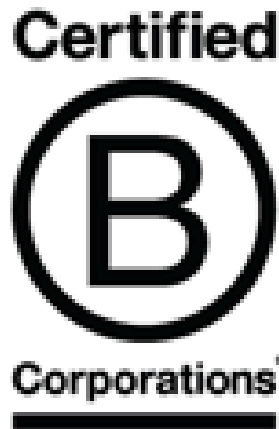
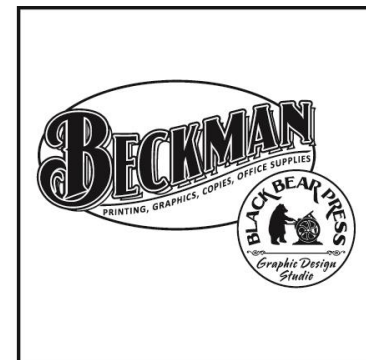


Mendocino County's Certified B Corps



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.

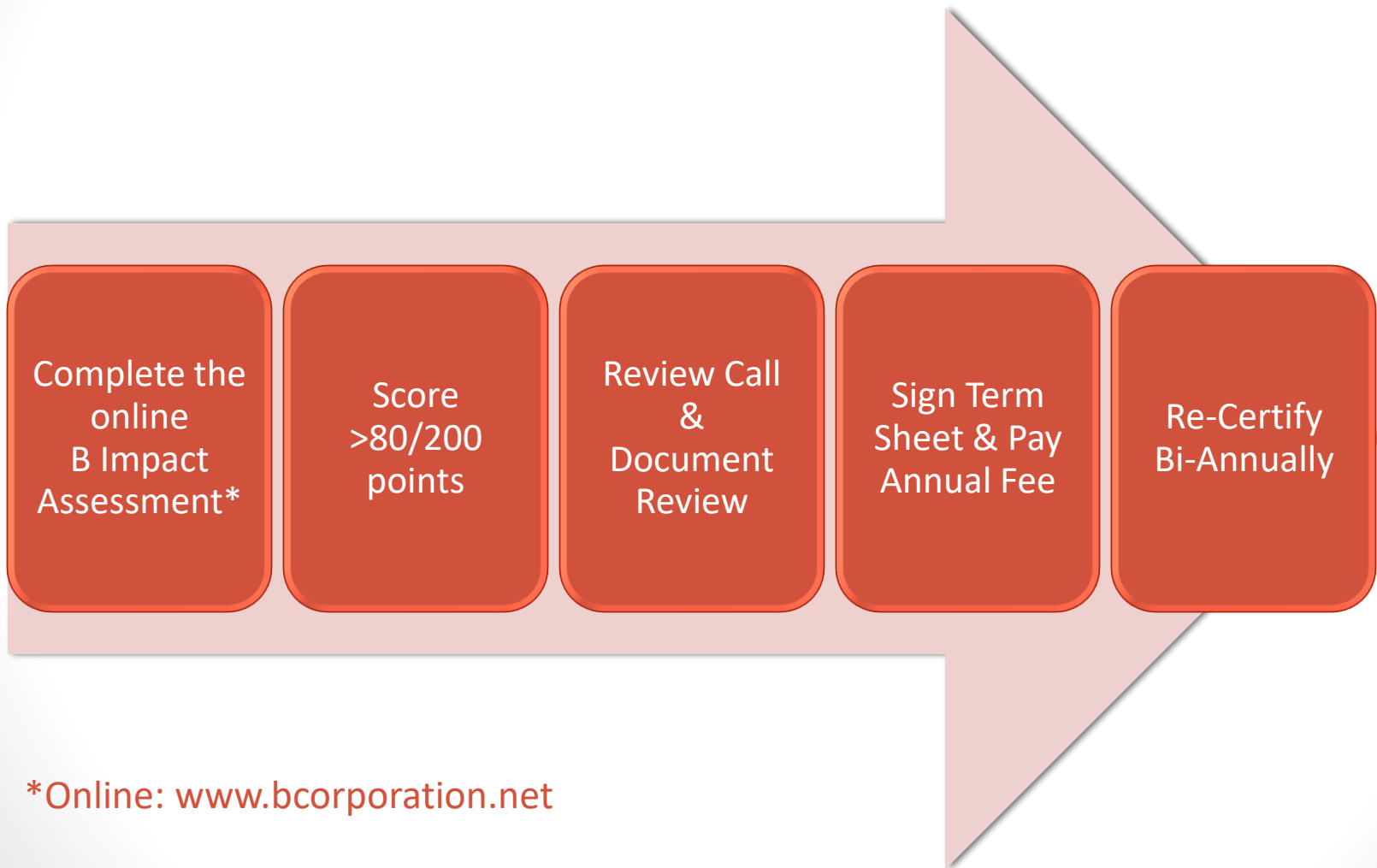
A Better way to do Business

- 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

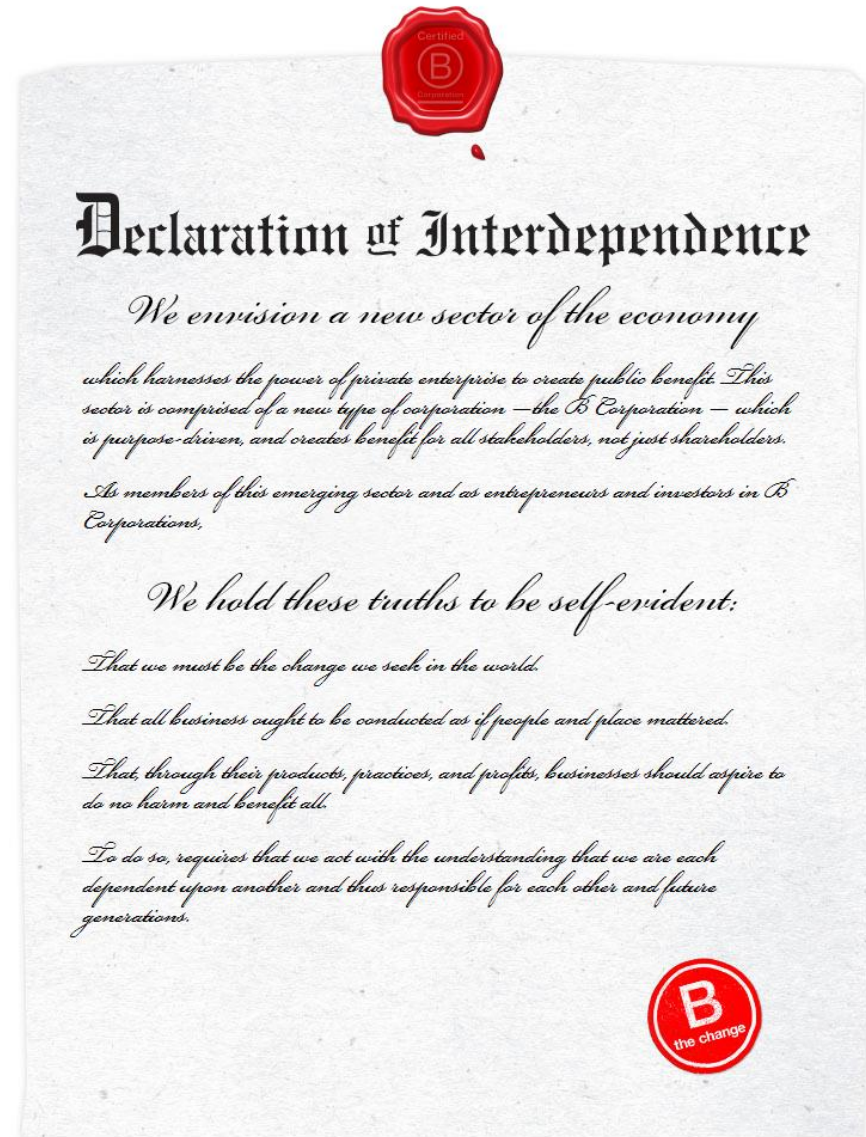
We are creating a new sector of the economy

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:

68%

more likely to
donate at least
10% of profits to
charity

47%

more likely to use
on-site renewable
energy

18%

more likely to use
suppliers from low-
income
communities

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:

55%

more likely to
cover at least some
of health insurance
costs for
employees

45%

more likely to give
bonuses to non-
executive members

28%

more likely to have
women &
minorities in
management

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



Sacramento Train Station



Restoration and replication of historic lighting by Eleek Inc. 2015-2016

King Street Station, Seattle WA

Historic lighting replicated from photographs by Eleek Inc.



Certified
B
Corporation

BEST
for
2015 THE WORLD



Supporting
Prosperity
with
printing,
design,
copies
& office
supplies.



**THANKS
GIVING
COFFEE**
— *since 1972* —



Certified
B
Corporation

**BEST
for
THE
WORLD**
2015



The first B Corp in Mendocino County!

Mission: to make this the county with the most B Corps per capita in North America.



Carbon farming. Donating to jazz education and marine mammal research and rescue.

Plan: Make the world a better place, one pint at a time.



Natural, sustainable, certified ingredients.

Employees with an 11 year avg. tenure.

Good for you... Good for the whole world.



Donating one mattress topper for every three sold.

Improving the lives of customers and those living in homeless shelters.

COMMITMENT. to REGENERATE

Certified

Corporation



NOTHING WORTHWHILE IS EVER EASY

Most people take the easy route. Barney Fetzer had other ideas. Pioneering earth-friendly winemaking long before it was a buzzword, Fetzer Vineyards continues Barney's legacy of hard work, radical thinking and wines that make a difference.

FETZER VINEYARDS.
— SINCE 1968 CALIFORNIA —



Fetzer: Pioneers in Sustainability

- One of the largest organic winegrape growers in the U.S.
- First winery in California to operate on 100% renewable energy.
- First winery in the world to receive Zero Waste certification – U.S. Zero Waste Business Council.
- Began publicly reporting greenhouse gas emissions with the Climate Registry in 2005, and have reduced over 50%.
- Largest wine company in the world to receive B Corp certification in 2015.



FETZER VINEYARDS.
— SINCE 1968 CALIFORNIA —



Questions?

Thank You!

Heather Paulsen, MS, PMP

Heather Paulsen Consulting

heather@hpaulsenconsulting.com

www.hpaulsenconsulting.com

(707) 397-0567

Resources:

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

