Welcome!

Impact Measurement with B Lab
Friday, February 10, 2017

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Chris Farrow - Program Associate
Agenda

Introductions

What is the B Impact Assessment?

BIA Demo

Certification

GIIRS Ratings
B Lab serves a global movement of people using business as a force for good by:

- **Shining a light on the leaders** through B Corp Certification
- **Creating paths for all businesses to follow** through mission aligned legal structures and tools to measure what matters

This program is supported by B Lab, a non-profit organization.
The B Impact Assessment is a tool that allows businesses to measure and manage the impact performance of their whole business.
What does the B Impact Assessment Measure?

Scored:
- Operational Impact
- & Impact Business Models

Unscored:
- Disclosure Questionnaire
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

Unique to the B Impact Assessment
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
Organized across five stakeholder focused impact areas

- Customers
- Environment
- Governance
- Community
- Workers
### Governance
- Mission & Engagement
- Governance
- Ethics
- Transparency
- Mission Locked

### Workers
- Compensation
- Benefits
- Training & Education
- Job Flexibility
- Worker Owned

### Community
- Job Creation
- Diversity
- Civic Engagement
- Local
- Suppliers, Distributors & Product
- Workforce Development
- Supply Chain Poverty Alleviation
- Microenterprise

### Environment
- Land, Office, Plant
- Input
- Outputs
- Trans, Dist, & Suppliers
- Renewable Energy
- Land Conservation
- Toxin Reduction
- Environmental Ed

### Customers
- Health
- Basic Services
- Education
- Arts, Media, & Culture
- Economic Empowerment
- Serving those in need

**Outputs**
- Local
- Trans, Dist, & Suppliers
- Basic Services
- Education
- Arts, Media, & Culture
- Economic Empowerment
- Serving those in need

**Inputs**
- Mission Locked
- Job Creation
- Diversity
- Civic Engagement
- Local
- Suppliers, Distributors & Product
- Workforce Development
- Supply Chain Poverty Alleviation
- Microenterprise
- Land, Office, Plant
- Health
- Basic Services
- Education
- Arts, Media, & Culture
- Economic Empowerment
- Serving those in need

**Divided into topics...**
### 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

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

What % of energy use is produced from low-impact renewable sources?

Include electricity and other energy consumption from heating, hot water, etc.

- 0%
- 1-14%
- 15-49%
- 50-74%
- 75-99%
- 100%
- Don’t know

### Outcomes

**Employee Satisfaction**

- Explain This

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%
In practice....

Used by
- 50,000+ Businesses
- Investors
- Researchers & Academics
- Government
- Accelerators
- Business Networks
- Supply Chain Managers

Used for
- ★ B Corp Certification
- ★ GIIRS Ratings
- Benefit Reporting (Sustainability Reporting)
- Best for Campaigns
- Supply Chain Management
B Corporation certification is to business what Fair Trade is to coffee or USDA Organic is to milk.
Certified B Corporations are leaders of a global movement of people using business as a force for good.

They meet **verified** higher levels of

1. Social and environmental performance
2. Transparency
3. Accountability
The B Corp community is good company to keep.

2000+ CERTIFIED B CORPS
40+ COUNTRIES
140+ INDUSTRIES
1 UNIFYING GOAL
Who Can Certify?

• For-Profit Companies of Any Size

• Any Industry / Geography

• Any Legal Structure (sole proprietors, LLC’s, Corporations, etc.)*

• Companies over 1 year old – special Pending B Corp program for start-ups*
Why Certify?

B Corp Certification helps companies:

1. Maintain Mission
2. Differentiate from Pretenders
3. Benchmark + Improve Performance
4. Attract + Engage Talent
5. Collaborate with Peers
6. Save Money + Access Services
7. Generate press
Pending B Corp Status for Startups
A one year program designed to help startups (< 1 year ops) understand and improve their impact with the ultimate goal of creating a lifelong leader in using business as a force for good.

Two step process:

1. Protect your mission
2. Start measuring impact
GIIRS Impact Ratings are the best in class impact ratings for impact investors to help measure & manage their portfolio companies.
GIIRS Impact Ratings

- ✔ Relative Rating Performance of verified impact performance
- ✔ Score → Impact Business & Operations Ratings
- ✔ GIIRS Impact Rating Report
- ✔ No minimum score or legal component
- ✔ Adoption driven by GPs & LPs investing in private companies
## Rating Methodology: Stars & Medals

**Impact Business Model Rating**  
Medals (Bronze, Silver, Gold, & Platinum)

<table>
<thead>
<tr>
<th>Models Rating</th>
<th>Total Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRONZE</td>
<td>0 to 28</td>
</tr>
<tr>
<td>SILVER</td>
<td>28.1 to 44</td>
</tr>
<tr>
<td>GOLD</td>
<td>44.1 to 59</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>60+</td>
</tr>
</tbody>
</table>

**Operations Ratings**  
1 - 5 Star Scale

<table>
<thead>
<tr>
<th>Operations Rating</th>
<th>Total Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATED</td>
<td>0 to 54.9</td>
</tr>
<tr>
<td>★★★★★</td>
<td>55 to 58.9</td>
</tr>
<tr>
<td>★★★★☆</td>
<td>59 to 66.9</td>
</tr>
<tr>
<td>★★★☆★</td>
<td>67+</td>
</tr>
</tbody>
</table>
Thank you!

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Resources

- How to Certify as a B Corp: [http://www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp](http://www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp)
- Pending B Corp Status for Start Ups: [http://www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp/steps-start-ups](http://www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp/steps-start-ups)
- Case Studies: [http://bimpactassessment.net/case-studies](http://bimpactassessment.net/case-studies)

View past webinars at [www.bcorporation.net/videos/webinars](http://www.bcorporation.net/videos/webinars)

- Increasing your Impact, Improving your Score
- Maintaining Mission: Meeting the Legal Requirement for B Corp Certification
- How: Steps to B Corp Certification with B Corp Cultivation Center