

Introduction to the Standards

Part 1

The B Impact Assessment



B Impact Assessment Basics



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Measure What Matters

Your company's social and environmental impact.

[Get Started](#)



Comparison of QIA and BIA

Quick Impact Assessment (QIA)	Full B Impact Assessment (BIA)
<ul style="list-style-type: none">• Approximately 20 minutes to complete• Between 20 and 30 questions• Provides benchmarking for specific questions but does not give overall score• A sample of best practices from full BIA• Intended for companies first starting to measure impact• Completion counts towards completion of BIA• Free at www.bimpactassessment.net	<ul style="list-style-type: none">• Approximately 90 minutes (or more)• Between 50 and 150 questions• Provides overall score• Comprehensive stakeholder assessment• For companies interested in comprehensive impact measurement framework• Necessary for GIIRS Ratings/ B Corp Certification• Free at www.bimpactassessment.net

B Impact Assessment Basics

Goal: Allow businesses to measure and manage the social and environmental performance of their *whole* business by providing an easy to use, insightful, and standardized framework for measuring the business's impact on its stakeholders.

Any company can use the assessment to benchmark and improve its impact. As such, the BIA is based on **positive points**. Any score higher than 0 points is a good score, as a positive score indicates that the company is doing something positive for society and the environment.

Assess → Compare → Improve

B Impact Assessment Basics

- ✓ **Comprehensive & Holistic** – covers everything from governance to supply chain
- ✓ **Independent** – Overseen by independent Standards Advisory Council
- ✓ **Transparent** – all questions, weightings visible to public
- ✓ **Dynamic** – changes based on size and sector of the company; versioned every two years



B Impact Assessment Basics

- ✓ **Community Based** - most changes are based on user feedback
- ✓ **Positive** – there are no negative points on the assessment
- ✓ **Free** – really.
- ✓ **Easy to use** – online tool designed for small and medium-sized businesses
- ✓ **Confidential** – answers and reports are only visible to B Lab; only reports are visible for most Certified B Corps



B Impact Assessment Basics

- ✓ **Comparable** across industry and size
- ✓ **Educational** – aimed at making it easy for business owners and operators to improve their impact
- ✓ **Weighted towards action**
- ✓ **Scalability oriented**
- ✓ **Leverages** industry & practice specific third party certifications



B Impact Assessment Basics

The B Impact Assessment simply builds upon the important work that other organizations and industry groups are doing to define and measure impact.

Built on:

- GRI
- Wiser Earth
- Other practice specific certifications: Fair Trade, Organic, LEED, ISO, STFLA, 1% For the Planet, etc.
- Input from experts across industries
- Best practice guides / books from:
 - Mal Warwick
 - Ben & Jerry's
 - Patagonia
- Feedback from hundreds of entrepreneurs

Evolution of the B Impact Assessment

2007	Alpha, Beta, Official Launch of Version 1.0
2010	Version 2.0 <i>Including first addenda – real estate & design/build, financial services</i>
2012	Version 3.0 <i>Launch of Emerging Markets assessment First translations of assessment (Spanish) Assessment moves to Salesforce</i>
2014	Version 4.0 <i>Launch of Developed Markets – Global Includes EM financial services addendum</i>
2016	Version 5.0 <i>New easy to use platform Higher education addendum</i>

2015: Launch of
Quick Impact
Assessment

B Impact Assessment: Structure

Size: Working Owners, 1-9,
10-49, 50-250, 250-1000,
1000-10000

Market (geography):
Developed Markets, US and
Global (DM) and Emerging
Markets (EM)

Sector (industry):
Manufacturing, Service,
Wholesale, Agriculture



B Impact Assessment Topics

Governance

- Transparency
- Ownership

Workers

- Job Growth
- Compensation & Benefits
- Employment Practices
- Work Environment
- Employee Ownership

Environment

- Energy Use
- Facilities
- Supply Chain
- Manufacturing

Customers

- Direct Impact Products/Services
- Targeting Underserved Communities
- High Impact Supply Chain

Community

- Suppliers
- Local
- Diversity
- Charity/Volunteerism

Governance



Workers



Community



Environment



Customers



B Impact Assessment

NEXT STEPS

ASSESS

COMPARE

IMPROVE

CERTIFICATION

B Impact Report

This report shows how your company scores in each category as compared to other business.

Overall B Impact Score

51.1

UNVERIFIED



Governance

11.3



Workers

8.1



Community

19.9



Environment

11.8



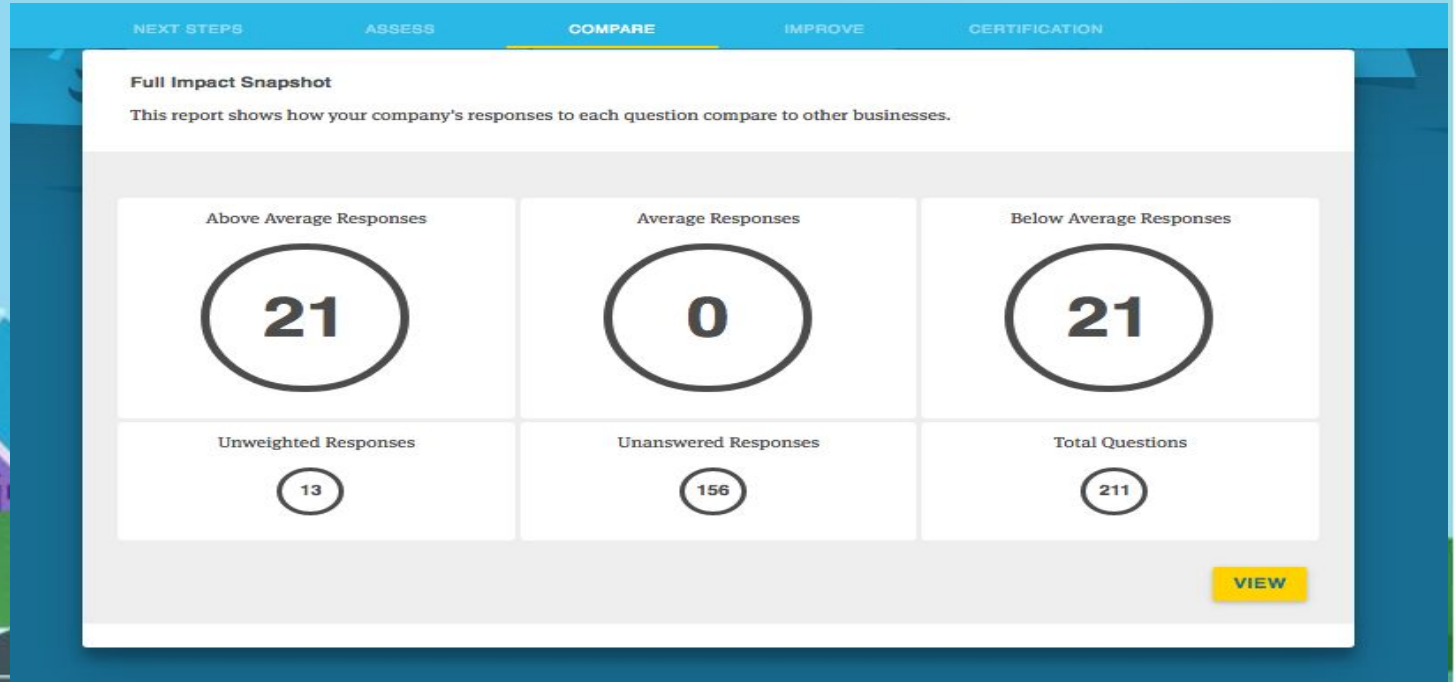
Customers

0

VIEW

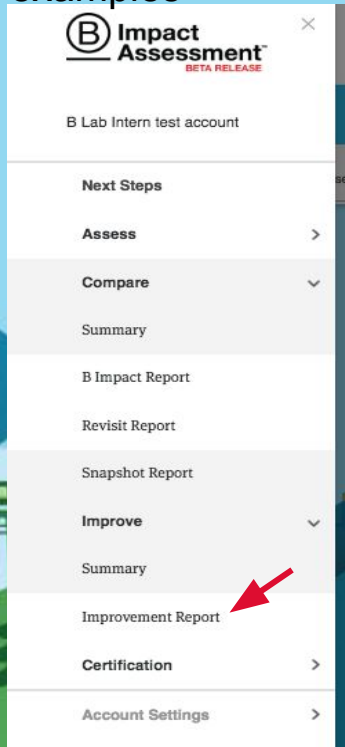
B Impact Report: Benchmark Performance

Compare
impact to the
other
17,000+
companies
that have
used the
assessment



Improvement Tools: Improvement Report

Free tools to help you see your strengths, plan improvements, and access best practices and examples



B Impact Assessment
BETA RELEASE

B Lab Intern test account

- Next Steps
- Assess >
- Compare v
- Summary
- B Impact Report
- Revisit Report
- Snapshot Report
- Improve v
- Summary
- Improvement Report
- Certification >
- Account Settings >

Full Impact Assessment Improvement Report

This report contains any questions that you marked for improvement alongside suggested improvements, which include questions that factor towards your B Impact Score. Use the filters above to find topics that you want to focus on. Use the flags on each question to indicate which specific practices your company may want to improve on. Then organize the flagged questions into a formal action plan with your colleagues.

B Lab Intern test account

For Calendar Year Ending: Dec 31, 2016

Marked for Improvement

0

Suggested Improvements

39

Total Questions

39

Improvement Tools: Revisit Report

Free tools to help you see your strengths, plan improvements, and access best practices and examples

The screenshot shows the 'Full Impact Assessment Revisit Report' for a 'B Lab Intern test account' for the calendar year ending Dec 31, 2016. The interface includes a left-hand navigation menu with the 'Revisit Report' option highlighted by a red arrow. The main content area displays two summary cards: 'Flagged to Revisit' with a count of 0, and 'Skipped Questions' with a count of 9.

Impact Assessment
BETA RELEASE

B Lab Intern test account

Next Steps

Assess >

Compare v

Summary

B Impact Report

Revisit Report

Snapshot Report

Improve v

Summary

Improvement Report

Certification >

Account Settings >

Full Impact Assessment Revisit Report

The questions here represent those that you skipped or initially marked to revisit in the assessment. Feel free to unmark the revisit flag once you feel you have resolved the question.

B Lab Intern test account

For Calendar Year Ending: Dec 31, 2016

Flagged to Revisit	Skipped Questions
0	9

B Impact Report

The screenshot displays the B Impact Assessment interface. On the left is a navigation sidebar with the B Impact Assessment logo (marked 'BETA RELEASE') and the account name 'B Lab Intern test account'. The sidebar menu includes: Next Steps, Assess, Compare (selected), Summary, B Impact Report (highlighted with a red arrow), Revisit Report, Snapshot Report, Improve, Summary, Improvement Report, Certification, and Account Settings. The main content area has a blue header with tabs: NEXT STEPS, ASSESS, COMPARE (active), IMPROVE, and CERTIFICATION. The 'B Impact Report' section shows an overall score of 51.1, which is 'UNVERIFIED'. Below the score is a table of category scores:

Category	Score
Governance	11.3
Workers	8.1
Community	19.9
Environment	11.8
Customers	0

A 'VIEW' button is located at the bottom right of the report area.