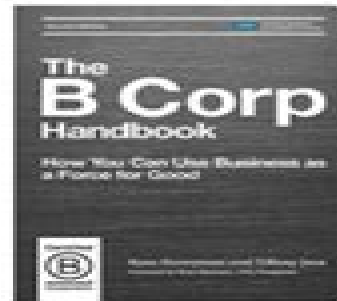




The B Corp Handbook, Second Edition

How You Can Use Business as a Force for Good

Ryan Honeyman and Tiffany Jana | Berrett-Koehler © 2019

Ryan Honeyman and Tiffany Jana detail the process of becoming a US Certified B Corp, the benefits and obligations of that status – based on corporate social responsibility – and the values and goals of the B Corp movement. They identify policies and practices in five areas – worker, community, environment, customer impact and company governance – that confer B Corp “certification” points. This handbook provides practical guidance, commentary from B Corp leaders, and specific ideas on how to increase your company’s “diversity, equity and inclusion.”

Take-Aways

- Any for-profit US business can achieve B Corp certification, which denotes significant efforts in corporate social responsibility.
- Becoming a B Corp helps a mission-driven business attract employees, build brand awareness and loyalty, and garner support from like-minded companies worldwide.
- Completing the B Corp Impact Assessment is the first step toward becoming a Certified B Corp.
- The first of the Assessment’s five sections evaluates how your business benefits its workers in quality-of-life and financial categories.
- The second section looks at your community contributions.
- The third section scrutinizes how your practices account for environmental impact.
- The fourth section asks how your management policies safeguard socially and environmentally responsible practices.
- The fifth section investigates how your business serves and protects its customers.
- After the Assessment, to earn certification, your firm must commit to transparency, accountability and support for the B Corp community.
- B Corps movement companies can shift the global business environment.

The B Corp Handbook

Camilla Rothe



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