AGENDA

1. Welcome and purpose of the webinar (Michelle Veasey)
2. Overview of B Lab and the B Impact Assessment (BIA) (Fiona Wilson)
   – As a tool to enhance whole company sustainability
   – Optional path to B Corp certification
   – Perspective from NHBSR member, Mascoma Bank, Samantha
     Pause
3. Overview of the UNH B Impact Clinic (Fiona Wilson)
   – Perspective from B Impact Clinic pilot client (Meghan Seidman,
     Koya Leadership Partners)
4. Q&A, Audience Dialog
• **Center for Social Innovation & Enterprise**
  – Co-Founder and Executive Director

• **Paul College of Business & Economics**
  – Associate Professor (Clinical) Sustainable Business and Social Entrepreneurship

• **Management Career**
  – Ogilvy & Mather
  – CMGI
  – Non-profit sector

• **Education**
  – Doctorate of Business Administration
  – M.B.A.
UNH- NHBSR B Impact Clinic
Webinar: March 13, 2019

Join Us

B
the change

P E O P L E
USING
BUSINESS

as a
FORCE FOR
GOOD
CSIE’s Mission

• To inspire, train and support the next generation of changemakers

  • For students who are hungry to make a positive impact ...
  • We provide tools, skills and habits, and the opportunities to apply and hone those skills in real-world settings ...
  • Creating effective and empowered change agents
UNH’s Hub for Student Changemakers
B Lab is a nonprofit that serves a global movement of people using business as a force for good.

Its vision is that all companies will compete to be best for the world, and as a result society will enjoy a more shared and durable prosperity.
20th Century
Shareholder Corporation

Maximizes Shareholder Value

21st Century
Stakeholder Corporation

Creates Social AND Shareholder Value
B Lab’s integrated approach to systems change makes an alternative viable and scalable.

**Step 1**
Build a community of thousands of credible leaders

**Step 2**
Create tools to make it easy for millions of other businesses to follow

**Step 3**
Inspire billions of consumers, workers, investors and others to support businesses who are a force for good

End

Shared & Durable Prosperity
Impact Areas of the B Impact Assessment

**Community**
Community portion of the B Impact Assessment evaluates a company’s supplier relations, diversity, and involvement in the local community. It also measures the company’s practices and policies around community service and charitable giving, including whether a company’s product or service is designed to solve a social issue, such as access to basic services, health, education, economic opportunity, and the arts.

**Customers**
The Customer portion of the B Impact Assessment measures the impact a company has on its customers by focusing on whether a company sells products or services that promote public benefit and if those products/services are targeted toward serving underserved populations. The section also measures whether a company’s product or service is designed to solve a social or environmental issue (improving health, preserving environment, creating economic opportunity for individuals or communities, promoting the arts/sciences, or increasing the flow of capital to purpose-driven enterprises).

**Workers**
The Workers section of the B Impact Assessment assesses the company’s relationship with its workforce. It measures how the company treats its workers through compensation, benefits, training, and ownership opportunities provided to workers. The category also focuses on the overall work environment within the company by assessing management/worker communication, job flexibility, corporate culture, and worker health and safety practices.

**Environment**
The Environment portion of the B Impact Assessment evaluates a company’s environmental performance through its facilities, materials, emissions, and resource and energy use. Companies answer questions about their transportation/distribution channels and the environmental impact of their supply chain. The assessment also measures whether a company’s products or services are designed to solve an environmental issue, including products that aid in the provision of renewable energy, conserve resources, reduce waste, promote land/wildlife conservation, prevent toxic/hazardous substances or pollution, or educate, measure or consult to solve environmental problems.

**Governance**
The Governance section of the B Impact Assessment evaluates a company’s overall mission, ethics, accountability and transparency. It measures whether the company has adopted a social or environmental mission, and how it engages its employees, board members and the community to achieve that mission. This section assesses employee access to financial information, customers’ opportunities to provide feedback, and the diversity of the company’s governing bodies.
Anatomy of the BIA

The Anatomy of the Assessment

Operational Impact

Measures the day-to-day impacts of running your business, such as the environmental impact of your facilities, your interaction with your local community, your workplace, your purchases and your governance structure. This section is independent of business design or intent. In these questions, the BIA aligns with other best-in-class standards and rolls in other certifications, such as LEED. This means you earn points for other certifications your company has already earned.

Impact Business Models

Measures whether the intentional design of your company creates specific, positive outcomes for one or more of your stakeholders. This may be a product, beneficiary, business process or activity that you have, such as annually donating five percent of revenue, being worker-owned, or serving an underserved market with your product or service. No other certification provides this review.
BIA Example

The B Impact Scores are being compared against all businesses that have completed the B Impact Assessment.
What the B Impact Assessment Looks Like

Question Tools:
- Each question on the BIA will have these tools:
  - **Explain This**: provides definitions to explain in detail what the question is asking and provides rationale for why the practice is deemed important. It might also provide specific instructions to help you answer the question more accurately.
  - **Show Example**: provides examples of businesses that are already practicing this topic, so that you can see what this question looks like in practice.
  - **In Practice**: provides links to best-practice guides and implementation tools to help your staff put this topic into practice.
  - **Star**: adds a question to your Improvement Report.
  - **Bookmark**: adds questions to your Revisit Question Report.

Improvement Report:
- This customized report allows you to navigate the assessment by jumping through Section, Impact Area, Difficulty of Change, & Score Value
- The report will also contain all operational questions where there is an opportunity for improvement because your company has not earned full credit for the questions selected. You can identify questions you want to target for future improvement by clicking on the star icon on the question.

Revisit Question Report
- This report shows you all the questions that were marked to revisit at a later time. All skipped questions will automatically be listed in this report, too. You’ll be able to answer the questions within the report without having to go through the full assessment again.
Creating Impact through Purchasing: Managing the Impact and Inclusion of Your Supply Chain

A company's impact extends far beyond its own walls. Purchasing and supply chain programs can promote inclusion in many ways, from ensuring the most vulnerable populations around the world have their human rights preserved to taking proactive measures to support transformative and purpose-driven companies. This guide is intended to provide guidance on the many ways companies, big or small, can leverage their purchases and supply chain to make a positive impact.

Engaging and Retaining a Diverse Workforce

Creating an inclusive workplace is key to engaging and retaining diverse talent and boosting the productivity of your team.

This guide will break down some of the core elements of an inclusive work environment and provide guidance on how to create a welcoming workplace by showing you how to:
B Corp Certification as an Option

Steps to Certification

1. Business Case
   - Know your business case

2. Measure Your Impact
   - Get a baseline
   - Complete the assessment

3. Protect Your Mission
   - Understand your roadmap

4. Engage Leadership and Board

5. Meet the Requirements

6. Finalize & Submit

7. Documentation & Review

Certified B Corporation
Perspective from NHBSR Member

• Samantha Pause
  – Chief Marketing Officer
  – Mascoma Bank
NEW PROGRAM: UNH/NHBSR B Impact Clinic

Fall 2018 Clinic

Spring 2019 Clinic

KOYA | LEADERSHIP PARTNERS

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GRANDY OATS

LONZA
B Corp Clinic Goals (Students)

• Engage in immersive, interdisciplinary learning (2 credits if desired)
• Network and “embed” in the local sustainable business community
• Develop deep understanding of B Corp Assessment and what it means to be a truly “sustainable” company
• Develop professional skills including project management and communications
• Concrete accomplishment for resume
B Corp Clinic Goals (Companies)

• Work with talented, motivated, interdisciplinary students (future talent pipeline!)
• Understand company’s current sustainability profile
• Identify opportunities for improvement and strengthen company’s social and environmental impact
• Optional: Achieve B Corp certification or re-certification, or progress towards certification
• Network with regional community of other sustainably minded companies
Faculty Mentor: Betty Woodman

- **Paul College of Business & Economics**
  - Lecturer, Business Ethics
- **Management Career**
  - Sales and Marketing, software sales, corporate education, and engineering in the software and technology industries
- **Education**
  - Ph.D. in Applied Ethics
  - M.A. Philosophy
  - B.S. Industrial Engineering and Operations Research
Peer Mentor: Vincent Pagano ’20

• Major: Environmental Conservation and Sustainability
• Minor: Economics
Peer Mentor: Jill Howard ’19

- **Major:**
  Business Administration with a Self-Designed Option in Social Innovation and Enterprise

- **Minor:**
  Social Justice Leadership
Student Expectations

- Work collaboratively with company representative
- Operate as a professional consulting team
- Commit 3 – 5 hours/week, including weekly conference calls
- Agree on and achieve project goals, including present at final presentations
- Utilize faculty and peer mentors, and other B Impact Clinic resources
- Have fun and challenge yourself!
Company Expectations

- Identify a single point person to serve as primary contact with the student team
  - Complete first pass of the BIA prior to the start of the clinic
  - Indicate key person and/or source for each question
- Attend (ideally in person) kick-off and final presentation events
- Commit 1 hour a week for meeting (virtual) with team
- Provide timely introductions to other company staff as needed
- Provide students with documentation as needed (e.g. Employee Handbook, Financial statements etc.)
- Provide feedback to the program at the end of the semester
Perspective from B Impact Clinic Client

• Meghan Seidman
  – Senior Director, Brand Engagement
  – Koya Leadership Partners
Questions?

B the change

People using business as a force for good

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