



Who are the B Corps?



1442 B Corporations 121 Industries 43 Countries 1 Unifying Goal

B Corp community | South America



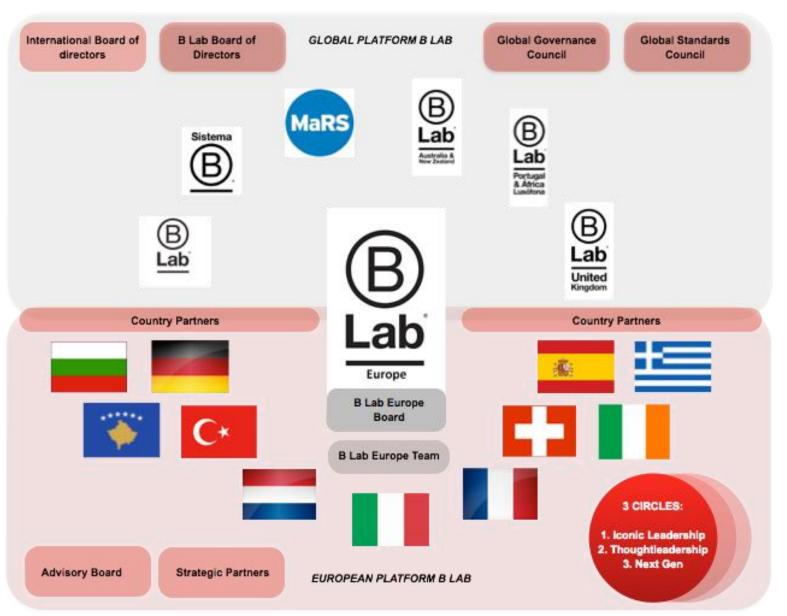






1. Structure & governance

Zooming out: the bigger picture



B Lab Europe partners ab Europe **Active partners: 7** 1 Switzerland Spain Italy France Netherlands Turkey Germany New partners: 3 Austria Ireland Denmark Partners: 3 ***** Bulgaria Greece Kosovo Pending partners: 4 Poland Belgium Norway Sweden

Certified B Corp – Performance Standards

B Impact Assessment is a comprehensive assessment of overall social and environmental performance

Workers

Job Growth Compensation & Benefits Work Environment Employee Ownership + Social Enterprise Business Models Beneficial Products/Services Targeting Underserved Communities Beneficial Supply Chain

Community Suppliers Local Diversity Charity/Volunteerism

Environment Energy Use Facilities Supply Chain Manufacturing Must earn 80 of 200 available points Must be verified w/ random on site audit

Why Become a B Corp?

B Corps want to be part of something bigger than themselves, but for many, becoming a B Corp also has to make business sense. B Corp Certification helps companies:

- Differentiate from Pretenders
- Generate press
- Attract Investors
- Benchmark performance
- Attract and Engage Talent
- Save Money and Access Services
- Partner with Peers





B Lab Europe structure: Board and Team



B Lab Europe Board



Leen Zevenbergen

Co-Founder B Lab Europe President board



Marcello Palazzi

Co-Founder B Lab Europe Treasurer board



Christopher Wasserman

_ _ _ _

Secretary board

B Lab Europe Team



Hubertine Roessingh

Executive Director B Lab Europe

New hires 2015/2016





Nathan Gilbert

Executive Director B Lab Europe





Daniel Truran

Mark/Comm







2. Snapshot

B2B² + Consumer Awareness



B Lab Europe Snapshot 2013 - 2015

B Lab

- Founded in **2013** by Marcello Palazzi and Leen Zevenbergen
- B Lab Europe is an organizational startup, the route it has taken is to first build the network and then the organization
- Ambition: 1000 B Corps in Europe by 2017
- Launch event B Lab Europe 2015: 550 participants from 36 countries
- Launch events in Partner countries: Italy, Switzerland, Turkey, France, the Netherlands (and many more to follow ...)
- **13** Country partners, **4** potential partners
- 65 Founding Class B Corps, now 150 B Corps in Europe
- Over 3500 companies in the European pipeline, expect 343 new in 2016
- **Report from Linklaters** on Legal situation for Benefit Corporations across Europe
- Italy has proposed legislation for Benefit Corporation
- B Lab Global; 1442 B Corps, 43 countries, 2800 Benefit Corporations, 37.000 companies using the Impact Assessment (BIA)



"DO WHAT YOU FEEL IN Your heart to be Right – for you'll be Criticized Anyway."

-ELEANOR ROOSEVELT

