

# Introduction to B Corp movement





Our vision

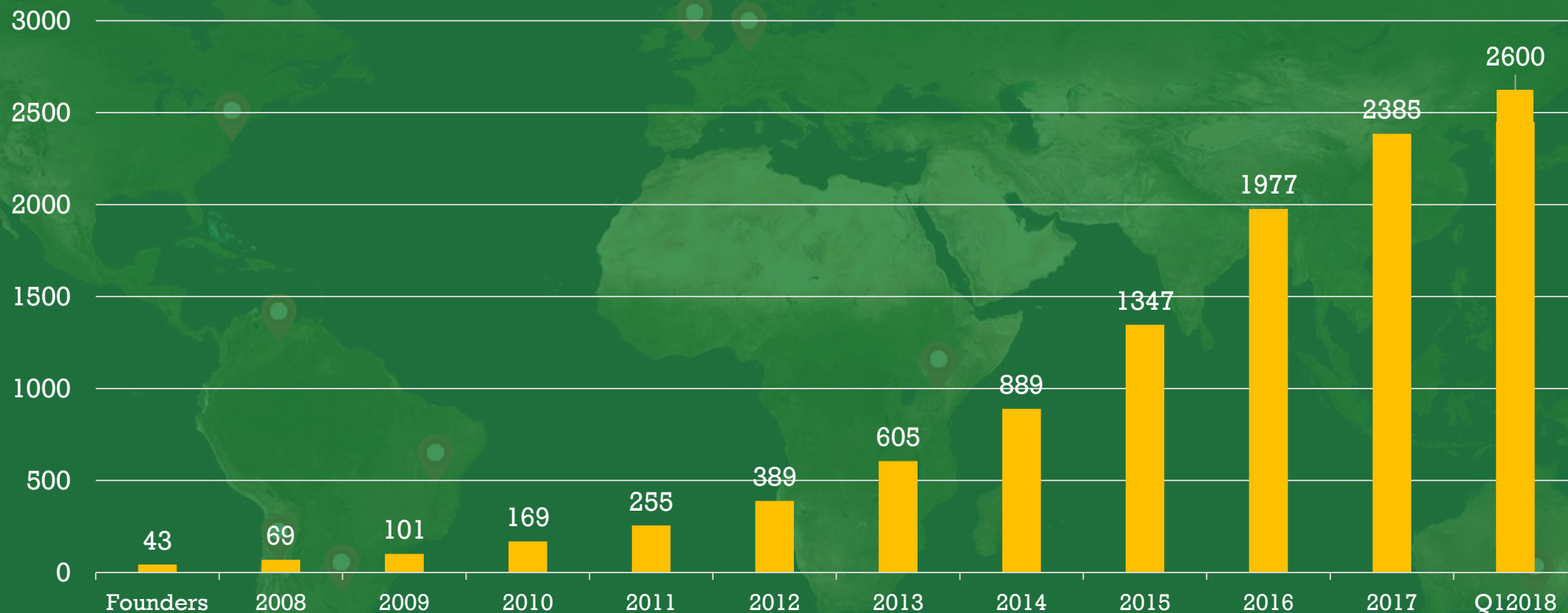
*to capture the power within all businesses to measure their impact with as much rigour as they measure their profits. By so doing, to create an inclusive and lasting prosperity that equitably meets society's and our planet's needs.*

**Develop a global impact assessment platform**

**Create legal form that lock in commitment to stakeholders**

**Build a community of leaders for change**

# Global Community of B Corps is growing





# A business certification based on measuring what matters

1

## Pass the B Impact Assessment

Score 80+ on the B  
Impact Assessment.  
Complete your  
Standards verification  
and Disclosure  
Questionnaire

2

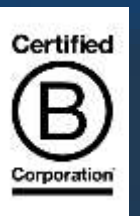
## Meet the legal requirement

Amend your  
company's constitution  
to reflect stakeholder  
objectives

3

## Celebrate and lead others

Sign the Term Sheet  
and B Corp  
Declaration of  
Interdependence to  
show your commitment



# Measure what matters

The B Impact Assessment is a free confidential online tool to measure and manage a company's social and environmental impact.



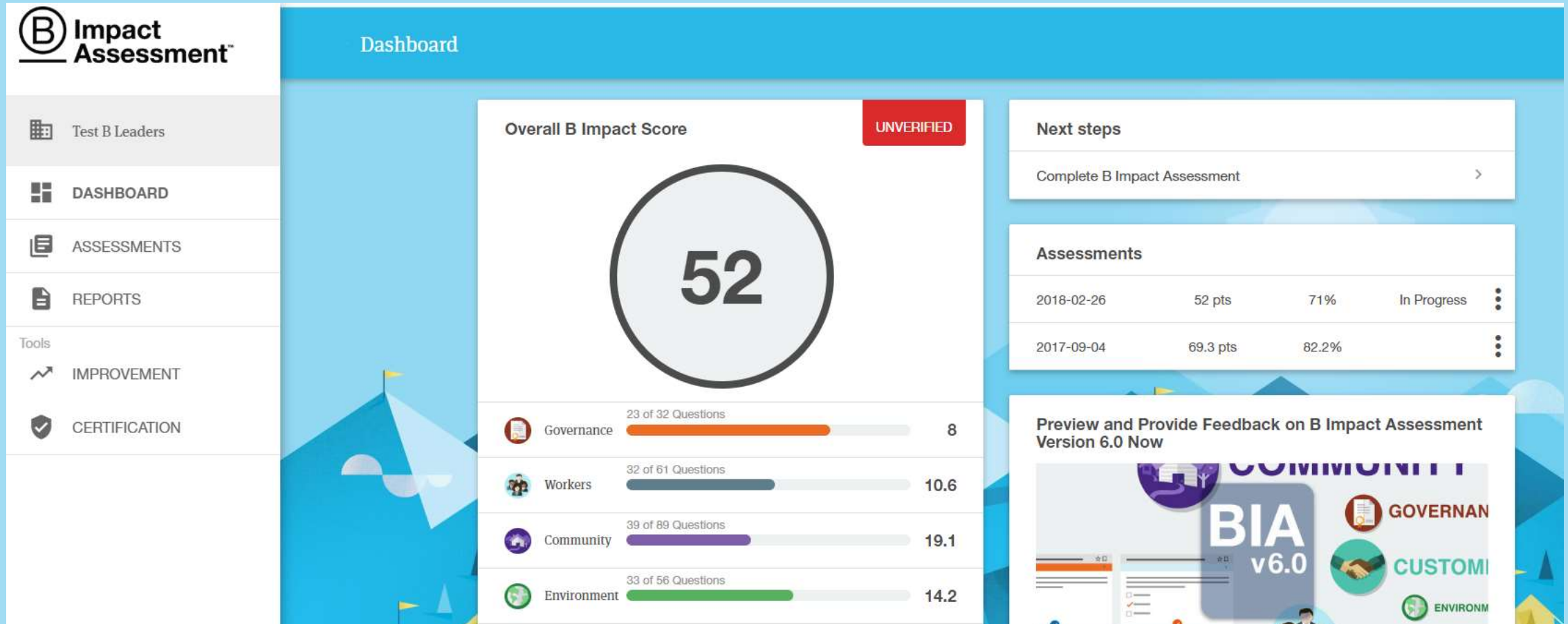
Walks through a series of questions to help learn what it takes to build a better business - better for workers, community, and the environment

Compares answers to thousands of other businesses to see how a business stacks up

Creates a customized improvement plan linking to free best practice guides to help implement



# The B Impact Assessment Dashboard



**Operational  
Impact**

**Impact  
Business Models**

## Operational Impact

Managing the day to day impact of running the business **HOW** you do business



Covers facilities, purchases, employees, and governance



Applies to all companies independent of design or intent



Aligned with other best-in-class standards

## Impact Business Models

The design of a company that creates a specific positive benefit/outcome : What you do as a business



Based on a product, beneficiary, particular activity or structure



Benefit directly attributable to company



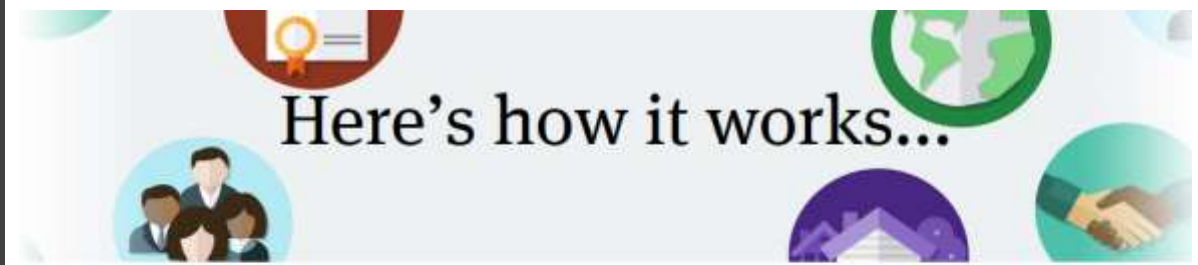
Unique to the B Impact Assessment





The value of “measuring what matters”:

- Understand your impact fully, benchmark
- See what you do well, what could be better, set KPIs
- Make cost savings to the business
- Be part of an economy for positive impact
- Know what impacts are intrinsic to your business and what is extrinsic and could be removed or reduced



## Here's how it works...

### STEP 1. Assess

This Assessment will walk you through a series of questions to help you learn what it takes to build a better business - better for your workers, community, and the environment.

Takes ~30 mins to get a quick snapshot

Takes ~2-3 hrs for a full impact report

[See Sample Questions](#)



### STEP 2. Compare

Compare your answers to thousands of other businesses and see how you stack up.

You will receive two types of feedback:

#### Quick Snapshot

A simple look at which questions your company already excels at and which practices it could improve on

#### B Impact Report

A more holistic look at how your company scores across multiple questions related to the same impact topic

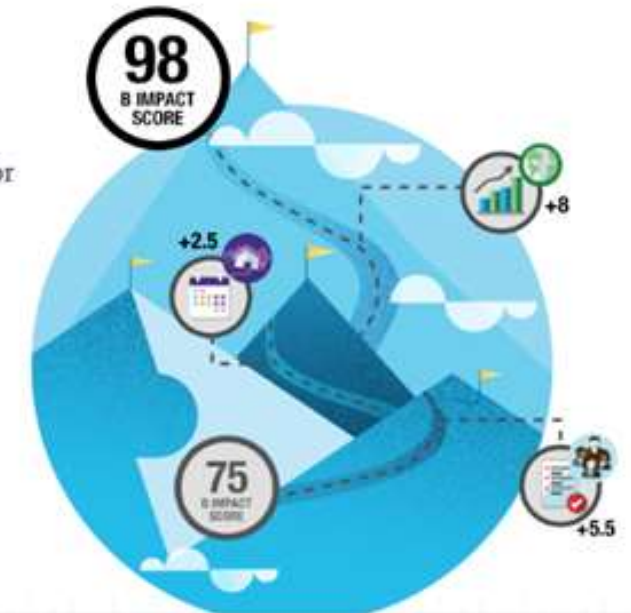
[See a Sample Report](#)



### STEP 3. Improve

Create a customized improvement plan for your business and use our free best practice guides to help you implement.

[See Improvement Tools and Case Studies](#)








## ARTICLES OF THE COMPANY DIRECTORS' POWERS AND RESPONSIBILITIES

### 5. Purposes of the company

SO: (1) The purposes of the company are to promote the success of the company:

- a. for the benefit of its members as a whole; and
  - b. through its business and operations, to have a material positive impact on (i) society and (ii) the environment, taken as a whole.
- 

# What are the benefits of certification?

## Trade with like-minded businesses

- Global trading
- Built in due diligence
- Aligned values



## Collective voice

- Being part of something bigger
- Market leaders
- Finding your tribe
- Getting the word out
- Challenging business as usual



## Mission lock

- Protect company's mission
- Stakeholder, not shareholder
- Empower leadership team



## Tools – you can't manage what you don't measure

- Measure
- Manage and improve
- Benchmark
- Inform strategy
- Engage employees

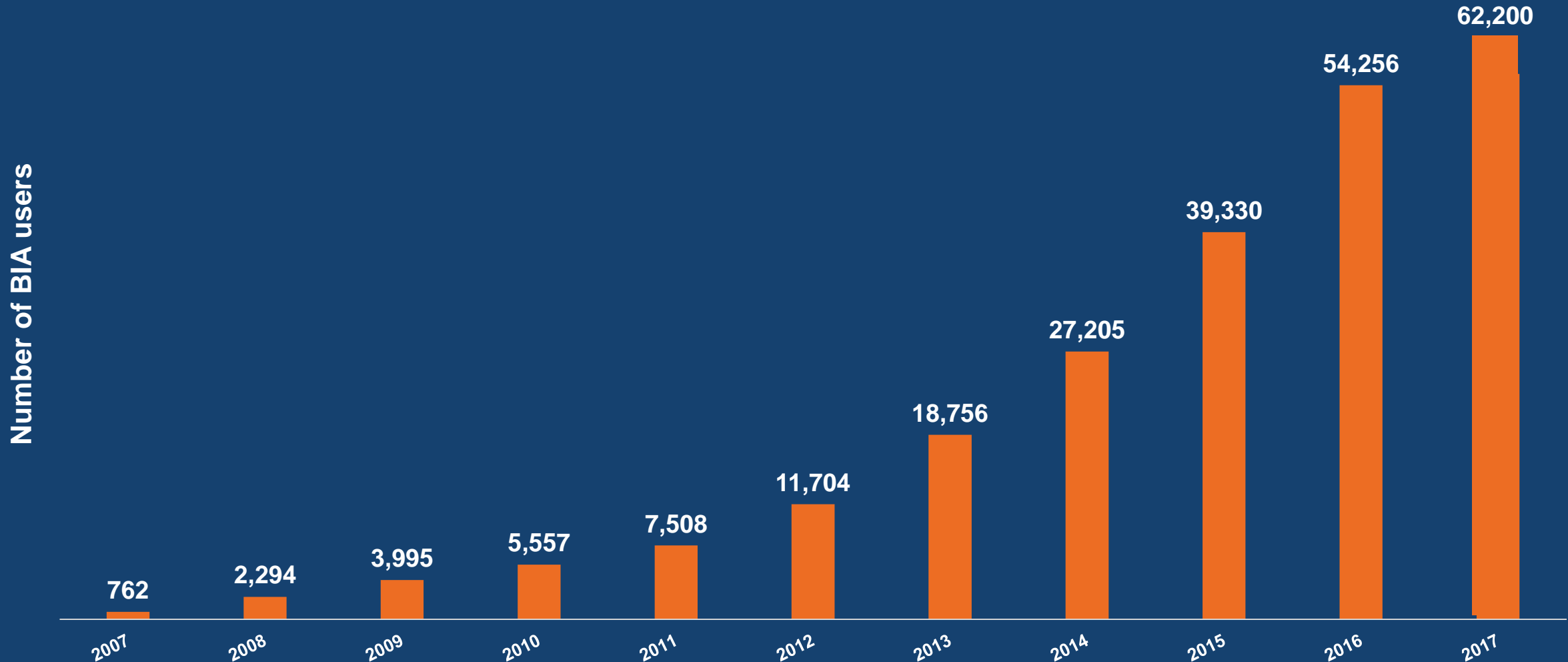


## Global community

- Best practice creation
- Collaboration
- Global consistency



# More and more organisations worldwide are measuring their impact using the B Impact Assessment





# GOOD FIT IN THE PRINCIPLES OF B CORPS AND THE SUSTAINABILITY CHARTER FOR LATA



## DECLARATION OF INTERDEPENDENCE

We envision a global economy that uses business as a force for good.

This economy is comprised of a new type of corporation – the B Corporation –  
Which is purpose-driven and creates benefit for all stakeholders, not just shareholders.

As B Corporations and leaders of this emerging economy, we believe:

That we must be the change we seek in the world.

That all business ought to be conducted as if people and place mattered.

That, through their products, practices, and profits, businesses should aspire  
to do no harm and benefit all.

To do so requires that we act with the understanding that we are each  
dependent upon another and thus responsible for each other and  
future generations.



# Certified



## Corporation



### Travolution

Consultancy on Community Based Tourism Projects & Development. Tourism programs.  
Location: Santiago, Region Metropolitana, Chile



### BirdsChile

Excursions, Expeditions, Courses, Workshops and associated products  
Location: Puerto Varas, Los Lagos, Chile



### Companhia...

Hospitality  
Location: Caldas Novas, Goiás, Brazil



### Aniyami

Pacotes turísticos com foco em turismo de aventura e experiência  
Location: Natal, Rio Grande do Norte, Brazil



### Alaya

Rafting, zipline, Canopy...  
Location: Brotas SP, Sao Paulo, Brazil



### Bodhi Surf + Yoga

Surf and yoga camp located in Bahia Ballena-Uvita, Osa, Costa Rica.  
Location: Bahia Ballena, Puntarenas, Costa Rica

**Certified**



**Corporation**



**Vivejar**

Tour operator

Location: São Paulo, São Paulo,  
Brazil

**flooglebinder** 

**Flooglebinder**

Travel Tours

Location: London, Shropshire,  
United Kingdom



**Impact Marathon  
Series**

Volunteer & Race Marathon  
Packages: 7 Day Adventures to  
tackle the Global Goals  
Location: London, London,  
United Kingdom



**Amazonas Explorer**

Adventure Tour provider

Location: Cusco, Cusco, Peru



**Better Places**

Tour Operator

Location: Leiden, Zuid-Holland,  
Netherlands

**Intrepid Group**

**Intrepid Group Ltd**

Global adventure tour operator,  
local destination management  
companies.

Location: Melbourne, Victoria,  
Australia

For full list see  
[https://bcorporation.uk/  
directory](https://bcorporation.uk/directory)



INTREPID GROUP

# NOW A CERTIFIED B CORPORATION

[FIND OUT MORE](#)

## Impact Area Scores ⓘ



Governance

15.6



Workers

29.5



Community

23.3



Environment

11.9



Customers

2.1

## Overall B Impact Score ⓘ

82.7



The B Impact Scores are being compared against all businesses that have completed the B Impact Assessment.

Company receives credit for organizing trips that contribute to the advanced knowledge or environmental educational of customers or their general health/fitness. It also receives credit for trips that contribute to the cultural preservation of communities

# Measure, reduce, offset....

## Taken from Intrepid Group's Annual Report 2017

### ENVIRONMENT

The Intrepid Group are committed to protecting our planet, and that's why we follow the Measure - Reduce - Offset carbon management principles to manage the environmental footprint of our trips and offices around the world.

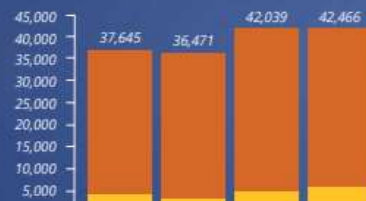
#### 1. MEASURE

We measure and offset the main sources of passenger emissions created on our trips from transport, accommodation and waste by our passengers. When it comes to our offices, we measure emissions from electricity, gas, waste, business travel and water.

OFFICE EMISSIONS SOURCES GLOBALLY



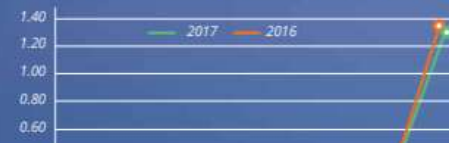
INTREPID GROUP CARBON EMISSIONS (TONNES CO2-E)



OFFICE EMISSIONS (TONNES CO2-E PER FTE)



TRIP EMISSIONS (TONNES CO2-E PER PAX)



#### 2. REDUCE



Encouraging our travellers use refillable drink bottles.



Recycling waste in our offices around the world.



Using public transport on our trips to reduce fuel use per passenger.



Minimising the number of flights included in trips.



Introducing efficiency measures, including energy efficient light bulbs and Skype conferencing.



Conserving water use in our offices and on our trips.

#### 3. OFFSET

Investment in renewable energy projects such as:



##### WIND POWER PROJECT

###### Rajasthan, India

Located in one of the most arid districts in India, this project plays an important role in reducing CO2 emissions and contributing to the economic growth of the area.

Additional benefits of the project:



##### SOLAR FARM PROJECT

###### Bambous, Mauritius

Supporting technology transfer, energy transition, and the first ever solar farm in Mauritius.

Additional benefits of the project:

20 local jobs created  
220,000 tonnes of CO2 avoided



##### WIND POWER PROJECT

###### Three locations across Mexico

Generating clean energy from renewable wind sources, this project replaces the energy that would have been generated from grid connected power plants, predominately based on fossil fuels.

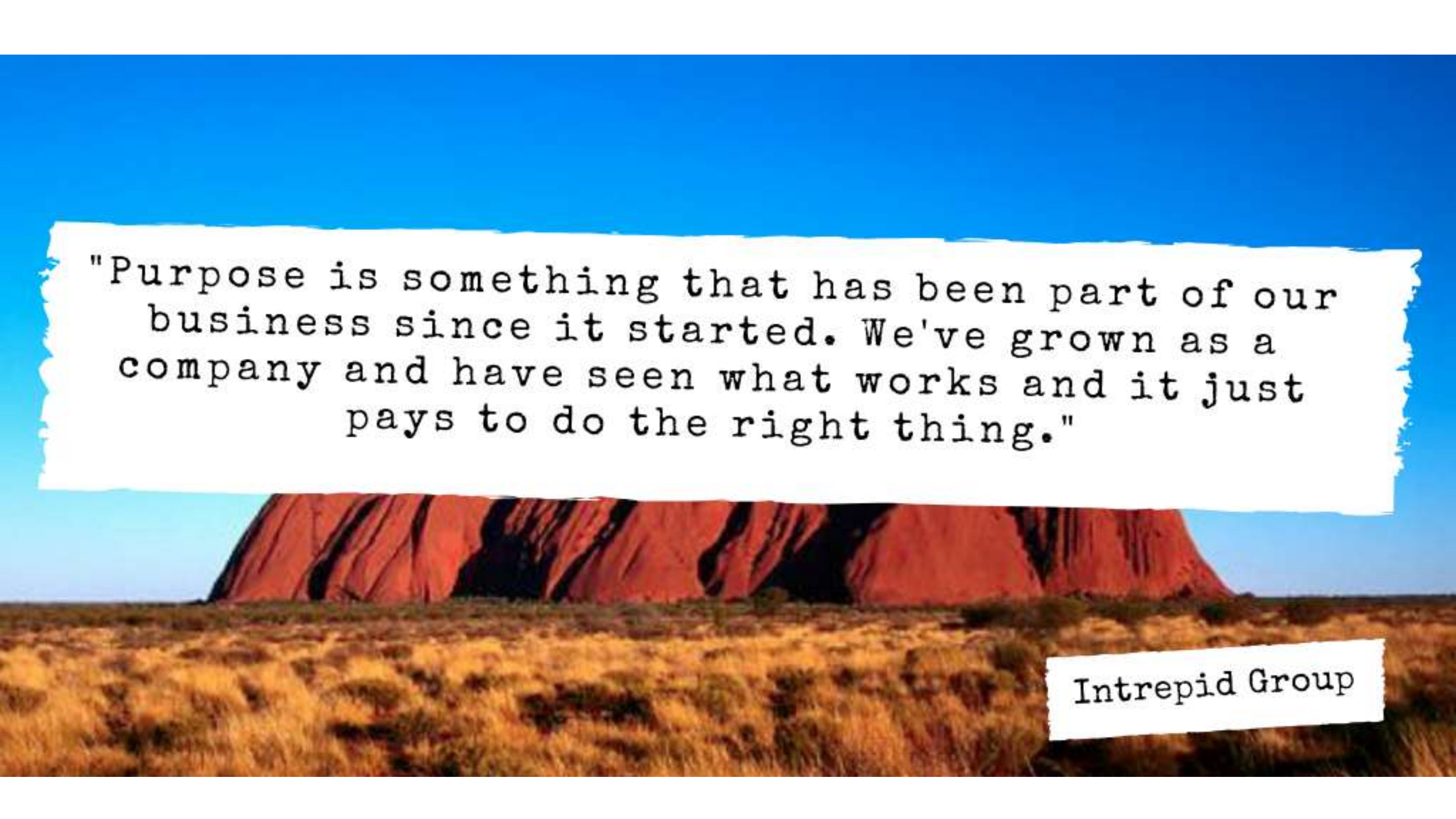
Additional benefits of the project:



# HOW WE GROW WITH PURPOSE

Our founders wanted to start a business that not only benefits travellers, but also benefits the places and people they visit. More than just responsible tourism, Intrepid Group is committed to creating shared value for all our stakeholders through sustainable, experience-rich travel.

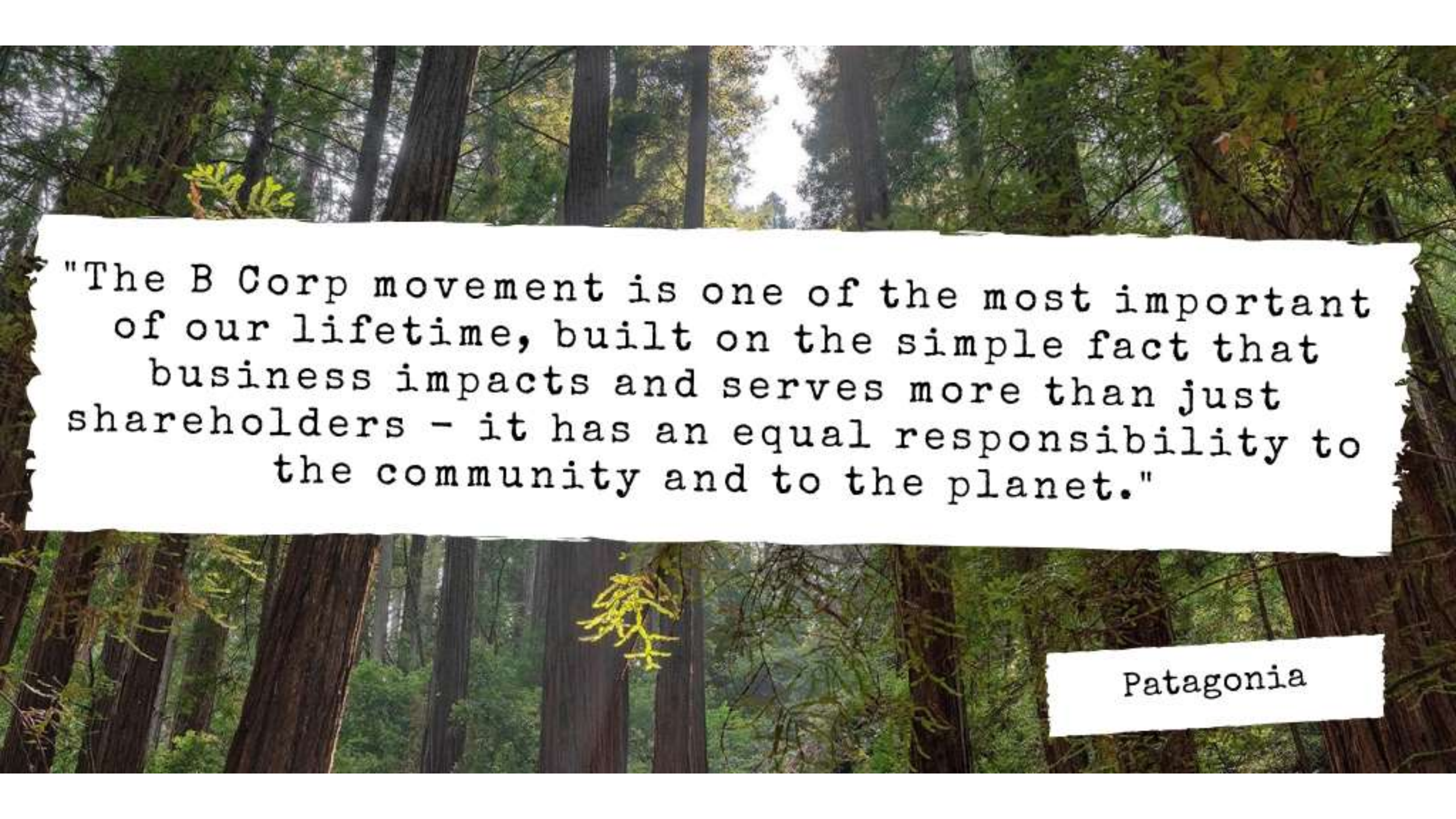


A photograph of Uluru, a large red sandstone rock formation in Australia, under a clear blue sky. The foreground is covered in dry, yellowish-brown grass. A white, torn-edge paper banner is superimposed over the upper part of the image, containing a quote. Another smaller white, torn-edge paper banner is in the bottom right corner.

"Purpose is something that has been part of our business since it started. We've grown as a company and have seen what works and it just pays to do the right thing."

Intrepid Group

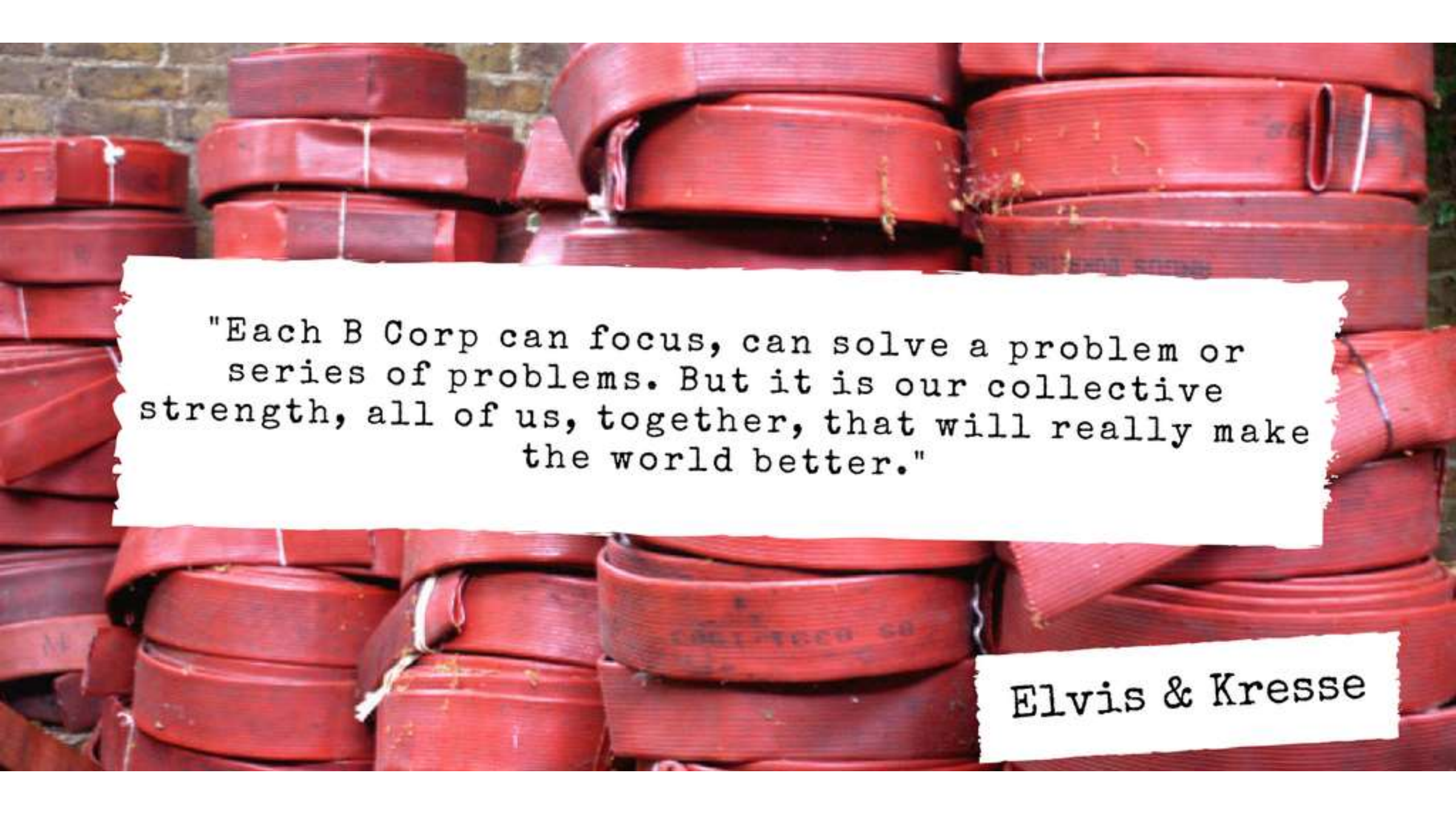




"The B Corp movement is one of the most important of our lifetime, built on the simple fact that business impacts and serves more than just shareholders - it has an equal responsibility to the community and to the planet."

Patagonia



The background of the image consists of numerous large, coiled stacks of red fire hoses. The hoses are stacked in a way that creates a sense of depth and repetition, with some hoses in the foreground being more prominent than others. The red color is vibrant and consistent across all the hoses. The hoses are coiled in a circular or spiral pattern, and some have visible straps or buckles. The overall texture is rough and industrial.

"Each B Corp can focus, can solve a problem or series of problems. But it is our collective strength, all of us, together, that will really make the world better."

Elvis & Kresse



# Defining the impact of products

COMFORT  
FOOD



FORCE  
FOR  
GOOD



REMOVES  
TOUGH STAINS



NURTURES  
NATURE





**THE GLOBAL GOALS**  
For Sustainable Development



Imperial College researchers interviewed 47 B Corps and found that

- ❖ **95%** OF B CORPS THINK THE SDGs ARE RELEVANT TO THEIR BUSINESS
- ❖ **60%** INTEND TO HAVE A PLAN ON HOW TO CONTRIBUTE TO THEM BY 2020
- ❖ **36%** HAVE ALREADY DEVELOPED PLANS OR TARGETS ON HOW TO CONTRIBUTE

So B Lab is now working with the UN Global Compact , DfiD, Skoll Foundation and other interested parties to

**Map the SDGs against the B Impact Assessment – piloting in late 2019**

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## What the press are saying...

**“The B Corp Movement is one of the ‘20 Moments That Mattered’ over the last 20 years.”**

**FAST COMPANY**

**‘B Like a B Corp’ one of 5 Business Trends to Master in 2016**

**FORTUNE**

**B Corp is ‘one of 5 Noteworthy Happenings in 2015.’**

**Forbes**

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Connecting and collaborating with like-minded businesses



**Redefine success in business.  
Help create the new economy.  
Build a better business.**

**Compete to be not only the best in  
the world, but the best for the world.**

**Join us by taking the assessment at  
[www.bimpactassessment.net](http://www.bimpactassessment.net)**

A stylized illustration at the bottom of the slide features several blue and white mountain peaks. Small yellow flags are planted on the summits of some of the mountains. The background is a solid light blue.