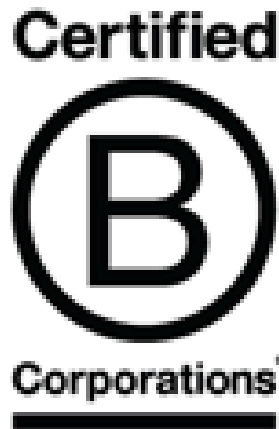
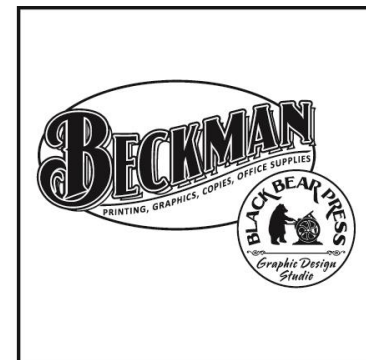


Mendocino County's Certified B Corps



A Presentation for:
Mendocino County Board of Supervisors
1/24/17

Mendocino County's B Corps



What is a B Corporation?



B Corps use the power of business to solve social and environmental problems.

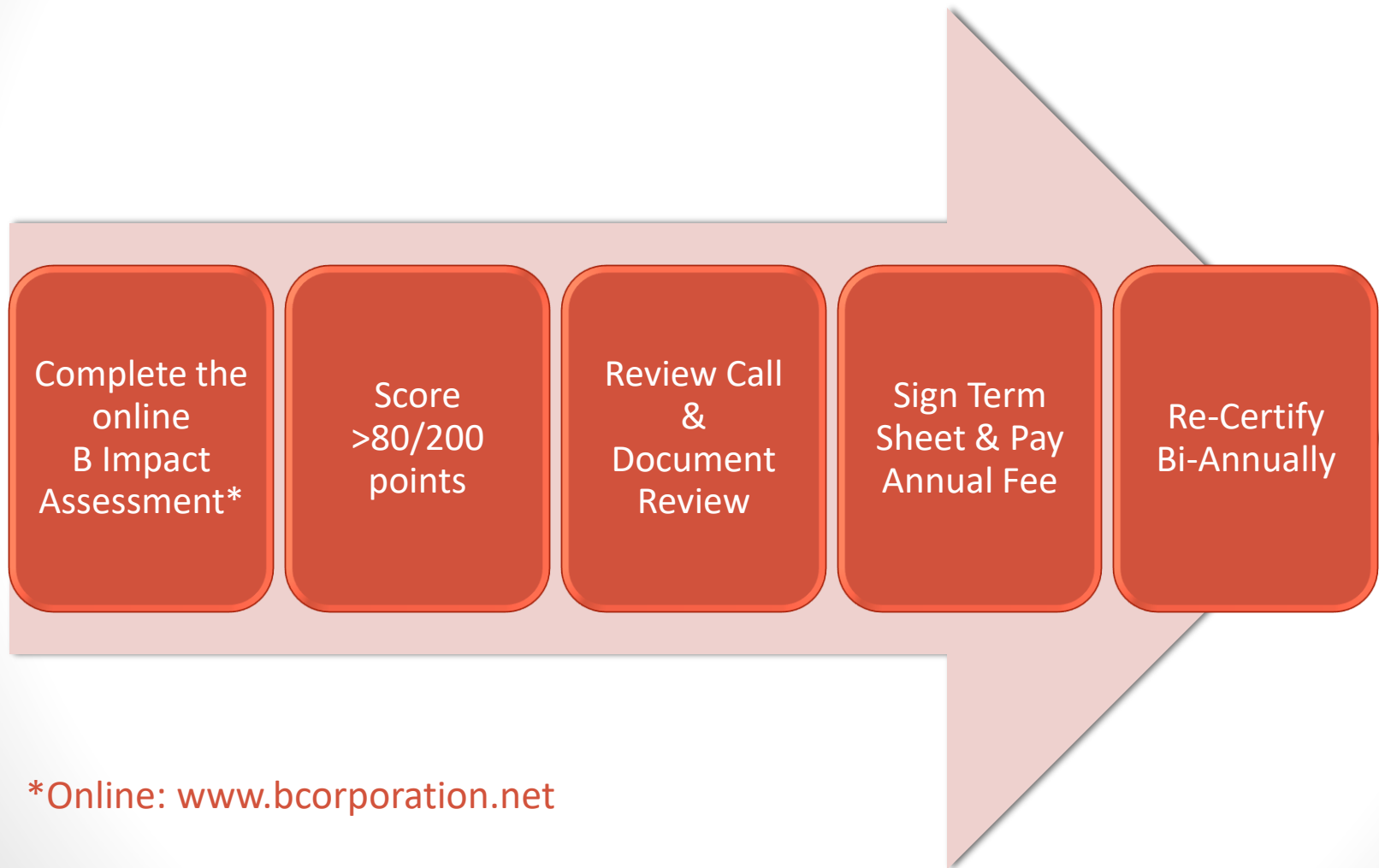
A Better way to do Business

- The “B” stands for Benefit.
- B Corp certification is to sustainable business what Fair Trade certification is to coffee or USDA Organic certification is to milk.
- B Corps are certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

How to become a Certified B Corp: Measure What Matters

- ***Governance:*** mission, transparency, accountability
- ***Workers:*** wages & benefits, employee engagement, training
- ***Social Impact:*** charitable giving, local purchasing, supply chain
- ***Environmental Impact:*** renewable energy use, life cycle assessments, organic/non-GMO

B Corp Certification Process



*Online: www.bcorporation.net

Sign the Declaration of Interdependence

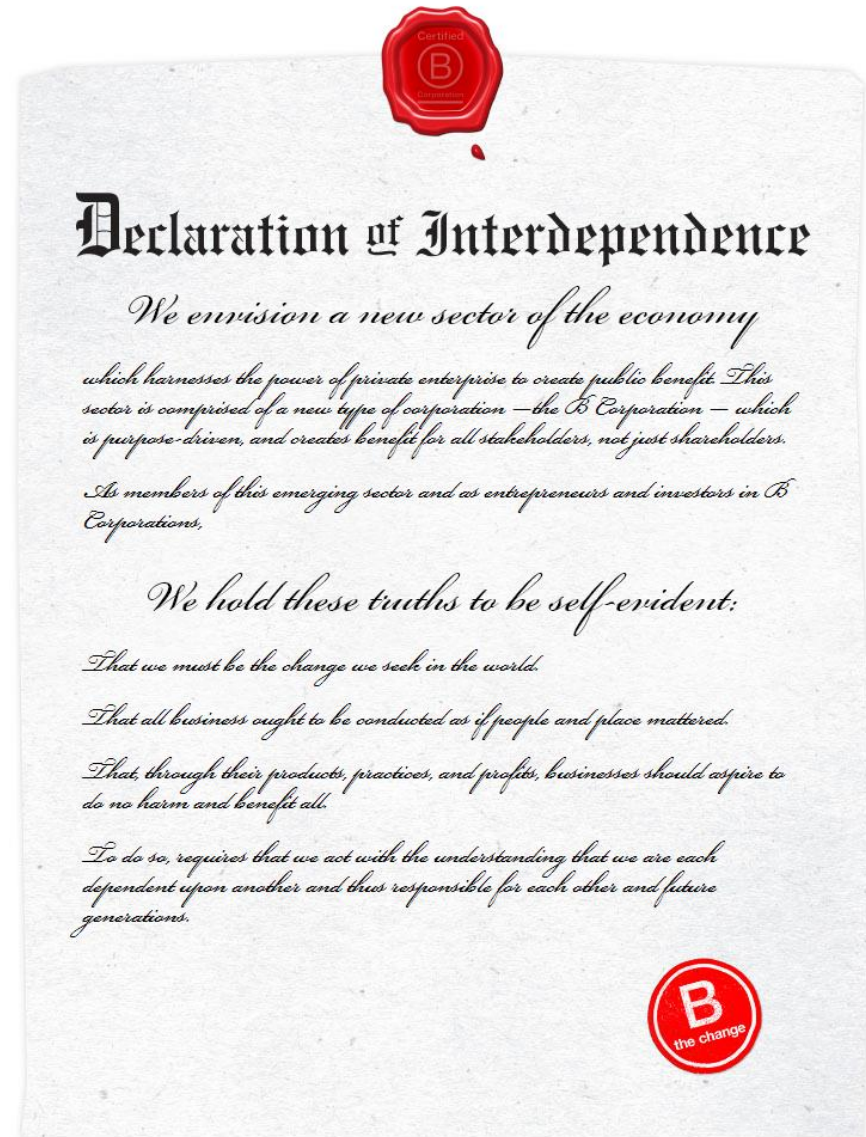
We are creating a new sector of the economy

We must be the change we seek in the world

All business ought to be conducted as if people and place mattered

We aspire to do no harm and to benefit all stakeholders

We are responsible for each other and for future generations



Who are the B Corps?



2000+ B Corporations 50 Countries 130 Industries 1 Unifying Goal

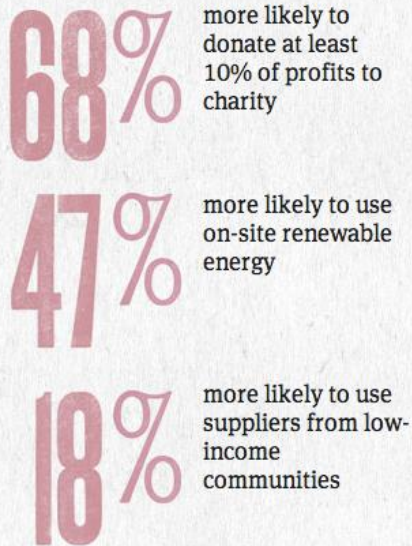
“Using Business as a Force for Good”

How are B Corps better?

B Corps are
Improving the
Quality of Life in
their Community.



Compared to other sustainable businesses B Corps are:



B Corps are
4X more likely to
give paid professional
development opportunities

B Corps Create
Higher Quality Jobs
for their Workers.



Compared to other sustainable businesses B Corps are:



B Corps are
2.5X more likely to
give employees at least 20 hrs per
year paid time off to volunteer in
their community

The B Corp Legal Requirement: Protect Your Mission

Benefit corporation status bakes your mission into the DNA of your legal structure.

The benefits of the legal requirement:

1. Give legal protection to directors and officers to consider the interests of all stakeholders, not just shareholders, when making decisions
2. Create additional rights for shareholders to hold directors and officers accountable to consider these interests
3. Limit these expanded rights to shareholders exclusively

The B Corp Movement

B Corps are leaders of a global movement to redefine success in business.

So that one day all companies will compete not just to be the best *in* the world, but to be the **best for the world**.



"Produce good for someone, somewhere, with every step of your business. The bigger you get, the more good you can do."

-Blair Kellison, CEO of Traditional Medicinals

Thank You!

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Resources:

B Lab/B Corp Certification: www.bcorporation.net

