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# Why B Corp?

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# 1 What is B Corp?

Certified B Corporations, or B Corps, are companies verified by B Lab to meet high standards of social and environmental performance, transparency, and accountability.

With the UN calling for transformational change to avoid climate disaster, now more than ever the UK needs businesses to act as a force for good.

B Corp businesses belong to a fast-growing community. There are now over 1000 B Corps in the UK, nearly 50% of those certified within the last year.

Household names who are part of the first 1,000 B Corp businesses include Innocent Drinks, Finisterre and Sipsmith.



# 2 What are the benefits?

- B Corps are strong performers
  - Compared to traditional businesses, B Lab UK data shows that B Corps have a faster growth in turnover (27% vs 5%) and employee headcount (14% vs 1%), greater levels of employee retention, engagement and diversity, higher levels of innovation and are more successful in securing equity finance (70% vs 56%).
- B Corps deliver positive impact for all stakeholders
  - B Corps commit to measuring and managing their impact on workers, customers, and communities as well as shareholders.
- B Corps are equipped to face our current challenges
  - Mission-led businesses are more likely to be reducing the burden of the cost of living crisis for their employees, suppliers and local community than non-mission led businesses and take steps to reduce their impact on climate change and the environment.



# 3 The certification

B Corp Certification doesn't just evaluate a product or service, it assesses the overall social and environmental impact of the company that stands behind it.

To achieve B Corp Certification, a company must meet a score of at least 80 points on the B Impact Assessment, an evaluation of a company's positive impact, and pass a risk review, an evaluation of a company's negative impact; change their corporate governance structure to be accountable to all stakeholders, not just shareholders; and exhibit transparency by allowing information about their B Corp Certification performance to be publicly available on their B Corp profile on B Lab's website.

B Corps re-certify every three years and once certified, are expected to increase their score over time as they progress towards becoming more equitable, inclusive and regenerative businesses.

It's free to access the BIA tool. It's actively used by over 150,000 businesses. [Create an account >](#)



# 4 What's the cost?

A one-off submission fee of £250, plus certification fees are paid annually and vary based on total revenue. [Calculate your annual certification cost here >](#)

## Other costs/resources to consider:

- Gaining access to your payroll data
- Access to a HR manager
- Certifying as a [Living Wage Employer](#) (from £60 annually)
- A budget for employee training and other benefits
- Enhancing access to paternity and maternity leave above the statutory minimum
- Sending and managing customer feedback surveys
- Gaining access to a customer review platform
- An annual budget for charitable donations/giving in kind.
- Access to a [carbon reporting tool](#)>
- One staff member to project manage the process with support from others in each department
- Optional support from a consultant.
- Legal fees for changing your company articles of association approx. £1,250 (alternatively you can do this independently)



# 4 Conclusion

When pursuing B Corp certification put the recognition of 'certification' aside and instead focus on the transformative journey it will take your business on.

Dependent on your business, working through the assessment could take anything from 3 months to two years.

If you're interested in certifying let's chat about how it could benefit your business.

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