

B Impact Assessment Training Presentation



Projects for **Good**

Spring 2014



The B Impact Assessment Project

Want to help an organization
improve its environmental and social impact?

Then the B Impact Assessment Project is for you!

The B Impact Assessment Project

During this project you will:

- Work with an organization to obtain a baseline B Impact Score
- Compare their score to thousands of other organizations
- Set tactical goals to help them improve their impact over time

The B Impact Assessment

- The B Impact Assessment is an online assessment tool that has been used by 15,000+ organizations worldwide
- It evaluates an organization's impact with questions about Governance, Workers, Environment and Social Impact
- An organization can take the entire assessment, or focus on a specific section

B Lab

The assessment was created by B Lab, a nonprofit dedicated to supporting entrepreneurs using the power of business to solve social and environmental problems.

B Lab builds tools that help entrepreneurs do the following:

- **Measure What Matters** – so that they can tangibly and easily improve how their business affects society and the environment.
- **Maintain Mission** – so that they can maintain their practices over a long period of time through changes in ownership and management.

Certified B Corporations

- B Lab uses the Assessment to vet B Corporations
 - “B Corp certification is to sustainable business what Fair Trade certification is to coffee or USDA Organic certification is to milk.”
- The assessment score is out of 200; to qualify as a Certified B Corp, a business must score at least 80 points.
- Please note that the assessment is designed to reward best practices; there are no penalties. An organization shouldn't feel bad if they're answering 'no' to questions, or don't receive the score they were hoping for. No organization has ever received a 200 score!

A DIY Consulting Tool

Use the Assessment to:

- Benchmark an organization's current practices
- Learn best practices in areas ranging from governance to supply chain
- Use online resources as guides for improving practices

Project Milestones

After reviewing this presentation and the handbook (which is **Milestone 1**), you have three steps to complete:

Milestone 2: Secure a Relationship with an Organization

Milestone 3: Complete the B Impact Assessment

Milestone 4: Prepare and Present Your Recommendations

For a more detailed checklist, see page 3 of the handbook.

Select an Organization

- Make a list of 3-5 potential organizations to contact. Things to consider are:
 - Location
 - Industry
 - Mission
 - Size
 - Interest in impact metrics and performance
 - Your Connections!

For more advice, see page 4 of the Handbook.

Get Acquainted and Learn More

- Now reach out to your organization
 - *See page 5 of the Handbook for an email template*
- Once connected, you'll both sign a Project Agreement--be clear about the time commitment you'll need from the company up front
 - *See pages 6 & 7 of the Handbook for a blank copy of the Project Agreement*
- Take a tour, interview a manager, and learn more about the organization and their goals
 - *See pages 6 & 7 of the Handbook for tips and ideas*
- Since the assessment can take several hours, you may want to schedule a few shorter meetings in order to keep the organization, and yourself, motivated.

Tips for Completing the Assessment

You may require the assistance of multiple employees to complete the assessment.

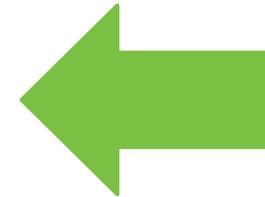
Here are some key team members that might be able to answer questions by assessment area:

- **Governance:** CEO, President, Senior Manager
- **Workers:** Human Resources, Senior Manager
- **Community:** Human Resources, Bookkeeper, Supply Chain Manager, Senior Manager
- **Environment:** Operations Manager, Sustainability Manager, Senior Manager
- **Impact Business Models:** Sustainability Manager, Senior Manager

Find out during your initial meeting so you can schedule meetings with the right people!

Get Started on the Assessment!

Go to www.bcorporation.net and click here



Create an Account

When creating an account for your company, be sure to select “Projects for Good” when asked for whom you are taking the assessment.



Take the free **B** Impact Assessment

Used by the 7,420+ of the world's leading businesses to assess, compare, and improve their social and environmental impact.

A free, public good provided by B Lab, a non-profit organization.

New Users

First Name

Last Name

Email

Confirm Email

Language

Company

I'm taking the assessment for:

Accept Terms and Conditions

Begin

Existing Users

Username

Login

Take a sneak peak:



Please call or email anytime:
thelab@bcorporation.net
+1-610-296-8283.

Customize to Business Type



Which Version?

The following questions will determine which version of the assessment you take.

Company Type

Country of Principal Operations 

State/Province 

Sector 

Industry Category 

Industry 

Company Size

of Full-Time Employees 

of Working Owners 

Total # part-time workers 

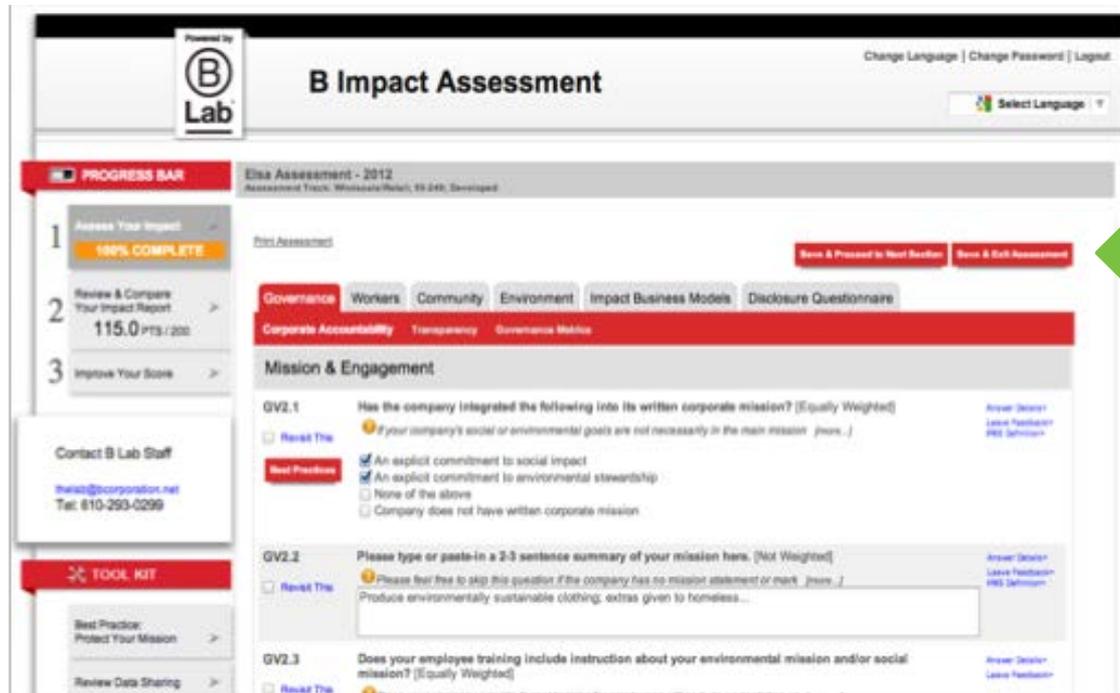
Total # of Temporary workers 

Your Interest

I am a 

SUBMIT 

Work through the assessment tabs, making sure to save your entries as you go. You can focus on one component of the assessment, or work through all the questions.



The screenshot displays the B Impact Assessment interface. At the top, it says "Powered by B Lab" and "B Impact Assessment". There are links for "Change Language", "Change Password", and "Logout". A "Select Language" dropdown is also present. Below this is a "PROGRESS BAR" for "Ella Assessment - 2012" with a score of "115.0 PTS / 200". The progress bar shows three steps: "1 Assess Your Impact" (100% COMPLETE), "2 Review & Compare Your Impact Report", and "3 Improve Your Score". A "TOOL KIT" section includes "Best Practice: Protect Your Mission" and "Review Data Sharing". The main content area shows assessment tabs: "Governance", "Workers", "Community", "Environment", "Impact Business Models", and "Disclosure Questionnaire". Under "Governance", there are sub-tabs for "Corporate Accountability", "Transparency", and "Governance Metrics". The current question is "GV2.1 Has the company integrated the following into its written corporate mission? [Equally Weighted]". It has a "Not Assessed" status and a "Save & Proceed to Next Section" button. The question text is "Your company's social or environmental goals are not necessarily in the main mission. (max. 1000 characters)". There are three radio button options: "An explicit commitment to social impact" (selected), "An explicit commitment to environmental stewardship", and "None of the above". There is also a checkbox for "Company does not have written corporate mission". A "Best Practice" button is visible. Below this is question "GV2.2 Please type or paste in a 2-5 sentence summary of your mission here. [Not Weighted]". It has a "Not Assessed" status and a "Save & Proceed to Next Section" button. The question text is "Please feel free to skip this question if the company has no mission statement or mark 'none'." There is a text input field containing "Produce environmentally sustainable clothing, extras given to homeless...". Below this is question "GV2.3 Does your employee training include instruction about your environmental mission and/or social mission? [Equally Weighted]". It has a "Not Assessed" status and a "Save & Proceed to Next Section" button. A green arrow points to the "Save & Exit Assessment" button in the top right corner of the assessment area.

Hit “Save & Exit Assessment” to view your score. You will still be able to return to the questions after selecting this option if you need to make any changes.

Question Clarification

GV2.3 **Does your employee training include instruction about your environmental mission and/or social mission?** [Equally Weighted]

[Revisit This](#)

 Does your company provide formal training for employees either during orientation or [\[more...\]](#)

No N/A - Company has no workers

Click on the orange buttons marked with a '?' to learn more about what a question is asking.

GV2.3 **Does your employee training include instruction about your environmental mission and/or social mission and/or social mission?** [Equally Weighted]

[Revisit This](#)

 Does your company provide formal training for employees either during orientation or [\[more...\]](#)

No N/A - Company has no workers

Help

This question is intended to reward governing bodies who do a deeper review of the company's operations or products (beyond simply reporting the amount of product sold) and their impact on society and the environment. Detailed reviews such as facilities environment audit reports would count towards this credit.

If your company shares only basic sales indicators (eg. a solar business presenting how many kWh installed), please select no.

Benchmark Current Performance

	Total Pts.	Percent Earned*	(141) Ordinary Businesses Learn More	(1,075) Other Sustainable Businesses Learn More	(536) B Corps Learn More
Overall Rating	105.8		51 pts	80 pts	97 pts
Governance	13.9	65.3%	6	10	14
Corporate Accountability	9.2	70.7%	3	6	10
Transparency	4.0	57.1%	3	3	4
Workers	28.7	57.4%	20	22	26
Compensation, Benefits & Training	20.9	63.0%	15	15	17
Worker Ownership	2.8	31.3%	1	2	3
Work Environment	4.3	64.9%	4	4	5
Community	26.2	44.9%	15	32	44
Community Products & Services	3.3		5	15	18
Serving Those In Need					
Community Practices	22.5	41.6%	10	16	20
Suppliers & Distributors	2.3	28.8%	2	4	4
Local Involvement	8.6	71.7%	3	5	6
Diversity	5.1	46.4%	1	2	3
Job Creation	2.4	21.8%	1	2	2
Civic Engagement & Giving	4.0	33.0%	2	4	5

Reviewing the Results



Select "Improve Your Score" from the Progress Bar.



Improve Your Score & Best Practices Guides

Select "Your Customized Improvement Score"



Improve Your Score

-  [Your Customized Improvement Report](#)
Indicates how much each question is worth and where you are currently earning points, thus allowing you to determine which improvements you would like to undertake.
-  [Revisit Questions Report](#)
List of questions where you marked the question to "revisit".

General Tips for Improvement

*Click on sections below for free PDF guides on different topics

Find recommendations and best practices here



Governance

-  [Create & Improve your Audit Committee](#)
-  [Implement Local Purchasing Policy](#)
-  [Whistle-Blowing Policy](#)
-  [Implementing Financial Controls](#)
-  [Write & Implement Company Policies](#)

Suppliers

-  [Implement Local Purchasing Policy](#)
-  [Create a Supplier Code of Conduct Guide](#)

Environment

-  [Conduct an Environmental Audit](#)
-  [Guide to LEED Standards and Certification.](#)
-  [Guide to Reducing/Recycling Use of Materials](#)
-  [Certifying your Products](#)
-  [How to conduct a Life Cycle Assessment.](#)
-  [How to Calculate Greenhouse Gas Emissions](#)
-  [Renewable Energy Resources Guide.](#)

Workers

-  [Write an Employee Handbook](#)
-  [Create a Code of Ethics](#)
-  [Assessing Employee Engagement & Collecting Employee Metrics](#)
-  [Increasing Workplace Flexibility](#)

Community

-  [Guide to Community Service Programs.](#)

B Resource Guides

Use the B Resource Guides to give your organization specific recommendations and guidance.



B Resource Guide: *Conducting a Life Cycle Assessment (LCA)*

What's in this Guide:

- I. Definition: What is a Life Cycle Assessment (LCA)?
- II. Why Conduct an LCA
- III. Examples of LCAs
- IV. Conducting Your Own LCA
- V. Outsourcing Your LCA
- VI. Helpful Websites

I. Definition: What is a Life Cycle Assessment (LCA)?

LCA is a technique to assess the environmental aspects and potential impacts associated with a product, process, or service, by:

- compiling an inventory of relevant energy and material inputs and environmental releases;
- evaluating the potential environmental impacts associated with identified inputs and releases;
- interpreting the results to help make a more informed decision about the human health and environmental impacts of products, processes, and activities.¹



Customized Improvement Score

- This document (which you can download!) will show your organization's areas for improvement; look at the 'Earned Points' and 'Available Points' columns to see how each question was weighted.
- Use the PDF files from the 'Improve Your Score' page for ideas for improvement.
- Use what you've learned about the organization to make recommendations that are pertinent and achievable. Aim to present a mix of easy changes and stretch goals.
 - See pages 8 and 9 of the Handbook for examples

Deliverables

There are a number of ways you can report your company's results. A few examples are:

- Presentation of Performance and Recommendations
- Sustainability/CSR Report or Audit

See page 10 of the Handbook for examples of both written reports and presentations. A blank presentation PowerPoint is also included in the Toolkit materials.

Make Your Recommendations

- Finally, set up a time to present your findings and recommendations to your organization. Make sure you have paper or digital copies of your presentation or report for your contacts to keep.
- Stay in touch! Enjoy the new connections you've just made, and check in to see if any of your recommendations were implemented.

Stumped?

As you've seen, there is a lot of information in the B Impact Assessment to help you with this project. The provided templates will also help you complete this project successfully, and your professors can also be a great resource.

However, if you find that you have specific questions about the B Impact Assessment, or if you consult a business that expresses interest in B Corp certification, please contact B Lab at thelab@bcorporation.net.