



Annual Impact Report

2017 / 2018

B Corporations are companies that have been certified to have met rigorous standards of social and environmental performance, accountability, and transparency. Worldwide, there are more than 2,500 Certified B Corporations across 140 industries and 60 countries working together toward 1 unifying goal: using business as a force for good. We decided to become a Certified B Corp for several reasons:

- **Being Part of a Community of Leaders with Shared Values:** We believe that the strength of the B Corp community—and the sense of being part of something bigger than our individual business—is one of the best reasons to become a B Corp.
- **Protecting Our Mission for the Long Term:** Certified B Corporations, in addition to meeting rigorous standards of social and environmental performance, amend their governing documents to be more supportive of maintaining their social and environmental mission over time.
- **Identifying Areas for Improvement:** B Corp certification is an independent, rigorous, third-party standard that evaluates every aspect of our business—from how we treat our workers, to our community involvement, to our overall effect on the environment. We believe this will help us continue to create social, environmental, and financial value.
- **Attracting and Retaining Top Talent:** Many studies have shown that the best people want to work for a company with a larger purpose. B Corp certification helps us signal to prospective and existing partners that we are committed to using business for good.
- **Building Collective Voice:** Many of the movements taking place around the globe—from cleantech, microfinance, and sustainable agriculture to the buy local and cooperative ownership movements—are manifestations of the same idea: how to use business for good. The B Corporation organizes and amplifies the voices of this diverse marketplace behind the power of a unifying brand.

We are proud of what our team has accomplished this year to improve our impact. Once we complete our certification, we will be eager to learn from our peers in the B Corp community about how we can do even more. This is an essential contribution toward a vision of business that works for people, the planet, and the bottom line.



Measuring Our Impact

We use the B Impact Assessment (BIA), a third-party standard created by B Lab (the non-profit behind the B Corp movement), to measure our impact. The BIA is the most widely-used impact measurement and management tool in the world. More on the BIA and B Lab can be found at bimpactassessment.net.

The BIA is used by more than 50,000 businesses to measure, compare, and improve their overall social and environmental performance, as well as by an increasing number of investors, business associations, and government entities serious about understanding and benchmarking the impact of the companies in which they invest and with which they do business.

The BIA scores companies on a 0-200 point scale. The average score on the assessment is between 40 and 60 points. Companies interested in becoming Certified B Corporations are required to score 80 points or higher. Companies that earn 130 points or higher are in the top 10% of all B Corps worldwide.

The major sections and subsections on the BIA include:

Environment:

- Land, Office, and Plant
- Inputs (e.g., energy efficiency, water conservation, etc.)
- Outputs (e.g., GHG emissions, waste, etc.)
- Transportation, Distribution, & Suppliers

Workers:

- Compensation and Wages
- Benefits
- Training and Education
- Worker Ownership
- Management and Worker Communication
- Job Flexibility and Corporate Culture
- Occupational Health and Safety

Community:

- Job Creation
- Diversity and Inclusion
- Civic Engagement and Giving
- Local Involvement
- Suppliers, Distributors, and Product

Governance:

- Mission and Engagement
- Corporate Accountability
- Ethics
- Transparency
- Benefit Corp Governance

Customers

- Addressing a social and/or economic problem for customers

Our B Impact Report

The B Impact Report is a summary of our overall social and environmental performance as assessed by the BIA. Here is our most recent score on the assessment:

Overall B Impact Score

For Calendar Year Ending: **Dec. 31st, 2017**

Your scores below are being compared against 994 Ordinary Businesses that also have 1-9 employees. [Learn More](#)

131.2



UNVERIFIED

Impact Area Scores

	Governance	11.7	+
	Workers	24.8	+
	Community	32.7	+
	Environment	40	+
	Customers	21.9	+

Objectives and Targets

Going forward, we have a goal of increasing our BIA score by at least 10% every time we recertify as a B Corporation. In addition, we have identified the following targets to help us continue to improve our social and environmental performance:

- Offsetting 100% of carbon emissions by 2020
- Measuring our Scope 1, Scope 2, and Scope 3 carbon emissions across our operations by 2020
- Increasing energy efficiency across our organization by 10% by 2020
- Increasing the amount of energy we consume from renewable sources by 50% by 2020

- Diverting 80% of waste from landfill by 2020
- Adding social / environmental goals into all employee performance evaluations
- Integrating social / environmental mission-related responsibilities into all job descriptions
- Hiring more women, people of color, individuals residing in low-income areas, and other chronically underemployed populations (e.g., individuals who are formerly incarcerated or formerly homeless)
- Increasing the amount of women, people of color, or other traditionally underrepresented populations in management
- Working with more suppliers who are:
 - Majority owned by women or individuals from underrepresented populations;
 - Located in low-income communities, or
 - Creating employment opportunities for chronically underemployed populations

