

# Certified B Corporation

## Process

Complete  
B Impact  
Assessment



Meet 80  
point bar  
on BIA



Submit  
documents  
& review  
with B Lab



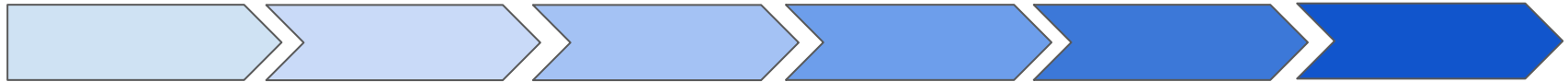
Align  
Corporate  
Structure



Pay annual  
certification  
fee to B Lab



Sign  
Declaration of  
Interdependence



## Benefits

- Increased brand awareness
- Attract & retain top talent
- Tools to improve social and environmental impact
- Join a community using business as a force for good

## B Corp Movement

- Vision for an inclusive, equitable and regenerative economy
- Evolution of capitalism to consider all stakeholders
- Belief that business can be part of the solution to global problems