

Mission Led Companies

-

Benefit Corporations

paolo@nativallab.com

@paolo_dicesare

NATIVA

On résiste à l'invasion des armées; on ne résiste pas à l'invasion des idées.

There is one thing stronger than all the armies in the world, and that is an idea whose time has come.

— Victor Hugo

Life expectancy ▼ ?

LEVEL 1

2

3

4

Color World Regions ▼



Select Search...

- ☐ Afghanistan
- ☐ Albania
- ☐ Algeria
- ☐ Andorra
- ☐ Angola

Size Population ▼

Zoom 100%

OPTIONS EXPAND PRESENT

years

80

40

0

500

2000

8000

32k

128k

per person (GDP/capita, PPP\$ inflation-adjusted)

Income ▼ ?

DATA DOUBTS

1800

1900

2000



Life expectancy ▼ ?

LEVEL 1

2

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DATA DOUBTS

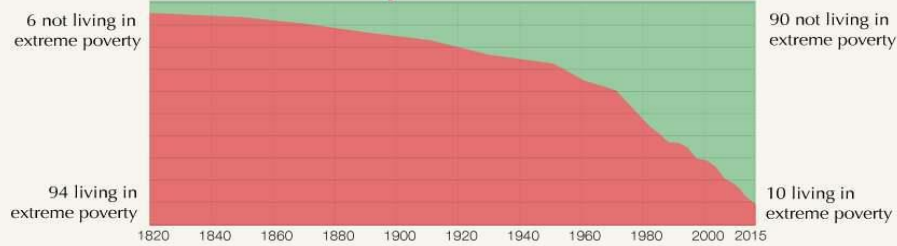
1800

1900

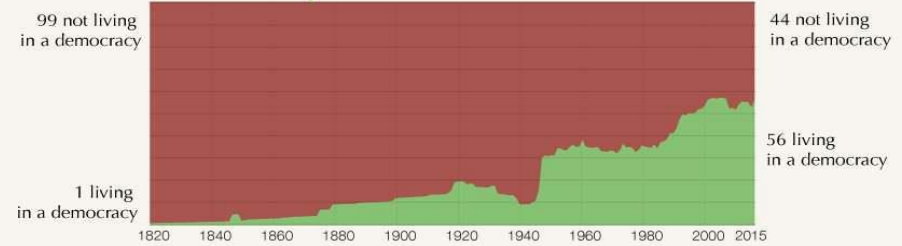
2000

The World as 100 People over the last two centuries

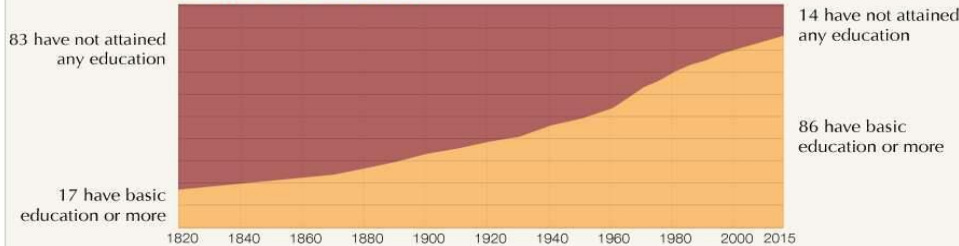
Extreme Poverty



Democracy



Basic Education



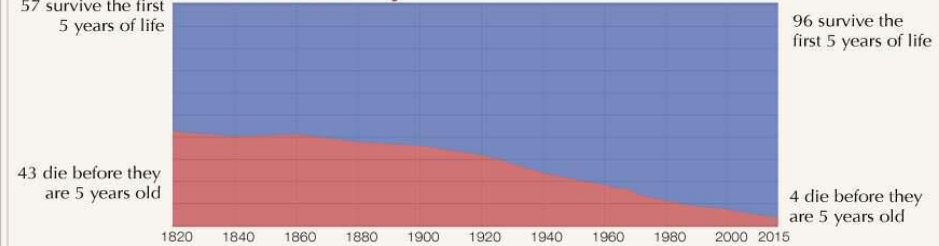
Vaccination against diphtheria, pertussis (whooping cough), and tetanus



Literacy

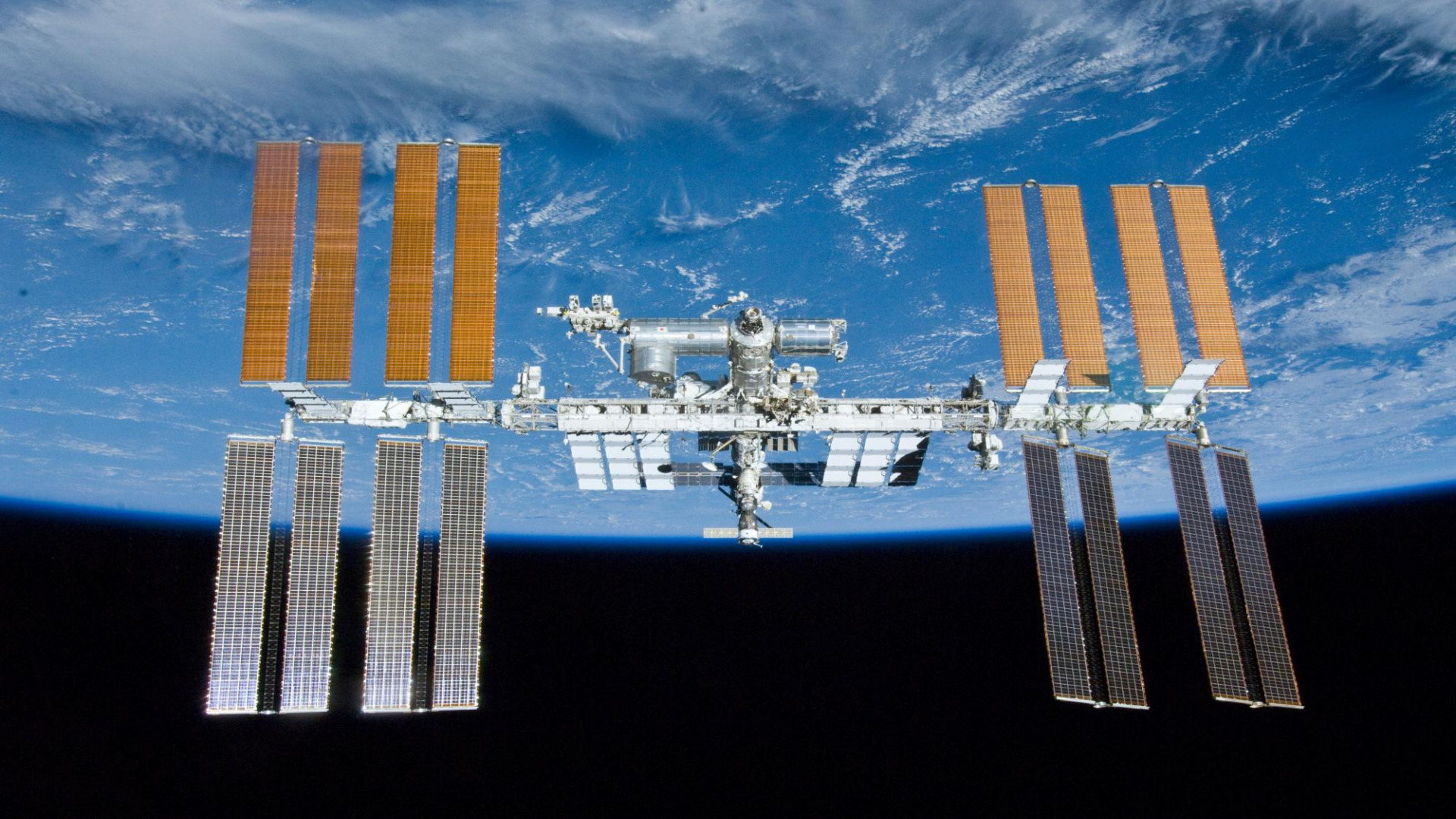


Child Mortality

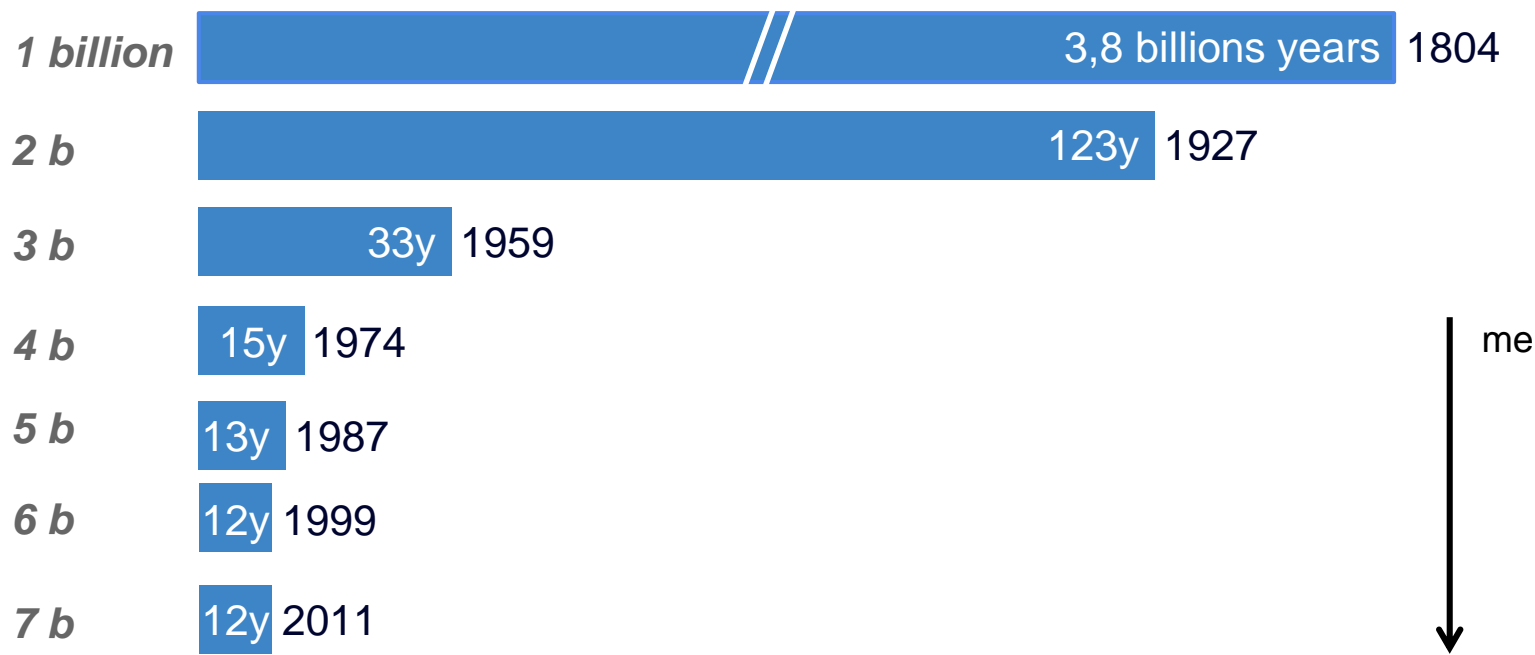








Earth human population: exponential growth

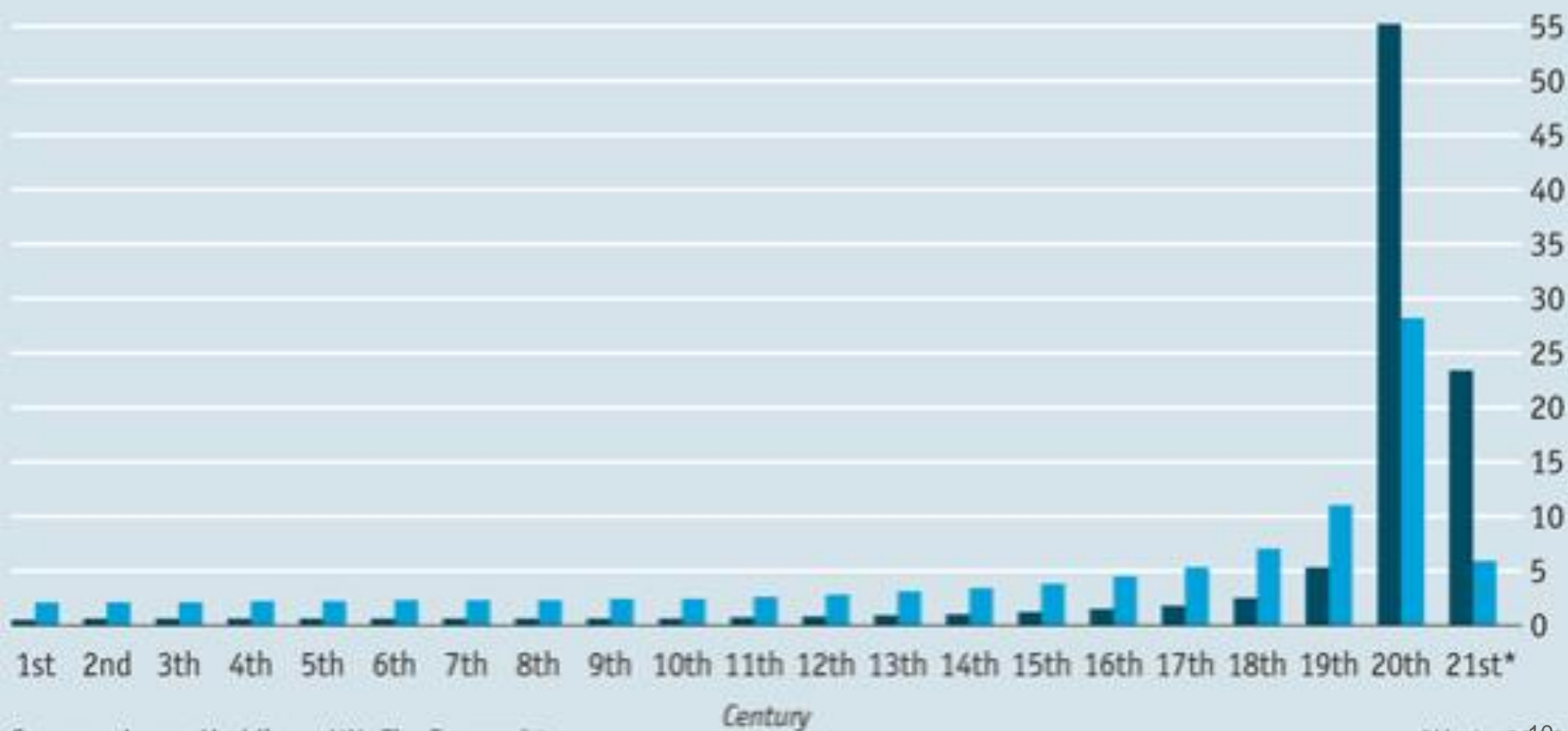


When history was made

Percentage of total:

■ economic output (1990 \$)

■ years lived



Sources: Angus Maddison; UN; *The Economist*

*Up to 2010





Credits: Chris Jordan

Toxins in human milk

Halogenated compounds

chlorodifluoromethane
chlorotrifluoromethane
dichlorodifluoromethane
chloromethane
chloroethane
trichlorofluoromethane
dichloroethylene
Freon 113
methylene chloride
chloroform
trichloroethane
carbon tetrachloride
trichloroethylene
chloropentane
dibromochloromethane
tetrachloroethylene
dichloropropene
chlorobenzene
chlorohexane
iodopentane
3-methyl-1-iodobutane
chloroethylbenzene
dibromodichloromethane
dichlorobenzene
chlorodecane
trichlorobenzene

Alkanes Alkenes Alkynes

C3H8 C3H6 C5H8
C4H10 C4H8 C6H10
C5H12 C5H10 C7H12
C6H14 C6H12 C8H14
C7H16 C7H14 C9H16
C8H18 C8H16 C10H18
C9H20 C9H18 C12H22
C10H22 C10H20
C11H24 C11H22
C12H26 C12H24
C13H28 C13H26
C14H30 isoprene
C15H32

Aldehydes

acetaldehyde
methyl propanal
n-butanal
methyl butanal
crotonaldehyde
n-pentanal
n-hexanal
furaldehyde
n-heptanal
benzaldehyde
n-octanal
phenyl acetaldehyde
n-nonanal
methyl furaldehyde
n-decanal
n-undecanal
n-dodecanal

Cyclic

cyclopentane
methyl cyclopentane
cyclohexane
ethyl methyl cyclohexane
C10H14 isomers
C10H16 isomers (other)
limonene
methyl
decalin
α-pinene
camphene
camphor
Aromatic
benzene
toluene
ethylbenzene
xylene
phenyl acetylene
styrene
benzaldehyde
C3-alkylbenzene isomers
C4-alkylbenzene isomers
methyl styrene
dimethyl styrene
C5-alkylbenzene isomers
naphthalene
C6-alkylbenzene isomers

Ketones

acetone
methyl ethyl ketone
methyl propyl ketone
methyl vinyl ketone
ethyl vinyl ketone
2-pentanone
methyl pentanone
methyl hydrofuranone
2-methyl-3-hexanone
4-heptanone
3-heptanone
2-heptanone
methyl heptanone
furyl methyl ketone
octanone
acetophenone
2-nonanone
2-decanone
alkylated lactone
phthalide

Furans

furan
tetrahydrofuran
methyl furan
methyl tetrahydrofuran
ethylfuran
dimethylfuran
2-vinylfuran
furaldehyde
2-n-butylfuran
2-pentylfuran
methylfuraldehyde
furyl methyl ketone
α-furfuryl alcohol
benzofuran

Other Oxygenated Isomers

C4H6O
C4H8O
C5H10O
C5H8O
C6H10O
C4H6O2
C6H12O
C7H12O
C7H10O
C7H14O
C6H6O2
C8H14O2
C8H16O
C7H8O2
C7H10O2
C9H18O
C8H6O2
C10H12O2
C10H14O
C10H16O
C10H18O
C10H20O
C10H22O
C9H8O2
C11H20O
C10H10O2

Alcohols

methanol
isopropanol
2-methyl-2-propanol
n-propanol
1-butanol
1-pentanol
α-furfuryl alcohol
2-ethyl-1-hexanol phenol
2,2,4-trimethylpenta-1,3-diol
α-terpineol

Acids

acetic acid
decanoic acid

Sulfur compounds

sulfur dioxide
carbon disulfide
dimethyl disulfide
carbonyl sulfide

Nitrogen compounds

nitromethane
C5H6N2
C5H8N2
C4H4N2O
methyl acetamide
benzonitrile
methyl cinnoline

Esters

vinyl propionate
ethyl acetate
ethyl-n-caproate
isoamyl formate
methyl decanoate
ethyl decanoate

Epoxides

1,8-cineole

Esters

dimethyl ether
dihydropyran



BARCODE OF EARTH TEMPERATURE

Temperature Anomalies by Country

Years 1880 - 2017

1880



Data Source:
 NASA GISS, GISTEMP Land-Ocean Temperature Index (LOTI), ERSSTv5, 1200km smoothing
<https://data.giss.nasa.gov/gistemp/>
 Average of monthly temperature anomalies. GISTEMP base period 1951–1980.

Video license: CC-BY-4.0
 Antti Lipponen (@anttilip)

JUST

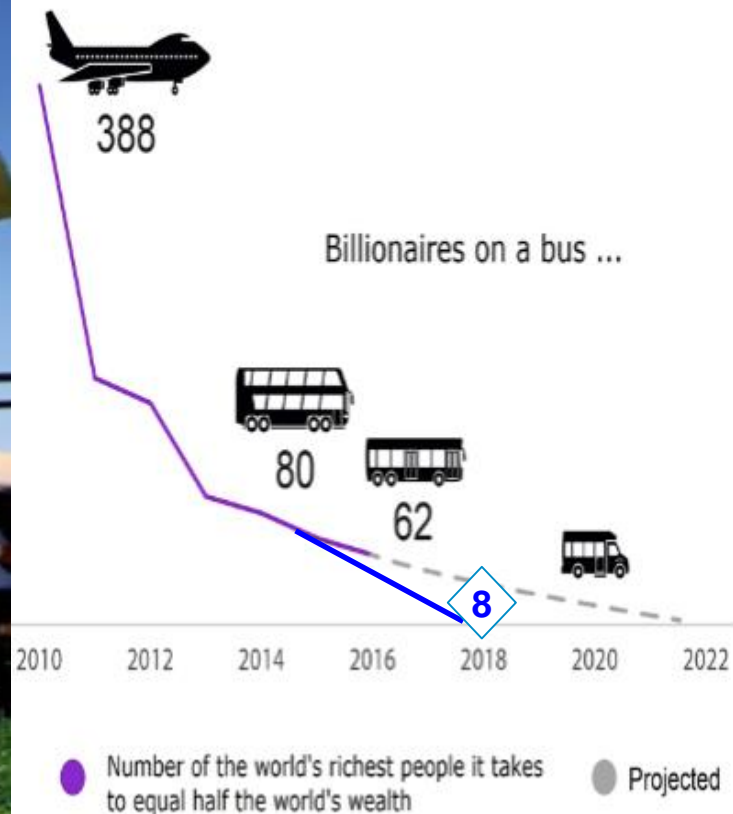
8

BILLIONAIRES OWN THE SAME
WEALTH AS THE POOREST
3.6 BILLION PEOPLE



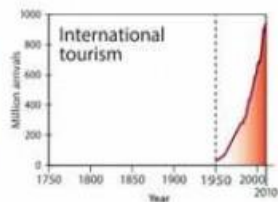
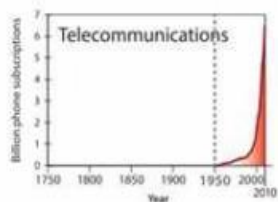
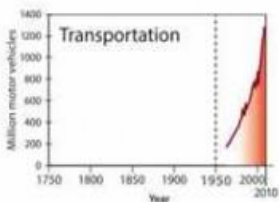
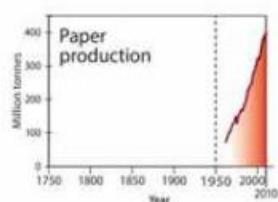
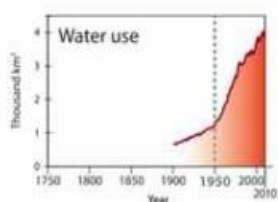
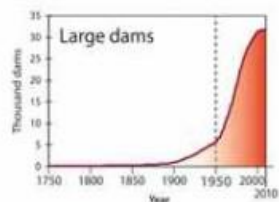
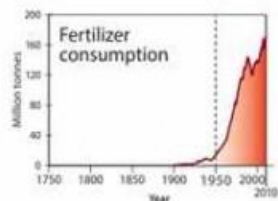
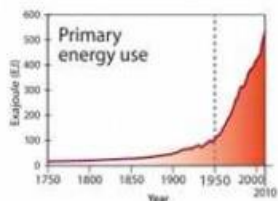
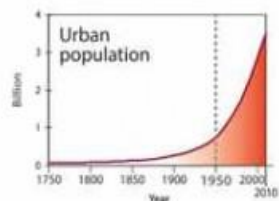
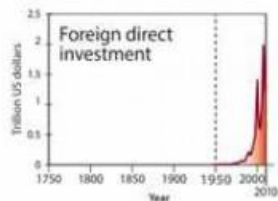
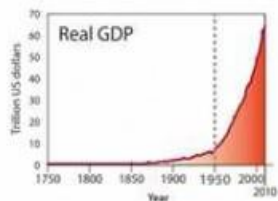
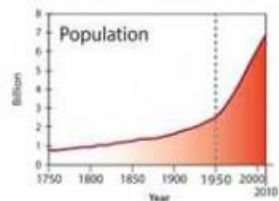
EVEN
IT UP

Rich people who own the same wealth as half the world
And what transport they would fit on

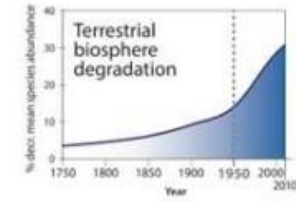
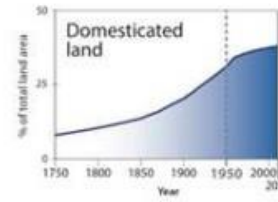
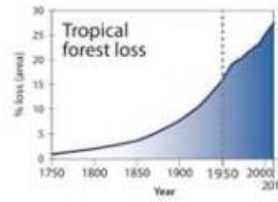
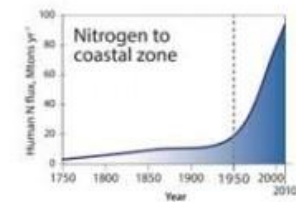
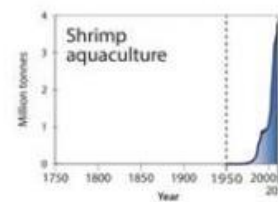
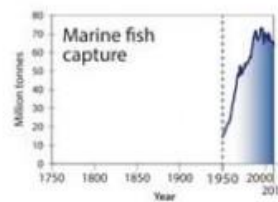
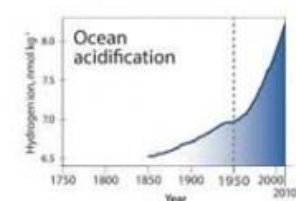
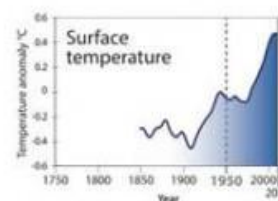
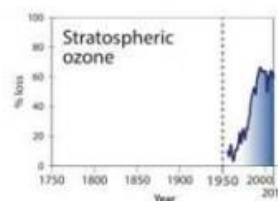
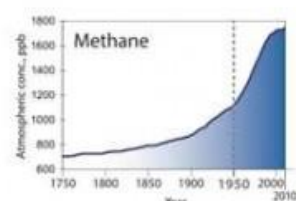
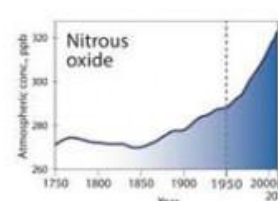
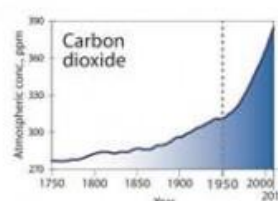


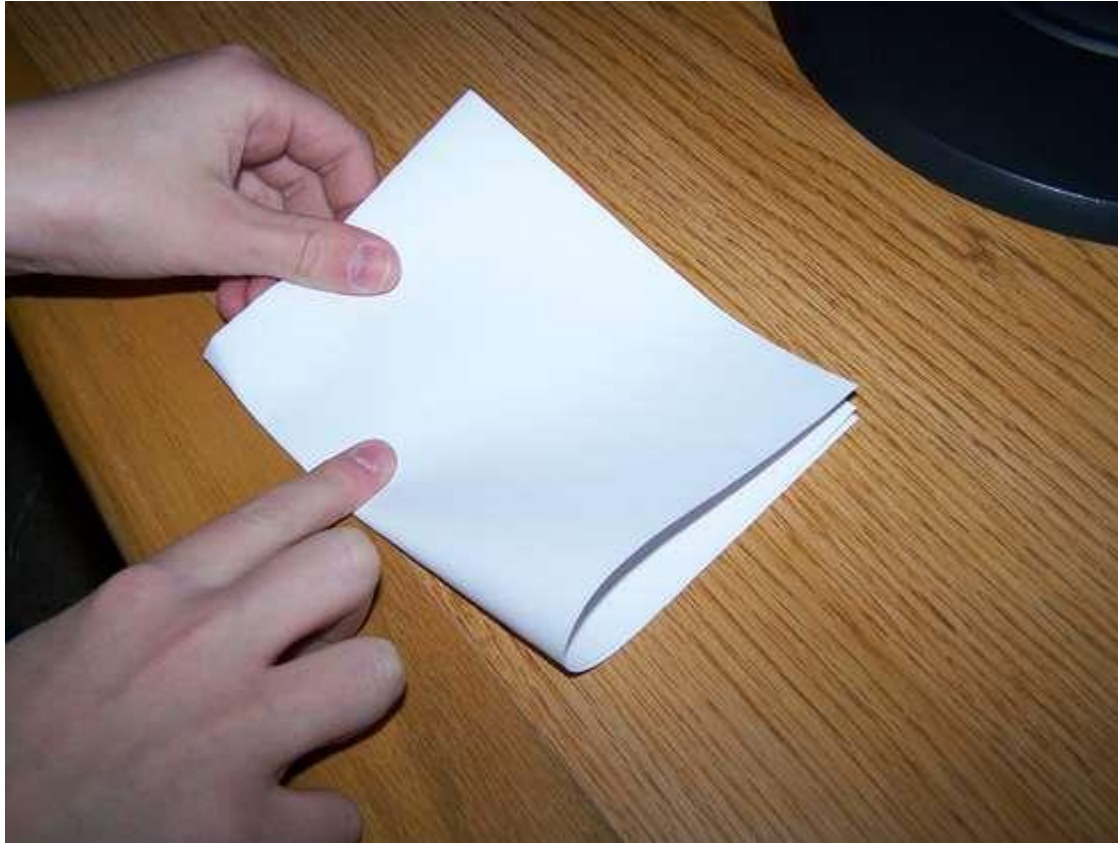


Activities



Impacts





““fold a sheet of
paper.

fold it 42 times...”



↔
12.740 km

384.000 km

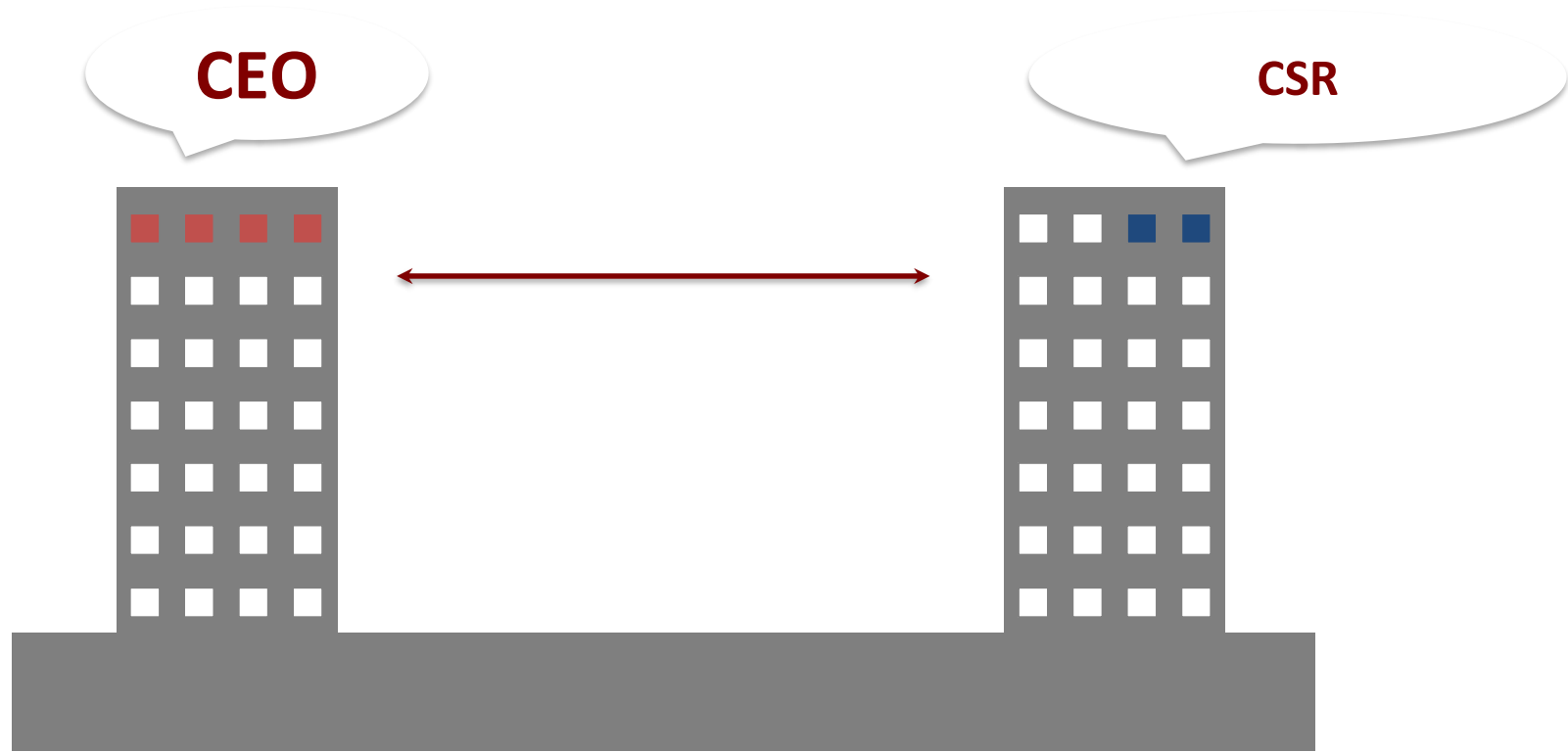


3.476 km





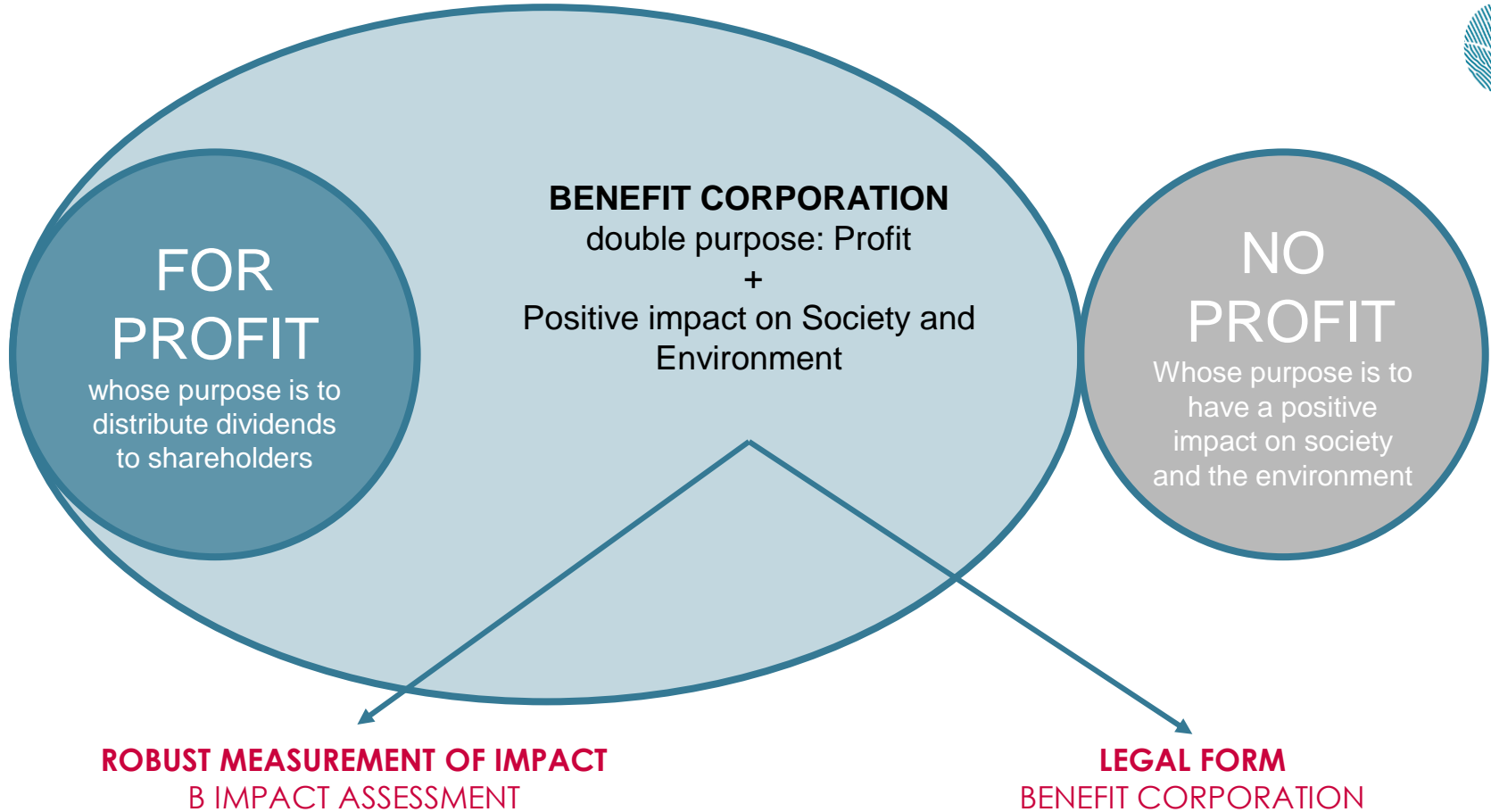
*“Yes, the planet got destroyed.
But for a beautiful moment in time we created
a lot of value for shareholders.”*



What's the company's meaning for the XXI century?

The Two-tower model??



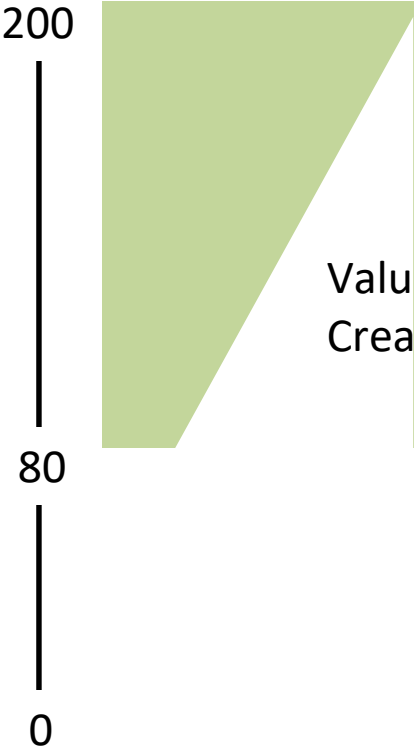


Total Break Even

B Impact Assessment Score



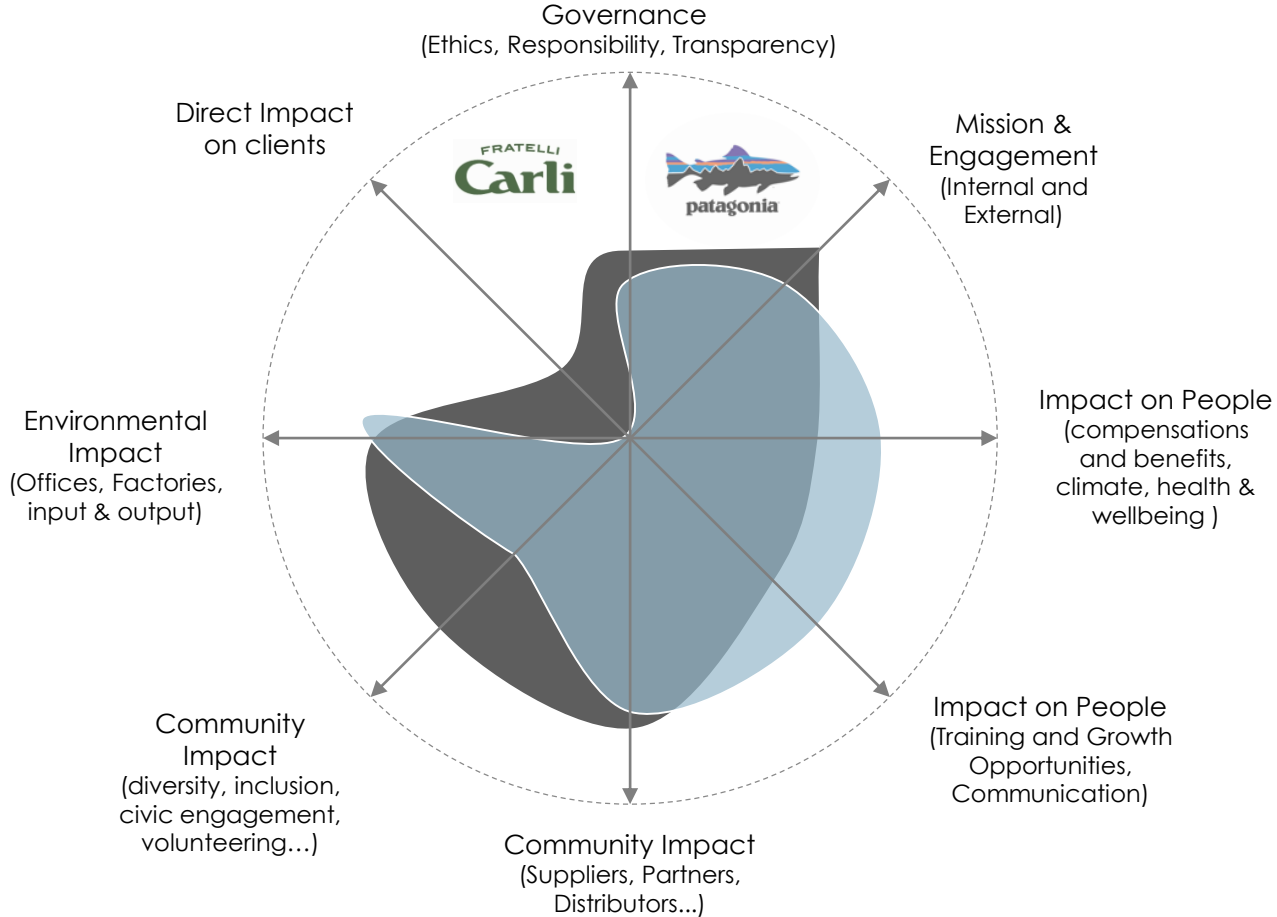
Total Break Even

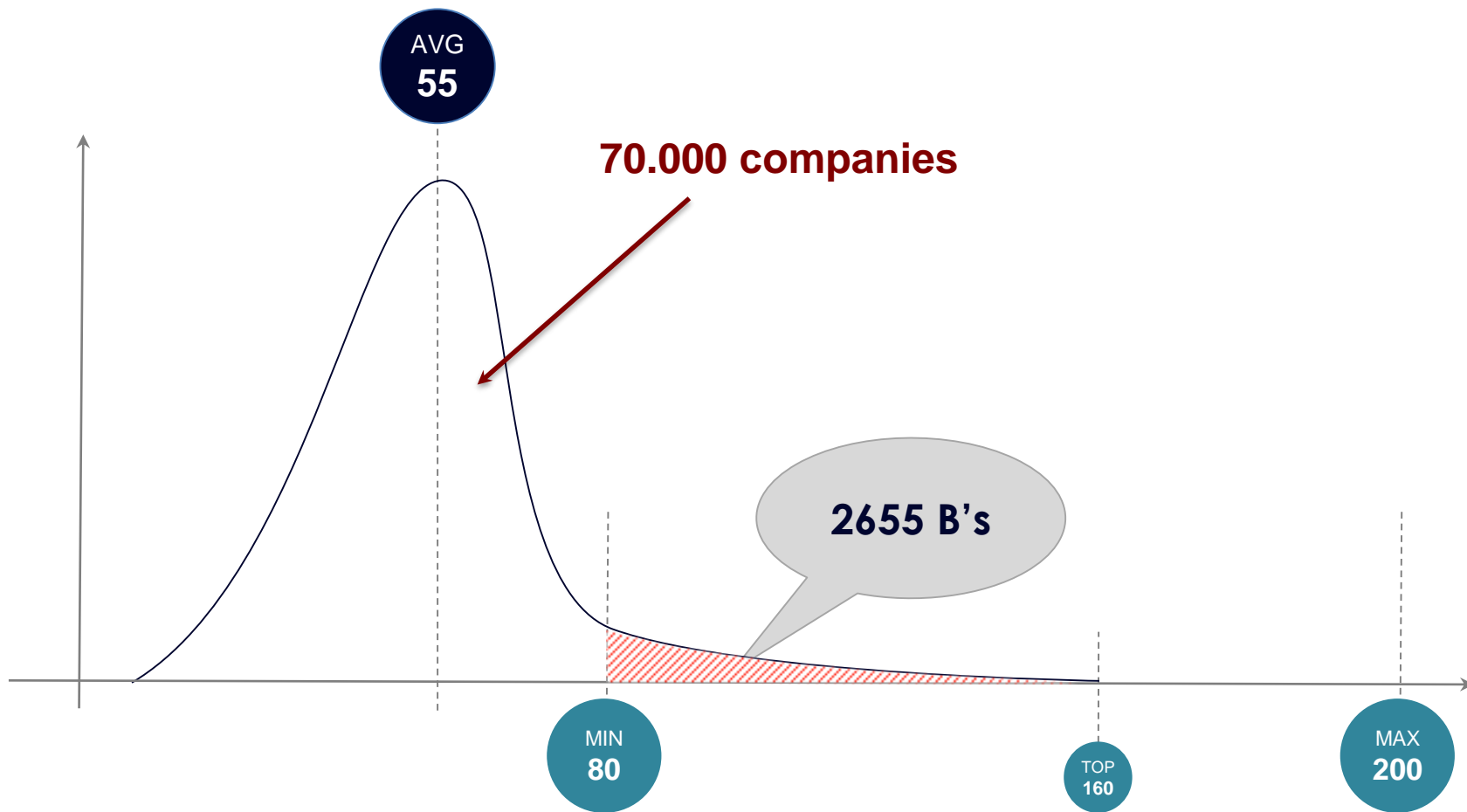


Value Creation

Value Destruction

IMPACT PROFILE





			
	 10 subsidiaries		
			
			
			
			

The B Corp community is good company to keep.

**2650+
CERTIFIED B CORPS**

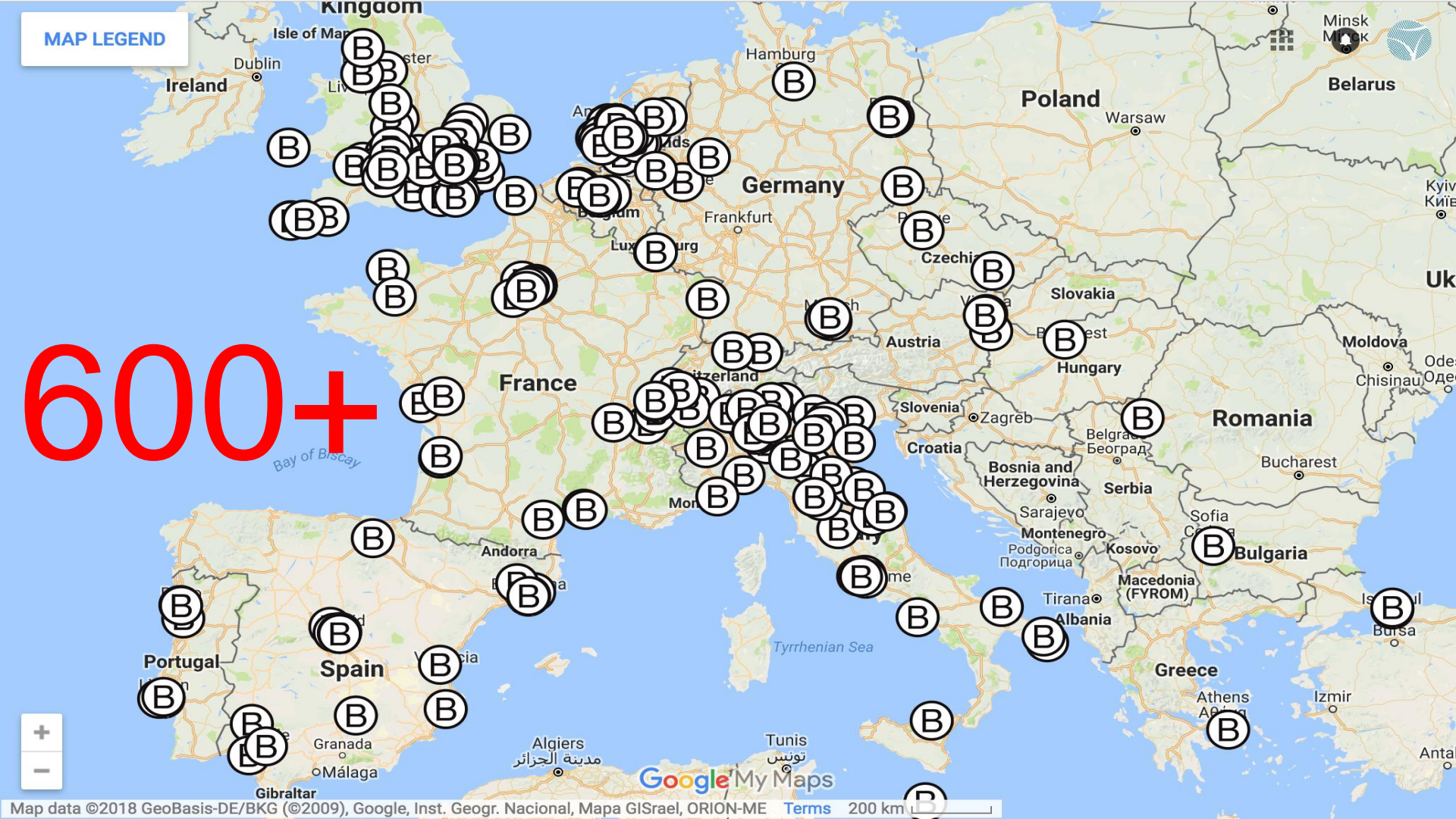
**60+
COUNTRIES**

**140+
INDUSTRIES**

**1
UNIFYING GOAL**

MAP LEGEND

600+



Partnership UN Global Compact e B Lab

Il Benefit Impact Assessment, sviluppato dalla non-profit B Lab è stato scelto dalle Nazioni Unite come strumento per aiutare le aziende del mondo a valutare, confrontare e migliorare le loro prestazioni rispetto ai Sustainable Development Goals al fine di raggiungere gli obiettivi previsti per il 2030.



Introducing an actionable management platform for businesses to deliver on the Sustainable Development Goals by 2030

The 2016 UN Global Compact Accenture CEO Study found that, of 1,000 CEOs surveyed, 87% agree that the SDGs provide an essential opportunity for business to rethink approaches to sustainable value creation. This is our opportunity to help businesses worldwide to deliver tangible progress on the global development agenda by 2030.

B Lab and the UN Global Compact have partnered to capitalize on this momentum by creating and driving adoption at scale of an actionable management platform for businesses to assess, compare and improve their performance against the SDGs. By aligning B Lab's impact management platform, the UN Global Compact's normative approach to the Ten Principles, and the SDGs, we will create an online platform for tens of thousands of businesses to assess, compare and improve their performance against the SDGs in order to deliver tangible progress by 2030 through a robust, publicly available, and performance-driven management platform.

Unlocking Business Action to Achieve the SDGs

B Lab and the UN Global Compact will create the first publicly-available online management platform for companies to create and implement a tangible action plan to improve their performance on the SDGs over the next ten years. On the Platform, participating companies will be able to assess their performance against the SDGs, benchmark against key indicators and peers, and access hundreds of resources to improve their impact.



HBR.ORG

Harvard Business Review



NOVEMBER 2011
REPRINT R1111F

SPOTLIGHT ON THE GOOD COMPANY

The For-Benefit Enterprise

A fourth sector of the economy is emerging, with
the power to transform the course of capitalism.

by Heerad Sabeti

Civil codes ...

US: to maximize shareholders' return

ITA: to share dividends

We forgot ..

PEOPLE & PLANET



CAMERA DI
COMMERCIO
MILANO

Camera di Commercio Industria
Artigianato e Agricoltura di MILANO

Visura ordinaria società di capitale
NATIVA S.R.L.

Forma giuridica: SOCIETA' A RESPONSABILITA' LIMITATA

Sede legale: MILANO (MI) PIAZZA CASTELLO 2 cap 20121

Indirizzo PEC: NATIVASRL@LEGALMAIL.IT

Codice fiscale: 07929980964

Numero REA: MI

Articolo 1 Denominazione

La società è denominata "NATIVA S.r.l".

Articolo 2 Oggetto

Lo scopo ultimo della Società è l'attività di tutti quanti ne fanno parte, sia come soci che in altri ruoli, attraverso iniziative e sodalamente impegno in un'attività economica di successo.

La società vuole accelerare una trasformazione positiva nei paradigmi economici, di produzione, consumo e culturali, in modo che tendano verso la sistemica rigenerazione dei sistemi naturali e sociali.

Le attività mirano a creare un Beneficio - inteso come un impatto positivo - sulle persone con cui interagisce la società e sull'ambiente di cui è parte.

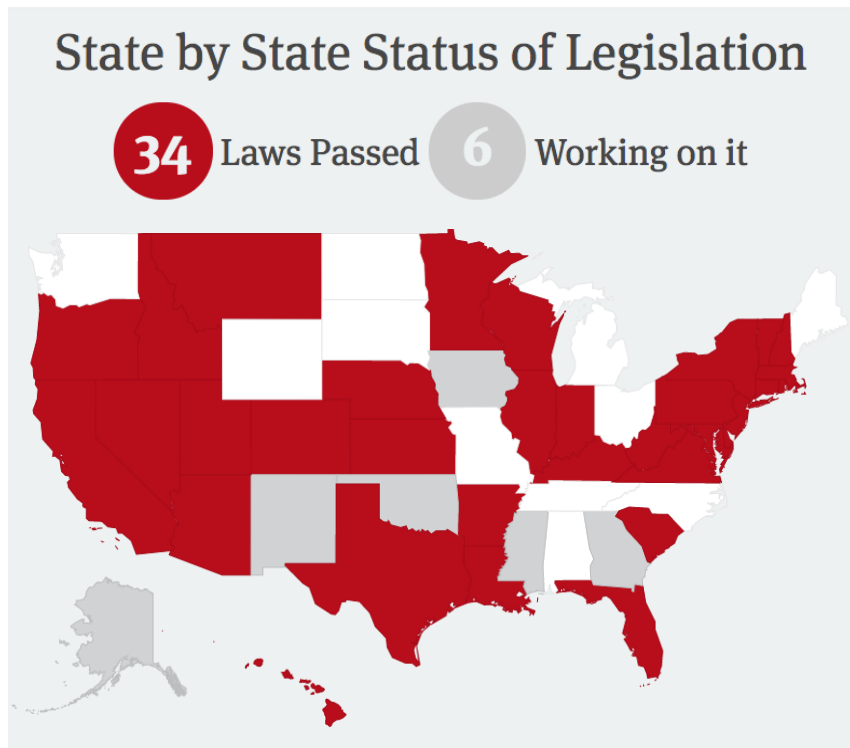
La società ha per oggetto:

- l'attività di affiancamento e guida strategica e operativa a soggetti pubblici e privati, design e implementazione di percorsi di innovazione strategica;
- le attività di training e coaching;
- lo sviluppo di idee e progetti imprenditoriali ispirati da obiettivi di innovazione strategica e attività di design guidate da principi di sostenibilità;
- la promozione e realizzazione di conferenze, seminari, corsi, workshop, campagne di

REJECTED



State by state Legislation



ITALY, first
sovereign
state in the
world (2016)

followed by
COLOMBIA
(2018)

They are called Benefit Corporation
(Società Benefit in Italy)

DOUBLE purpose company:

(1) PROFIT

(2) POSITIVE IMPACT ON SOCIETY and ENVIRONMENT

**400+
SOCIETÀ' BENEFIT**

*May the business has
a purpose?*

*May it be just the
profit?*

*Is there somewhere,
beyond the normal
pace, something more
fascinating?*

*A destination, a
vocation?*

- Adriano Olivetti

