

## WHY B CORP?

B Corp is a holistic certification to prove that you are a responsible and sustainable business, assessing all elements of the business and showing how you consider people and planet, as well as profit. B Corp certification doesn't just evaluate a product or service; it assesses the overall positive impact of the company that stands behind it.

### Key benefits to certifying include:

#### Stronger growth.

In the UK, B Corps have shown to have faster annual growth in turnover and employee count than non-B Corps. In a 2024 survey of 132 UK BCorps compared with UK government agency surveys of the wider UK SMEs, B Corp SMEs' mean average annual turnover growth was 23.2% between 2023 and 2024, compared to an average of 16.8% for non B Corps. Between 2023 and March 2024, B Corp SMEs saw their annual employee headcount grow by 9.6%, compared to 0.5% for non B Corps

#### Customer loyalty

B Corps generate customer loyalty because they offer more than just products—they offer purpose, trust, and alignment with personal values. For today's conscious consumers, that's often more powerful than price or convenience.

#### Future-proofs your business

B Corp certification makes businesses think about the long-term health, productivity and risk management of the business. So once legislation catches up with where the world needs to be in terms of looking after People and Planet, as a standard, your business will be ahead of the game.

#### Collaborate with and access services through the B Corp community

B Lab don't just manage the B Corp certification process, they are also building a global community of like-minded businesses who want to be part of a fairer capitalist system. Once you become certified you will get access to the B Hive, where all 9000+ worldwide B Corps discuss more socially and environmentally responsible business practice.

There are always plenty of opportunities to join collective B Corp initiatives e.g.

- [Travel by B Corp](#)

- [Beauty by B Corp](#)
- Collective marketing opportunities [Ocado B Corp shop](#), [Boots B Corp shop](#), [Waitrose B Corp shop](#)
- Bi-lateral collaborations e.g. [Tony's Chocolony & Ben and Jerry's joint ice-cream](#), [Joint B Corp mentoring scheme](#) (Ella's Kitchen, Pukka, Lily's Kitchen & Cook)
- [Boardroom 2030](#)
- Change UK law [Better Business Act](#)

#### Mission lock

B Corp requires you to [make a legal change](#) to embed positive social and environmental values into your business, aligning operations with brand values and identity for the long-term, as well as publishing a yearly Impact Report to publicly announce your positive social, environmental and economic impact.

#### Third party verification of great things you're doing

There is no hiding in the impact assessment. So, when you achieve B Corp certification, it is an excellent way to show to customers, investors and other stakeholders that you are not greenwashing; but are in fact well on your journey to becoming a socially and environmentally responsible business.

#### Attract and engage talent

B Corp does this by encouraging businesses to improve the following for their staff:

- Financial security
- Health, wellness & safety
- Career development
- Engagement & satisfaction
- Diversity & inclusion
- Engagement with the local community & charities

As well as leading by example and providing a business mission that is socially and/or environmentally purposeful.

#### Benchmark and improve your social and environmental performance

Each time you take the certification, B Lab want to see proof of social & environmental improvements. The first time is to get a baseline, then every time you renew, you should see it as a challenge to improve on your performance.