



Your Essential Guide to the B Corp Certification Process



GREEN PLACES



What is B Corporation Certification?

The B Corporation (or B Corp) certification was created by B Labs, which is a non-profit organization founded in 2006 to recognize organizations that choose to meet transparency, accountability and sustainability standards. The certification process examines and assesses business practices and operations based on voluntary disclosures. This can range from supply chain data to employee benefits and payroll.

What does B Corp status mean for your company?

By gaining B Corp certification, your business joins the exclusive group of just over 4,700 certified B Corporations in the world who are united by one goal - to transform the global economy to benefit people, communities and the planet.

Certification is proof of your commitment to a better world and your willingness to use your business as a force for good. This badge of honor can inspire and sway potential customers, prospective employees, as well as current and future stakeholders and investors.

Because certification must be consistently renewed, B Corporation status is something your company must continually work to achieve.



How do you become a certified B Corporation?

There are three main components to the certification process: an impact assessment, evaluation of risk standards, and disclosure of employee and supplier information. There is an additional section of baseline standards for companies over a certain size and annual revenue.



Impact Assessment

This tool, developed by B Lab, is a comprehensive assessment with capabilities to measure, manage, and improve a company's performance regarding workers, communities, customers, supplies and the environment. This assessment is regularly updated and your score is a major component of becoming certified.

Here are a few areas of business that are evaluated in the impact assessment:

- Ethics & Transparency
- Career Development
- Community Impact
- Diversity, Equity, and Inclusion
- Economic Impact
- Civic Engagement & Giving
- Supply Chain Management
- Environmental Impact & Management



Risk Review

Companies must review potential negative impacts of their businesses and overall industry practices when going through the certification process. For example, a jewelry company would have to evaluate and disclose mining practices and potential operations in conflict zones around the world.

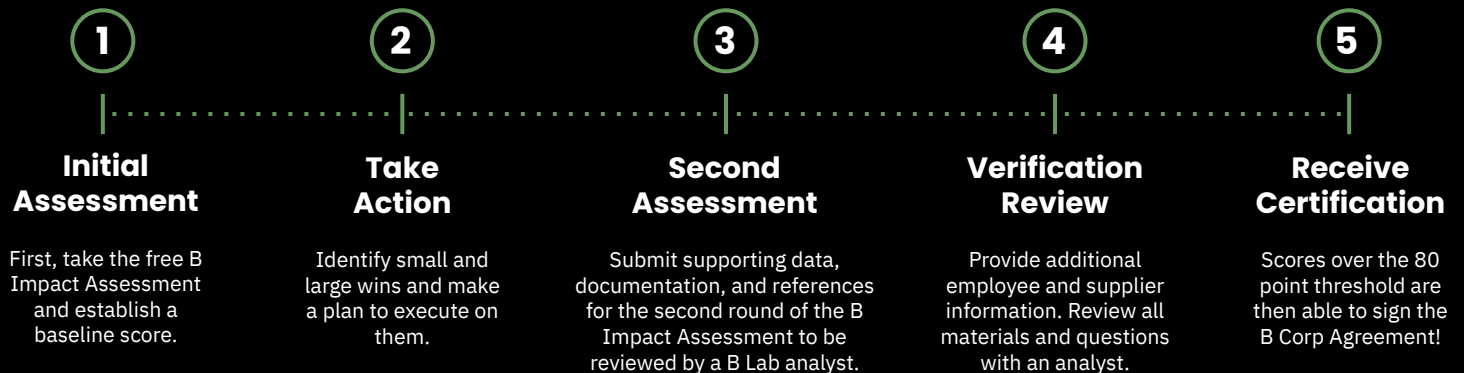


Employee & Supplier Information

This information is only requested after a company has completed the Impact Assessment and Risk Review, and an analyst has determined that the company is eligible for certification.



Brief Overview of B Corporation Certification Process



To get started, your company must take the free B Impact Assessment, and establish a baseline score. B Lab only reviews Impact Assessments that are above the 80-point benchmark. Establishing a baseline score early on in the process gives you the opportunity to assess and identify areas of improvement. Because questions and topics can have varying weights, categorizing areas of action will help your company move forward.

Identify small wins and get started on those right away, as well as pinpoint heavy lifts for your company that may require an executive to make a policy change or a shareholder vote. Keep in mind that this is a time intensive process and that there may be a lot of business decisions that your company will have to make.

Once those action items have taken effect, and you have completed your Risk Review, you can gather supporting data, documentation, and references to prepare for the second round of the B Impact Assessment. This contains the same questions as the initial assessment, but requires supporting materials. Answers with the supporting materials will be evaluated by a B Lab analyst. At this time, you will also complete a Disclosure Questionnaire, which permits companies to confidentially disclose information surrounding fines, retributions, or other legal proceedings your business or any of its associates are involved in.

After evaluation, you will still need to be Verified by providing additional information about your employees and suppliers. The Verification stage, the last step before certification, also includes a call with an analyst to do a final review of materials and answers submitted.

Companies with scores over the 80-point threshold are then able to sign the B Corp Agreement and become certified!

Remember that you must continually work to improve using the B Lab standards to hold the certification achievement and recertify every three years.





How can Green Places help with your B Corporation certification?

Partnering with Green Places can be advantageous to your company's efforts to become a certificated B Corporation. Your Green Places initiatives and reports can help answer a number of questions regarding environmental action and impact during the assessment process. If sustainability projects or investment projects have a multi-level impact, meaning their scope expands beyond the environment and fosters positive social impact, companies will also be able to provide this information during the process of applying and include this impact in their social justice assessment.

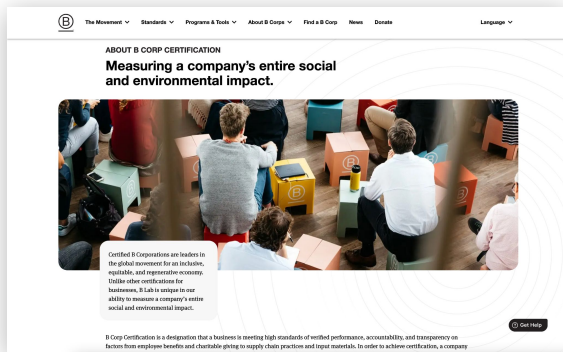
Information that Green Places compiles in order to calculate your footprint can also be used in the B Corporation assessment, saving your company time when going through the lengthy and intense process. This information may also be needed and valuable for other types of certifications or verifications your company may want.

When certified, Green Places can incorporate your B Corp certification into your annual carbon progress report. This will create additional marketable content - not only are you partnering with Green Places, but your company also measures up to B Corporation standards for customers, community, governance, and workers.

Please note, because environmental impact is only one part of the certification process, partnership with Green Places does not guarantee a certain score or certification.

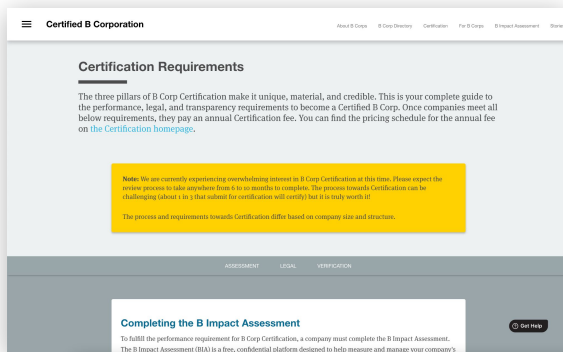


Additional Resources



International B Corporation Website (B Lab)

[Website](#)



US and Canada B Corporation Website (B Lab)

[Website](#)



Sustainable business starts here.

Learn more at GreenPlaces.com



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