

BCorp – 10-week programme

This 10-week programme will take you through the process of completing your B Impact Assessment, and help you do more Business On Purpose.

Want to Build Back Better?

There is lots of press coverage about Build Back Better, Business On Purpose and the B Corp movement... but what *is* a B Corporation? Who becomes a B Corp? And why might you aspire to be one? All good questions not just for companies interested in greater purpose, but also for their suppliers, workers, customers and clients.

B Corp certification is the gold standard for better business practices, providing the rigorous standards and accountability necessary to certify truly environmentally and socially responsible companies.

What is the B Impact Assessment?



To become B Corp certified, companies must complete the B Impact Assessment (BIA), a comprehensive questionnaire that determines a company's impact on their community, employees, the environment, and beyond.

The BIA measures companies' social and environmental impact through a deep dive into their internal policies, partnerships, environmental outputs, social contributions, metrics used for tracking impact, and methods employed to ensure that impact is positive.

Why do it?

"The B Corp movement is one of the most important of our lifetime, built on the simple fact that business impacts and serves more than just shareholders -- it has an equal responsibility to the community and to the planet." – Rose Marcario, CEO, Patagonia Works

The B Impact Assessment is the most credible tool a company can use to measure its impact on its workers, community, environment and customers. The assessment is free and confidential, you can add multiple team members, set goals and compare your answers to thousands of other businesses.

Not only is the Assessment a great tool to measure and monitor your company's impact, but it is immensely educational. As you go through the Assessment, you'll be introduced to aspects of social and environmental impact you have never considered finding a solution for, or maybe haven't even recognised as a problem.

This 10-week programme is designed to help guide businesses through the B impact assessment, with weekly sessions tailored to take you step-by-step through the process. Doing this as part of a cohort will also give you access to a peer group of others going through the same assessment.

What is the time commitment?

- 1-hour per week for 10 weeks
- First cohort aiming to start in mid to late-November 2020

How much will it cost?

- £250 as part of a Cohort of c.5 businesses
- £500 if you would like to go through the process 1:1

What do I get at the end?

You get your b impact report - this breaks down how you did in each section of the Assessment. The impact report includes an impact score. To be eligible for B Corp certification, that score must be at least 80. And "at least" in no way describes the accomplishment. A score of 80 is an impressive accomplishment and to get there requires very intentional steps to build a sustainable business model.

This is a required step to then apply for BCorp Certification.

How do I take part?

We are gathering a list of interested businesses for the first Cohorts. If you are interested, then please email askinner@oxin.co.uk

What can I do once I have my B Impact Assessment (BIA)?

It's up to you, but if you are successful with the BIA, you can submit your application for certification. Certifying as a B Corporation goes beyond a product or service certification. It is the only certification that measures a company's entire social and environmental performance. From your supply chain and input materials to your charitable giving and employee benefits, B Corp Certification proves your business is meeting the highest standards of verified performance.

Positive impact is supported by transparency and accountability requirements. B Corp Certification doesn't just prove where your company excels now—it commits you to consider your impact on stakeholders now and in the future by building it into your company's legal structure.

BCorp Certification helps you to:

- Lead a movement
- Build relationships
- Attract talent
- Improve your impact
- Amplify your voice
- Protect your mission

B Corp certification represents the highest standards for better business practices across the industry.

Find out more about B Corporation: <https://bcorporation.uk/>