Let's Rethink Growth
why are you here?
Don't try to be successful. Try to be of value.
EUROPE USING BUSINESS AS A FORCE FOR GOOD
Who are the B Corps?

1442 B Corporations 121 Industries 43 Countries 1 Unifying Goal
1. Structure & governance
Zooming out: the bigger picture
B Lab Europe partners

**Active partners: 7**
- Germany
- Turkey
- Netherlands
- Italy
- France
- Switzerland
- Spain

**New partners: 3**
- Austria
- Denmark
- Ireland

**Partners: 3**
- Kosovo
- Greece
- Bulgaria

**Pending partners: 4**
- Sweden
- Norway
- Belgium
- Poland
# Certified B Corp – Performance Standards

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

<table>
<thead>
<tr>
<th>Workers</th>
<th>Job Growth</th>
<th>+ Social Enterprise Business Models</th>
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<tbody>
<tr>
<td></td>
<td>Compensation &amp; Benefits</td>
<td>Beneficial Products/Services</td>
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<td></td>
<td>Work Environment</td>
<td>Targeting Underserved Communities</td>
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<td></td>
<td>Employee Ownership</td>
<td>Beneficial Supply Chain</td>
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<tr>
<th>Community</th>
<th>Suppliers</th>
<th>Must earn 80 of 200 available points</th>
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<tbody>
<tr>
<td></td>
<td>Local</td>
<td>Must be verified w/ random on site audit</td>
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<tr>
<td></td>
<td>Diversity</td>
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<td>Charity/Volunteerism</td>
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<th>Environment</th>
<th>Energy Use</th>
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<td>Facilities</td>
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<td>Supply Chain</td>
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<td>Manufacturing</td>
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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
2. Snapshot

the change

2. Snapshot
B2B^2 + Consumer Awareness
B Lab Europe Snapshot 2013 - 2015

- 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)**
Founding Class: +65 B Corps
“DO WHAT YOU FEEL IN YOUR HEART TO BE RIGHT — FOR YOU’LL BE CRITICIZED ANYWAY.”

-ELEANOR ROOSEVELT