

WHAT IS THE B IMPACT ASSESSMENT (BIA)?
<https://bimpactassessment.net/FloridaForGood>








The B Impact Assessment takes a comprehensive stakeholder-based view by evaluating a company’s impact on workers, community, environment, and customers, as well as best practices regarding governance. Users are assessed on all five stakeholder groups and cannot pick one over another. That means companies are expected to answer an average of 200 questions, which can vary depending on their size, sector and geography, in all impact areas. 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.

As of 2020, over 70,000 companies have taken the assessment. The median score across all companies is 55 while the average score for B Corps is in the mid-90s.

Certified B Corp Scores are online. E.g. [Legacy Vacation Resorts](#) and [Patagonia](#)

What does the B Impact Assessment Cover?

 Governance	 Workers	 Community	 Environment	 Customers
<ul style="list-style-type: none"> ○ Mission & Engagement ○ Governance ○ Ethics ○ Transparency + + + + 	<ul style="list-style-type: none"> ○ Compensation ○ Benefits ○ Training & Education ○ Job Flexibility + + 	<ul style="list-style-type: none"> ○ Job Creation ○ Diversity ○ Civic Engagement ○ Local ○ Suppliers, Distributors & Product + + + + 	<ul style="list-style-type: none"> ○ Land, Office, Plant ○ Input ○ Outputs ○ Trans, Dist, & Suppliers + + + + + 	<ul style="list-style-type: none"> + + + + + + + +

○ Operational Impact
 + Impact Business Model



Basics of the B Impact Assessment

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
Relevant-	Revised every 2 years. 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. These include but are not limited to:

GRI

Wiser Earth

Practices from Fair Trade, Organic, LEED, Energy Star, ISO, STFLA, 1% For the Planet, etc.

Industry Experts

Best Practice Guides from: Patagonia, Ben & Jerry's

Feedback from hundreds of entrepreneurs

WHAT IS THE SDG Action Manager?

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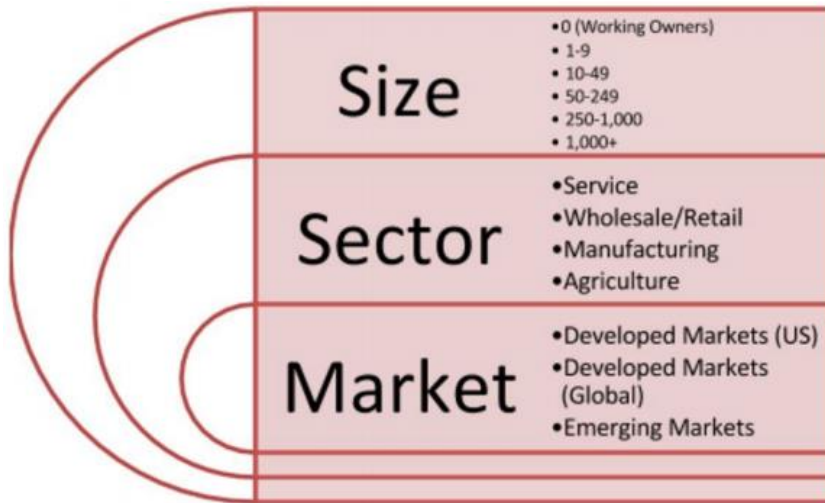
The SDG Action Manager starts with a baseline module that incorporates the B Impact Assessment and the [Ten Principles of the UN Global Compact](#) related to human rights, labor, environment, and anti-corruption — essential responsibilities related to people and planet. It then advises companies on which of the SDGs they should start their journey with (the ones they can impact the most), and invites them to explore all others.

The SDG Action Manager is structured as a series of distinct modules, beginning with a “Baseline Module” that provides a starting point for users, expanding to Modules for each of Sustainable Development Goals 1-16.5 Each module is structured into subsections, and features a series of questions designed to offer concrete actions for businesses to improve their impact, a performance framework to track their progress and internally benchmark against others, and supplemental resources to assist in their implementation.



Both assessments are interconnected and share some of the same questions and qualities:

- Free
- 78 versions of the core assessment
- Available in English, Spanish, Portuguese, French and Italian
- Enhance corporate responsibility Eg Social, Environmental & Sustainable Development Goals
- Measure Impact to stakeholders
- Reduce/Improve Impact to stakeholders
- Compare with local Businesses
- Compare with Global Businesses (US, S. America, Europe, Africa, Asia, etc.)
- Consider getting involved in the movement or becoming a certified B Corp
- Assess > Compare > Improve > Lead/Certify
- Customized for a particular company by adapting specific indicators based on size, sector and geographic market



	SDG Action Manager (Baseline Module Only)	Full B Impact Assessment (BIA)
Time Involved	Approx. 20 minutes	90 minutes minimum
Number of Questions	20 - 30	50 - 150
Scoring	Percentage score	Overall numerical score
Results	Analysis of SDG priorities	Comprehensive stakeholder assessment
Reason for taking	Identify & align SDG efforts with the UN Compact	Big picture for actionable intelligence
Benefits	Answers aggregate into the BIA (10%)	Necessary for GIIIRS Rating and B Corp Certification
Cost	Free and confidential	Free and confidential

**“We Manage
What We Measure”**

Assessment Users	Reason for using the assessments
B Corps	To Verify performance
GIIRS Companies	To issue GIIRS Ratings
Benefit Corporations	Helps to develop benefit report and transparency requirements
Community Partners	To provide value to members
Measure What Matters Users	Used in various stages to assess, compare and improve Impact
Universities	Introduce students to holistic business assessments
Local and State Government	Verify business’s performance to qualify for incentives

* Information contained in this summary has been gathered from B Lab, B Corps, and related organizations’ presentatio