

2014 B CORP UPDATE

Brought to you by
the community of

Certified



Corporations

B Corps use business as a force for good. They are certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

Together, B Corps form a Diverse, Global Community...



1000+
Companies

30+
Countries

60
Industries

Unified by a common goal: to **Redefine Success in Business** so that one day all companies compete to not only be best in the world, but the **Best for the World.**

250+
B CORPS
Highlighted in
600+
NEWS STORIES

2013

B CORPS in the PRESS

"B Corp status has become a badge of honor."

Entrepreneur
MAGAZINE

"More companies are touting the B Corp logo... to attract young job seekers who want an employer committed to both a social mission and the bottom line."

THE WALL STREET JOURNAL

"Consumers shopping for Fair Trade coffee or recycled paper goods are already looking for responsible companies; B Corp provides what is lacking elsewhere: proof."

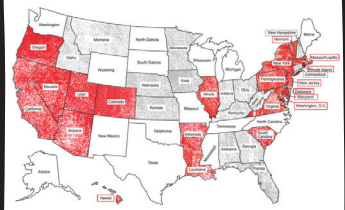
The New York Times

16,000

Businesses Using the
B IMPACT ASSESSMENT
to Measure and
IMPROVE PERFORMANCE

..... Creating a
**New Kind of Corporation
for a New Economy**

21 LAWS PASSED 15 WORKING ON IT



A Community Campaign to Celebrate and Reward People Using Business as a Force for Good



1000+
Companies

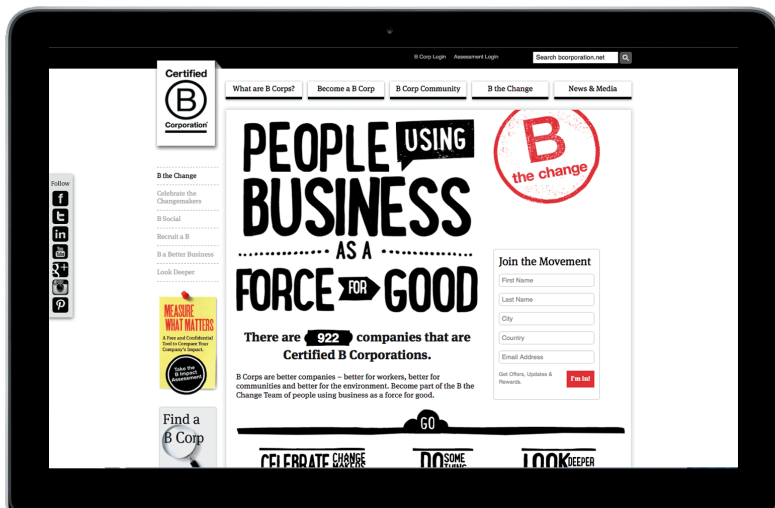
24 million
Friends & Followers

1
Message



B the CHANGE on the WEB

#BtheChange Tweets and Facebook posts are showing up on 8.6 million timelines



B the change



B the CHANGE in PRINT

100+ Print ad insertions in magazines like Mother Earth News and Utne Reader, each reaching 5 Million readers.



B the CHANGE in STORES

Regional and national retail campaigns led by New Seasons Markets, New Leaf Markets, and NCGA member co-ops.



JOIN US



“The highest standard for socially responsible businesses”
Inc.



Lead a Movement

B Corps are leading a global movement to redefine success in business.



Attract **AND** Engage Talent

B Corp Certification demonstrates to employees that their company walks its talk and gives them tools to help build a better business.



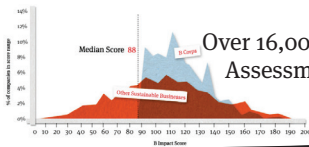
Participate in the B the CHANGE Campaign

Reaching 24 million conscious consumers through branded products, retail promotion, print, digital, and social media



Change the Rules of the Game

Creating a new corporate form designed for mission-driven businesses in 21 states, with more coming in 2014.



Benchmark Performance

Over 16,000 companies use the B Impact Assessment to measure what matters and improve their impact.

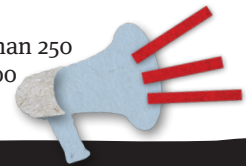
Differentiate from Pretenders

B Corp Certification helps separate high impact companies from the crowd.

“B Corp provides what is lacking elsewhere: proof.”
The New York Times

Generate Press

B Corps get lots of press. More than 250 B Corps were featured in over 600 stories in 2013



Save Money

B Corps have access to over 100 service partnerships which have so far saved them over \$6 million.



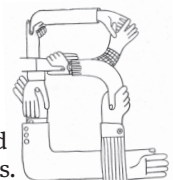
Attract Investors

Get connected to investors in the B Community and listed on B Analytics with a free impact rating.



Partner with Peers

Connect and collaborate with like-minded peers through online and in-person events.



LEARN MORE at www.bcorporation.net
EMAIL US at thelab@bcorporation.net
CALL US at (610)293-0299