Doing Good and Doing Well: B-Corp & GGOB

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What is a B Corp?

- B Corp certification is to sustainable business what Fair Trade certification is to coffee or USDA Organic certification is to milk
- B Corps are certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency





PEOPLE USING BUSINESS AS A FORCE FOR GOOD

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CAPITALISM Reimagined



The B Corp community is good company to keep.

3499
CERTIFIED B CORPS

74
COUNTRIES

150
INDUSTRIES

1
UNIFYING GOAL

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Genesis of B Corp

- Jay Coen Gilbert and Bart Houlahan founders of AND 1
- $250 million by 2001, #2 basketball shoe behind Nike
- Great work environment, widely-shared employee ownership, made sure conditions good overseas
- Sold 2005, started B Lab 2006



Why Certify?

- Maintain mission
- Differentiate from competitors
- Attract and retain talent
- Benchmark & improve performance
- Collaborate with peers
- Generate press
- Save money & access services
- Raise capital



How to Certify

- Complete the B Impact Assessment and earn a reviewed minimum score of 80 out of 200 points
- Determine the path for your corporate structure and state of incorporation
- Sign the Declaration of Interdependence, pay certification fees and put a profile up on bcorporation.net



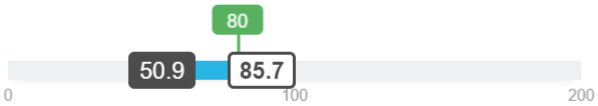
Why We Certified

- To be part of and learn from the B Corp community
- To serve the B Corp community with employee engagement/open book management consulting
- Advisor to B Corp Clinic at NC State – then decided to apply to Clinic and team of students helped us certify

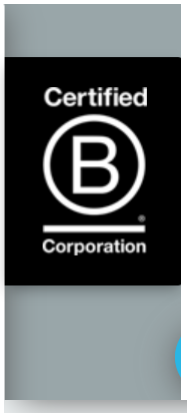
Broughton CONSULTING, LLC

Broughton Consulting



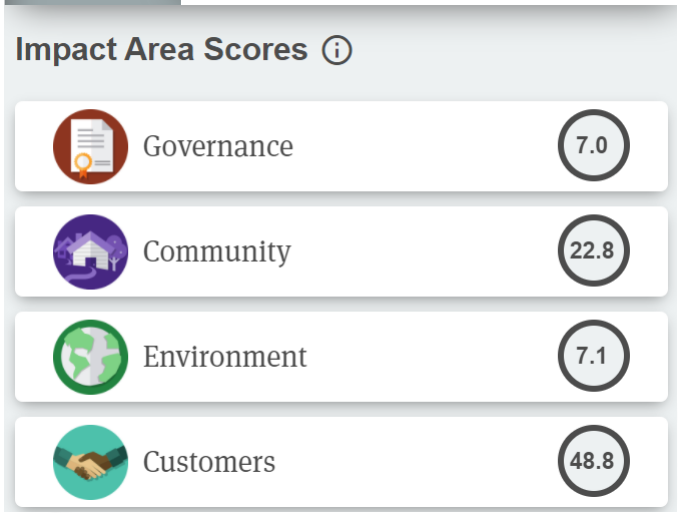


The B Impact Scores are being compared against all businesses that have completed the B Impact Assessment





Broughton
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THE BLACK SHEEP AGENCY

90,000

A little number we're obsessed with.

We believe we must:

- Lead, work and serve with purpose, curiosity and conviction
- Exist where ingenuity meets responsibility, acting with empathy for those who need it most
- Pay careful attention to how our partnerships, practices, and profits can benefit all people
- Own our stuff and actively embrace our collective responsibility for future generations
- Remain wildly assured that "good enough" has never served the needs of the many; pushing for transformative change should be a part of everything we do

Overall B Impact Score

81.8

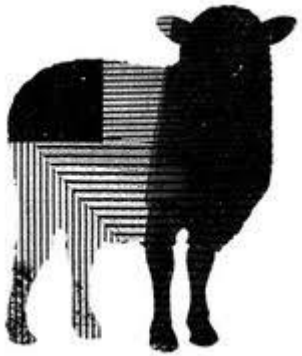
Certified B Corporation



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Impact Area Scores

Governance	13.9
Workers	26.4
Community	21.3
Environment	4.7
Customers	15.3

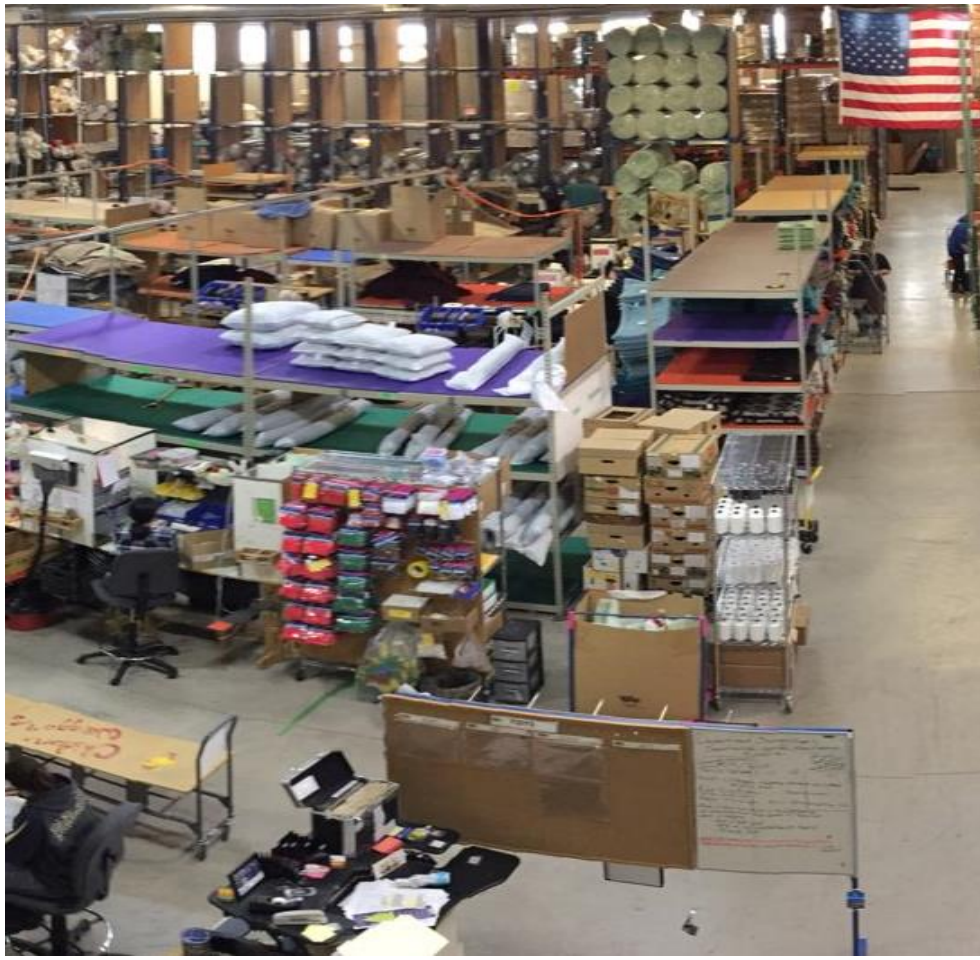


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About West Paw

- Tough, safe and eco friendly products since 1996
- Manufacture 90% in state of Montana, US
- Export to over 40 countries with European and Canadian fulfillment centers
- Selected in 2016 as 1 of 25 Best Small Companies by Forbes Magazine
- 2014 and 2015 Montana State Employer of Choice
- Best for the World: Environment from B Corp in 2014, 2015, 2016, and 2017



West Paw™

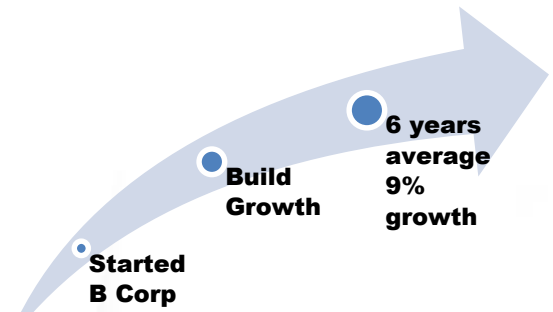
#DogsBestFriend

Growing Impact

Sustainable growth is key for any business

- The right people, in the right roles, with the right fit
- Teach and align around the rules of a business
- Align staff to seize the opportunities and avoid the obstacles

Think about this: Every opportunity a B Corp has to take market share, the workers, communities and planet stand to benefit (as does the business!).



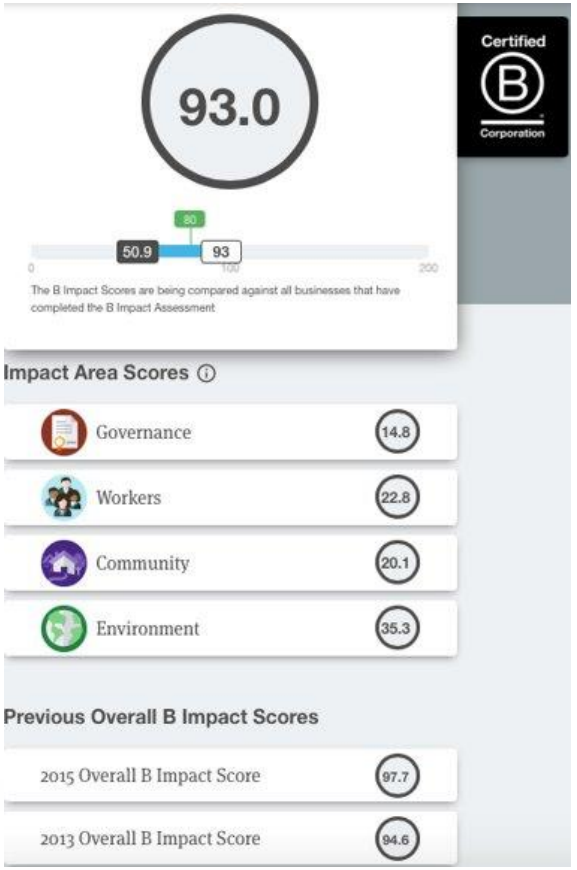
The Impact Realized

B Corp impacts now and since 2013:

- Workers impact up
- Community impact up
- Strong motivation to improve via BIA

West Paw outcomes:

- create jobs
- grow careers
- increase profits/cash
- grow impact



Read more at: https://bcorporation.net/directory/west-paw-inc

Q. How do BCorp and GGOB intersect for your company?

Certified B Corporation

the Great Game of Business

Q. How does being a BCorp and a GGOB/open book company align with your company's vision and values?



Q. What about BCorp and GGOB has given you the greatest sense of relief as a business owner/executive?



Q. How has being B Corp and open book helped your company overcome obstacles such as COVID and others?



Questions For Us?



Learn More

- **B Impact Assessment:** http://bimpactassessment.net/bcorporation
- **How to Certify as a B Corp:** http://www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp
- **Legal Requirements:** https://bcorporation.net/certification/legal-requirements
- **Case Studies:** http://bimpactassessment.net/case-studies
- **Resource Library:** https://bcorporation.net/for-b-corps/resource-library

