERNATIONAL
UNIVERSITIES*

Best for Programs



Fund Managers (GIIRS)



BainCapital
Double Impact

renewal
Funds

Business Associations



Banks



Roles our partners play

Core Role:

Promoter Invite companies to take Assessment; spread the word

Optional:

Facilitator Organize events/workshops to take Assessment
Facilitate peer-learning

Advisor Providing technical assistance to helping them improve

Celebrator Congratulate participants or high achieving companies

Investor Drive capital to companies doing good

What is Measure What Matters?

A program to **teach**
and **engage**
businesses how to...



Create higher quality jobs



Build stronger communities

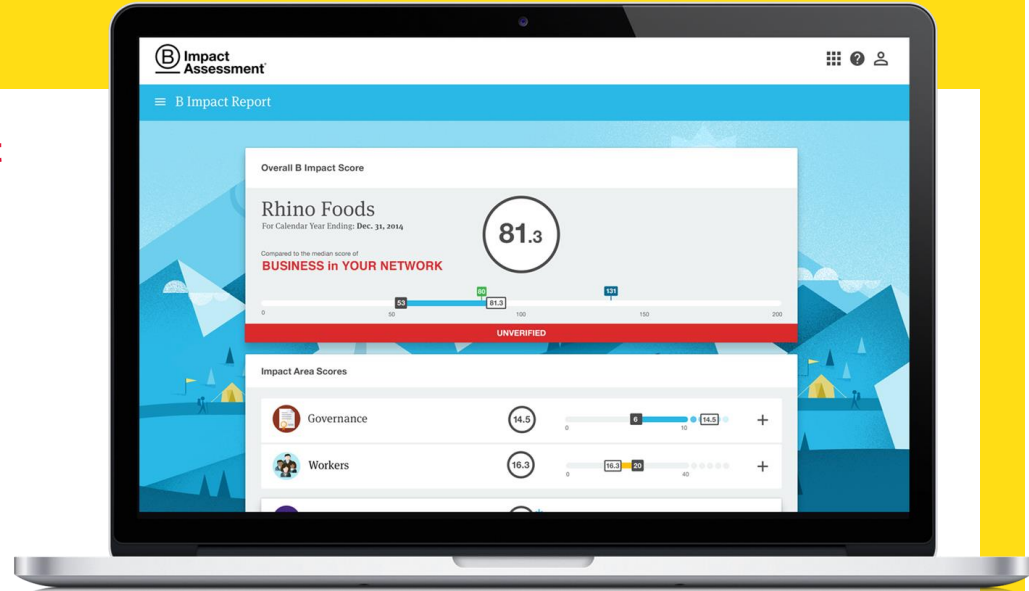


Preserve a healthier environment

Step 1: Educate

Invite businesses to take the **Quick Impact Assessment** and take the first step to measuring their impact.

- Free, confidential tool
- Don't have to be the CEO to participate



Step 2: Equip

Equip companies to improve their practices

What's your approach?

- Programs and workshops to help plan improvements
- Hands on assistance from local MBAs or small business coaches
- Mentorship from other local businesses
- [What we'll be exploring together!]



Step 3: Celebrate

Celebrate companies that participate and improve
....and create the carrot/incentive for participation

In 10 Years

In 10 Years

1,000,000 businesses aware of 'the issues'

Employing 20,000,000 workers



Workers

- Higher quality jobs
- Training and career advancement



Customers

- Better choices at retail
- Products that address social issues



Communities

- Diversity of workplaces, board rooms
- Higher impact, lower risk supply chains



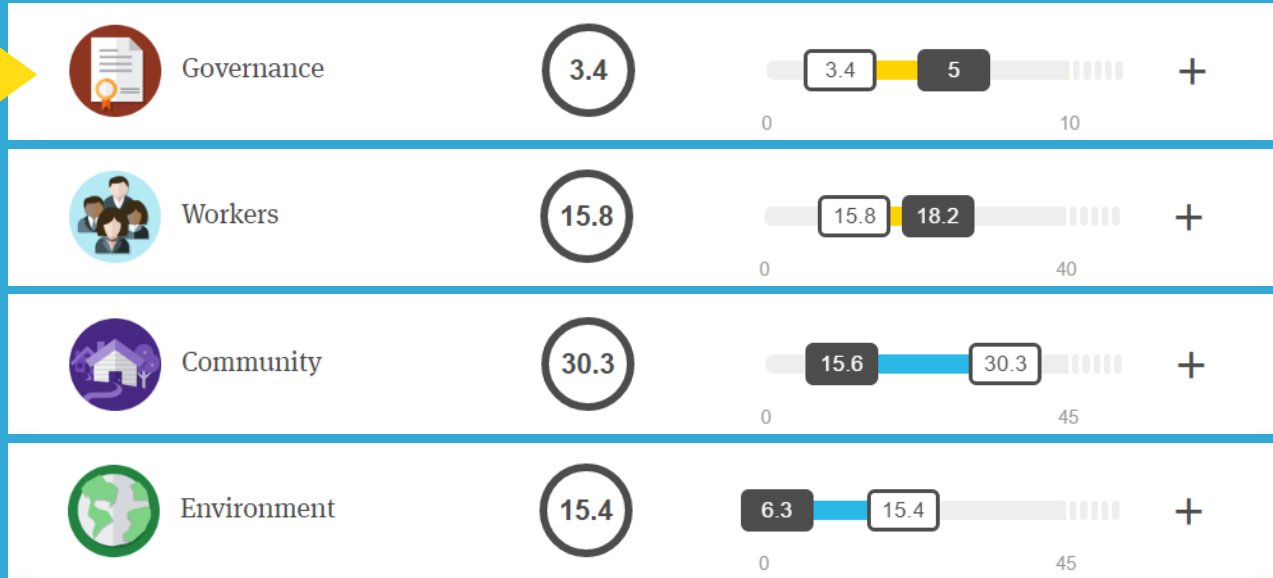
Environment

- Lower carbon, waste, water, toxins
- Fewer resources consumed to make products







In 10 Years

1,000,000 businesses understand how they stack up against others



In 10 Years

500,000 businesses on path to improve

	Boloco Burritos Raised compensation for all employees to a living wage	Azavea Now encourages employees to use 10% of time for personal research projects	Dansko Makes tuition reimbursement available to 100% of employees
	Badger Balm Began subsidizing off-site childcare	Sungevity Helps fundraise and support non-profit partnership organizations	Method Products Pays suppliers to reduce their carbon emissions
	Etsy Tripled their percentage of spending with locally owned businesses	Klean Kanteen Now is 33% owned by women and ethnic minorities	Farmigo Now has 50% of expenses with local independent suppliers
	Greyston Bakery Created a supplier education program to help their supply chain reduce their carbon emissions	Alter Eco Changed >25% energy source to renewable sources	New Belgium Brewing Now Recycles, reuses, or composts 99.9% of its solid wastes

About B Corp – Appendix

Certified



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Why become a B Corp?

1. Maintain Mission
2. Differentiate from Pretenders
3. Benchmark and Improve Performance
4. Attract and Engage Talent
5. Collaborate with Peers
6. Save Money and Access Services
7. Generate press
8. Raise Capital



B Corps do together what they can't do alone...



B Corps do together what they can't do alone..

 **Beanfields Snacks** Like Page
January 14 at 9:33pm · 🌐

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👍❤️👤 9 1 Comment 1 Share

👍 Like 💬 Comment ➦ Share



Engaging and Retaining a Diverse Workforce

If you operate in the United States or another country where health insurance is commonly provided by employers, try using health risk questionnaires and focus groups to identify the best health benefits for your unique team. This will enable you to work with health providers to tailor benefits to best serve your unique workforce.²⁵

If you aren't already, consider offering the following to your employees:

- Benefits to domestic partner, civil union, and/or same sex marriage spouses and dependents;²⁶
- [Transgender-inclusive health care](#), and
- Disability income insurance for protection in the case of accidents.

Your approach to providing benefits will depend on the unique needs of your employees and the resources at your disposal. That said, certain benefits may be more effective than others at boosting the inclusivity of your workplace. If you aren't already, consider offering:

- **Flexible working arrangements.** Empower your employees to make some decisions regarding when and where they work (e.g., through flex-time work schedules, job sharing, telecommuting, etc.). Studies have shown that this practice allows companies to hire and retain more women and people with disabilities, and that men also benefit. Flexible working arrangements can reduce work/life conflict, enhance productivity, improve wellbeing, reduce absenteeism, and increase job satisfaction.²⁷

Steps to B Corp Certification

BUSINESS CASE



Know your business case



Engage leadership and board

MEASURE WHAT MATTERS



Get a baseline



Engage your team

PROTECT YOUR MISSION



Understand your roadmap



Meet the requirements



Finalize & Submit



Documentation & Review

