

## WHAT IS THE B IMPACT ASSESSMENT?

A free/confidential tool to:

- Enhance corporate responsibility
- Measure impact to stakeholders
- Reduce/improve impact to stakeholders
- Compare with businesses locally, throughout Florida, and globally
- Consider getting involved in the movement or becoming a certified B Corp
- Assess > Compare > Improve > Certify

***“We Measure What Matters. We Manage What We Measure”***

Comparison of QIA and BIA:

<u>Quick Impact Assessment (QIA)</u>	<u>Full B Impact Assessment (BIA)</u>
• Takes about 20 minutes	Takes about 90 minutes (or more)
• About 20-30 questions	About 50-150 questions
• Provides benchmark (no score)	Provides overall score
• Sample of best practices	Comprehensive stakeholder assessment
• Good starting point (35% of BIA)	Big picture for actionable intelligence
• Counts towards BIA	Necessary for GIIRS Rating/B Corp Certification
• Free/Confidential	Free/Confidential

Any company can use the assessment to benchmark and improve its impact.

Any score higher than 0 points is a good score. 200 points is the maximum score and a minimum of 80 points is required to certify. The median score across all companies is 55 while the average score for B Corps is in the mid-90s.

As of 2018, over 60,000 companies have taken the assessment.

Scores are public online: [Salt Palm Development](#), [Patagonia](#), [Clean the World](#)... ([more here](#))

## 5 Impact Areas

1. Governance: Accountability/Transparency, Ownership, Mission/Ethics
2. Workers: Health/Wellness, Compensation/Benefits, Employment Practices
3. Community: Diversity/Equity/Inclusion, Civic Engagement, Job Creation, Suppliers
4. Environment: Environmental Stewardship, Energy/Air/Climate/Water, Offsets
5. Customers: Underserved Communities, Direct Impact Product/Service

*(1-4 focus on operational decisions, and 5 focuses on business model)*

## Basics

- Holistic: Covers everything from governance to supply chain
- Independent: Overseen by independent advisory council
- Transparent: All questions, weightings visible to public
- Dynamic: Changes based on company size & sector (130+ Industries)  
Re-versioned every 2 years (version 6 launching beginning 2019)
- Community-based: Changes incorporate user feedback
- Positive: No negative points on assessment
- Free: Really
- Easy-to-use: Online tool – complete all at once or as time permits
- Confidential: Answers viewable only by B Lab or among those where you share
- Comparable: Standardized across industry, geographic location, size
- Educational: Explains business negative externalities & how to offset these
- Action-oriented: Scores weighted to promote positive action
- Comprehensive: Incorporates elements from other Certifications & Other Certifications  
improve your impact/score

The B Impact Assessment builds upon the important work that other organizations and industry groups are doing to define and measure impact – not limited to:

- GRI
- Wiser Earth
- Practices from Fair Trade, Organic, LEED, Energy Star, ISO, STFLA, 1% For the Planet
- Industry Experts
- Best Practice Guides from: Patagonia, Ben & Jerry's
- Feedback from hundreds of entrepreneurs

*\* Information contained in this summary has been gathered from B Lab, B Corps, and related organizations' presentations.*

