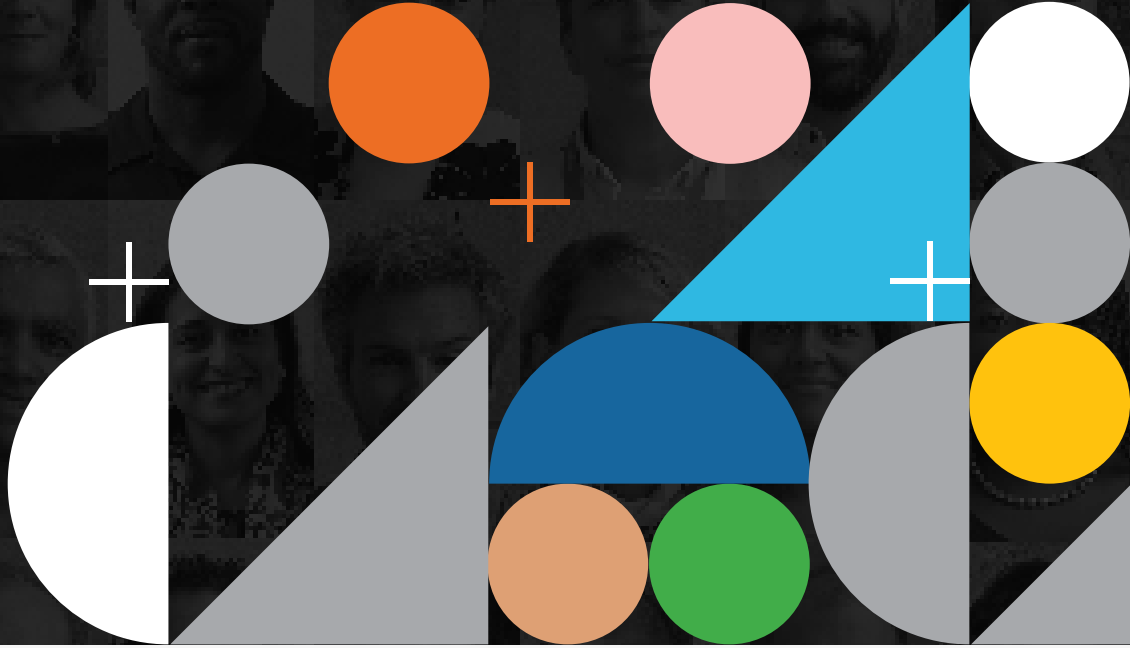


Certified



Corporation



Certified B Corporations™ are a community of leaders driving a global movement of people using business as a force for good.

There is an evolution of business underway.

The current operating system of capitalism isn't working.

People want to work for, buy from, and invest in businesses they believe share their values. B Corp Certification is the most powerful way to build credibility, trust, and value for your business.

“We knew we’d have affinity with B Corps. What we didn’t recognize was the number of people who would call us who aren’t a B Corp, but are choosing us because we [are].”



Denise Taschereau,
CEO | Fairware

“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.”



Rose Marcario,
Former CEO | Patagonia

6,000+
Certified B Corps

B Corps in
80+
countries

3x
Faster Growth
in Sales [*The Business
Case for Caring, CircleUp*]

2x
Employee
engagement vs.
ordinary business
[*B Impact
Assessment Data*]

\$3B+
Capital raised by
Certified B Corps.

150k+
Users of the
Assessment

1. Join a Global Movement of Leaders

It's one thing to be aligned by purpose and it's another to be aligned by performance. B Corps work collectively across borders to address our globe's most pressing issues.

2. Differentiate from Competitors

Be seen as the leader that you are: a good company, and not just good marketing. Consumers, investors, and clients want to vote with their dollar. B Corp makes that vote easier.

3. Benchmark & Improve Performance

You can't manage what you don't measure. If you are a purpose-driven company, the B Corp assessment offers a set of guardrails to put your claims to test and engage your departments along the way.

4. Attract & Engage Talent

Employees don't want to leave their values at home. The stats on consumer demand for ethical products are plenty. Consumers are employees, just at a different time of the day and B Corps are measurably great places to work.

5. Protect Your Mission

Traditional U.S. corporations are mandated to maximize profit. The B Corp legal standards bake the values of the company into its DNA and ensures that profit isn't the only bottom line and its mission can survive over time.

6. Shift the Capital Market

The biggest impediment to building a more inclusive economy is the capital markets. It's also the biggest opportunity. B Corps set precedent by proving that long-termism is viable and necessary.

Start your journey to certification and impact improvement. Log into the [B Impact Assessment](#) today!



Founded in 2007, B Lab is the nonprofit behind B Corp Certification with a vision that one day all companies will compete to be best for the world, and as a result society will enjoy a more shared and durable prosperity.

Learn More: usca.bcorporation.net | certify@bcorporation.net | [@bcorpscan](https://twitter.com/bcorpscan)