



Impact Management

B Lab helps tens of thousands of businesses, investors, and institutions manage their impact performance with as much rigor as their profits using the **B Impact Assessment** and **B Analytics**.

55,000

USERS OF THE BIA

100+

INVESTORS

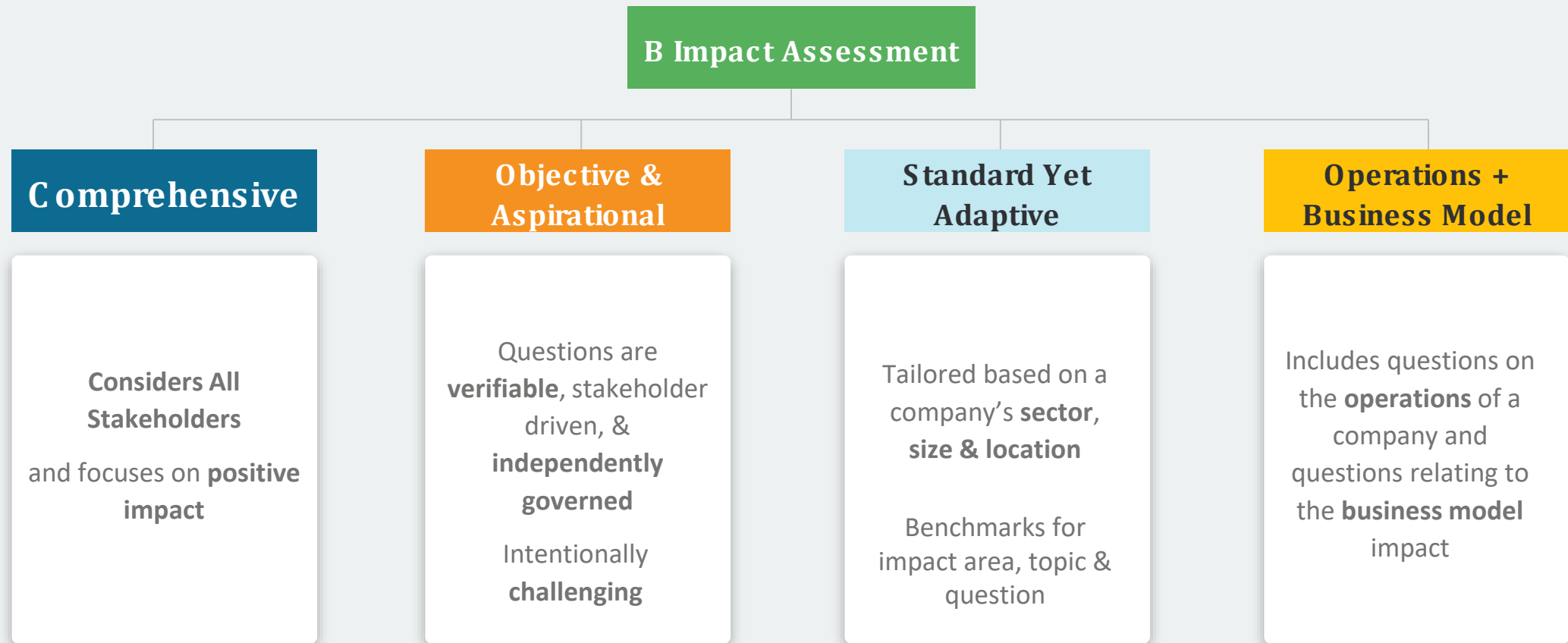
200+

PARTNERS

1

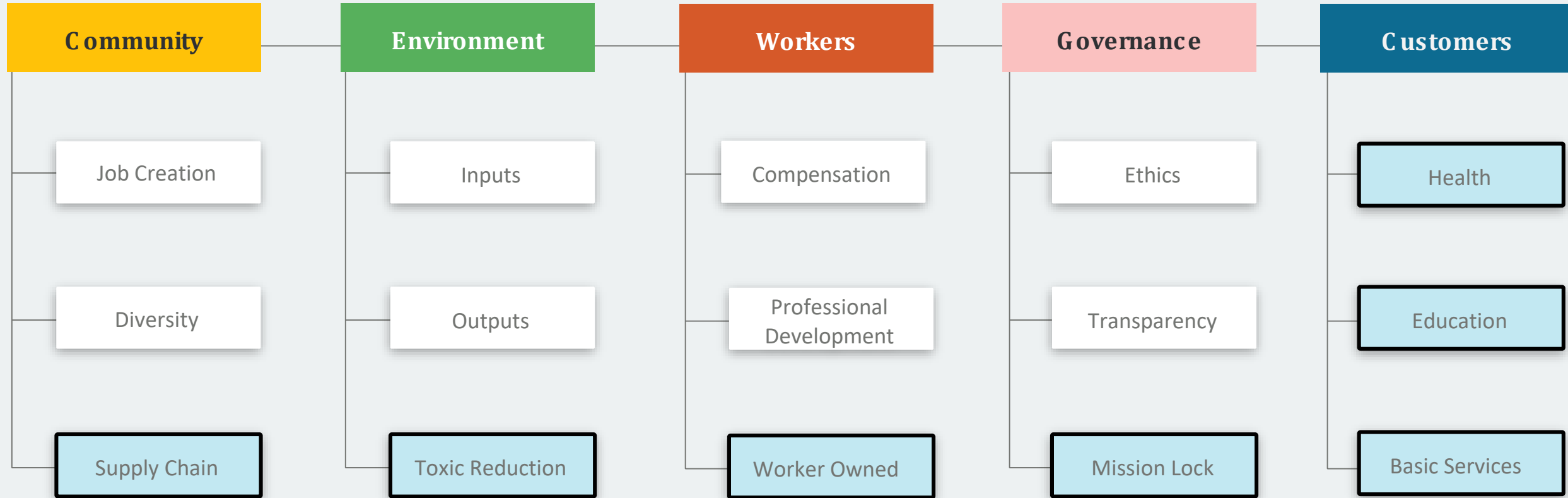
UNIFYING GOAL

Key Features of the B Impact Assessment



Companies answer questions in the B Impact Assessment, which they can register for at www.bimpactassessment.net

What does the B Impact Assessment Measure?*



**Please note this represents only a subset of the Impact Topics covered in the B Impact Assessment. Bolded in blue represent Impact Business Model topics.*

B Impact Assessment + SUSTAINABLE DEVELOPMENT GOALS

Coming in 2020

B Lab will release an SDG online tool that will be integrated into the existing B Impact Assessment standards and platform. The tool will allow users to assess, compare and improve their progress on the 17 Sustainable Development Goals.

The SDG platform will feature select questions from the B Impact Assessment that have been mapped to the SDGs, supplemented by new metrics and accompanying content developed alongside the **UN Global Compact** and with input from stakeholders.



Scoring & Disclosure Questionnaire

Companies earn a score out of 200

Approximately half the points are available in the Operations questions and half in the Impact Business Model section.

The average score for a company the first time they take it is a 55. The threshold for Certification is an 80; average score for a B Corp is 96.

Companies also complete a Disclosure Questionnaire, which is unscored and aligns closely with negative screens and standard disclosure reviews.

BIA: Sample Questions

Practices

Monitoring Water Use



EXPLAIN THIS



Does your company monitor, record and/or report its water usage?

- We do not currently monitor and record our usage
- We monitor and record usage (no reduction targets)
- We monitor and record usage, and have specific reduction targets
- We monitor usage and have met specific reduction targets during the last fiscal year

Policies

Supplier Code of Conduct



EXPLAIN THIS IN PRACTICE



Is there a formal written Supplier Code of Conduct policy that specifically holds the company's suppliers accountable for social and environmental performance?

This may include policies on Fair Trade. The answer to this question affects questions you'll encounter further on in your assessment.

- Yes
- No

Outputs

Low Impact Renewable Energy Use



EXPLAIN THIS SHOW EXAMPLE



What % of energy use is produced from low-impact renewable sources?

Include electricity and other energy consumption from heating, hot water, etc.

- 0%
- 1-24%
- 25-49%
- 50-74%
- 75-99%
- 100%
- Don't know

Outcomes

Employee Satisfaction



EXPLAIN THIS SHOW EXAMPLE



What percent of your employees are 'Satisfied' or 'Engaged'?

Select N/A if satisfaction or engagement is not formally surveyed.

- N/A
- <65%
- 65-80%
- 81-90%
- >90%