

# Certifications that Matter



Presented by:

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**BADGER**

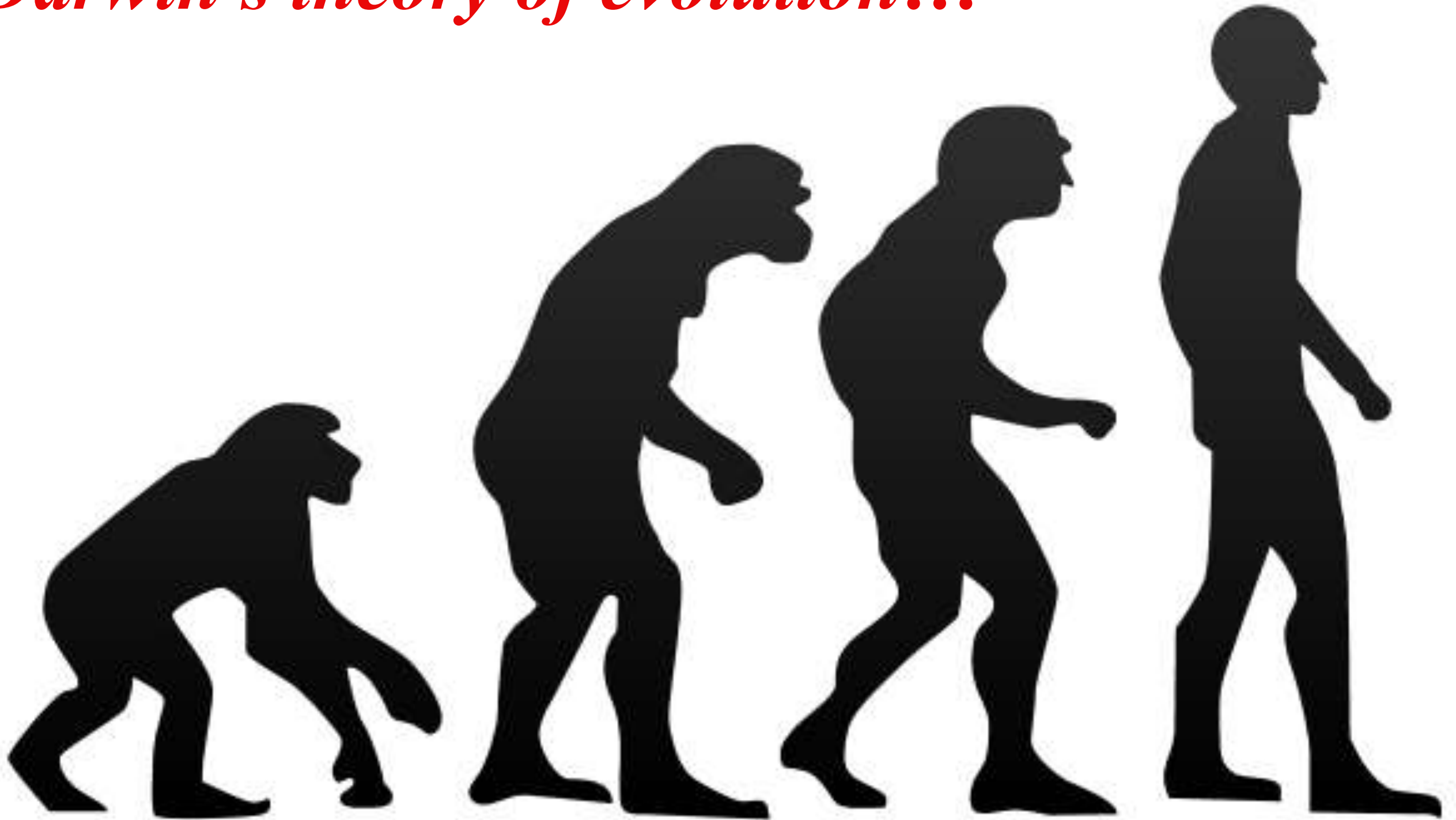
Certified



Corporation™



# *Darwin's theory of evolution...*

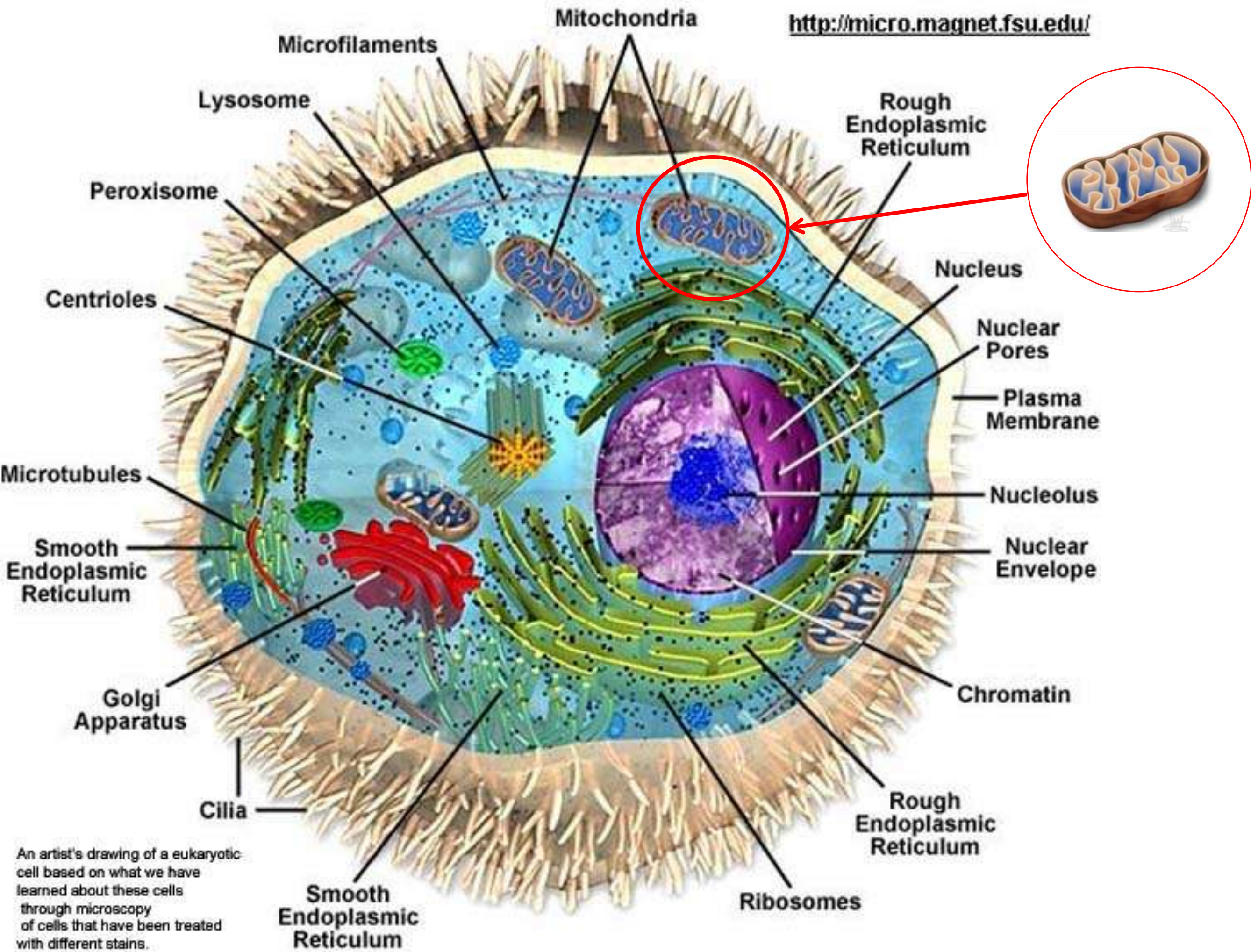


*Natural Selection (survival of the fittest) & Random Genetic Mutation*





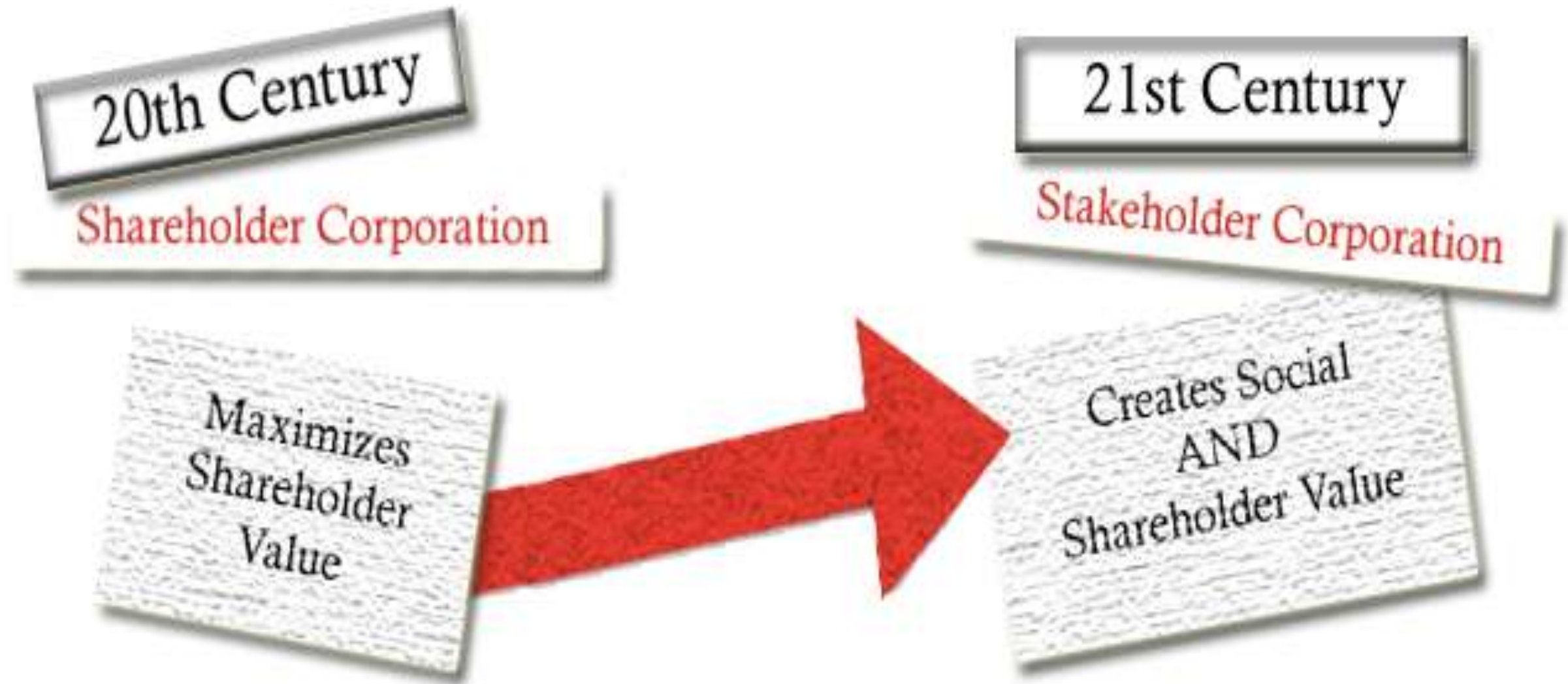




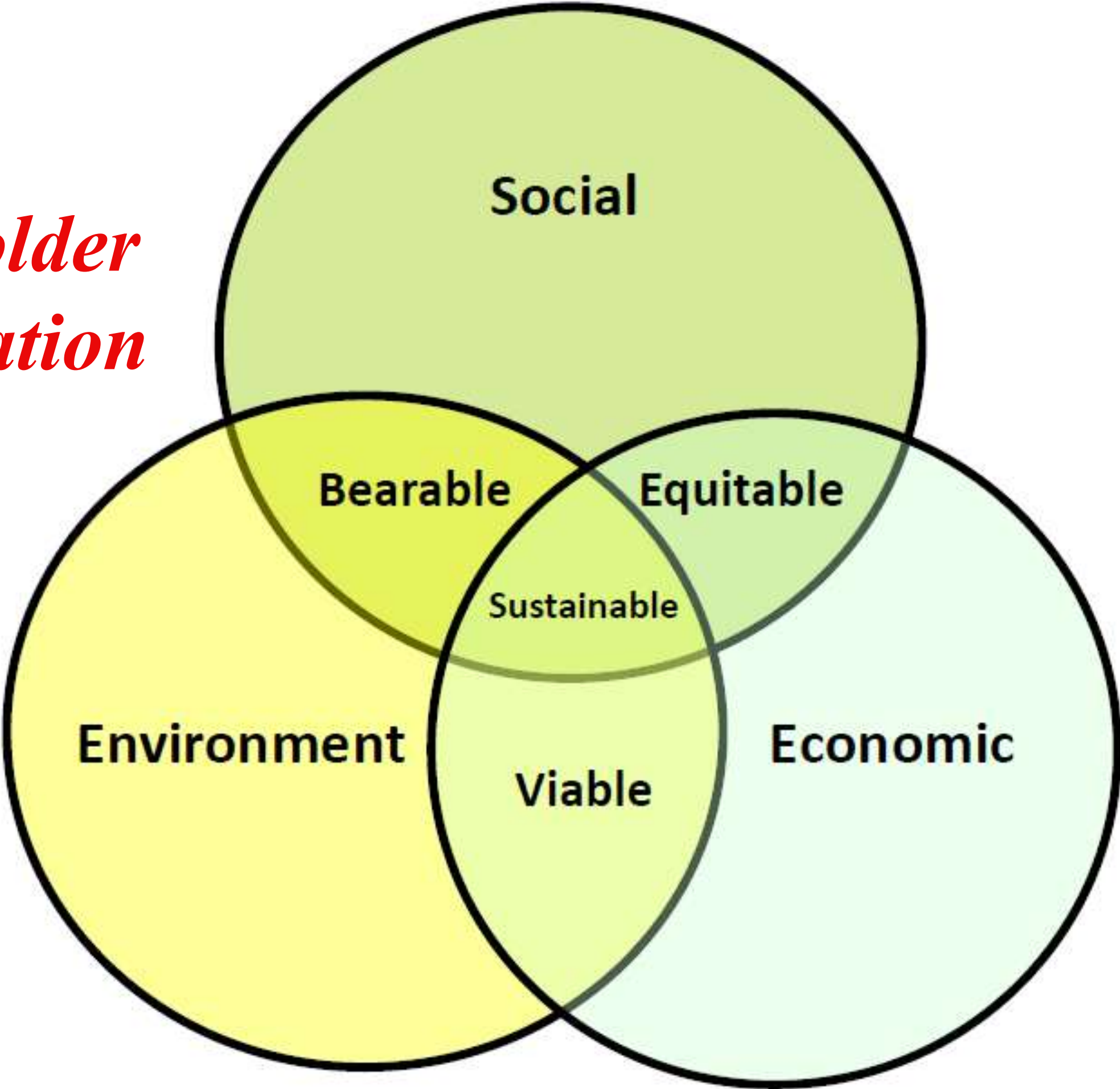
An artist's drawing of a eukaryotic cell based on what we have learned about these cells through microscopy of cells that have been treated with different stains.



# *The evolution of capitalism*



***Stakeholder  
Corporation***



*This evolution began with certifications helping to differentiate great products towards creating change...*



*Now, certifications are beginning to help support a community of great companies working together to create change*





## Declaration of Interdependence

*We envision a new sector of the economy which harnesses the power of private enterprise to create public benefit. This sector is comprised of a new type of corporation — the B Corporation — which is purpose-driven, and creates benefit for all stakeholders, not just shareholders.*

*As members of this emerging sector and as entrepreneurs and investors in B Corporations,*

*We hold these truths to be self-evident:  
That we must be the change we seek in the world.*

*That all business ought to be conducted as if people and place mattered.*

*That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.*

*To do so, requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.*



**the change we seek™**





**B the  
Change**

**Building  
a New Sector  
of the Economy**