

# Webinar: Understanding B Impact Assessment

## Agenda

- 11AM – 11:05 Introductions
- 11:05 – 11:10 Review of B Lab
- 11:10 – 11:25 About the Standards
- Structure & purpose
  - How the software tool (B Impact Assessment) works
  - How they're different from others
- 11:25 – 11:50 How the standards are used - Certifiably Green Denver
- 11:50 – 12PM Q&A

## Speakers

Hardik Savalia - B Lab

Emily Backus  
Certifiably Green Denver



**Webinar Series**

May 12, June 21, & July 18 2017





**Lab**<sup>®</sup>





## **Business**

creates opportunity

## **NGOs, Govt**

clean up the mess



## **Business**

creates opportunity for all

An aerial view of Earth from space, showing the curvature of the planet and the blue oceans. The text is overlaid on the image.

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 2

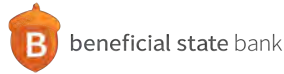
Create tools  
to make it easy  
for millions to follow

## Step 3

Inspire billions to support  
businesses  
who are a force for good

End  
Shared & Durable  
Prosperity





# Build a community of leaders

2000+ Certified B Corporations 42 Countries 130 Industries 1 Unifying Goal

Certified



Corporation



# Build tools for others to follow

Measure What Matters

**B** Impact  
Assessment™



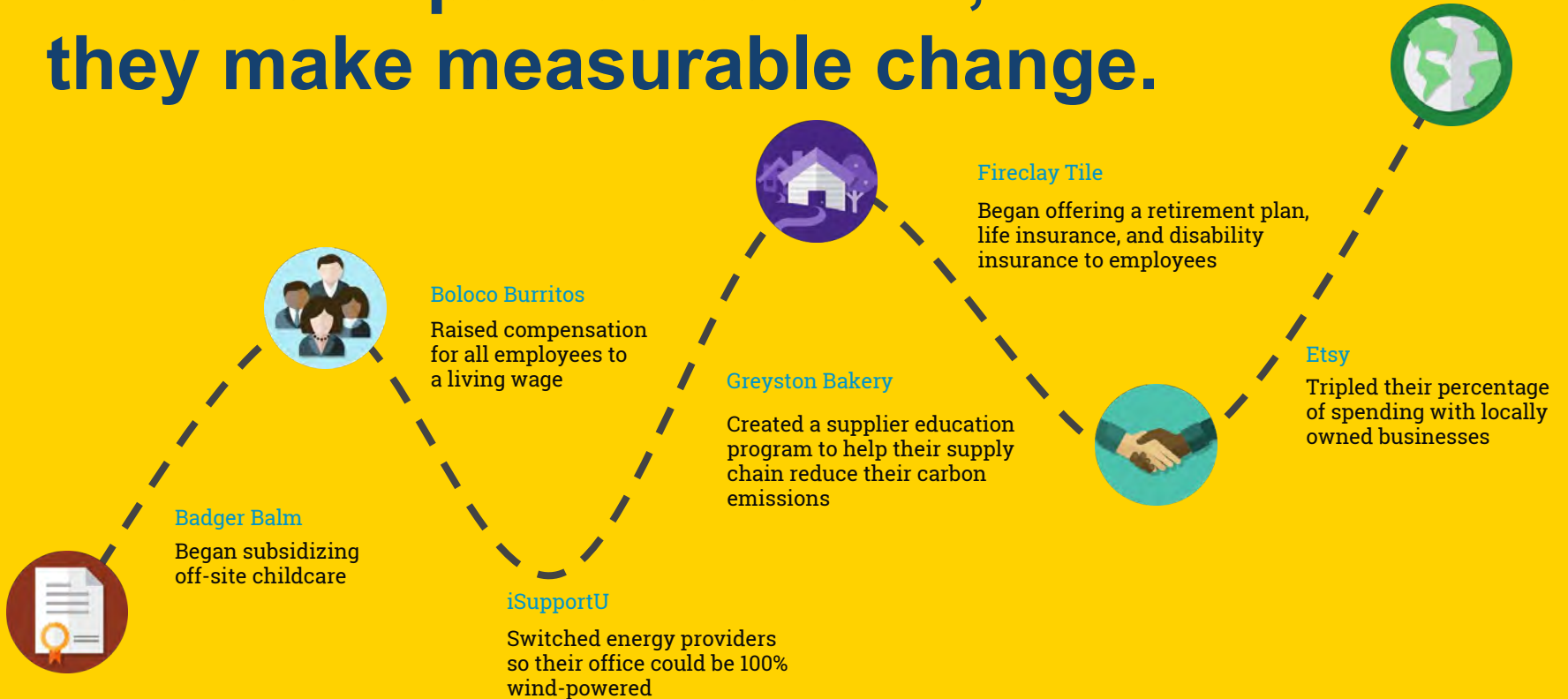
**60,000+** businesses

**B** Analytics®



**100+** institutions  
(investors, supply chains, govt.)

# When companies use BIA, they make measurable change.





**THE B TEAM**



**CORE INNOVATION CAPITAL**



**Institutions**  
who recommend the  
B Impact Assessment  
to companies



**India Financial Inclusion Fund**



**SARONA**



# Build tools for others to follow

Mission Alignment

## Benefit Corporation



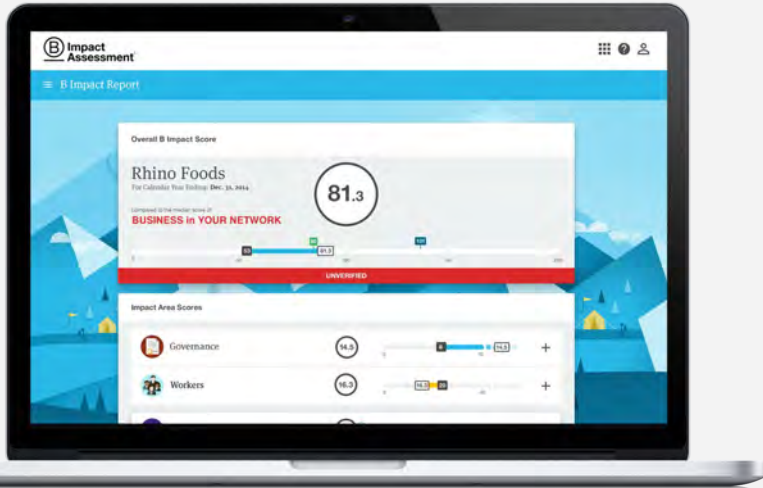
**4,700** businesses elected

**32** states passed legislation

**Laureate** first benefit corp to do  
IPO

# About the Standards

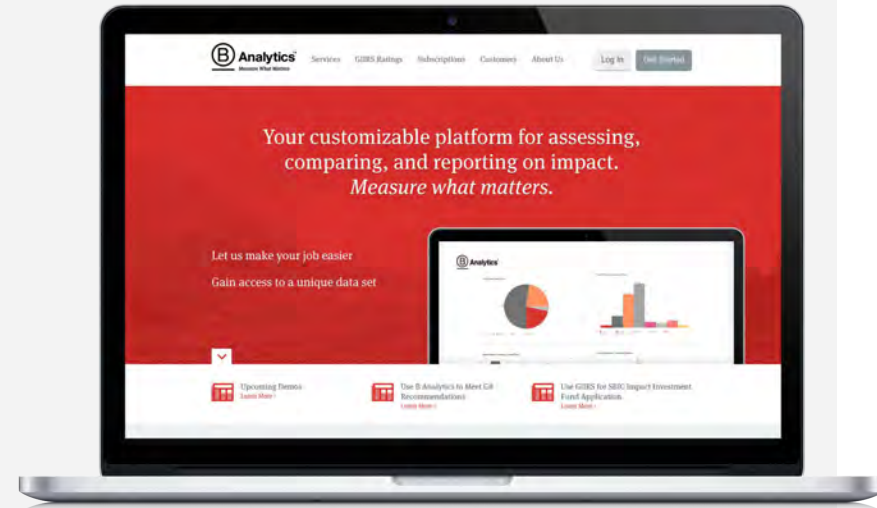
# Impact Assessment™



**60,000+** businesses

# Analytics®

Measure What Matters

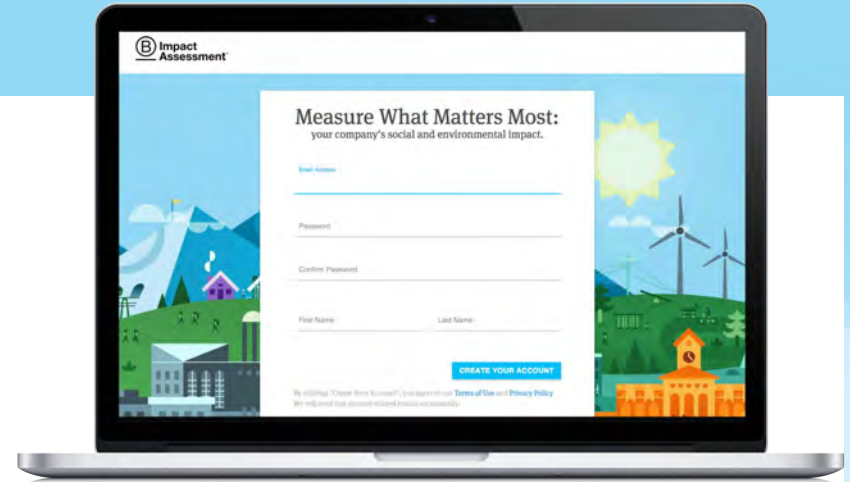


**100+** institutions

# B Impact Assessment Overview

**B Impact Assessment** is a holistic measure of a company's impact.

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



[www.bimpactassessment.net](http://www.bimpactassessment.net)

The B Impact Assessment is used by **60,000+** businesses globally

# Key Features

Positive and Comprehensive

Standardized yet Adaptive

Objective and Dynamic

Aspirational and Educational

- Focuses on **pro-active management** and **positive impact**
- Considers **all stakeholders** and **all aspects** of the company.

# Key Features

Positive and Comprehensive

**Standardized yet Adaptive**

Objective and Dynamic

Aspirational and Educational

- **78 versions** based on:
  - Sector
  - Size
  - Geographic Location
- Impact Area, Topic, and Question Level **Benchmarks**

# Key Features

Positive and Comprehensive

Standardized yet Adaptive

**Objective and Dynamic**

Aspirational and Educational

- Questions are
  - Verifiable
  - Stakeholder Driven
  - Independently governed
- **Updated every two years**
  - V5 released in Feb 2016

# Key Features

Positive and Comprehensive

Standardized yet Adaptive

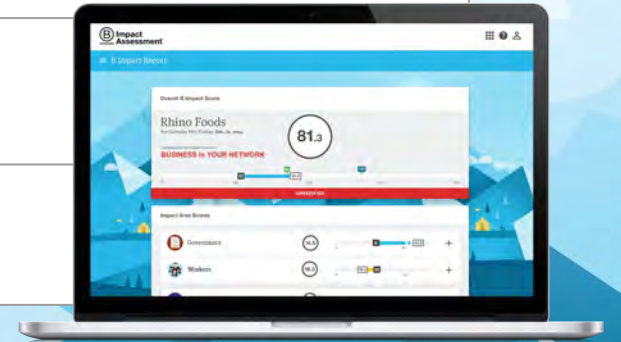
Objective and Dynamic

**Aspirational and Educational**

- Intentionally challenging and thought-provoking
- **Improvement Tools** and best practice guides

# Evolution of the B Impact Assessment

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



# Customized based on three “Track Drivers”

## Size:

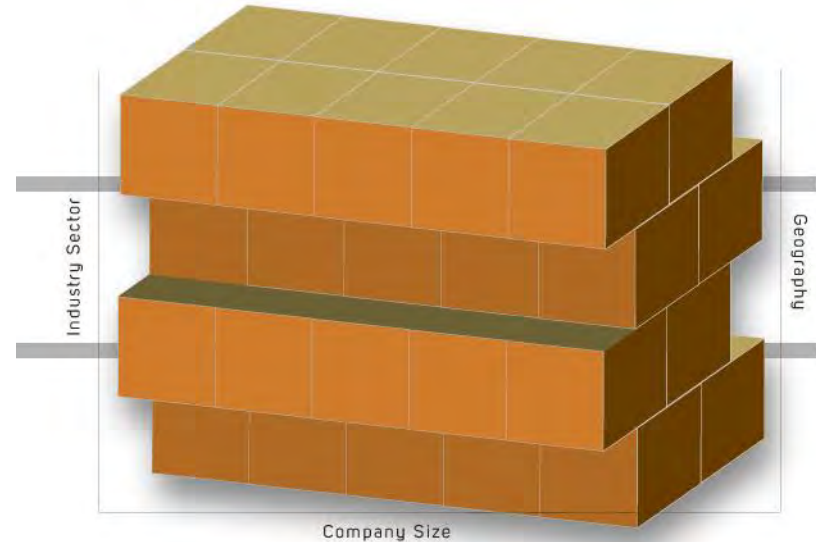
- Working Owners
- 1-9
- 10-49
- 50-250
- 250-1000
- 1000-10000

## 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

Governance	Workers	Community	Environment	Customers
Mission & Engagement	Compensation	Job Creation	Land, Office, Plant	Health
Governance	Benefits	Diversity	Input	Basic Services
Ethics	Training & Education	Civic Engagement	Outputs	Education
Transparency	Job Flexibility	Local	Trans, Dist, & Suppliers	Arts, Media, & Culture
Mission Locked	Worker Owned	Suppliers, Distributors & Product	Renewable Energy	Economic Empowerment
		Workforce Development	Land Conservation	Serving those in need
		Supply Chain Poverty Alleviation	Toxin Reduction	
		Microenterprise	Environmental Ed	

 = Operational Impact

 = Impact Business Model

# 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%

# 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

# 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

# About Certifiably Green Denver

- Established in 2009
- Administered by the City and County of Denver's Department of Environmental Health
- Over 1700 businesses enrolled
- Over 200 certified businesses and events
- Staff: Program Manager, 2 Advisors, Community Engagement Administrator (part-time)



# Program Goals & Achievements

- Goals:
  - Foster a network of green businesses in Denver
  - Conserve energy and water; reduce environmental impacts of Denver businesses
  - Support the local small business community
- Metrics
  - Nearly 5 million gallons of water per year
  - 28 million kWh saved
  - \$2.7 million reduction in utility bills



# Services and Activities

- Free Advising
- Green Business & Event Certifications
- Neighborhood-based outreach and Green Business District program
- Workshops
- Industry specific outreach and collaboration
- When funding is available, free energy & water saving products

# Engagement with B Labs

- Partner in Best for Colorado campaign along with other City agencies (mainly Office of Economic Development)
- B Lab proposed partnership in 2016, launched program in 2017
- B Lab has local campaign manager; partners like CGD assist in outreach, business engagement, one-on-one advising, etc.
- B Impact Assessment and Best for Colorado program are complimentary to our green business program

# Example Business: Let Em Have It Salon

- Began working with Certifiably Green Denver during salon build-out; advisors assisted with items like selecting LED lighting and low-flow water fixtures
- Became Certified Green Business in 2014
- Became interested in B Corp certification in 2015, started assessment
- Recruited as Best for Colorado pilot participant
- Using the B Impact Assessment as “a blueprint to run an ethical and sustainable business”



## **About the Tools:**

**B Impact Assessment**

**B Analytics**

# Measure What Matters

Your company's social and environmental impact.

Get Started



Join **40,000+** businesses using this free, confidential tool



Etsy



KICKSTARTER

## See how people are building better businesses\*

\*You don't have to be the CEO to use this tool.



*People make  
it happen!*

NEXT STEPS

ASSESS

COMPARE

IMPROVE

GET CERTIFIED

### Full Impact Assessment



Governance



17 of 23 Questions



Workers



37 of 39 Questions



Community



99 of 113 Questions



Environment



79 of 85 Questions



Customers



41 of 65 Questions



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





Bonus Plan Characteristics



Paying a Living Wage



EXPLAIN THIS   SHOW EXAMPLE   IN PRACTICE



CLOSE

**Ben & Jerry's** is committed to paying a living wage to its workers, including seasonal workers and students.

**NOW Magazine** participates in [Canada's Living Wage Employers](#) program.

### What % of hourly workers are paid a living wage?

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

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

Score Value: High



% Above the Minimum Wage



Full Impact Assessment

▼ Impact Area | Impact Topic

▼ Question Difficulty

▼ Question Response

## 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

☆ □ +

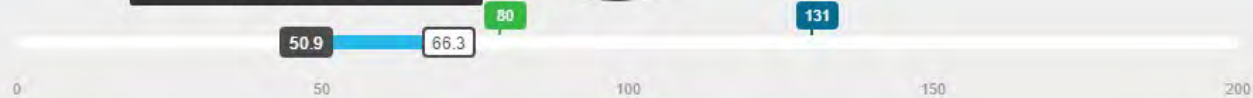
# Savalia Electricals

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

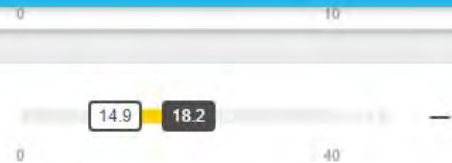
## Impact Area Scores

	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	15.4	0 15.4 20 40	+



Workers

14.9



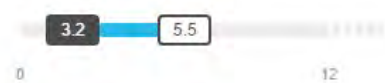
Compensation

3.9



Benefits

5.5



Training & Education

1



Worker Ownership

3.5



Operations

3.5

Job Satisfaction and Communication

1



Community

30.3



Environment

15.4



## Progress Reporting

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

<b>Number of Companies</b> <h1>807</h1>	<b>Recent Activity</b> <h1>14</h1> <p>Last 30 Days</p>	<b>Average Completion</b> <h1>45%</h1> <p>Quick Impact Assessment/Custom</p>	<b>Companies Behind Schedule</b> <h1>0</h1> <p>Desired Completion Date: 7/8/2018</p>
--	---	---	---

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    Retic    Revert    Refresh    Pause

\*Original View

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

## Question Level Benchmarking

<b>Benchmark</b> All Companies	<b>My Networks</b> (All)	<b>Company Name</b> (All)	<b>Impact Area</b> (Multiple values)	<b>Impact Topic</b> (All)	<b>Performance</b> (All)
<b>Period</b> Current Year	<b>Market</b> All	<b>Sector</b> All	<b>Industry Category</b> (All)	<b>Industry</b> (All)	<b>Size</b> 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%			◆				