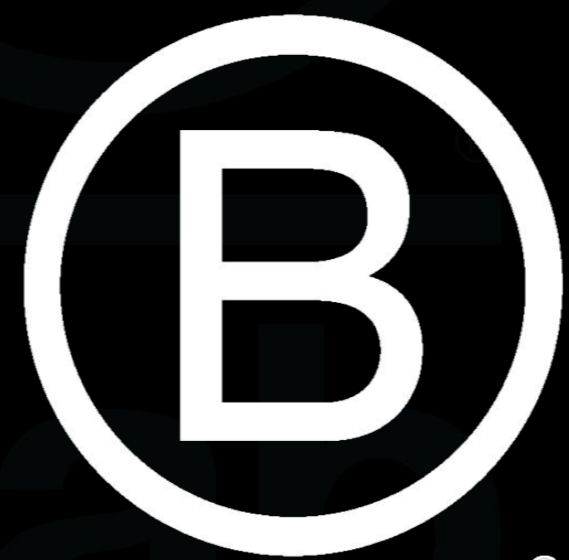


**Business for good
is good for
business**

June 2021



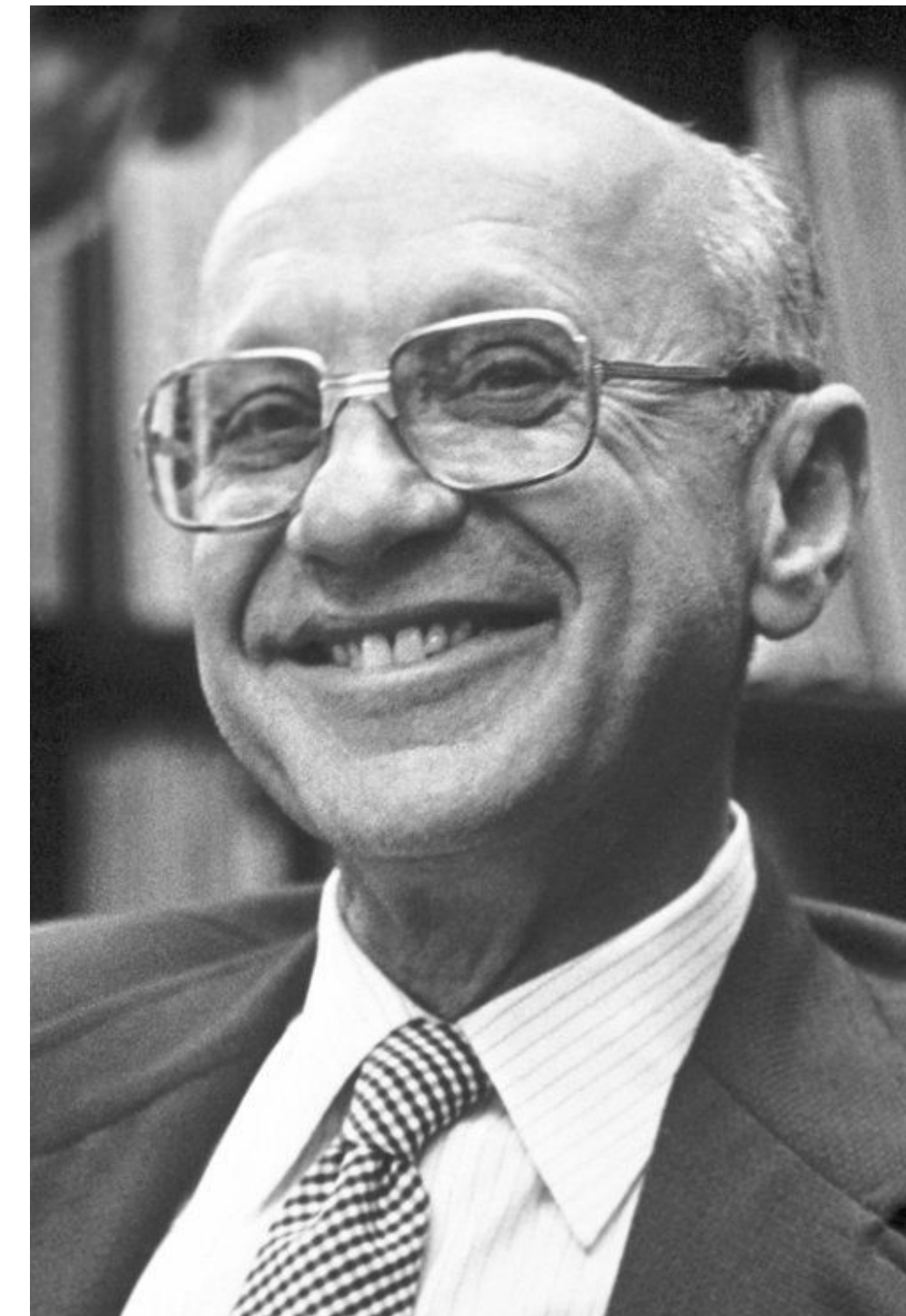
Lab

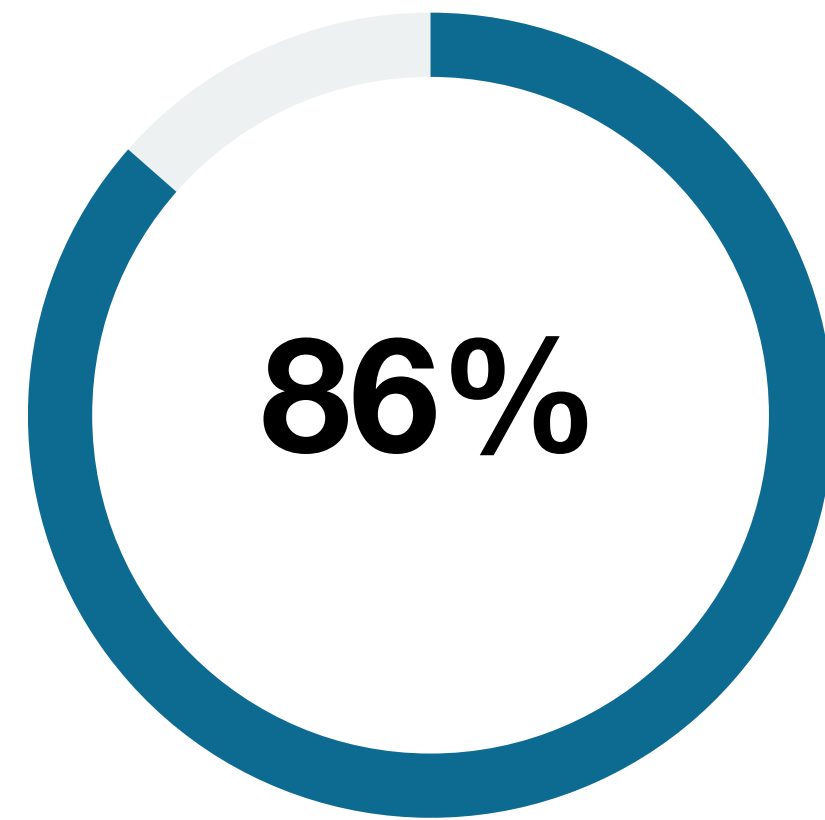
Australia
New Zealand

“There is one and only one social responsibility of business – to use its resources and engage in activities designed to increase its profits – so long as it stays within the rules of the game”

We think it’s time for a new approach.

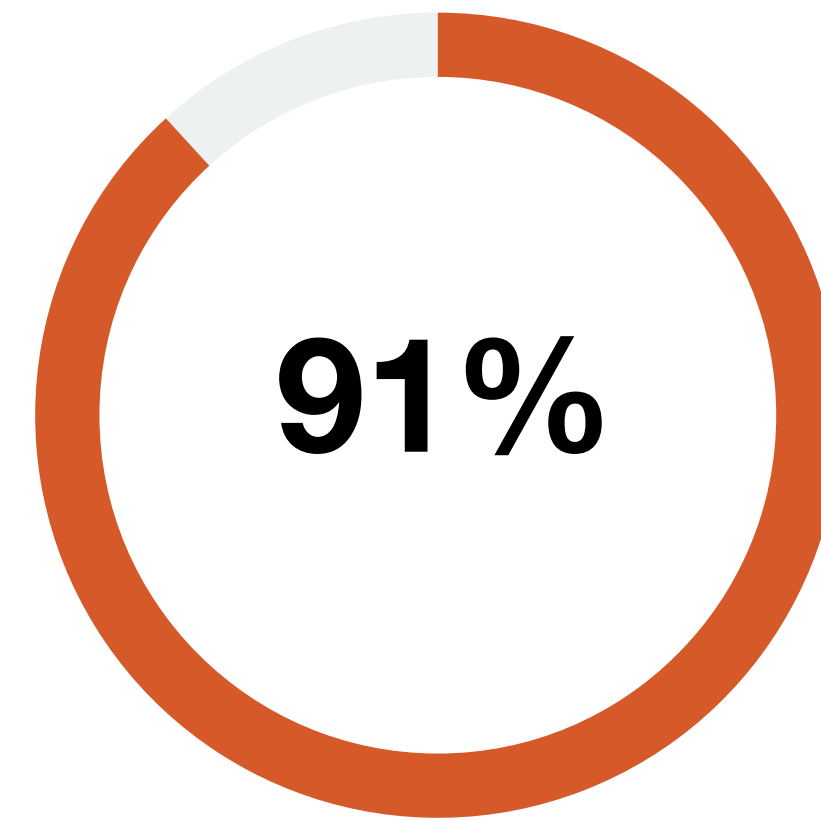
Milton Friedman
The New York Times
13 September 1970





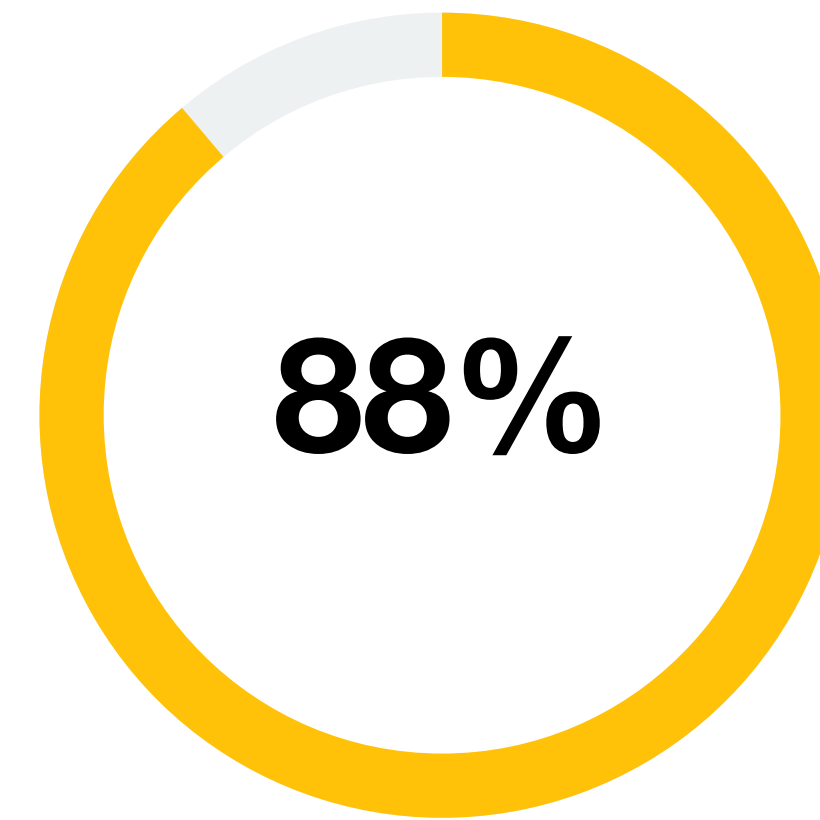
Customers

expect CEOs to publically speak out about societal challenges, and 68% believe CEOs should step in when government does not fix societal problems¹



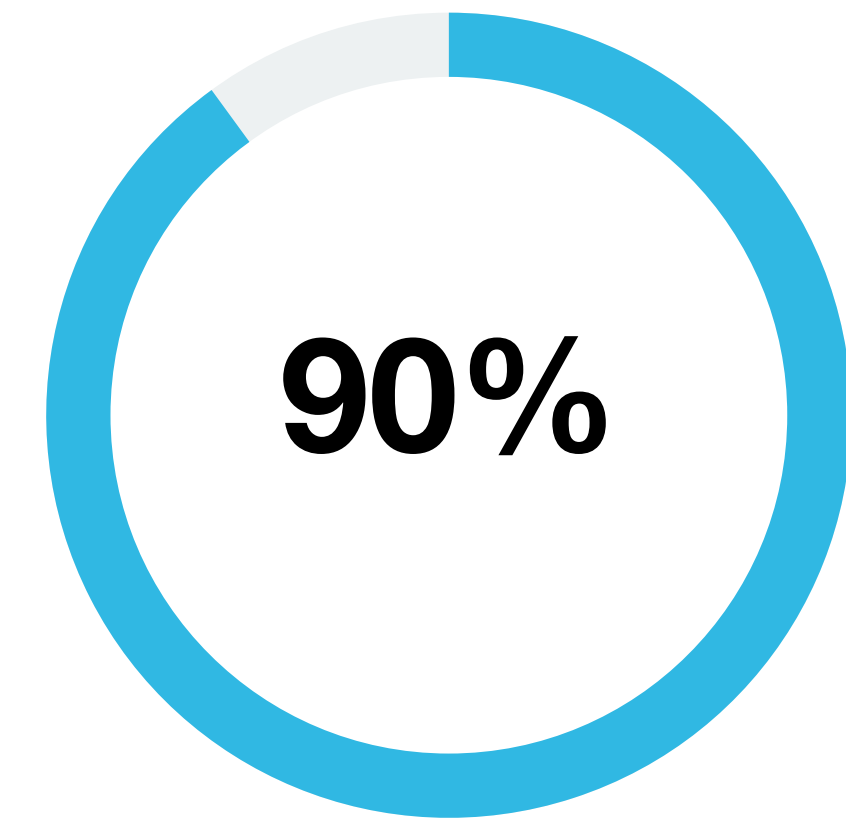
Investors

globally report that nonfinancial ESG performance has played a key role in their decision-making²



Business leaders

believe that economic, social and environmental performance should have the same importance³



Employees

of B Corps are proud of the company they work for⁴
Employees generally are more likely to stay longer with employers that are sustainable businesses than other businesses⁵

Australians are calling on business to change

91%

Of Australians believe that stakeholders, not shareholders, are most important to long-term company success.

70%

Of Australians believe that a company can take actions that both increase profits and improve conditions in communities where it operates.

People who work in US businesses say....

82%

—
**... it's important
to have
a purpose**

72%

—
**.... purpose should
receive more weight
than profit**

62%

—
**... our organisation
has a purpose
statement**

42%

—
**... our organisation's
purpose statement
drives impact**

Redefining Success in Business

Our global vision is for an inclusive, equitable and regenerative economic system for all people and the planet.



4,000+ Certified B Corps

150 Industries

74 Countries

1 Unifying Goal

A Community of Leaders

B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.



How do you get certified?



Accountability

Legal framework

Adopt legal framework to consider all stakeholders

Social & environmental performance

B Impact Assessment

Get a verified score of 80+ out of 200

Transparency

B Impact Report

Make your score transparent on the B Corp Directory

What does the B Impact Assessment cover?



Governance

Commitment to purpose, ethics, accountability and transparency



Workers

High quality jobs with dignity and purpose



Community

Reduced inequality through local economic development and fair trade supply chain



Environment

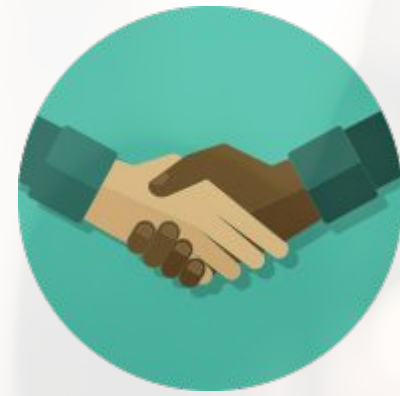
Healthier land, air, water and habitat



Customers

Long-term, values-aligned relationships

Products and services that serve people in need and empower them economically



Customer impact

- Innovation and technology at the service of the world's most vulnerable population
- Healthcare service directly prevents illness for their customers
- Mobile Surgical Unit enables hospitals to maintain activity during temporary shutdowns

“As a private commercial company working to deliver healthcare in some of the world's most challenging environments for some of the world's most vulnerable people, being a B Corp ensures that our customers know that we hold ourselves to the highest standards of behaviour.”

Glenn Keys, Executive Chairman, Aspen Medical

	Governance	6.2
	Workers	26.1
	Community	17.9
	Environment	9.9
	Customers	30.0

90.2



Environmental impact

- Hybrid technology reduced reduce harmful emissions and noise pollution
- Depot operates on solar energy with rainwater collection and reuse



Workers and community impact

- Staff donations are matched biannually through Kindred Spirits Enterprises
- Donations support more equitable education opportunities for all in Latrobe Valley



Governance

8.4



Workers

21.2



Community

48.5



Environment

16.1

94.3

1

Build trust, credibility & brand value

With employees, customers and other stakeholders. Drive loyalty & retention. Differentiate from the pretenders.

2

Build a global movement

Help accelerate and be identified with a powerful paradigm shift.

3

Combat short termism

By aligning your investors to build long term value.

4

Find your tribe + collaborate

With peers and B Corps to make progress toward the SDGs, scale innovations and share best practices.

5

Increase employee engagement + attract talent

By providing opportunities to build their skills and network through engagement in the B Corp movement.

6

Protect mission

Make your business proposal long-lasting.

7 | **Build resilience**

Global investors are increasingly seeing ESG frameworks as key to long-term resilience - and it applies to SMEs too

“Purpose beyond profit is a very significant thing for us, and B Corp Certification encourages us to enshrine that and to create a new goal around purpose.”

– **Geoff Manchester,**
Founder



<< Find out more

“Because it isn’t easy to get, consumers can feel confident that when they deal with a B Corp it’s the real thing. It can simplify purchasing decisions by making it clear which companies share your own values.”

– **Allyson Lowbridge, CCO**



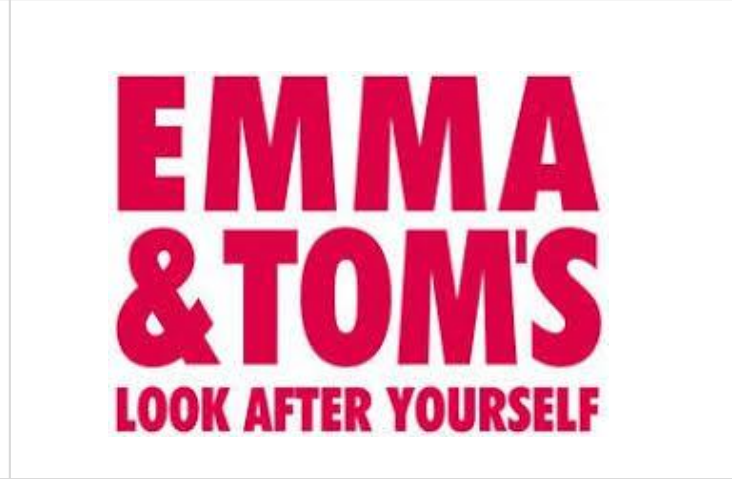
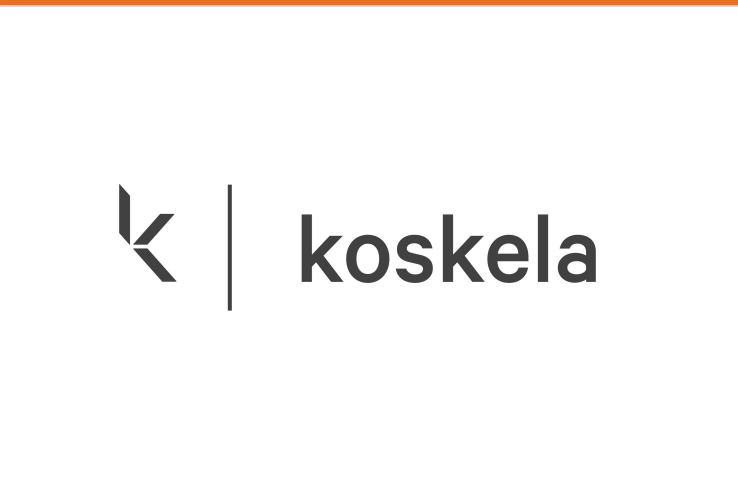
“The true benefit of being a B Corp is the roadmap it provides business to continue to improve and increase their impact as well as the the community of like minded businesses that it fosters – all striving and supporting each other in their quest for the world.”

– **Kate Carroll,**
Sustainability Manager

The logo for Beyond Bank Australia is centered within a large white circle. The words 'Beyond Bank' are written in a bold, dark blue sans-serif font. Below this, the word 'AUSTRALIA' is written in a smaller, yellow, all-caps sans-serif font.

Beyond Bank
AUSTRALIA

A Community of Leaders



A little exercise...

(Credit to Tim Duggan, Cult Status)

Write down your vision statement, or in your own words WHY your business exists - then add “so that” to the end... and keep going until you have defined your impact.

Now ask: how might you start measuring this?



Mission statement:

To tackle diabetes, obesity and gut health through naturally sugar-free innovations


Impact statement:

So that we remove tonnes of sugar and artificial consumption from the world's diet

(Note Nexba is not a B Corp! They are an example used by Tim Duggan in “Cult Status” – you’ll find some great guidance there)

www.bcorporation.com.au



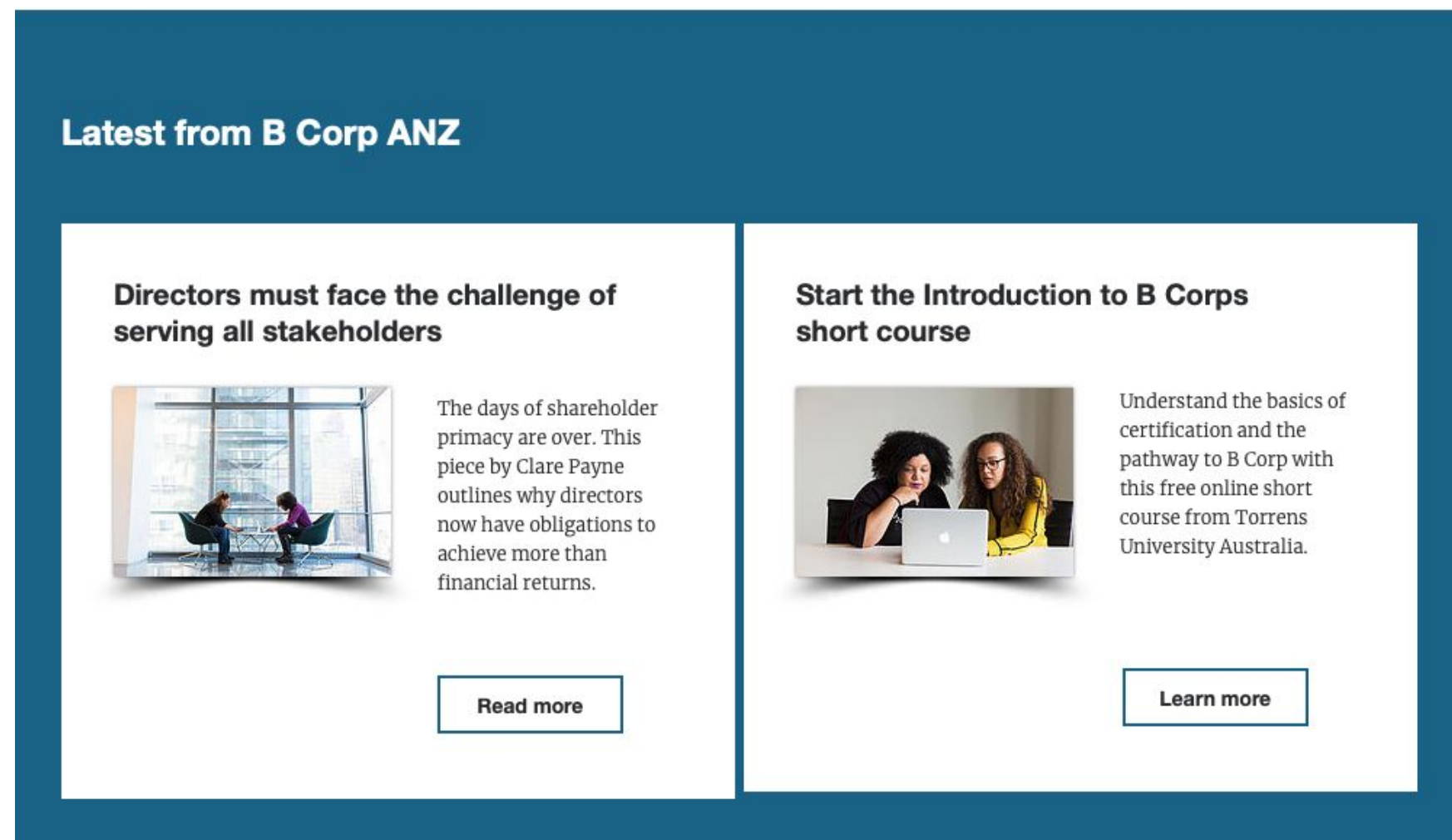
Certified  AUSTRALIA & NEW ZEALAND Corporation

[Why certify?](#) [How to certify](#) [Find a B Corp](#) [Our services](#) [About us](#) [Blog](#)

Kelly+Partners is now a Certified B Corporation


The Taboo Group is now a Certified B Corporation

The Co-operative Bank is a Certified B Corporation



Latest from B Corp ANZ


Directors must face the challenge of serving all stakeholders



The days of shareholder primacy are over. This piece by Clare Payne outlines why directors now have obligations to achieve more than financial returns.

[Read more](#)

Start the Introduction to B Corps short course



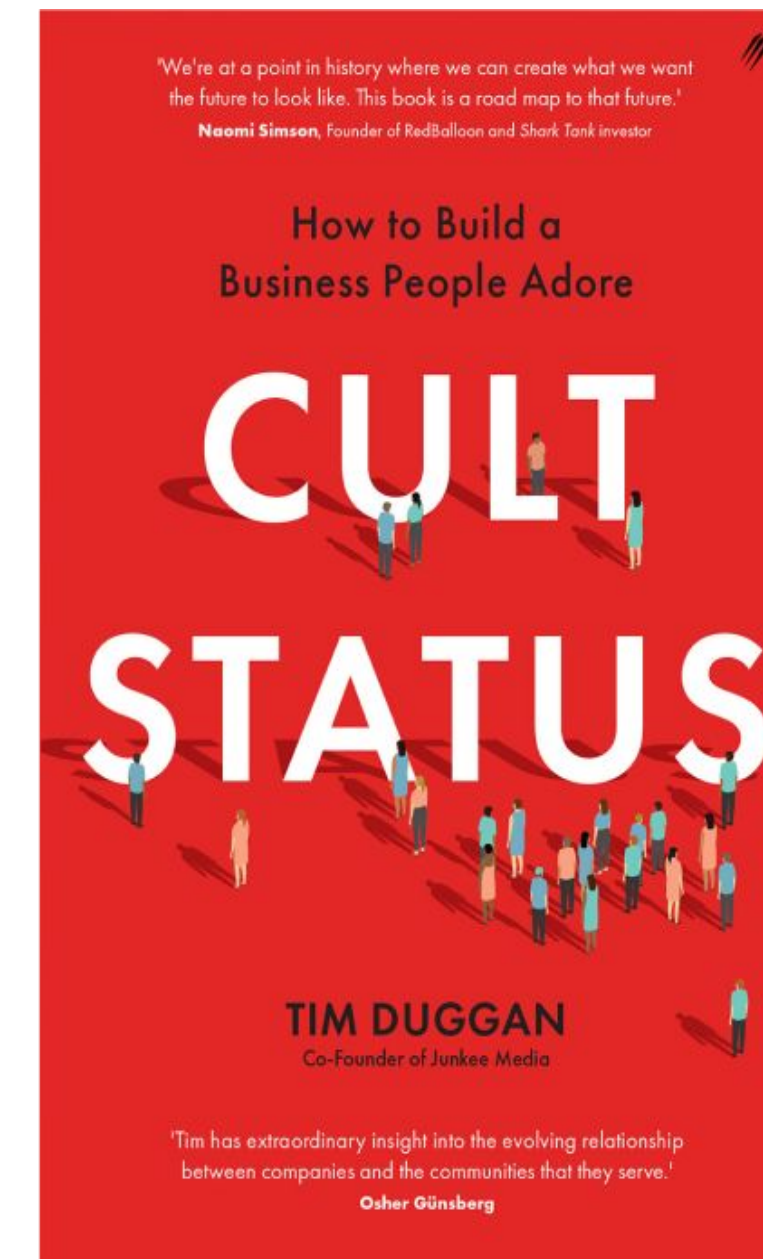
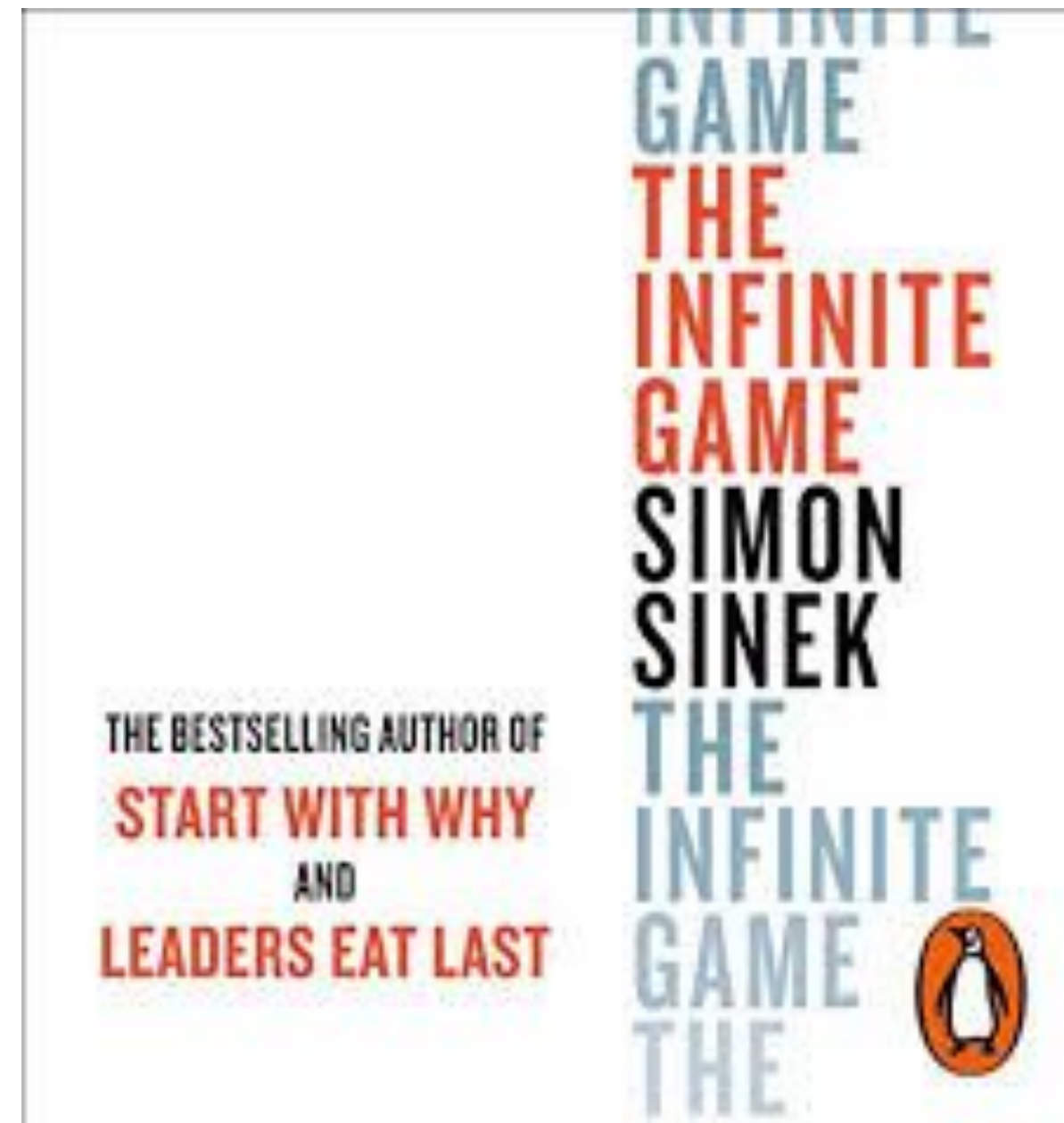
Understand the basics of certification and the pathway to B Corp with this free online short course from Torrens University Australia.

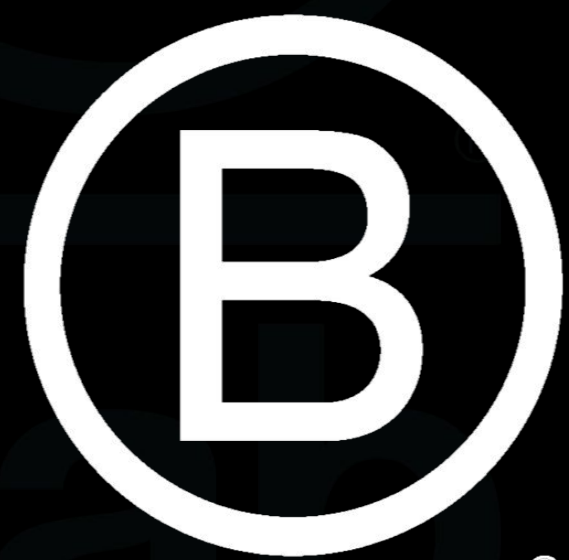
[Learn more](#)



Scroll down to find the *Intro to B Corp* short course

Some reading





Lab

Australia
New Zealand

Thank you

B Lab Australia & Aotearoa New Zealand
The Commons, QV, Lonsdale Street, Melbourne, Victoria
www.bcorporation.com.au