



Business as a Force for Good

Introducing the B Corp movement



B Lab's vision is
of an inclusive,
equitable and
regenerative economic
system for all people
and the planet.

OUR VISION



Meeting the moment

Our current economic system,
driven by **business** as one its key
actors, is creating significant
negative impacts.



Defining our current reality

The **richest 26 people** own as much wealth as **3.8 billion** people.



The UN declared that we have
10 years
to prevent irreversible
climate impacts.



30 million
people are enslaved
in forced labor.

3



More than
80%
of the world's original
forests are gone.



Every year
1.3 billion tons
of food are wasted as some 2 billion people
suffer from hunger and malnutrition.



Meeting the moment

People across the Globe are
demanding change.



Chile



Brexit



Worldwide



France



Hong Kong



Society expects better of business



Edelman, 2021

For the past half-century, business has become separated from the communities it aims to serve. Society expects more of business than it is currently delivering. Without a working social contract between these two parties, the fundamentals of an economic system are broken. Expectations can no longer go unmet.

Evolution of Business

20th Century Shareholder Capitalism

extractive
exclusive
mono

21st Century Stakeholder Governance

regenerative
inclusive
multi

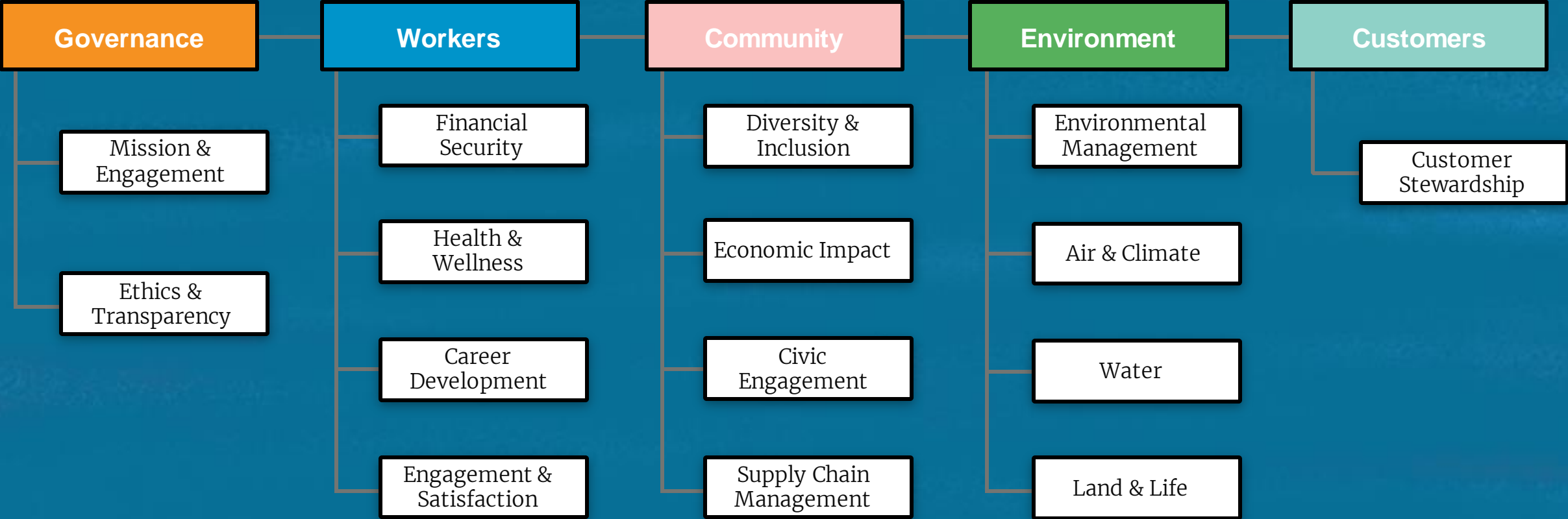


B Corp Certification: Rethinking how businesses measure success

The B Impact Assessment (BIA) looks at success across 5 Impact Areas, offering a **holistic framework for continuous improvement and transparency.**



Measuring what Matters



The B Corp legal requirement embeds the values of the company into its legal dna and ensures that its mission can survive over time.

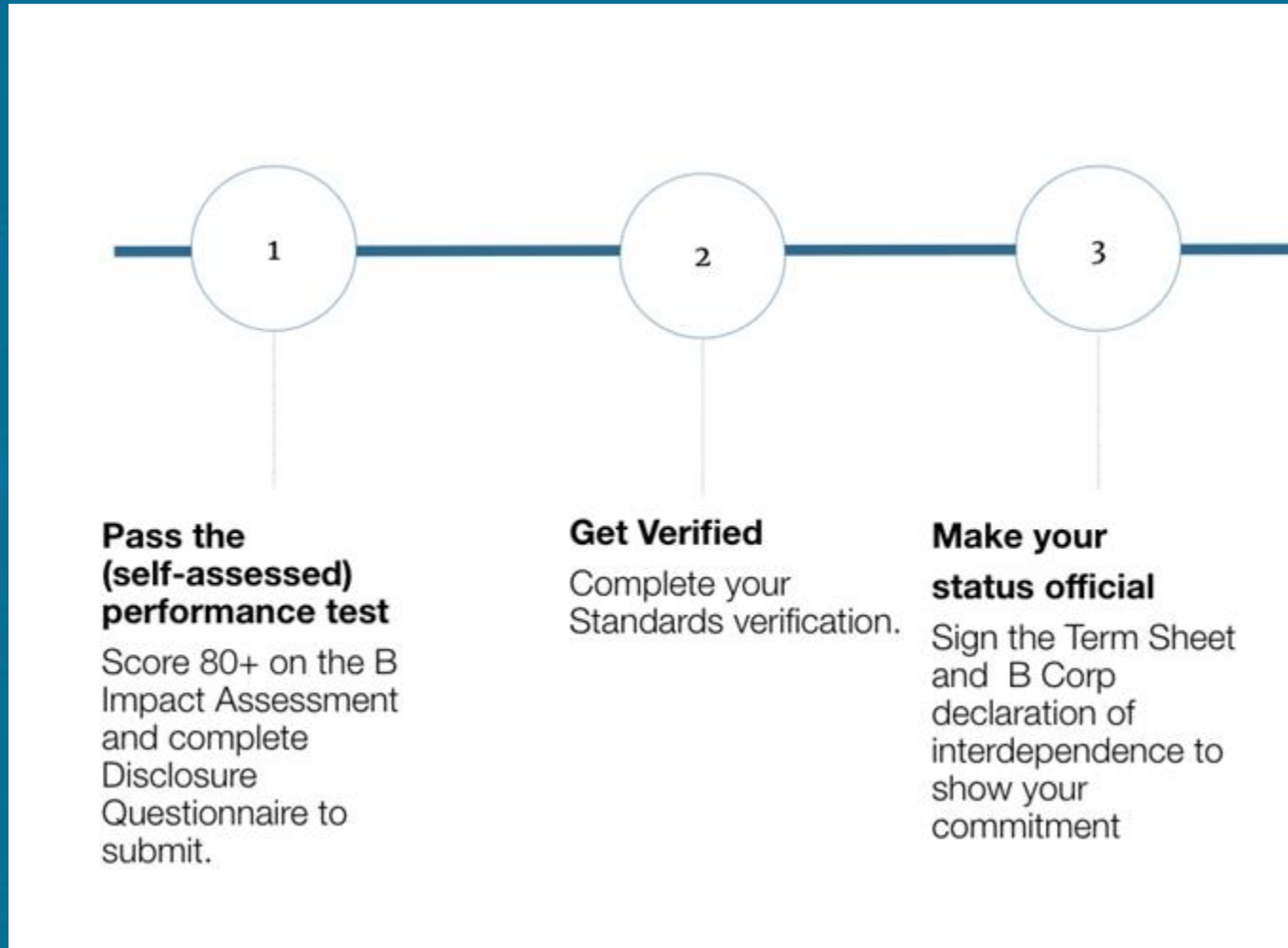
“Benefit corporation legislation creates the legal framework...to stay mission-driven through succession, capital raises, and even changes in ownership...”



Yvon Chouinard,
Patagonia



Standard Approach Certification Process





Comprehensive Impact Analysis

The B Impact Assessment tool doesn't 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 their decisions on all their stakeholders



Global Movement

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



Recertification & Continuous Improvement

Certified B Corps must update their impact assessment and verify their updated score every three years

WHAT MAKES B CORPS UNIQUE





7,500+
B CORPS ACROSS
THE WORLD



160+
INDUSTRIES

90+
COUNTRIES

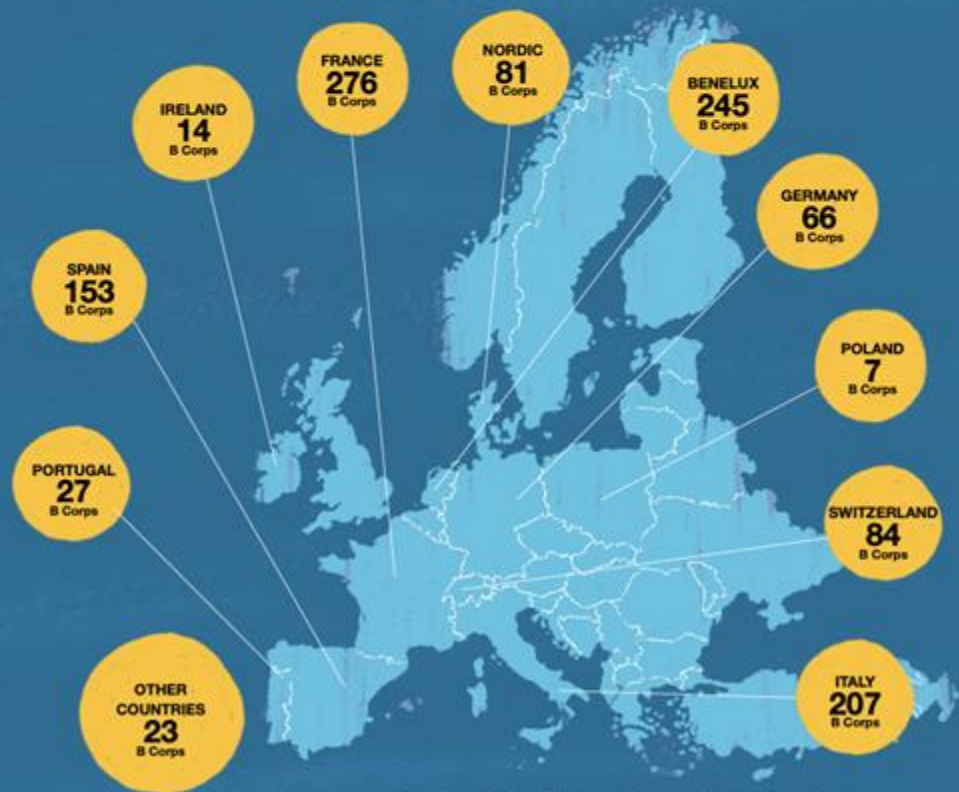
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UNIFYING GOAL



THE B CORP COMMUNITY IN EUROPE

B Lab Europe was founded in 2013 and currently oversees the growth of the B Corp movement in mainland Europe. We mobilize the B Corp community in Europe towards collective action to address society's most critical challenges.

OUR NUMBERS IN 2022¹



¹ Disclaimer: The data in this report reflects numbers from December 2022. When speaking about Europe, the data does not include the United Kingdom.

28

COUNTRIES ACROSS EUROPE IN WHICH B CORPS ARE OPERATING

100K+

B CORP EMPLOYEES IN EUROPE

€40B+

REVENUE OF B CORPS IN EUROPE

471

NEW B CORPS CERTIFYING IN EUROPE

63%

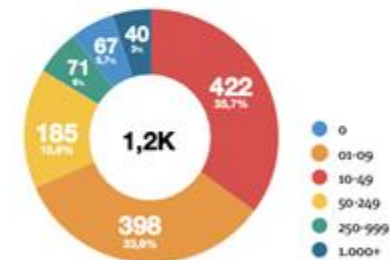
GROWTH OF THE EUROPEAN B CORP COMMUNITY

COMMUNITY COMPOSITION

BY INDUSTRY



BY SIZE



97%

Businesses with less than 1,000 employees

3%

Businesses with more than 1,000 employees, of which 16 are fully certified large and/or multinational company groups certified via B Lab's Large Enterprise Approach



MNCs and Large Enterprises



Subsidiary of Unilever
certifies as a B Corp



Natura co certifies
as a B Corp



Danone embarks on
its B Corp journey



Global pharmaceutical
company joins B Corp
Movement



B Corp Laureate
Education goes public



The Body Shop Certifies
as a B Corp and is
acquired by Natura Co.



Insurance B Corp
Lemonade goes public



Unilever acquires
its 8th B Corp



Unilever ANZ
certifies



Nestle acquires B Corp
Garden of Life



Spanish renewables B
Corp goes public



2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023





Why join the movement?



Why do companies certify?

Lead a movement

Set the gold standard for good business and inspire a race to the top.

Build relationships

Connect online, meet in person at events, or build client and vendor relationships within a powerful community of practice.

Attract & engage talent

No better way to attract and engage mission-aligned talent than to verify your values with B Corp Certification.



Protect mission

The B Corp legal framework helps you protect your mission through capital raises and leadership changes.

Differentiate from competitors

B Corp Certification helps your company stand out and stand by your mission.

Improve impact

Help your company set goals for improvement, create more positive social and environmental impact, and track performance over time.



Improve impact: Most B Corps Improve Over Time



—● 91 —● 125



—● 107 —● 152



—● 87 —● 110



—● 84 —● 98



2.2x

more likely to assess the
environmental impact of their
organization's business activities

1.5x

more likely to produce zero
waste to landfill or ocean



**Compared to ordinary
businesses, B Corps are...**

2.4x

more likely to have
programs to reduce
their end of life waste

1.5x

more likely to implement some
form of water conservation in
the majority of their corporate
offices or plant facilities

In 2022 the global B Corp community...



protected 1.1 million
hectares of land
(about the size of Jamaica)



diverted 8.4 million tons
of waste from landfill
or incineration



offset or saved 3.3 billion
liters of water through
their services





4.7x

more likely to have Supplier Diversity Policies or Programs that give preferences to suppliers with ownership from underrepresented populations

2.0x

more likely to grant a majority of full-time employees stock, stock options, or stock equivalents in the company



Compared to ordinary businesses, B Corps are...

1.4x

more likely to have a 5:1 high to low pay ratio

1.1x

more likely to pay 100% of their workers a family living wage



[Click for quote](#)

1.6x

more likely to have Boards of Directors comprised of a majority women or individuals from other underrepresented populations

1.8x

more likely to perform a pay equity analysis based on gender/race/ethnicity or other demographic factors and if necessary, implement equal compensation plans or policies





4.3x

more likely to tie executive compensation to social and environmental performance and include related accountabilities in their job descriptions



2.9x

more likely to publish impact reports on their social and environmental performance

2.4x

more likely to provide employee training that includes social or environmental issues material to the company or its mission

B Corps transparently incorporate social and environmental performance into their governance. Compared to ordinary businesses, B Corps are...

3.9x

more likely to explicitly incorporate social and environmental performance into managers' job descriptions

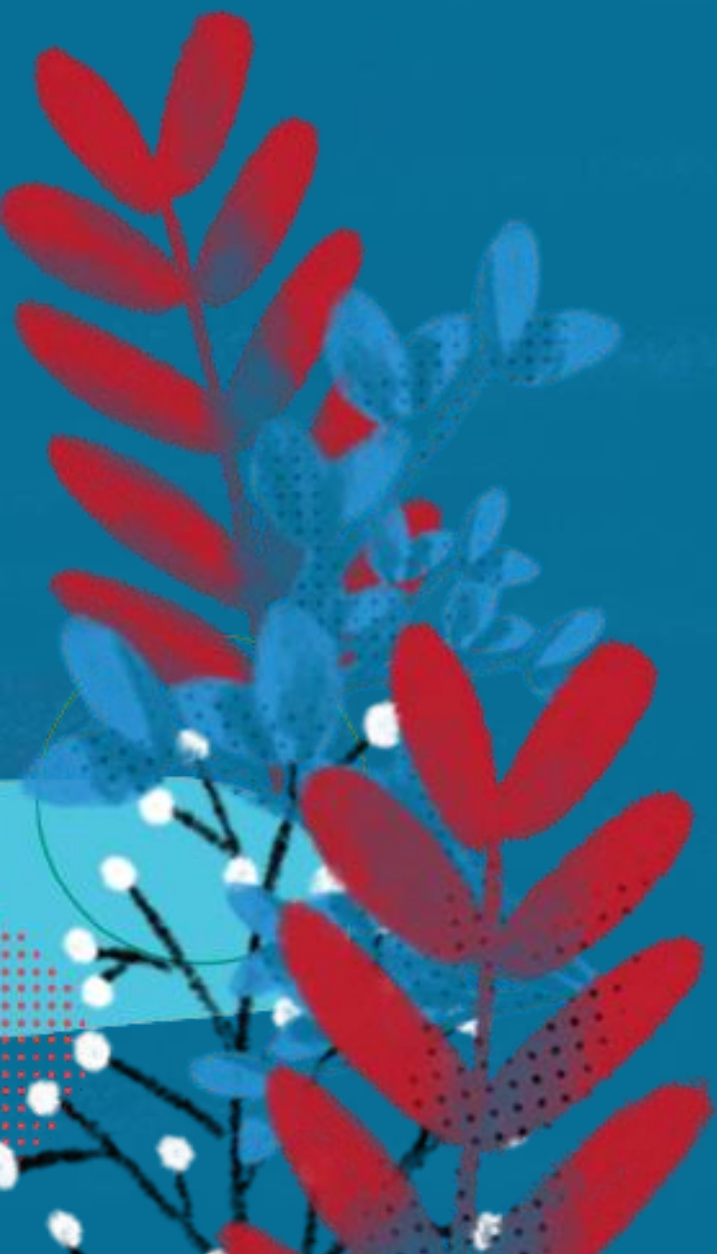
15,000

businesses globally are now benefit corporations or local equivalents.



In 2022 there were 22 separate policy initiatives underway in 11 countries plus EU-wide and globally, advocating for mandatory and voluntary transitions to stakeholder governance.





“While earning B Corp certification is a fantastic achievement, the true reward is gaining a deep understanding of all aspects of a business, its impact and what the opportunities are to accelerate sustainable action – using the impact data gathered every three years as part of the B Impact Assessment.”

From By Mary Child, Sustainability Lead at Nespresso UK & ROI23, August 2022





DANONE
ONE PLANET. ONE HEALTH

**Mit Leidenschaft für ein gesünderes Leben
und einen intakten Planeten**





Frühkindliche und medizinische Ernährung



Pflanzenbasierte Ernährung



Milchfrischeprodukte



Natürliches Mineralwasser



DANONE ÖSTERREICH IN ZAHLEN

2 STANDORTE

Mehr als **150**
MITARBEITER*INNEN

15 NATIONALITÄTEN

Mehr als 70%
FRAUENANTEIL



Seit über **65 Jahren**
lokal verwurzelt



1972

Duales Projekt von
CEO Antoine Riboud



2006

Health Mission von
CEO Frank Riboud



2017

«One Planet. One Health»
Vision von CEO Emmanuel
Faber



2020

«Entreprise à Mission»



2022

Renew Danone – neuer CEO
Antoine de Saint-Affrique



WIR SIND ZU 100% B CORP™ ZERTIFIZIERT
IN DEUTSCHLAND, ÖSTERREICH UND DER SCHWEIZ

NACHHALTIG WACHSEN UND WERTE SCHAFFEN

DANONE IMPACT JOURNEY



Certified



Corporation

UNSER FOKUS:



HEALTH

- Bewusstere Entscheidungen
- Eine bessere Produktauswahl
- Verantwortungsvolle Werbung



PLANET

- Weniger Verschwendung
- Einsatz für das Klima
- Nachhaltige Beschaffung
- Schutz unserer Wasserressourcen



SOCIAL

- Nähe zu unseren Patient*innen
- Unsere Mitarbeiter*innen
- Soziale Projekte

UNSER FOKUS: HEALTH



REFORMULIERUNG



PRODUKTE FÜR SELTENE
ERKRANKUNGEN



FLEXITARISCHE ERNÄHRUNG

UNSER FOKUS: PLANET



**ERNEUERBARE ENERGIEN
& UMWELTMANAGEMENT**



VERPACKUNGSUMSTELLUNGEN



LEBENSMITTELVERSCHWENDUNG

UNSER FOKUS: **SOCIAL**



**HOMECARE SERVICES UND
ELTERNBERATUNG**



**FAMILIENDREUNDLICHKEIT &
FLEXIBILITÄT**



**SOZIALES
ENGAGEMENT**



How will you take action?

1. **Measure what matters:** Understand where your impact is
2. **Acknowledge you can't do it alone:** Engage your employees & stakeholders in your impact journey
3. **Adopt a continuous improvement mindset:** No company is perfect. Learn from mistakes and share lessons learned along the way