B Corp & the Future of Business in a Climate Emergency

Eric Ezechieli – Nativa, B Lab Europe Liaison
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USING BUSINESS AS A FORCE FOR GOOD

Certified

This company meets the highest standards of social and environmental impact

Corporation
Charting the path for those who lead the change

We help companies evolve toward a higher goal. Because the future belongs to those who create a positive impact on society and on the planet.
B Lab is a nonprofit organization that serves a global movement of people using business as a force for good. B Lab’s vision is of an inclusive and sustainable economy that creates a shared prosperity for all.
SYSTEM FAILURE

Fake News
Immigration
Climate Weirding
Physical and Mental Illness
Populism
Chile
Plastic
If capitalism is broken, maybe it's fixable

A book excerpt and interview with Joseph Stiglitz, a Nobel laureate in economics and author of "People, Power and Profits"
TIME FOR A RESET.

Business must make a profit but should serve a purpose too.

Read more at FT.com/NewAgenda
It’s true, the planet and society got destroyed. But for a beautiful moment in human history we created a lot of value for shareholders!
WE HAVE TO STOP OUR EMISSIONS OF GREENHOUSE GASES AND EITHER WE DO THAT, OR WE DON'T.

EVERYTHING NEEDS TO CHANGE.

IMPOSSIBLE

EVERYTHING NEEDS TO CHANGE AND IT HAS TO START.
Benefit Corporation
A global business leaders community

A new Business paradigm

The most advanced and used standard to measure a company’s economic, social and environmental impacts

A global brand

An innovative legal form to protect regenerative businesses
Impact Cloud: 18 Companies

To see a video explaining this dashboard, click here.

Network: B Analytics Trial Network
Company: (All)
Country: (All)
Period: Latest Year
Year: (All)
Difficulty: (All)

Impact Models/Operations: Impact Area (All)
Impact Topic: (All)
Question Summary: (All)

Number of Respondents: 18
Completion: 9%

Impacts: Governance, Workers, Community, Environment, Customers

Impact Potential: None
Impact Attained: None

Impact Types: Focus on Local, Spending in Local, Mentor Local, Types of In Need

Powered by NPS Office

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Total Break Even

Value Extraction

B Impact Assessment Score

Certified Corporation

Value Creation

B Impact Assessment
100,000+ companies use the B Impact Assessment (today)

3000+ B Corps
< 3% of the companies using the tool

AVG 55
Eligible 80
TOP 180
MAX 200
The B Corp Global Network

| The Guardian | Chiesi | Patagonia | Bev | Burton |
| Aboca | Danone | TOMS | Davines | Plum organics |
| Lombard Odier | Fratelli Carli | Stonyfield | Hootsuite |
| KeHE | Kickstarter | Laureate Education Inc | The Body Shop | Method |
| Natura | Triodos Bank | Singularity University | Eileen Fisher | New Belgium |
| Alpro | FETZER | Seventh Generation | Participant Media | Tiny's Chocolony |

- 14 subs
- 17 years
- One Goal: “Redefine Success in Business”

3000+ B Corp certified
71 Countries
150+ Sectors

Powered by
Natvia © 2019
Welcome!
Now is the time to take action on the Sustainable Development Goals that connect with your mission, and discover new ways to improve your impact across the globe.

- Build your report in real time
- Tailored to your company's profile
- Completely transparent evaluation
- Based on the best available research and expertise

Get started!

Recommended Goals

SDG Baseline
In order to get started, we need to establish your company's baseline - just answer a few questions.

End Poverty in All Its Forms
55% of the world's population have no access to social protection

Zero Hunger
A profound change of the global food and agriculture system is needed to nourish today's...
Senate Press Conference: Official Law Bill launch
La presente legge ha lo scopo di promuovere la costituzione e favorire la diffusione di società, denominate società benefit, che nell’esercizio di un’attività economica, oltre allo scopo di dividerne gli utili, perseguono una o più finalità di beneficio comune e operano in modo responsabile, sostenibile e trasparente nei confronti di persone, comunità, territori e ambiente, beni ed attività culturali e sociali, enti e associazioni e altri portatori di interesse.

Legge 28-12-2015 n. 208, Commi 376-384
Benefit Corporation Legislation

State by State Status of Legislation

34 Laws Passed  6 Working on it

ITALY, first sovereign state in the world (2016)
followed by COLOMBIA (2018)

+10 countries have specific legislative process on going. France, Chile, Taiwan, Korea, Spain..
Business Roundtable Redefines the Purpose of a Corporation to Promote ‘An Economy That Serves All Americans’

AUG 19, 2019

Updated Statement Moves Away from Shareholder Primacy, Includes Commitment to All Stakeholders

WASHINGTON – Business Roundtable today announced the release of a new Statement on the Purpose of a Corporation signed by 181 CEOs who commit to lead their companies for the benefit of all stakeholders – customers, employees, suppliers, communities and shareholders.
METTIAMOCI AL LAVORO!

CASI LEADER DELLE AZIONI ITALIANE.

negli ultimi anni si è aperto un importante dibattito sulla questione della giustizia. La Commissione della Giustizia ha recentemente inviato un parere sul merito che vede per tutti gli interessati, non sono diritti economici.

Non condividere il principio di giustizia sociale e economico, ma meglio che venga gestito con il meglio delle risorse economiche. Solo creando valore per tutti degli azionisti possiamo costruire un futuro di prosperità duratura e vincente.

Attiva anche scelto un modello di governance aziendale minimale - la Società Minima.

Essere Dividendo (Divered), una società, è comunque considerato un esecutivo, è una forma di creare il valore per tutti gli interessati, non solo gli azionisti.

Questo nuovo paradigma di business è già un modello-categorico, ma ci confermiamo che le risorse della società sono economiche, ma meglio che venga gestito con il meglio delle risorse economiche. Solo creando valore per tutti gli azionisti possiamo costruire un futuro di prosperità duratura e vincente.

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Ora mettiamoci al lavoro, insieme, per cambiare davvero!
1.1 billion impressions in 48 hours

In 48 hours: 1.1 Billion Impressions - 1.6 Million Users Reached

New Inquiries ~$500 Billion in Revenues

Today hundreds of B Corporations stand with the Global Climate Strike. Because business must be part of the solution.

It’s time to step up

Today hundreds of B Corporations stand with the Global Climate Strike. Demand more from the businesses you buy from, work for, invest in.

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#BCorpUK #BDeep
How to Declare a Climate Emergency

A playbook for business by B Lab
The B Corp Movement

Declares a Climate Emergency & System Failure

which is both driver of the emergency and impediment to meaningful action.
First in pharma, largest in the EU
Società Benefit & B Corp Certified
DESAFÍO 10X
¡SÚMATE A REDUCIR LA DESIGUALDAD DESDE TU PROPIA EMPRESA!

1.180 EMPRESAS YA FIRMARON
27.990 EMPLEADOS BENEFICIADOS
89% CUMPLIRÁ EN 3 MESES O MENOS
81% TOMÓ DESAFÍO 10X O AMBOS

SE HAN SUMADO
Robert J. Shiller
Nobel Laureate 2013 in Economics
“Benefit Corporations will be more profitable than any other type of business...”
a planetary lab for regeneration
“The Idea of B Corp is so obvious that the opposite sounds suspicious”

Riccardo Sabatini
Scientist & entrepreneur