Reporting 3.0 Workshop
Business Model Blueprint - translating awareness into action, using B Corps as an example
B Lab’s integrated approach to systems change makes an alternative viable and scalable

**Fit with Blueprint:** Accountability and transparency through reporting

**Step 1**
Build a community of thousands of credible leaders -- B Corps

**Step 2**
Create tools to make it easy for millions of other businesses to follow

**Step 3**
Inspire billions of consumers, workers, investors and others to support businesses who are a force for good

**Fit with Blueprint:** Data and inspiration

**Fit with Blueprint:** Scaling new businesses models from old

End
Shared & Durable Prosperity

Start
Develop market infrastructure
## What does B Impact Assessment measure...

<table>
<thead>
<tr>
<th>Governance</th>
<th>Workers</th>
<th>Community</th>
<th>Environment</th>
<th>Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission &amp; Engagement</td>
<td>Compensation</td>
<td>Job Creation</td>
<td>Land, Office, Plant</td>
<td>Health</td>
</tr>
<tr>
<td>Governance</td>
<td>Benefits</td>
<td>Diversity</td>
<td>Input</td>
<td>Basic Services</td>
</tr>
<tr>
<td>Ethics</td>
<td>Training &amp; Education</td>
<td>Civic Engagement</td>
<td>Outputs</td>
<td>Education</td>
</tr>
<tr>
<td>Transparency</td>
<td>Job Flexibility</td>
<td>Local</td>
<td>Trans, Dist, &amp; Suppliers</td>
<td>Arts, Media, &amp; Culture</td>
</tr>
<tr>
<td>Mission Locked</td>
<td>Worker Owned</td>
<td>Suppliers, Distributors &amp; Product</td>
<td>Renewable Energy</td>
<td>Economic Empowerment</td>
</tr>
</tbody>
</table>

- **Operational impact**
  - Impact Business Models

- **Outputs**
  - Local
  - Trans, Dist, & Suppliers
  - Renewable Energy
  - Land Conservation
  - Toxin Reduction
  - Environmental Ed

- **Inputs**
  - Land, Office, Plant
  - Input
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## UK B Corp examples of Impact Business Models

<table>
<thead>
<tr>
<th>Customer benefiting products &amp; services</th>
<th>Environment benefiting products &amp; services</th>
<th>Workforce development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products/services designed to create social benefit</td>
<td>Products/services designed to restore and conserve the natural environment</td>
<td>Hiring and training for chronically unemployed populations</td>
</tr>
<tr>
<td>Designed to give</td>
<td>Supply chain poverty alleviation</td>
<td>Designed to conserve</td>
</tr>
<tr>
<td>Charitable giving business models that donate 20%+ of profits to charity</td>
<td>Supply chain strategies that reduce poverty e.g. trade terms, labour conditions</td>
<td>Environmental practices that redesign traditional processes to conserve natural resources</td>
</tr>
</tbody>
</table>
What does the B Impact Assessment reveal?

Revenue
2016: $800m
Doubled since 2010

B Impact Report
Certified since: December 2011

<table>
<thead>
<tr>
<th>Summary</th>
<th>Company Score</th>
<th>Median Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>45</td>
<td>7</td>
</tr>
<tr>
<td>Workers</td>
<td>25</td>
<td>18</td>
</tr>
<tr>
<td>Customers</td>
<td>6</td>
<td>N/A</td>
</tr>
<tr>
<td>Community</td>
<td>59</td>
<td>17</td>
</tr>
<tr>
<td>Governance</td>
<td>17</td>
<td>6</td>
</tr>
</tbody>
</table>
Patagonia’s Mission Statement

“To build the best product, cause no unnecessary harm, to use business to inspire and implement solutions to the environmental crisis.”

Patagonia’s Actions

- Grants money ($89m to date) to environmental champions
- Connects customers with local campaign groups
- Builds a sense of common ownership of environmental issues
- Challenges US government on land rights
“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
Rescue
Transform
Donate

120 tonnes of leather off cuts from Burberry passed to Elvis & Kresse

These will made into new products

50% of the profits from this range will be donated to charitable causes focused on renewable energy

“waste not, want it!”
B together now……

B Corps are good at…

• Pay equality /ratios
• Flexible working
• Transparency over decisions and their impact
• Governance controls

B Corps need to work on…

• Diversity in workforce and training
• Ethical / impact banking
• Energy use, monitoring and reduction
• Greenhouse gas monitoring and reduction
Interdependence is key to creating new solutions at scale