



## **B Corporation FAQs**

### **Q: What is a Certified B Corporation?**

A: Certified B Corporations are a new type of corporation which uses the power of business to solve social and environmental problems. B Corp certification is to sustainable business what Fair Trade certification is to coffee or USDA Organic certification is to milk.

### **Q: Why do B Corps matter?**

A: Certified B Corporations are leading a global movement to redefine success in business. By voluntarily meeting higher standards of transparency, accountability, and performance, Certified B Corps are distinguishing themselves in a cluttered marketplace by offering a positive vision of a better way to do business.

### **Q: How does a company become certified?**

A: B Corps are certified by the nonprofit B Lab. To become certified, a company must:

- 1) Meet the Performance Requirement: Complete the B Impact Assessment and earn a reviewed minimum score of 80 out of 200 points.
- 2) Meet the Legal Requirement: Adopt the B Corporation Legal Framework to bake the mission of the company into its legal DNA. This allows the company's values to thrive under new management, new investors, and new ownership.
- 3) Make it Official: Sign a Term sheet and Declaration of Interdependence to make the certification official.

### **Q: Who are the B Corporations?**

A: The B Corp community is made up of over 1,000 companies in 34 countries from 60 industries with 1 unifying goal: to redefine success in business. To meet the Certified B Corps, visit our directory: <http://www.bcorporation.net/community/find-a-b-corp>

### **Q: Why do companies certify?**

A: B Corps want to be a part of something bigger than themselves, but for many, becoming a B Corp also has to make business sense. B Corp certification helps companies differentiate from pretenders, generate press, benchmark performance, save money and access services, attract investors, partner with peers, and attract and engage talent.

Learn more at <http://www.bcorporation.net>.