



Certified



Corporation

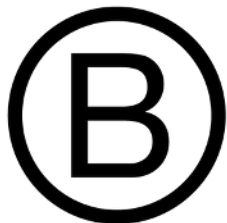
bcorporation.net

B Corp & the Future of Business in a Climate Emergency

*Eric Ezechieli – Nativa, B Lab Europe Liaison
November 6th, 2019*

USING BUSINESS AS A FORCE GOOD

Certified



Corporation

**This company meets the
highest standards of social
and environmental impact**

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 Office

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.



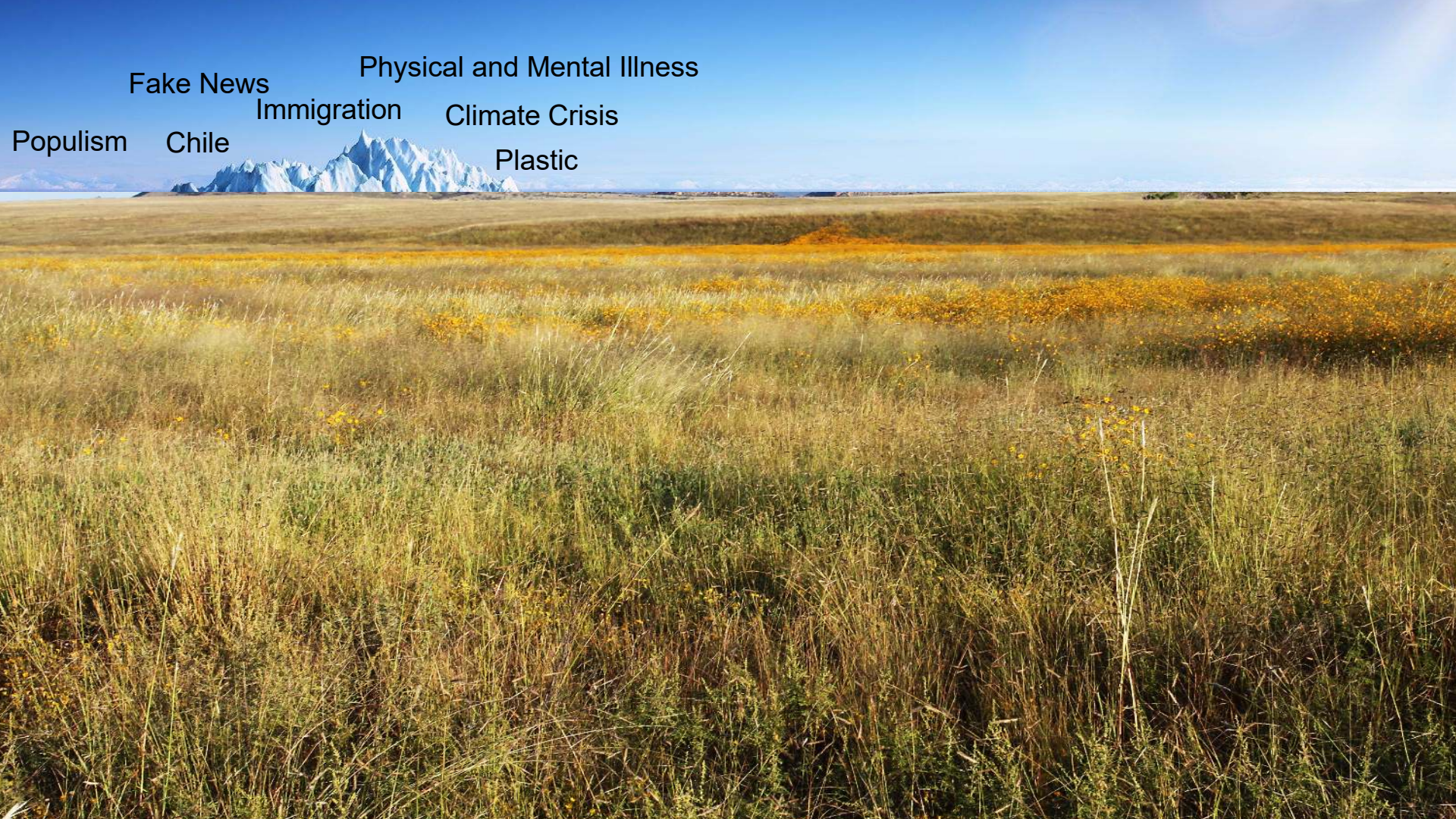


Lab

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.

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WPS Office



Fake News Physical and Mental Illness

Immigration Climate Crisis

Populism Chile

Plastic



Fake News Physical and Mental Illness

Immigration

Climate Weirding

Plastic

Populism Chile

**SYSTEM
FAILURE**

Powered by

WPS Office

Open Future

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"



Open Future >

Jul 8th 2019 | by K.N.C.



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Business ► Economics Banking Money Markets Project Syndicate B2B

Economics

'Damaged ideology': business must reinvent capitalism - ex-Unilever boss

Firms that take a lead on world's biggest problems will be most successful, says Paul Polman

Sean Farrell
Tue 29 Oct 2019 17:30 GMT

f t e 163



▲ Paul Polman led Unilever, the maker of Dove soap, Marmite and Persil, for 10 years before stepping down at the end of 2018. Photograph: Benoit Tessier/Reuters

5,482 views | Feb 12, 2019, 12:43pm

Capitalism Isn't Bad; It's Just Broken



John Mauldin Senior Contributor @
Markets
President of Mauldin Economics

f

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in

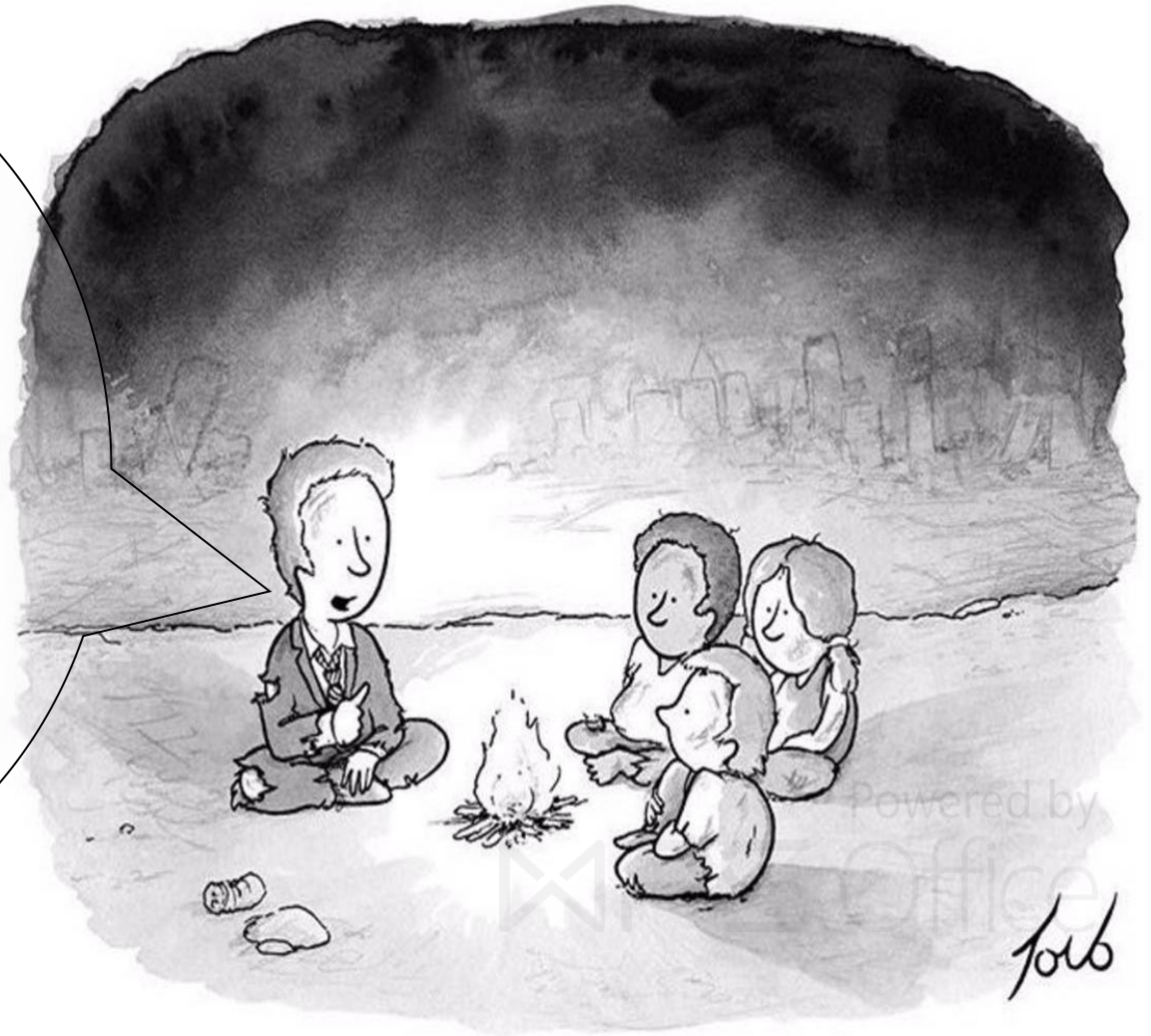


The Soviet Union's collapse ended the socialism vs. capitalism argument.

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Office



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

Powered by
CCO

SEEMINGLY
IMPOSSIBLE

EVERYTHING NEEDS
TO CHANGE

AND IT HAS TO START

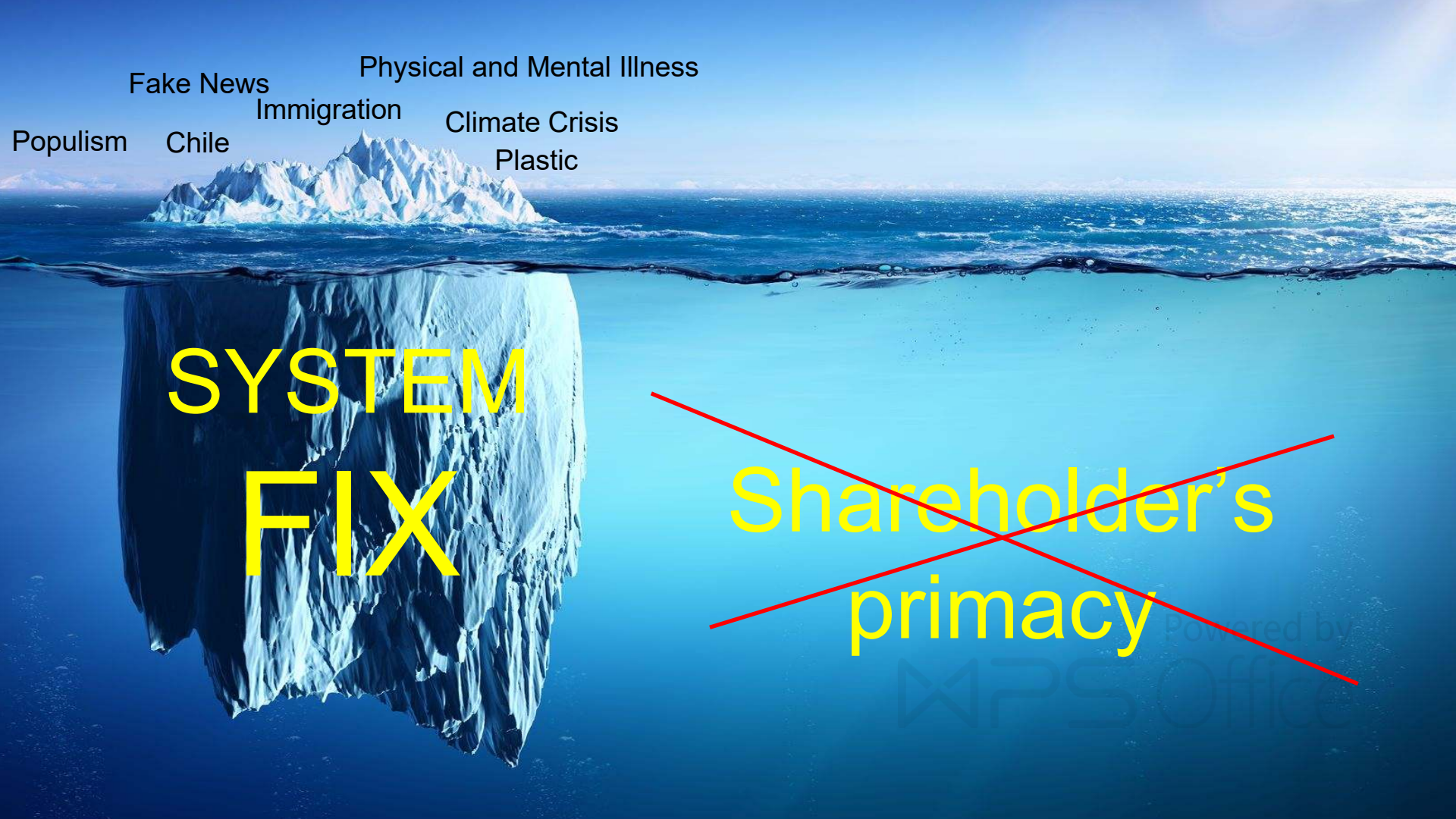




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XPS Office



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Benefit Corporation



Fake News Physical and Mental Illness
Immigration Climate Crisis
Populism Chile Plastic

SYSTEM
FIX

~~Shareholder's
primacy~~

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WPS Office

Harvard Business Review

HBR.ORG



NOVEMBER 2011
REPRINT R1111F

NATIVA 

SPOTLIGHT ON THE GOOD COMPANY

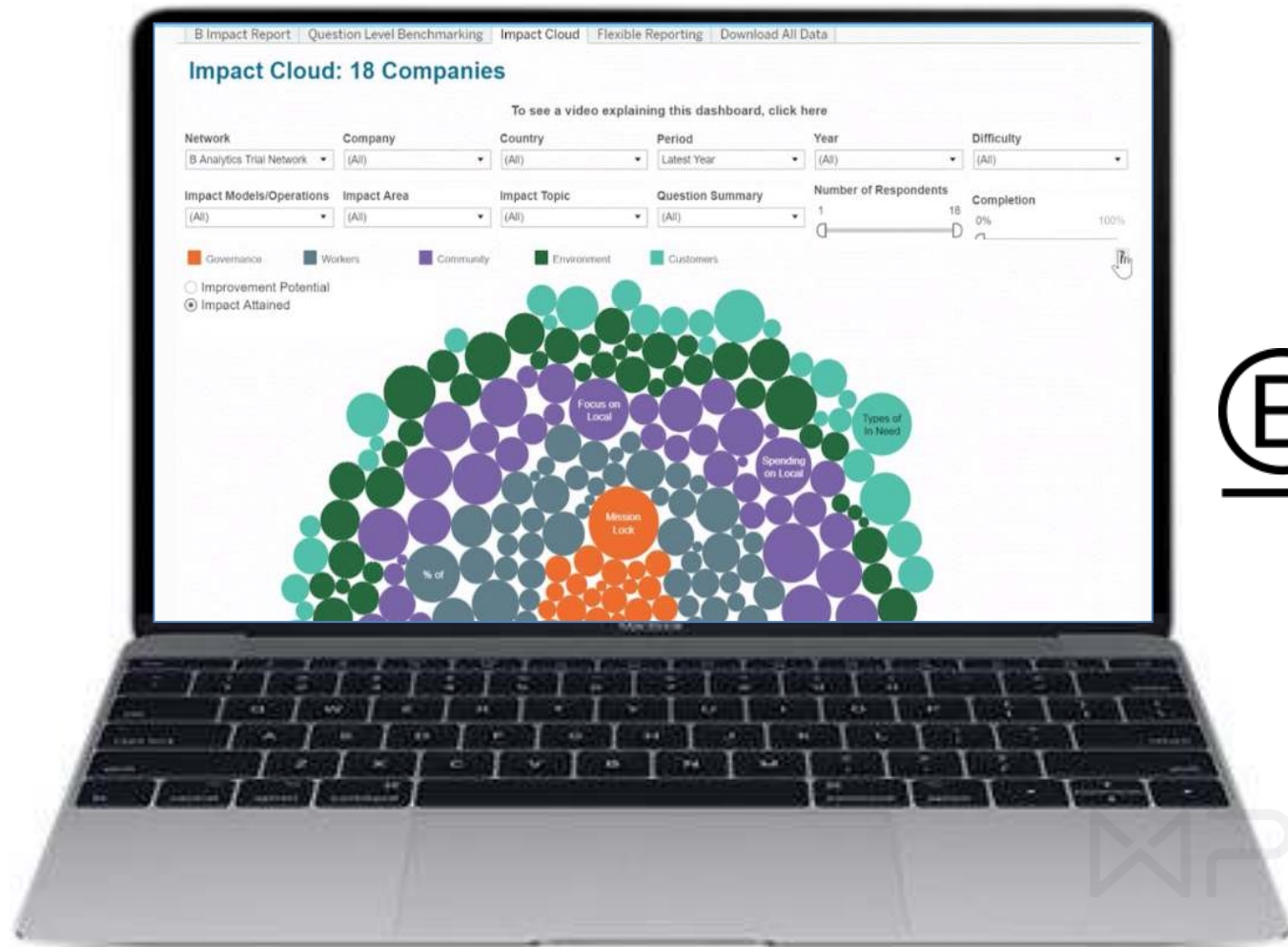
The For-Benefit Enterprise

A fourth sector of the economy is emerging, with the power to transform the course of capitalism.
by Heerad Sabeti

- 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

Powered by
M25 Office

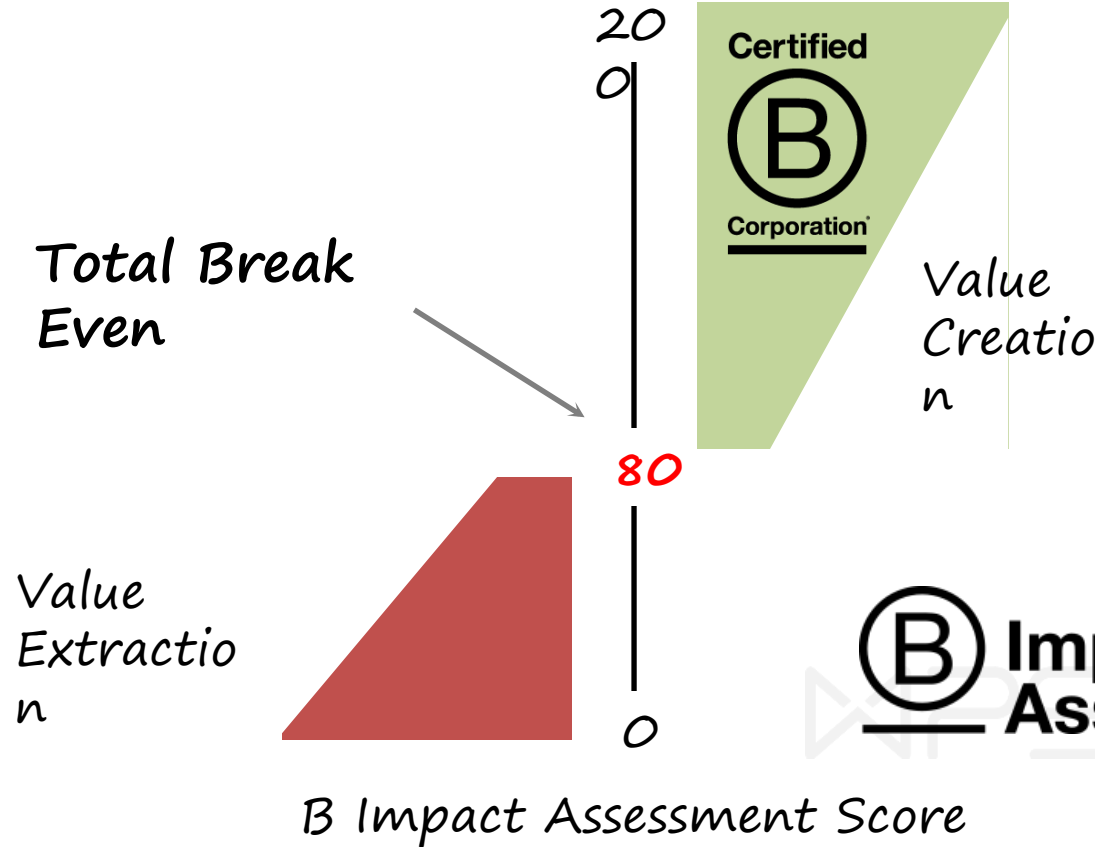


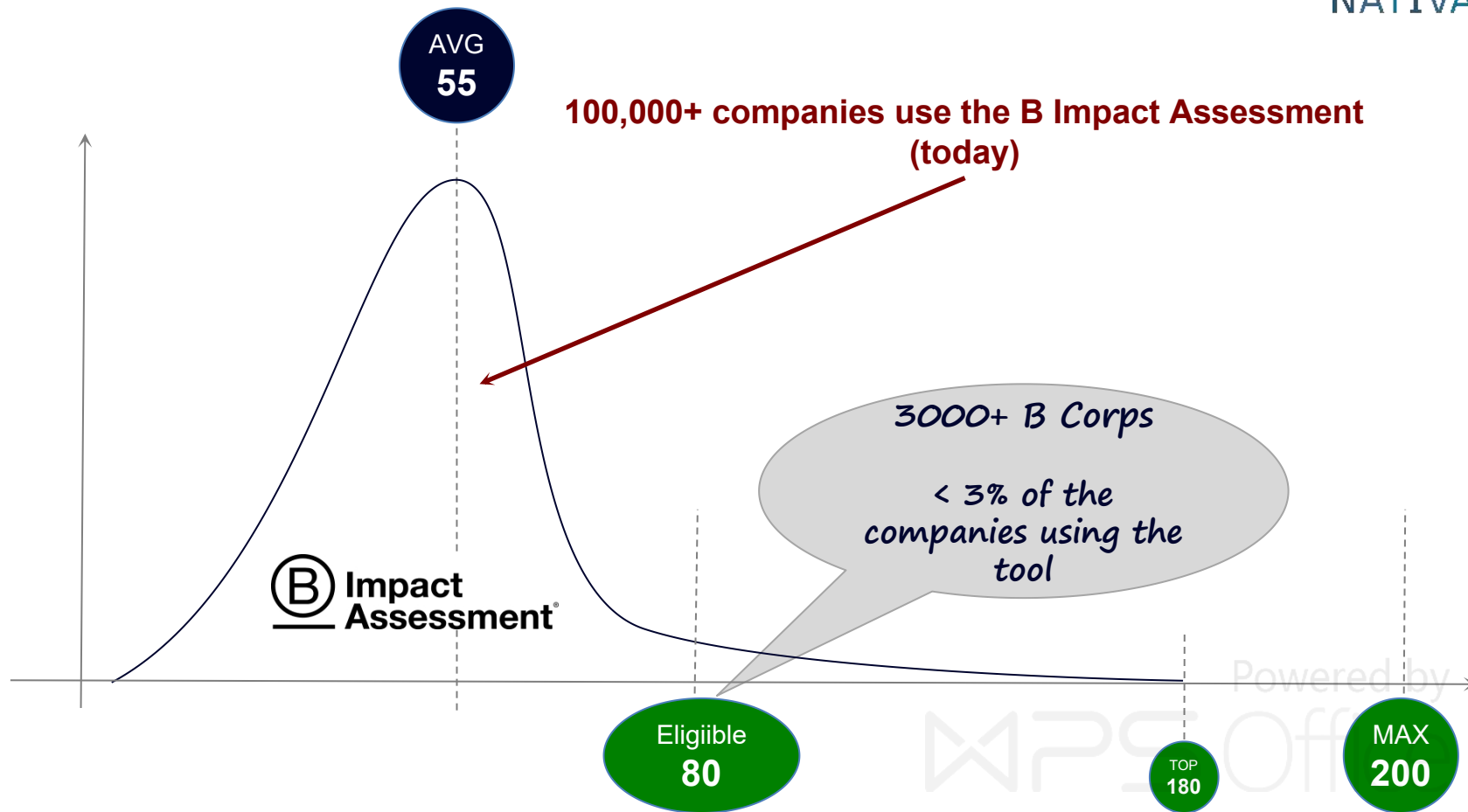


B Impact Assessment®

Powered by
WRPS Office

Total Break Even





The B Corp Global Network

				
	 14 subs			
				
				
				
	 REBELS SINCE 1988			

NATIVA 

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Corporation


3000+ B Corp certified

71 Countries

150+ Sectors




Powered by













One Goal: "Redefine Success in Business"




COMPANY



Acme Brands Coffee



Developed by

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!


[SDG BASELINE](#)

Recommended Goals



SDG Baseline


In order to get started, we need to establish your company's baseline - just answer a few [quick questions here](#)



1 NO POVERTY

End Poverty In All Its Forms

55% of the world's population have no access to social protection



2 NO HUNGER

Zero Hunger

A profound change of the global food and agriculture system is needed to nourish today's

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Office

July 26th, 2015



Senate Press
Conference:
Official Law Bill
launch



Art.1 legge Società Benefit

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

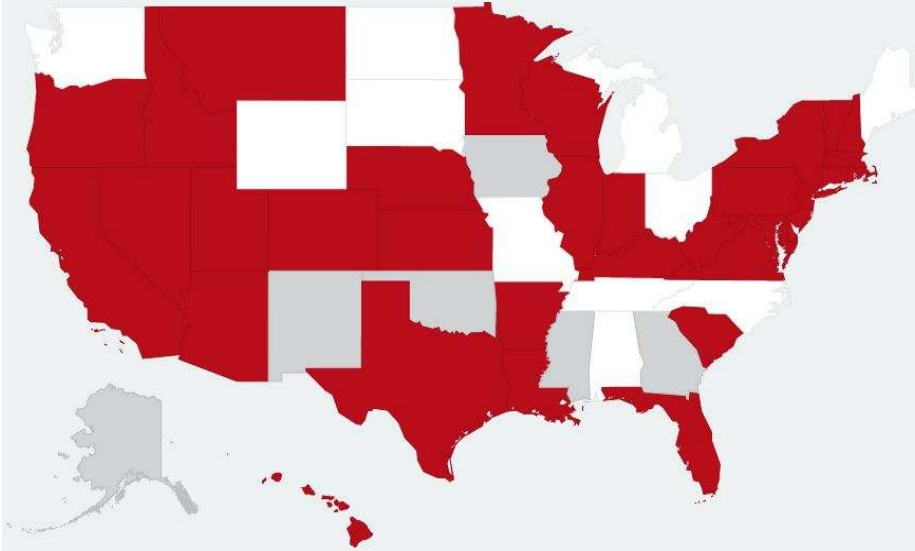
State by State Status of Legislation

34

Laws Passed

6

Working on it



ITALY, first
sovereign
state in the
world
(2016)



ARGENTINA
voted in one of
the chambers
(2018)



followed by
COLOMBIA
(2018)

+10 countries have
specific legislative
process on going.
France, Chile,
Taiwan, Korea,
Spain..

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.





INFORMAZIONE PUBBLICITARIA

METTIAMOCI AL LAVORO!

CARI LEADER DELLE AZIENDE ITALIANE,

negli ultimi giorni si è aperto un importante dibattito sullo Statement on the Purpose of a Corporation della Business Roundtable: 181 Amministratori Delegati delle maggiori aziende USA si sono impegnati ad evolvere verso un modello in cui il business crei valore per tutti gli stakeholder, non solo gli azionisti.

Noi, come parte della comunità di aziende italiane certificate B Corp®, abbiamo già fatto questa scelta di sostenibilità: misuriamo il nostro impatto verso i lavoratori, i clienti, i fornitori, la comunità e l'ambiente con lo stesso rigore con cui misuriamo i nostri risultati economici. Solo creando valore per i nostri stakeholder possiamo costruire un futuro di prosperità durevole e condivisa.

Abbiamo anche scelto un modello di governance aziendale migliore - la Società Benefit (Benefit Corporation Governance) - che consente, e potrebbe consentire anche a voi, di fare fronte alle pressioni del breve termine e di bilanciare profitto e impatto positivo nella gestione dell'azienda.

Questo nuovo paradigma di business è già un imperativo categorico, ma ci confrontiamo con le resistenze della comunità finanziaria. Dobbiamo ancora lavorare molto per fare capire che l'attenzione verso gli stakeholder genera maggiore fiducia e valore. Soprattutto, assicura la possibilità di raggiungere quello che dovrebbe essere il fine ultimo del capitalismo: il bene di tutti, oggi e nel lungo termine.

Ora mettiamoci al lavoro, insieme, per cambiare davvero!

ALESSI Marco Pozzo	CHIESI FARMACEUTICI Maria Paola Chiesi	DAVINES Davide Bolari	ASOCA Massimo Marcati	FRATELLI CARLI Claudia Carli	DAMIANO Riccardo Damiano
NATIVA Paolo Di Cesare ed Eric Eschschel	TREEDOM Federico Garosia	D-ORBIT Luca Rossetti	WAY2GLOBAL Laura Gon	ARKAGE Pasquale Bonello	D'ORICA Giampiero, Daniela e Federico Zonta
ZORDAN Alfredo, Maria e Maurizio Zordan	MONDORA Francesco Mondora	SALES Domenico Tessera Chessa	INTEXO Matteo Mantovani	N&S NATURAL IS BETTER Domenico Scordari	PALM Primo e Andrea Barzoni
LITTLE GENIUS INTERNATIONAL Ruhmi e Christian Finkels	BOTTEGA FILOSOFICA Myriam Ines Giangiacomo	ASSIMOCO Puggino Frecciamani	GOLDMANN & PARTNERS Isabella Goldmann	HERBATINT BY ANTICA ERBORISTERIA Bernat Dotterer	

Certificazione



Corporation

La certificazione B Corp verifica e assicura che un'azienda operi secondo i più alti standard di performance sociale e ambientale.

bcorporation.eu | italy@bcorporation.eu

rijborn

DEL LUNEDÌ 9 SETTEMBRE 2019

Lunedì 9 Settembre 2019 Corriere della Sera

INFORMAZIONE PUBBLICITARIA

METTIAMOCI AL LAVORO!

CARI LEADER DELLE AZIENDE ITALIANE,

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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

Adformatie - AppleInsider - **Bloomberg** - Breitbart International -
Business Insider - Business Times Inc. - Digital Journal - El Pais - **Fast**
Company - Financial Times - **Guardian** - ImpactAlpha - Inside
Philanthropy - Istoe - La Croix - **New York Times** - **Newsweek** -
NYSSCPA - PR Week - Seattle Times - SNEWS IT World Canada -
Thrive Global - **Washington Post** - WWD International - **Yahoo Finance**

Powered by





How to Declare a Climate Emergency

A playbook for business by B Lab

Powered by
WPS Office

The B Corp Movement

Declares a Climate Emergency & System Failure

which is both driver of the emergency
and impediment to meaningful action



DRAFT

B CORPS DECLARE A CLIMATE EMERGENCY & SYSTEM FAILURE

We are living in unprecedented times. [Accelerating climate change](#) and [ecological breakdown](#) pose an overwhelming challenge to all life on Earth. The [scientific community](#) has agreed that a 1.5°C increase in average global temperature is the limit to reduce the worst impacts for our planet and its inhabitants; at the current trajectory, it is estimated we will reach this limit as early as 2030. Based on science and our lived experience, it is obvious to us that there is a climate and ecological emergency, an existential threat to which we must respond immediately.

It is also clear to us that the emergency is being driven, and responses constrained, by an economic system that rewards the single-minded pursuit of profits while untenably [externalising](#) environmental and social costs. This results in decisions that prioritize short term financial returns often at the expense of people, communities and the natural world on which all life depends.

Inspired by the response of some [students](#), [central bankers](#), [academic institutions](#) and [policy makers](#) to this emergency, we believe it is imperative for all business to demonstrate leadership in eliminating emissions and drawing down carbon. In addition, we believe it is imperative to use the power of our collective voice to advocate for [policy changes](#) necessary to remove impediments and align incentives that will drive meaningful climate action and address a primary driver of this systemic failure: the failed doctrine and culture of profit maximization, often called shareholder primacy.

*First in pharma, largest in the EU
Società Benefit & B Corp Certified*



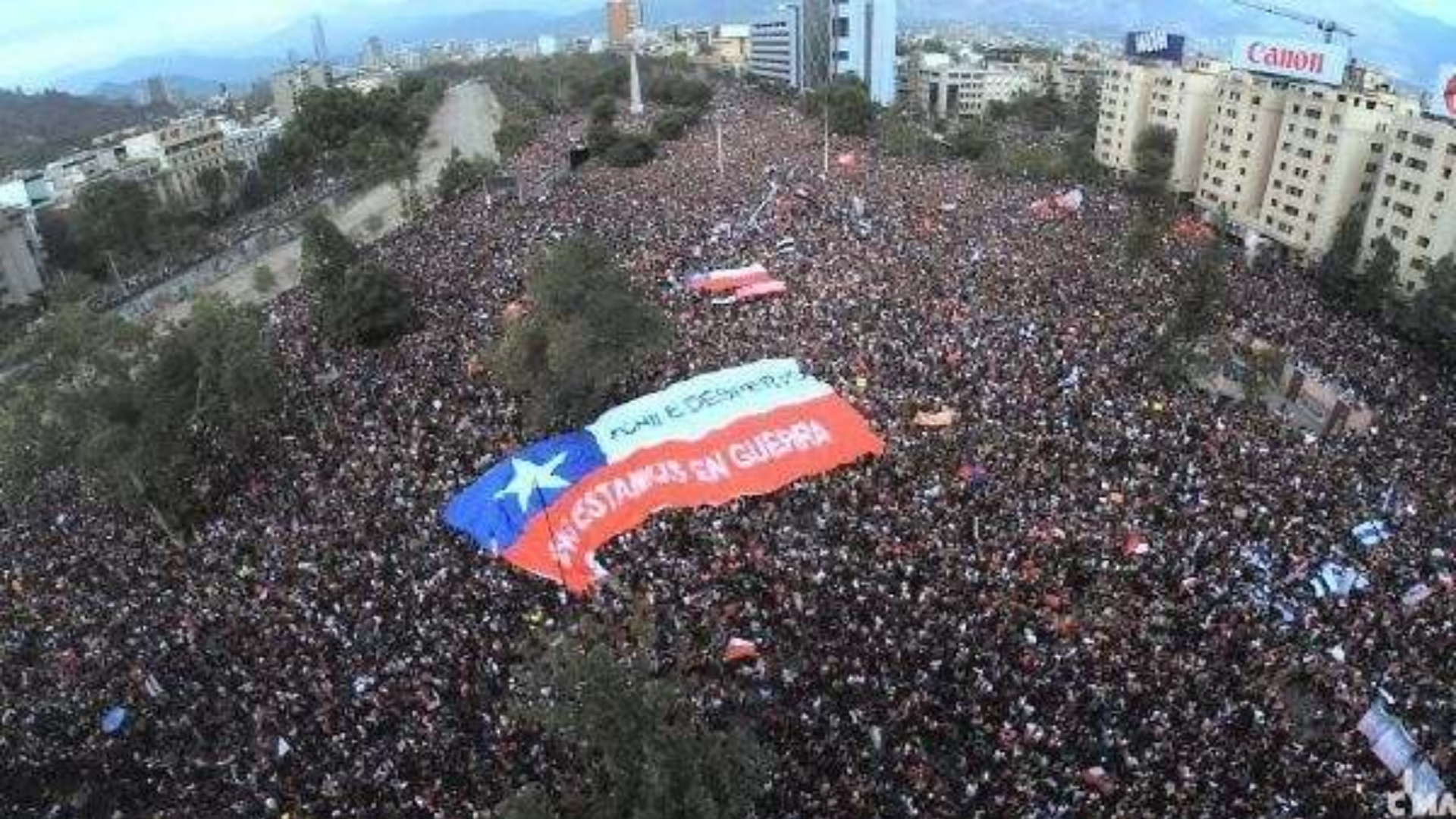
Chiesi
People and Ideas for innovation in healthcare

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Sistema



DESAFÍO 10X

¡SÚMATE A REDUCIR LA
DESIGUALDAD DESDE
TU PROPIA EMPRESA!

Empresa



Certificada

1.180

EMPRESAS YA
FIRMARON

27.990

EMPLEADOS
BENEFICIADOS

89%

CUMPLIRÁ EN 3
MESES O MENOS

81%

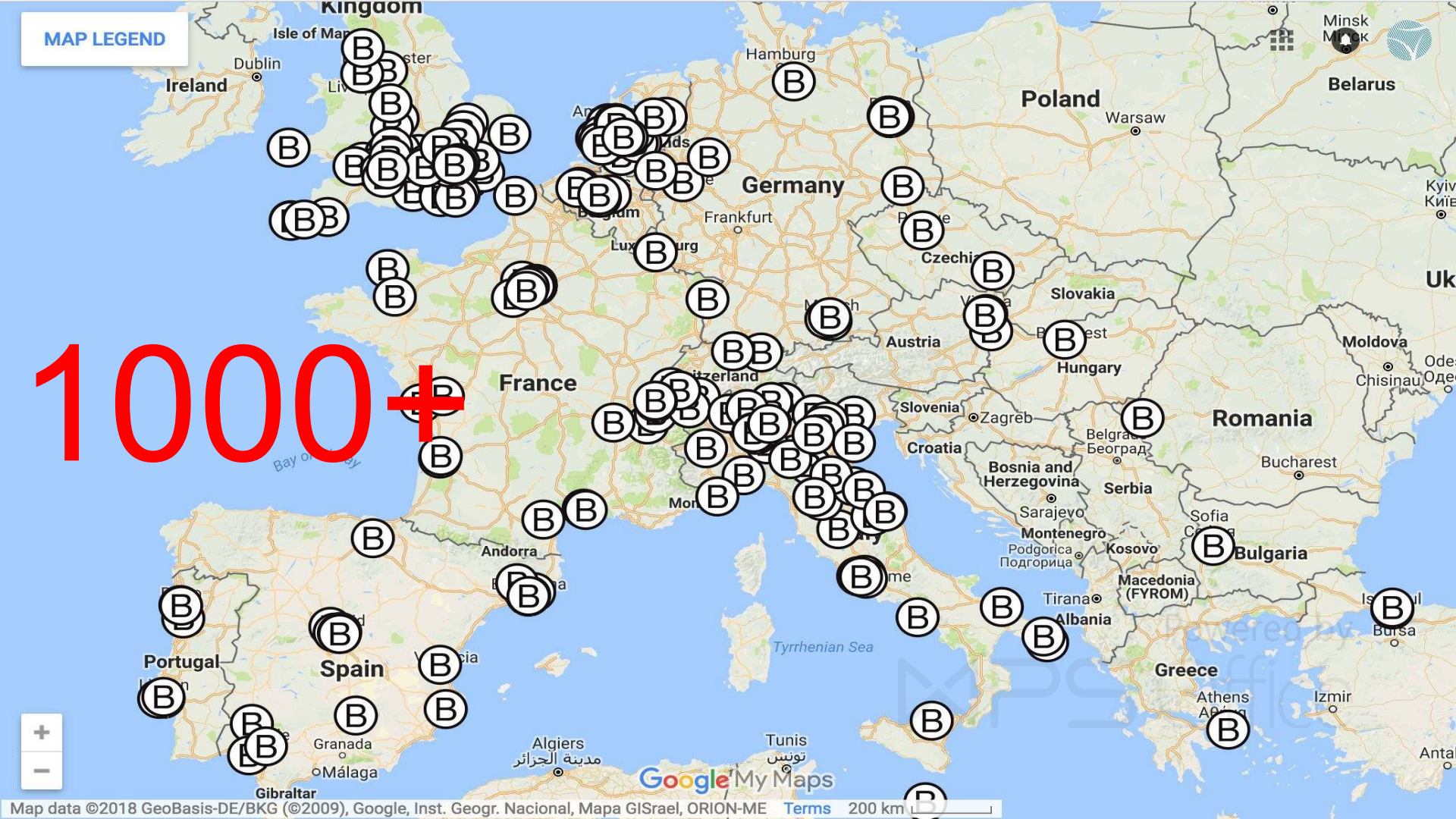
TOMÓ DESAFÍO
10X O AMBOS

SE HAN SUMADO



MAP LEGEND

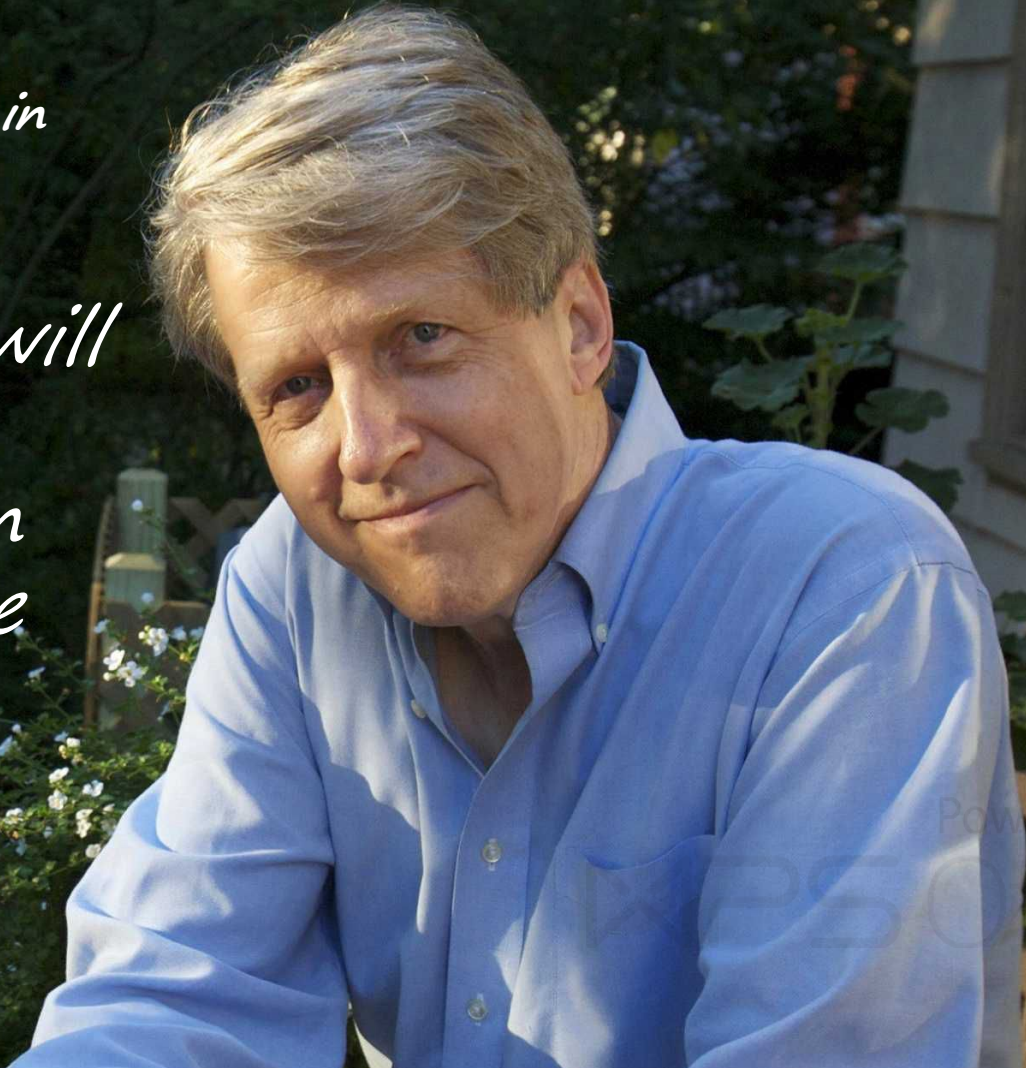
1000+



Robert J. Shiller

Nobel Laureate 2013 in
Economics

“Benefit
Corporations will
be more
profitable than
any other type
of business...”



 People and Ideas for Innovation in healthcare			
	 THINK ORGANIC	 shaping beauty SINCE 1965	 Gruppo Assicurazioni MOVIMENTO Cooperativo
			
 DERMOPHYSIOLOGIQUE		 [comfort zone]	 TOSCANA
 by ANTICA ERBORISTERIA	 — WINERY —		 — Accelerating The Genius Within —
 il microcredito in Italia			

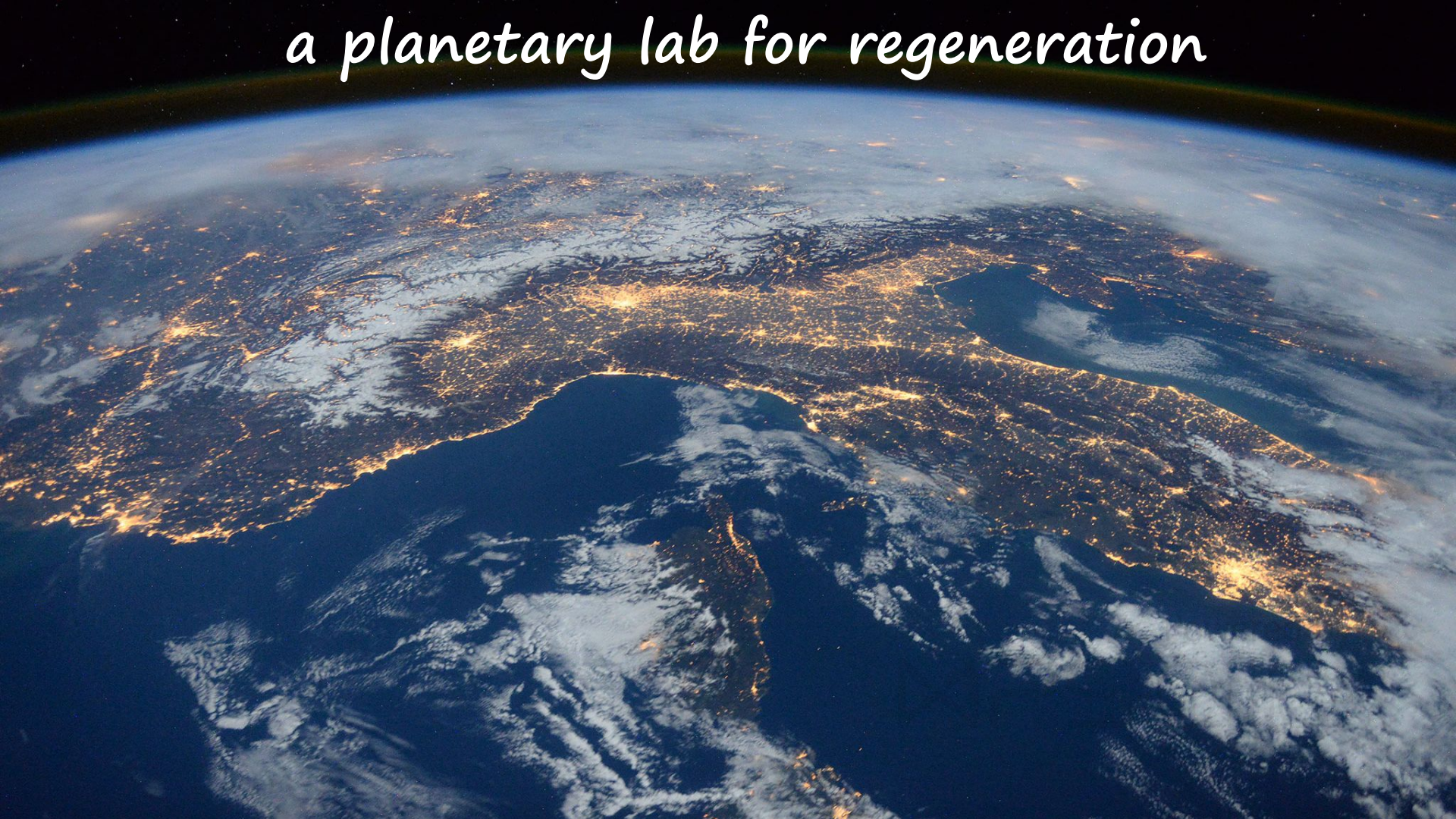
**FASTEST GROWTH
COMMUNITY IN THE
WORLD**

**~ 100
B CORP CERTIFIED**

**500+
SOCIETÀ BENEFIT**

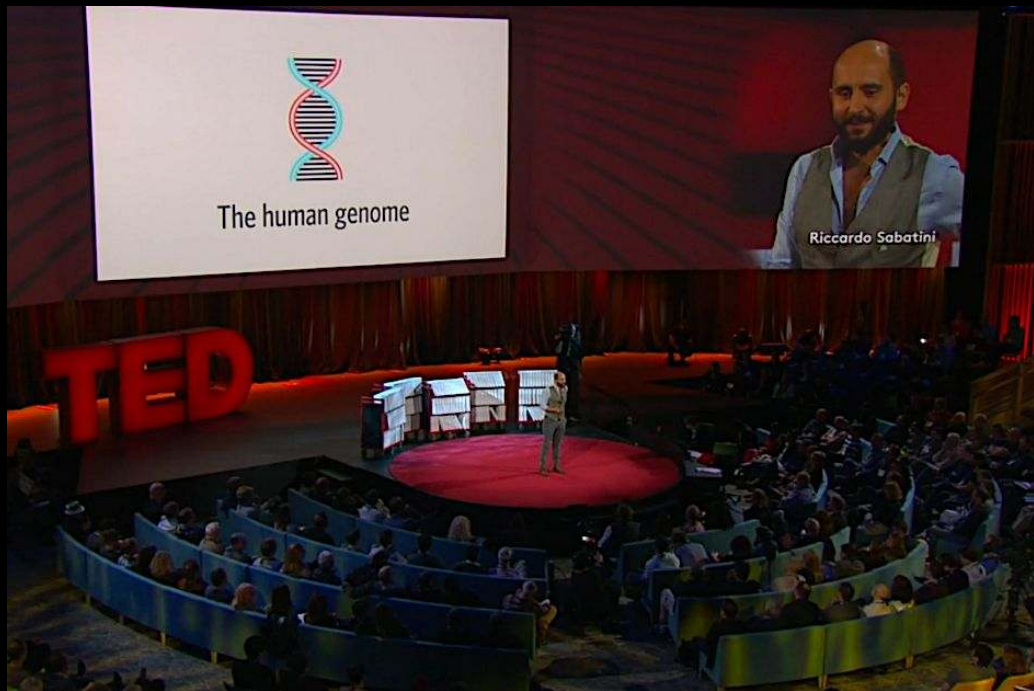
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a planetary lab for regeneration



*“The Idea of B Corp
is so obvious that
the opposite
sounds suspicious ”*

Riccardo Sabatini
Scientist & entrepreneur



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