



An Historic Global Culture Shift

is underway to harness the power of business to help address society's greatest challenges and to build a more inclusive economy.





B Lab's integrated approach to systems change makes an alternative viable and scalable.

Step 1

Build a community of thousands of credible leaders -- B Corps

Start

Develop market infrastructure

Step 2

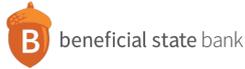
Create tools to make it easy for millions of other businesses to follow

Step 3

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

End

Shared & Durable Prosperity



EILEEN FISHER



Etsy

FAIRPHONE



JUHUDI KILIMO



KICKSTARTER



method.



patagonia



seventh generation



Triodos Bank

WARBY PARKER



B Corps in the Public Market

P&G



The B Impact Assessment is a free confidential online tool to measure and manage a company's social and environmental impact.



Walks through a series of questions to help learn what it takes to build a better business - better for workers, community, and the environment

Compares answers to thousands of other businesses to see how a business stacks up

Creates a customized improvement plan linking to free best practice guides to help implement

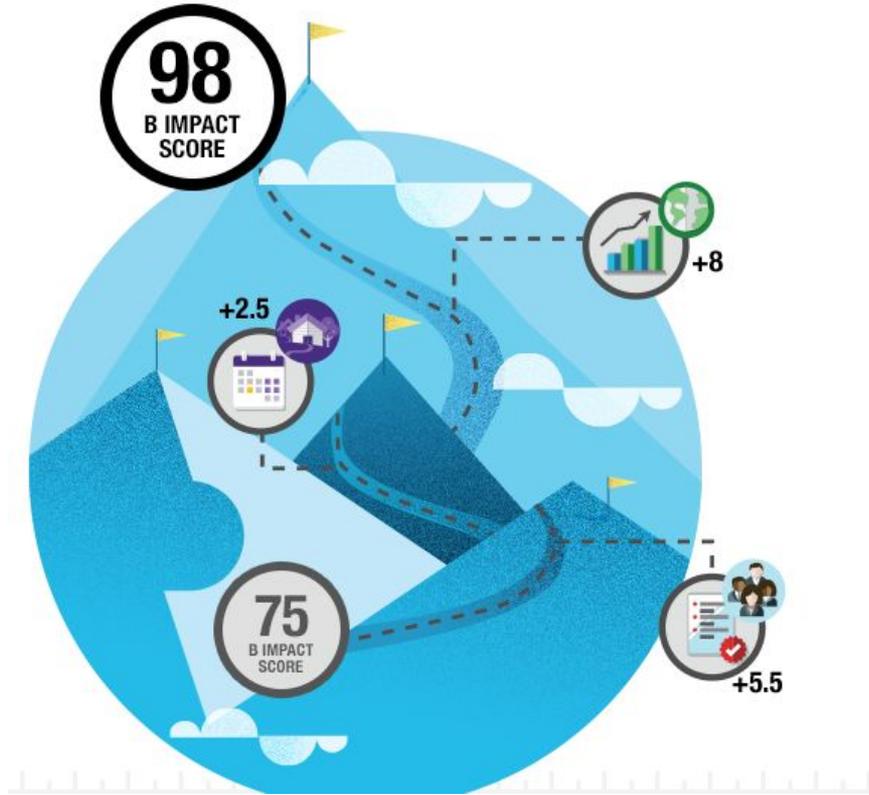


What does the B Impact Assessment cover?

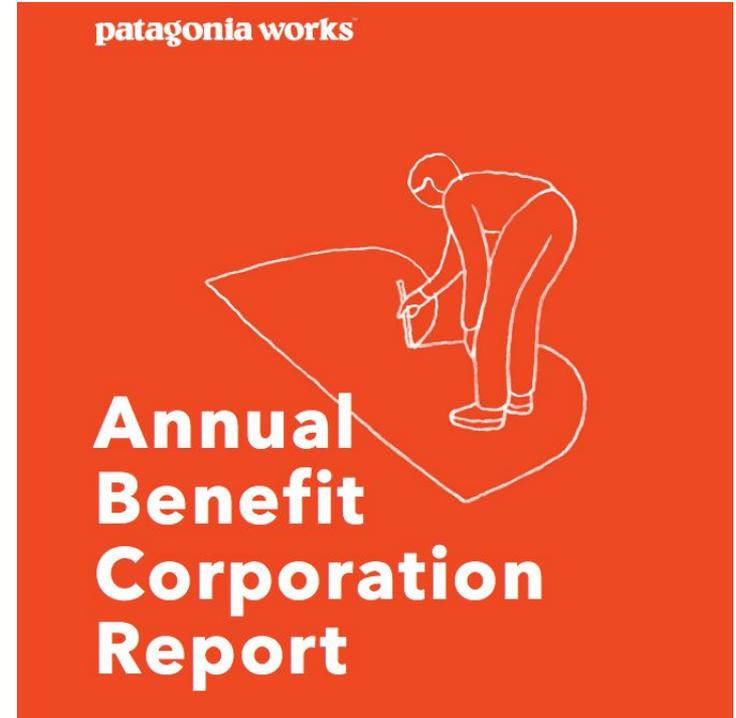


***Operations**

***Impact Business Models**



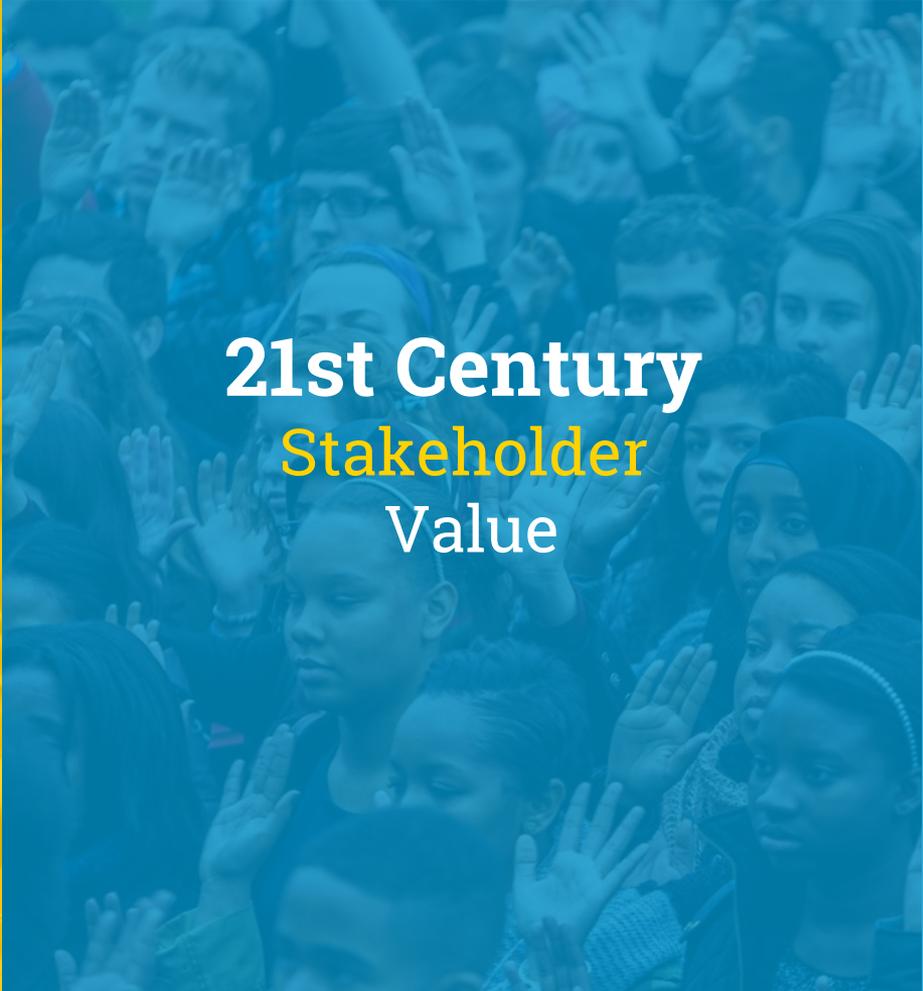
Improvement Roadmap



Reporting Tool



20th Century
Shareholder
Value



21st Century
Stakeholder
Value



B Lab is a nonprofit that serves a global movement of people using business as a force for good.

Its vision is that all companies will compete to be best for the world, and as a result society will enjoy a more shared and durable prosperity.