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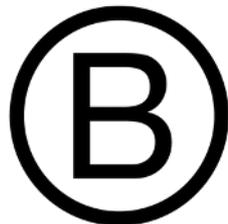
[bcorporation.net](http://bcorporation.net)

# *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

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**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.





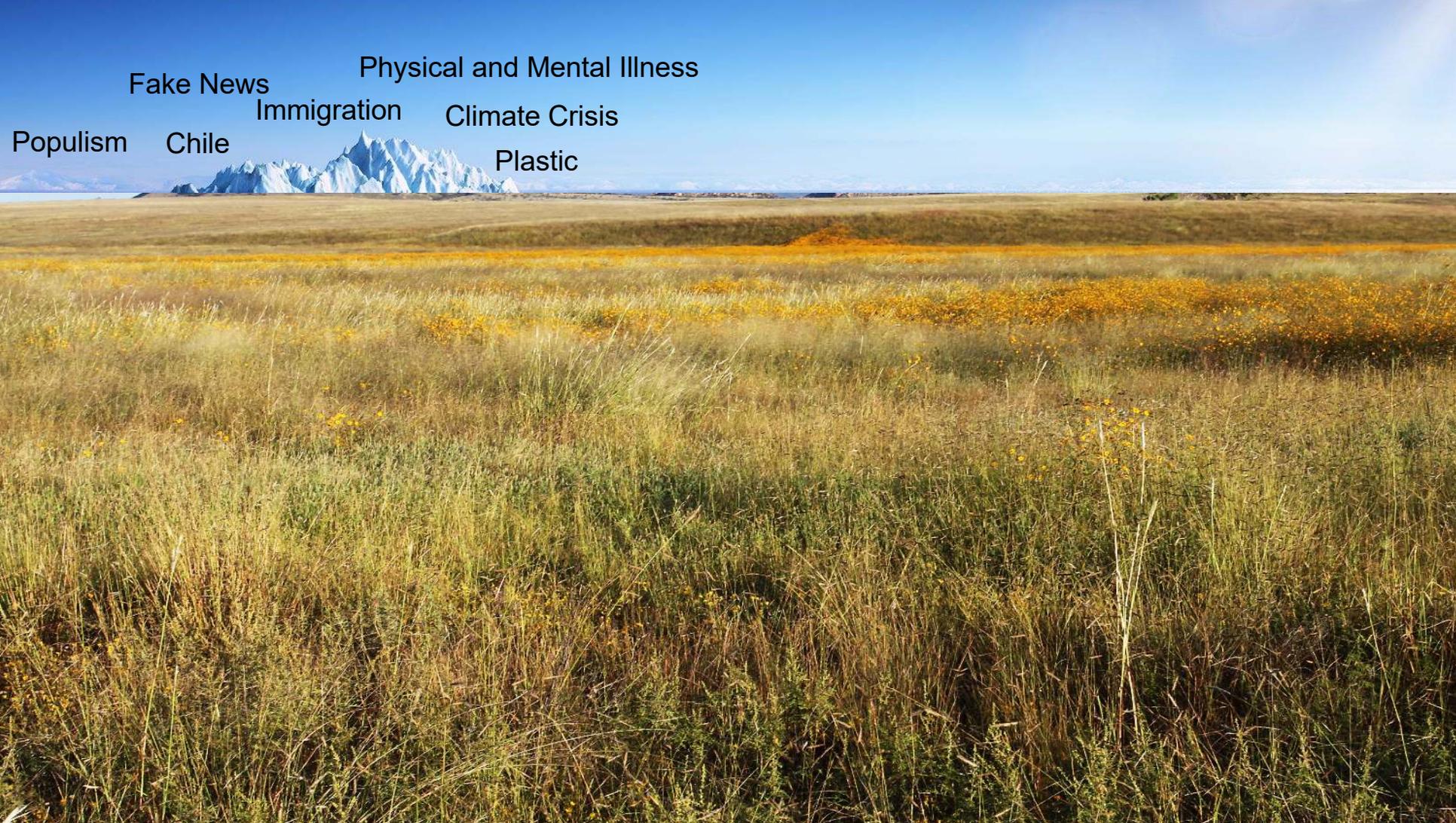
®

**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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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**

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XPS 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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# The Guardian

News Opinion Sport Culture Lifestyle

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 t in



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

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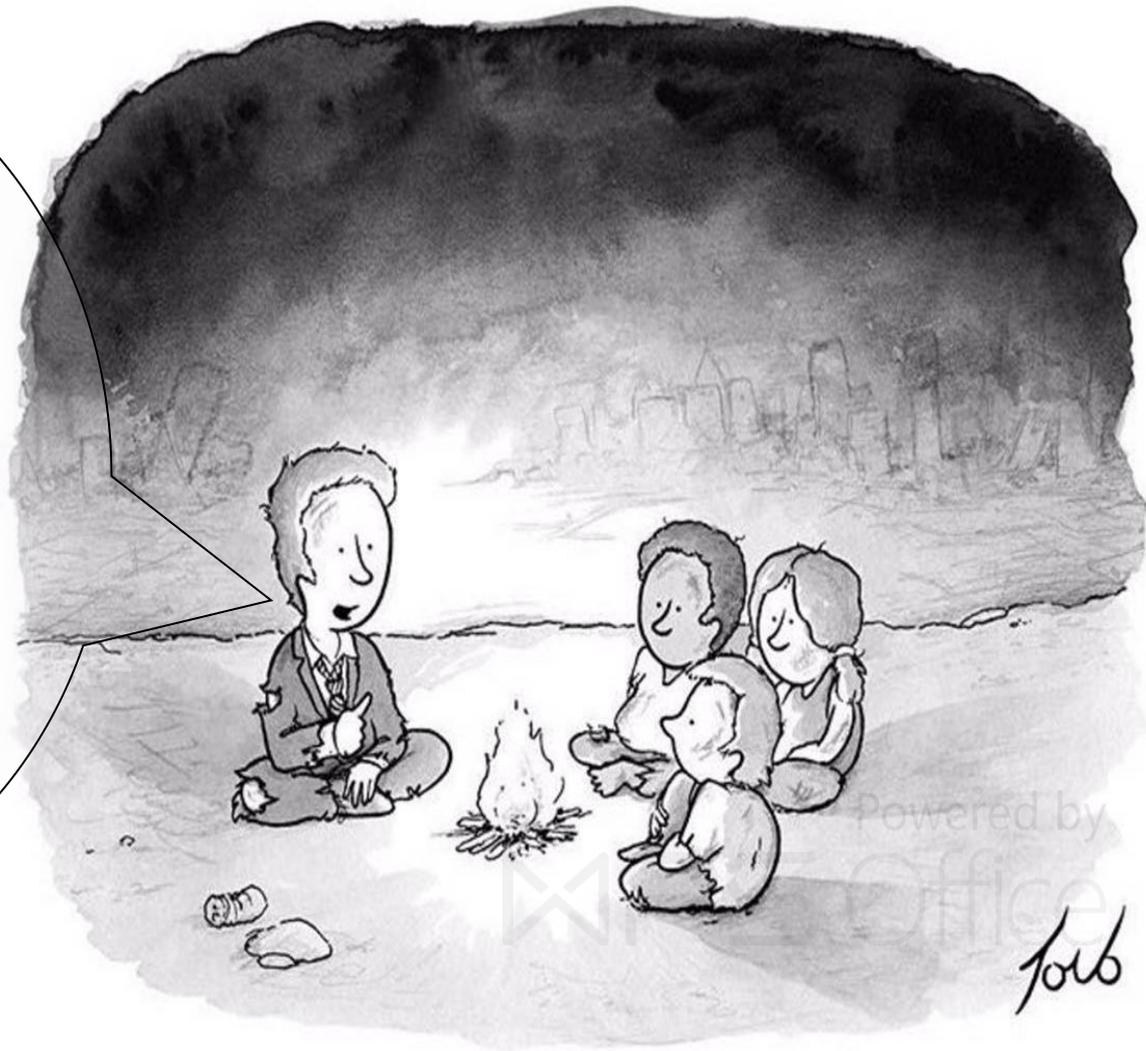
# TIME FOR A RESET.

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

Read more at [FT.com/NewAgenda](https://www.ft.com/NewAgenda)

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 WPS 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!



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fob

WE HAVE TO STOP  
OUR EMISSIONS OF  
GREENHOUSE GASES

AND EITHER WE DO  
THAT, OR WE DON'T

**EVERYTHING NEEDS  
TO CHANGE**

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SEEMINGLY  
IMPOSSIBLE  
EVERYTHING NEEDS  
TO CHANGE  
AND IT HAS TO START





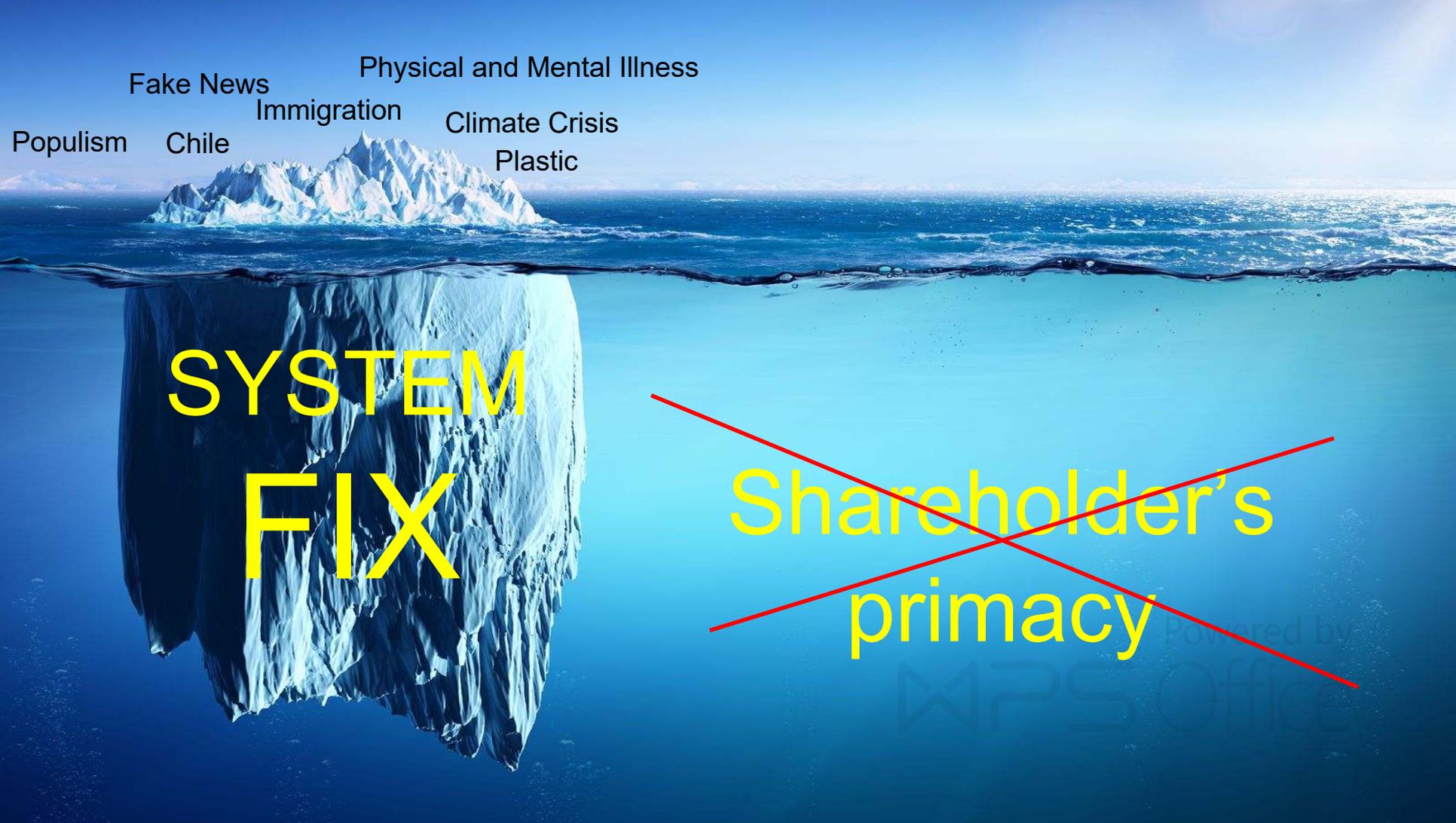


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Benefit Corporation

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

SYSTEM  
FIX

~~Shareholder's  
primacy~~

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HBR.ORG

# Harvard Business Review



NOVEMBER 2011  
REPRINT R1111F

NATIVA 

SPOTLIGHT ON THE GOOD COMPANY

## The For-Benefit Enterprise

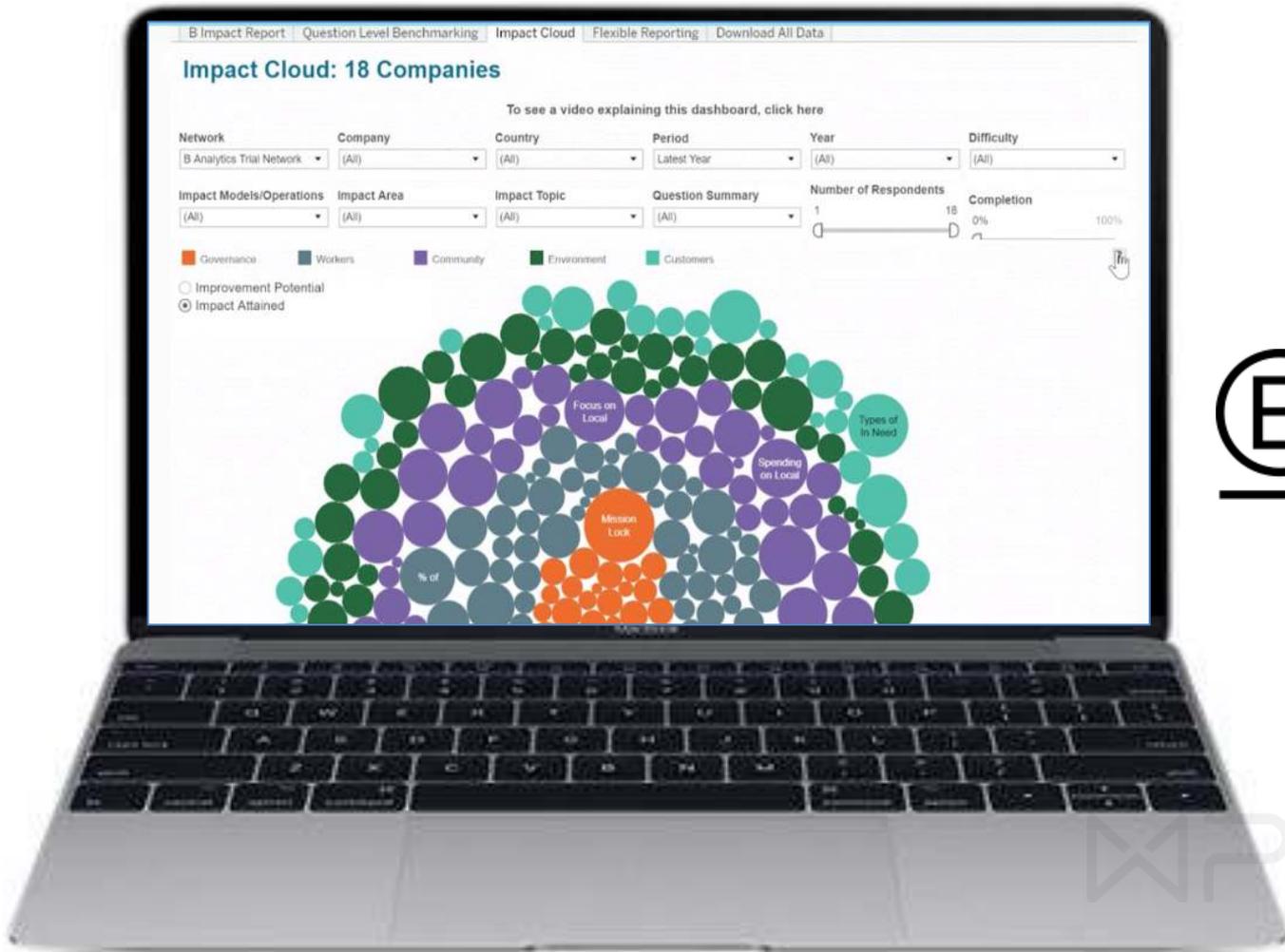
A fourth sector of the economy is emerging, with the power to transform the course of capitalism.  
by Heerad Sabeti

- 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

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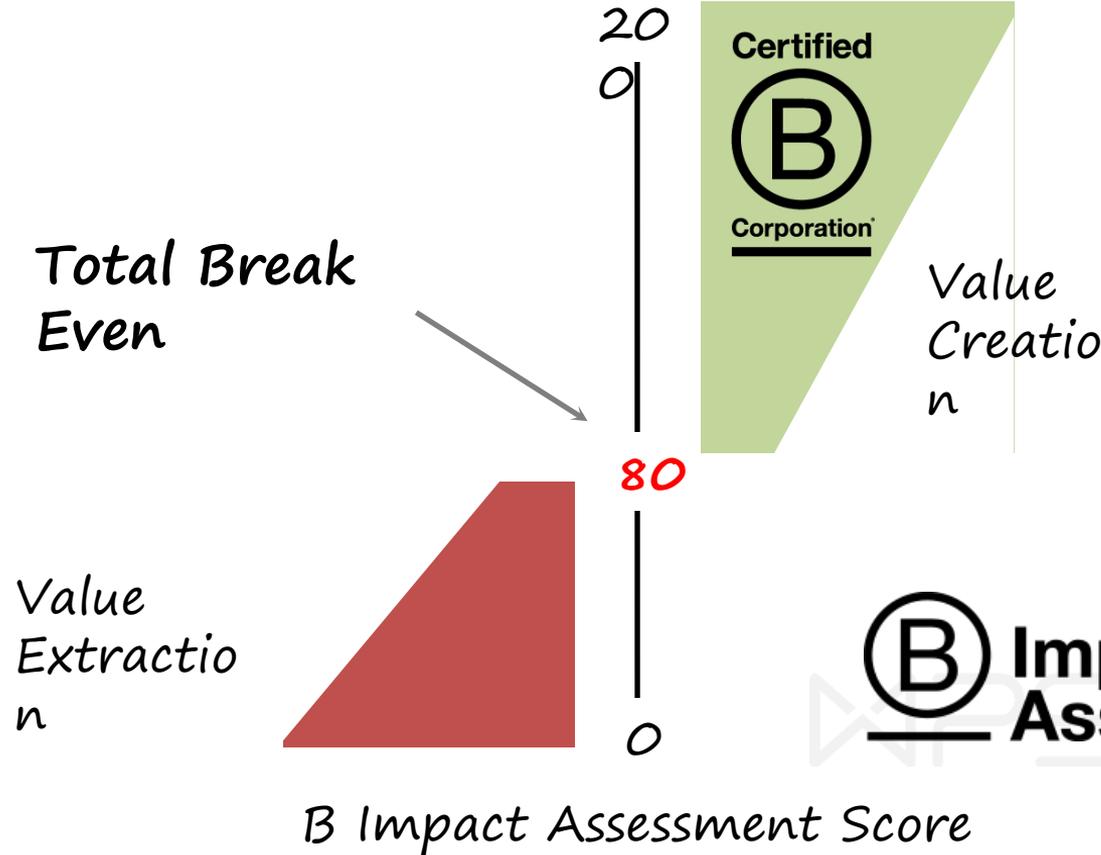


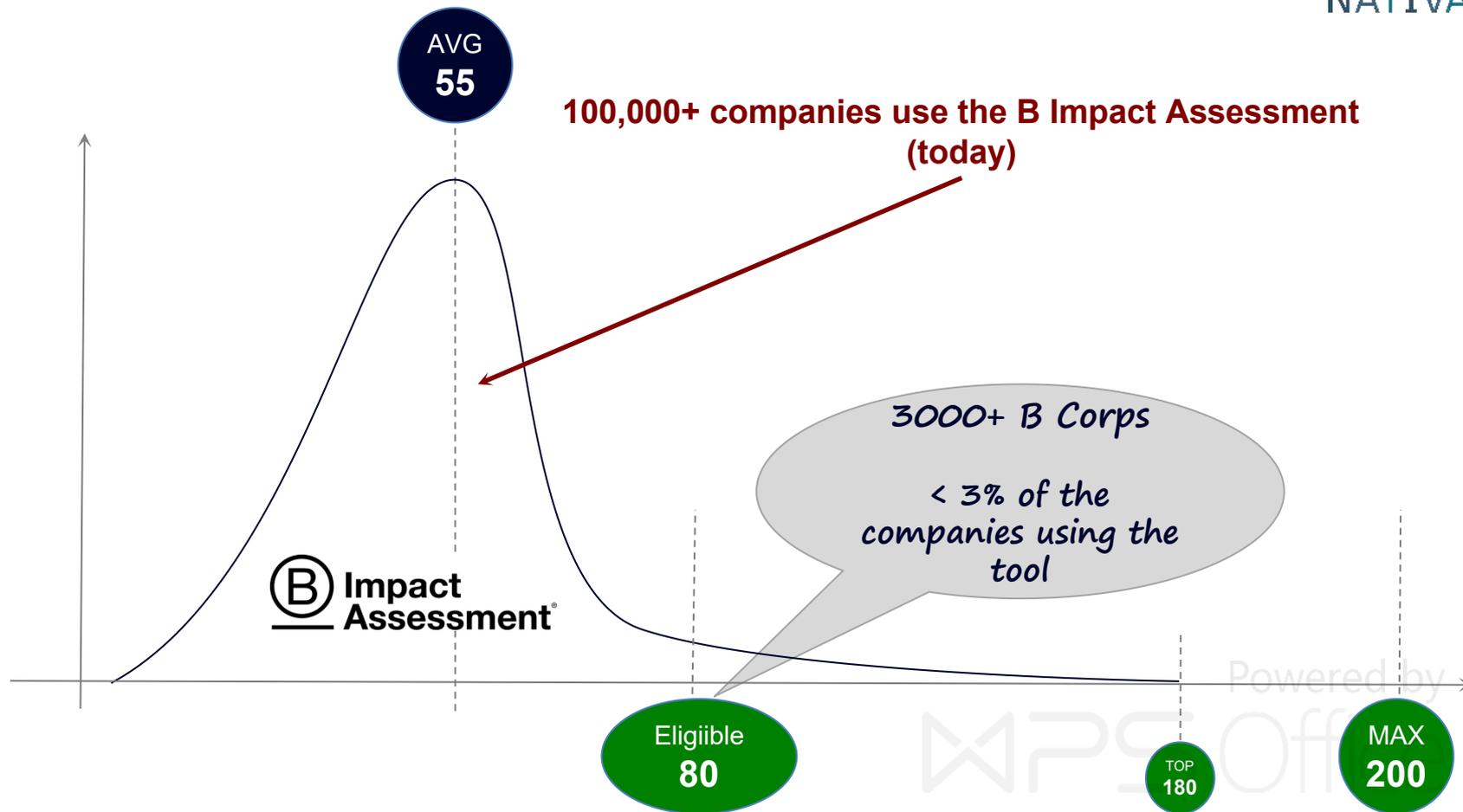


**B Impact Assessment<sup>®</sup>**

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# Total Break Even





# The B Corp Global Network

				
	 14 subs			
				
				
				
	 REBELS SINCE 1988			

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Corporation

3000+ B Corp certified

71 Countries

150+ Sectors

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One Goal: "Redefine  
Success in Business"

Vertical sidebar navigation menu with icons for: Home, Dashboard, Reports, Settings, and other navigation options.



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## 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](#)



#### 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

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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..





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, assicurarsi 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!

<b>ALESSI</b> Marco Pizzo	<b>CHIESI FARMACEUTICI</b> Maria Paola Chiesi	<b>DAVINES</b> Davide Bolletti	<b>ABOCA</b> Massimo Mercati	<b>FRATELLI CARLI</b> Claudia Carli	<b>DAMIANO</b> Riccardo Damiano
<b>NATIVA</b> Paolo Di Cesare ed Eric Eszschel	<b>TREEDOM</b> Federico Garosia	<b>D-ORBIT</b> Luca Rossetter	<b>WAY2GLOBAL</b> Laura Gori	<b>ARKAGE</b> Pasquale Bonello	<b>D'ORICA</b> Giampiero, Daniela e Federico Zonta
<b>ZORDAN</b> Alfredo, Maria e Maurizio Zordan	<b>MONDORA</b> Francesco Mondora	<b>SALES</b> Domenico Tessera Chessa	<b>INTEXO</b> Matteo Mantovani	<b>N&amp;S NATURAL IS BETTER</b> Domenico Scordari	<b>PALM</b> Primo e Andrea Barzoni
<b>LITTLE GENIUS INTERNATIONAL</b> Ruhmi e Christian Finelli	<b>BOTTEGA FILOSOFICA</b> Myriam Ines Giangiacomo	<b>ASSIMOCO</b> Puggino Frecciamani	<b>GOLDMANN &amp; PARTNERS</b> Isabella Goldmann	<b>HERBATINT BY ANTICA ERBORISTERIA</b> Benet Dotzler	

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

DEI LUNEDI' BELLE NOTIZIE

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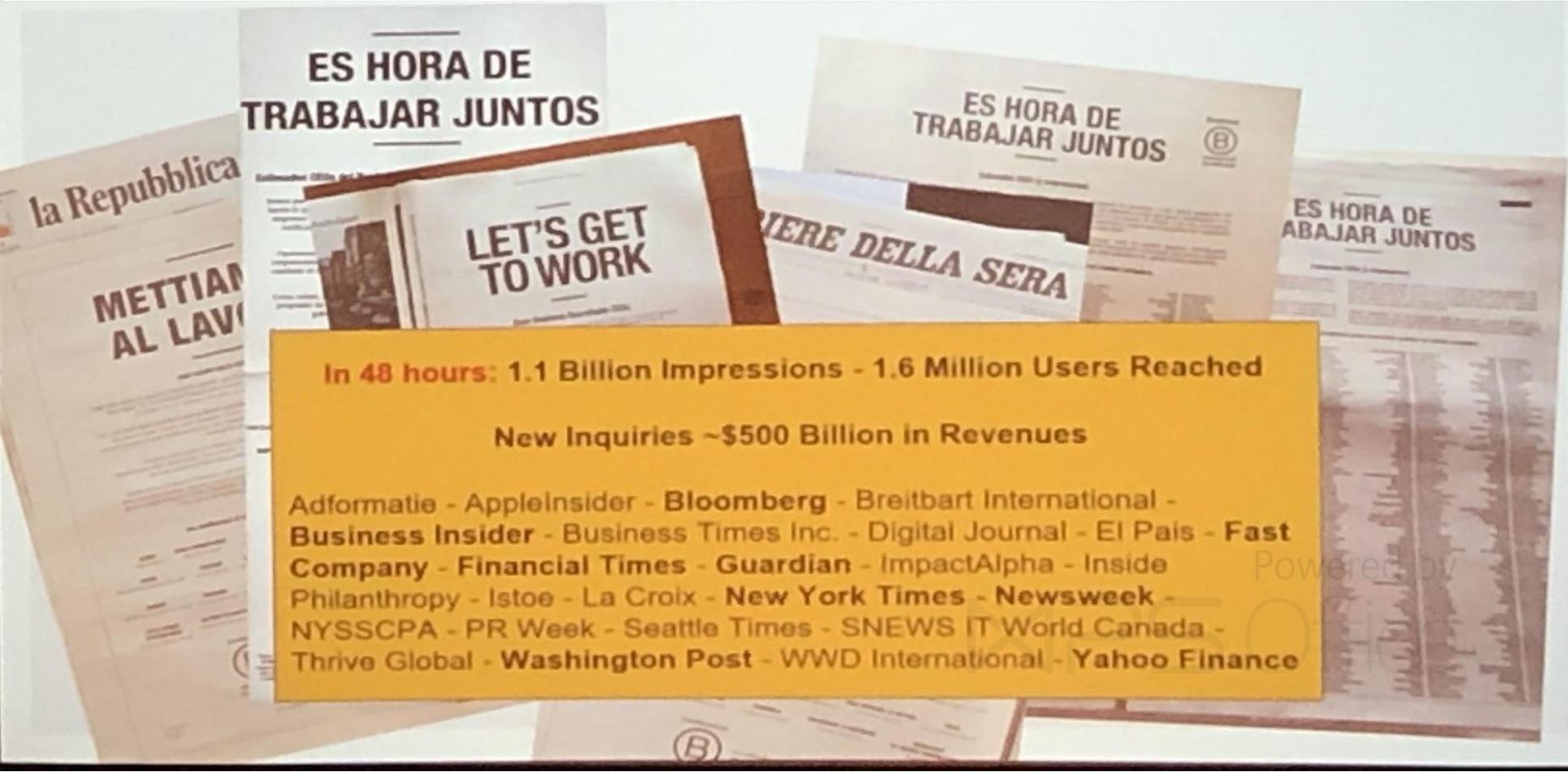
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# 1.1 billion impressions in 48 hours



**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**

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# How to Declare a Climate Emergency

A playbook for business by B Lab

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PS Office

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# The B Corp Movement

## Declares a Climate Emergency & System Failure

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



**DRAFT**

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### **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.

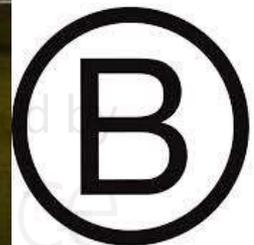
It is also clear to us that the emergency is being driven, and responses constrained, by an economic system that rewards the single-minded pursuit of profits while untenably [externalising](#) environmental and social costs. This results in decisions that prioritize short term financial returns often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

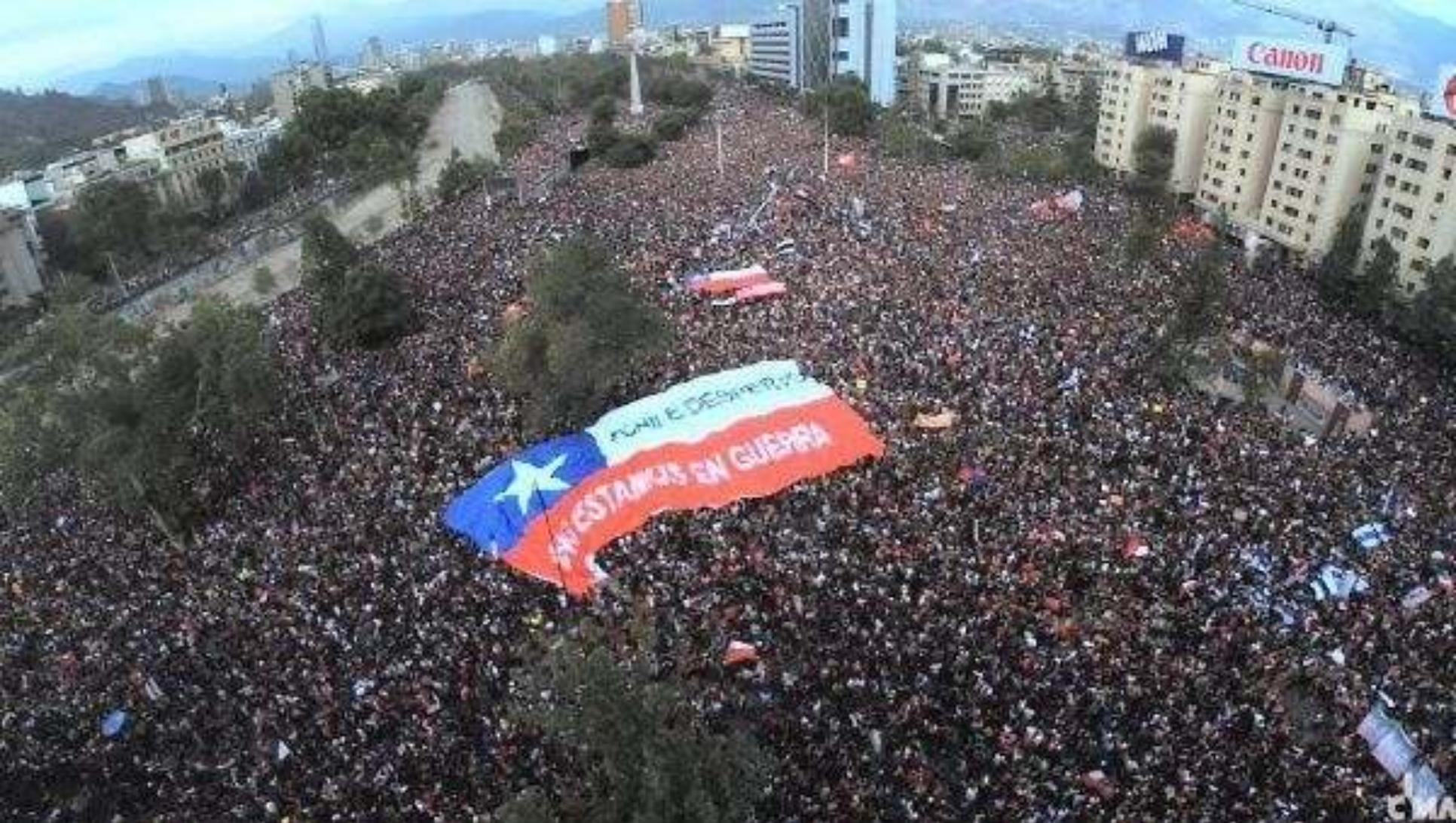


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¡VAMOS A DESMONTAR A LOS QUE ESTAMOS EN GUERRA!

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**



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KPS Office

MAP LEGEND

1000+



Google My Maps

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			
			
			
			
			
			

**FASTEST GROWTH  
COMMUNITY IN THE  
WORLD**

**~ 100  
B CORP CERTIFIED**

**500+  
SOCIETÀ BENEFIT**

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WPS Office

*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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