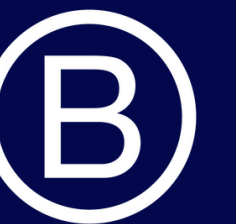




UK for Good

purpose. people. planet. prosperity

Certified



Corporation
PENDING

The story so far....

Welcome to UK for Good

helping your business grow
sustainably and successfully

We're growing like topsy....and would love you to join us

The UK for Good story began in Cheshire, when Cheshire for Good was set up to inspire, inform, and enable businesses to grow successfully and sustainably. Working with local businesses, public organisations, business networks, and educational institutions, Cheshire for Good has become a community of great organisations committed to making a bigger difference to their people and the planet.

Why? because the world is changing at speed and at scale.

A combination of top down pressure from regulation, legislation, sustainability reporting, and taxation...and bottom up pressure from customers, clients and employees who are voting with their CVs and their wallets.



And what's driving us.....

A historic global culture shift

is underway to harness the power of business to help address society's greatest challenges and to build a more inclusive economy.

72%

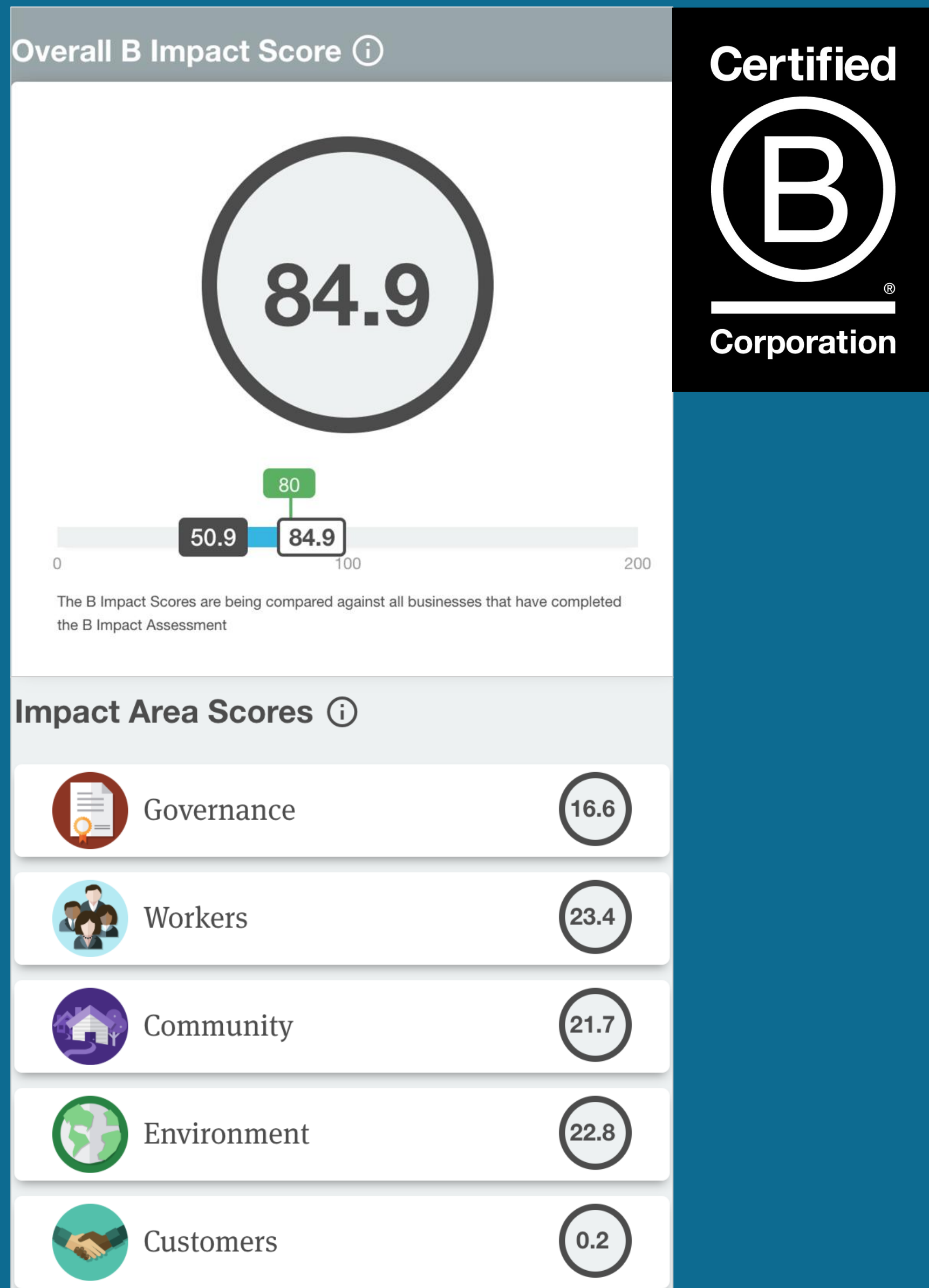
Of people believe that business should have a legal responsibility to the planet and people, alongside maximising profits.



20th Century **Shareholder** **Value**



21st Century **Stakeholder** **Value**



Certified B Corporations meet high standards of verified social and environmental performance.

They are legally committed to consider the impact of their decisions on all of their stakeholders, not just their shareholders.

Certified



®

Corporation

Building the B Economy

5,000+

CERTIFIED B CORPS

77

COUNTRIES

150+

INDUSTRIES

1

UNIFYING GOAL

 <p>Gruppo Assimoco ASSicurazioni MOVimento COoperativo</p>	 <p>Jamie Oliver</p>	 <p>Allos</p>	 <p>Coutts</p>	 <p>LES 2 VACHES</p>	 <p>FREUDS</p>	 <p>natura bem estar bem</p>
 <p>B</p>	 <p>Stonyfield ORGANIC</p>	<p>EILEEN FISHER</p>	 <p>KING ARTHUR FLOUR</p>	<p>patagonia®</p>	 <p>ATHLETA</p>	 <p>DANONE NORTH AMERICA</p>
 <p>isola BIO</p>	 <p>wetransfer.com</p>	<p>Certified</p>  <p>Corporation</p> <p>This company meets the highest standards of social and environmental impact</p>			 <p>enjoy plant power alpro®</p>	<p>EXPANSCIENCE®</p> <p>LABORATOIRES</p>
 <p>havas london</p>	<p>KICKSTARTER</p>				 <p>Vermont's Finest BEN & JERRY'S ICE CREAM</p>	<p>PUKKA</p>
 <p>TONY'S CHOCOLONELY</p>	 <p>innocent</p>	 <p>Chiesi People and ideas for innovation in healthcare</p>	 <p>CLIPPER® NATURAL, FAIR & DELICIOUS™</p>	 <p>Plum™ organics</p>	 <p>DR. BRONNER'S ALL-ONE!</p>	 <p>revolution FOODS</p>
<p>FAIRPHONE</p>	 <p>THE BODY SHOP</p>	<p>seventh generation™</p>	 <p>VEJA</p>	<p>Triodos Bank</p>	<p>ALESSI</p>	<p>allbirds</p>



ELVIS & KRESSE



Simply Business

FUTERRA

generation__



JoJo Maman Bébé



PROPERCORN



Lab
United
Kingdom

UK Community

850+

CERTIFIED AND PENDING B CORPS

£12bn+

TOTAL REVENUE

59k+

EMPLOYEES

Find out how we're continuing to protect each other | [Coronavirus FAQs](#) | [Shopping in store](#)

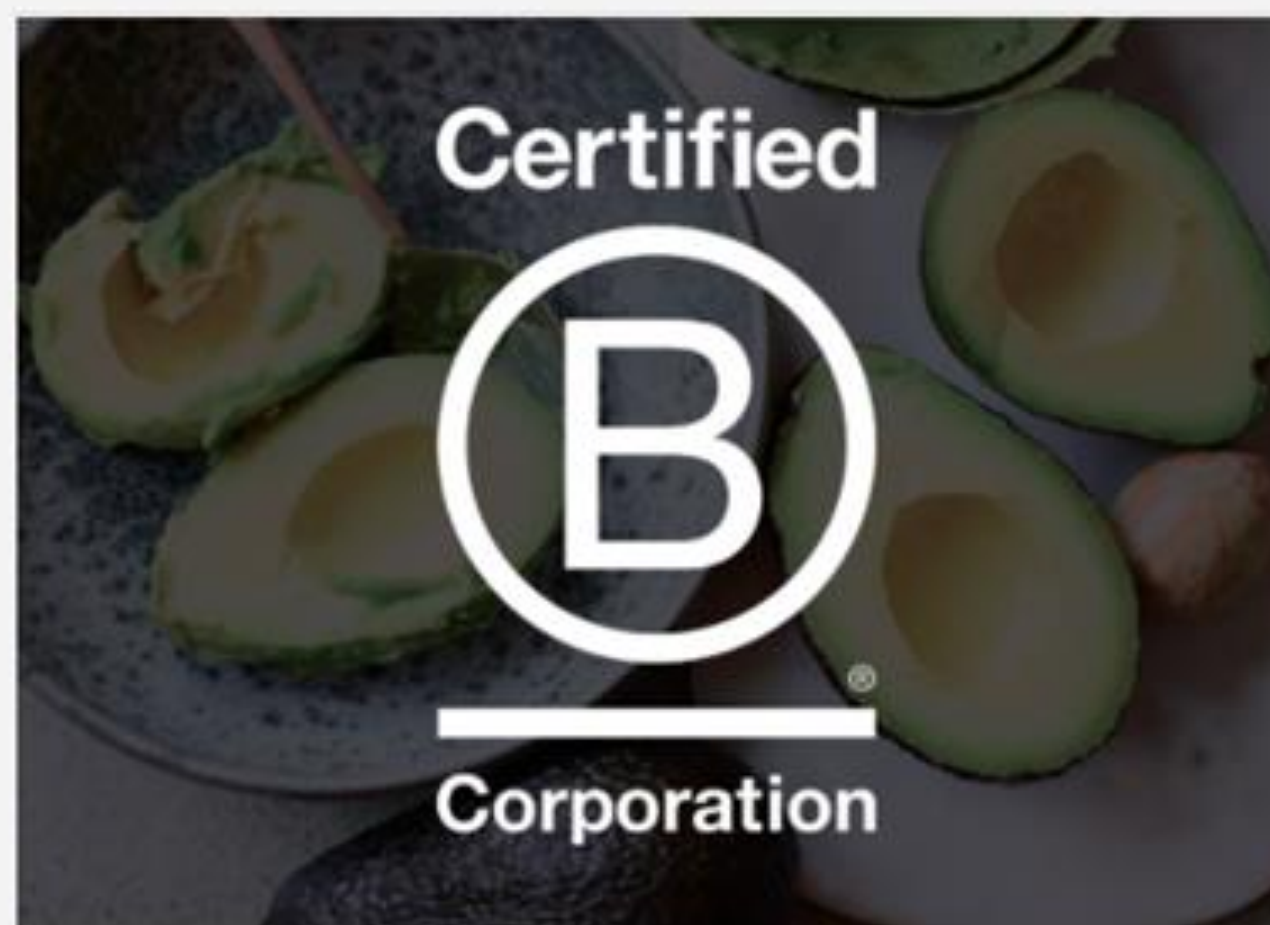
[Home](#) > [groceries](#) >

B CORP



Tony's Chocolonely win big

Tony's Chocolonely have won a Waitrose & Partners Sustainability Award for their fantastic work in raising



What is B Corp?

Certified B Corporations are a group of companies that use the power of business as a force for good. B



Ella's Kitchen is on a mission...

To improve children's lives through developing healthy relationships with food. They take simple, organic

IT'S
(YOUR
JOB TO
TAKE
CLIMATE
→ ACTION.

Tackling the climate crisis
is the job of every business
leader and policy maker. Our
job is to get them started.
itsyourjob.com



CLIMATE
ACTION
NONE
OF YOUR
BUSINESS?

Supply chains, workers,
customers and communities
will all be affected by climate
risk. It's every leader's job
to take action—and it's our
job to help them.
itsyourjob.com



How to become a Certified B Corp

Pass the assessment

The B Impact Assessment assesses the impact of an entire company. B Corps must achieve a verified score of at least 80 points.

Make the legal change



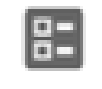

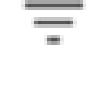





B Corps amend their articles of association, committing to consider the impact of their decisions on all stakeholders.

Commit to transparency

B Corps commit to publishing their score and producing annual impact reports on their progress.

What is the B Impact Assessment?



-  Notifications
-  Dashboard
-  Reviews
-  B Impact Assessment
-  **Question Filter**
-  Reports
-  Goals
-  Certification
-  Assessments
-  Settings

Corporate Citizenship Program



[EXPLAIN THIS](#) [SHOW EXAMPLE](#) [IN PRACTICE](#) [LEAVE FEEDBACK](#)

How does your company take part in civic engagement?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ Financial or in-kind donations (excluding political causes)
- ☐ Community investments
- ☐ Community or pro-bono service
- ☒ Advocacy for adopting improved social or environmental policies or performance
- ☐ Partnerships with charitable organizations or membership with community organizations
- ☐ Discounted products or services to qualified underserved groups
- ☒ Free use of company facilities to host community events
- ☐ Equity or ownership in the company granted to a nonprofit
- ☐ Other - please describe

Pricing

Submission Fee

£250 + VAT payable on submission of an application to be verified. The BIA is free to use if not submitting.

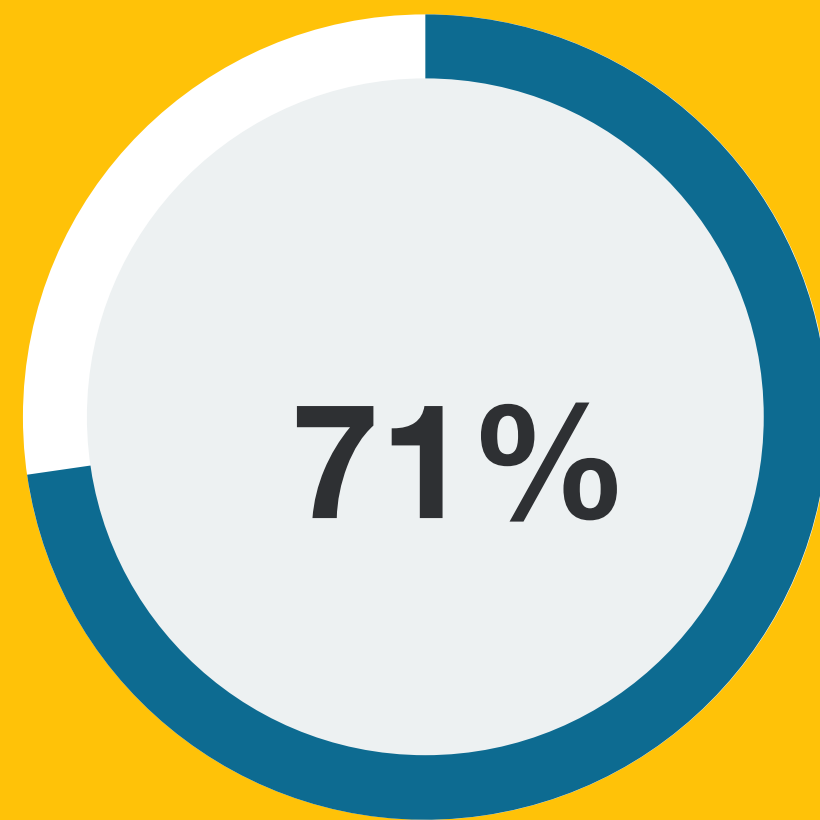
Certification Fees

Based on annual sales, starting at £1,000 per annum and scales up e.g. for £1 million annual sales, the fees would be £2,000 per annum.

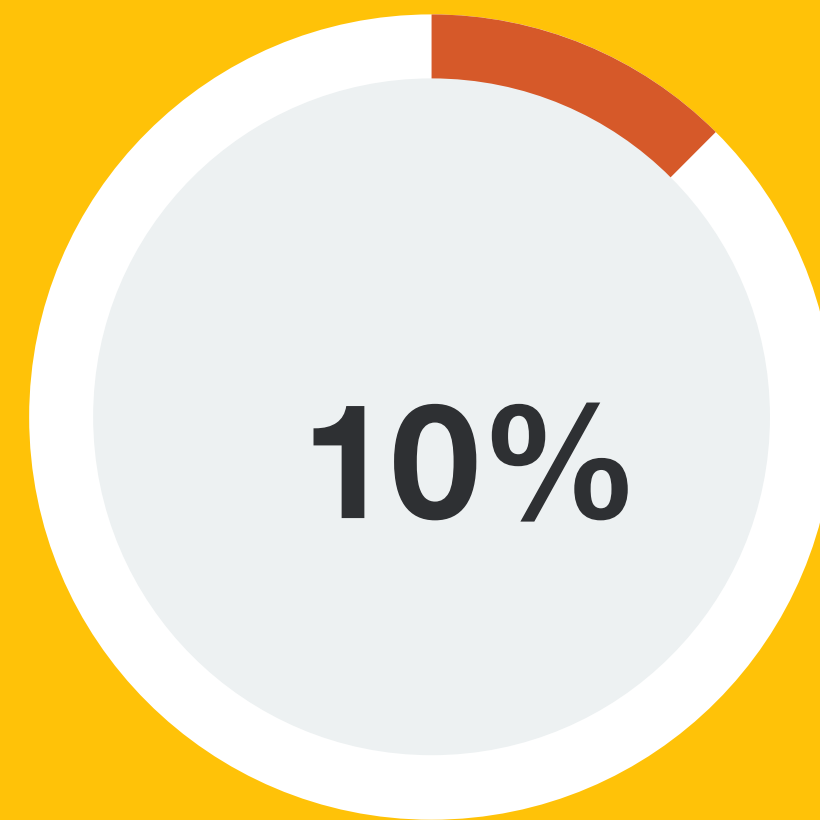
Equity Discount

40% discount on certification fees for underrepresented business owners for the first three years.

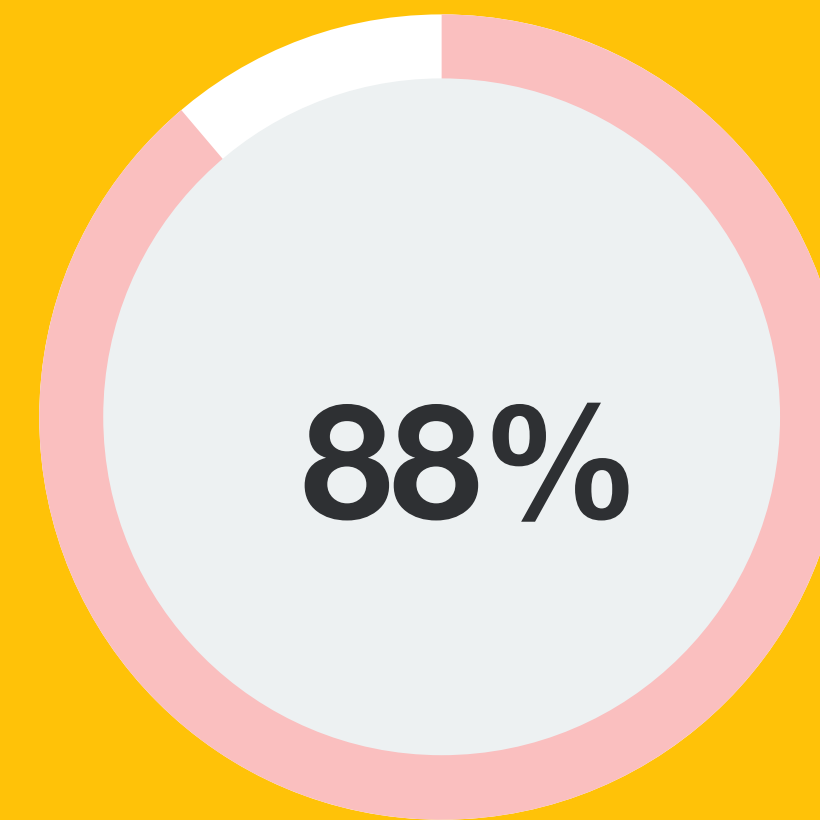
B Corp data



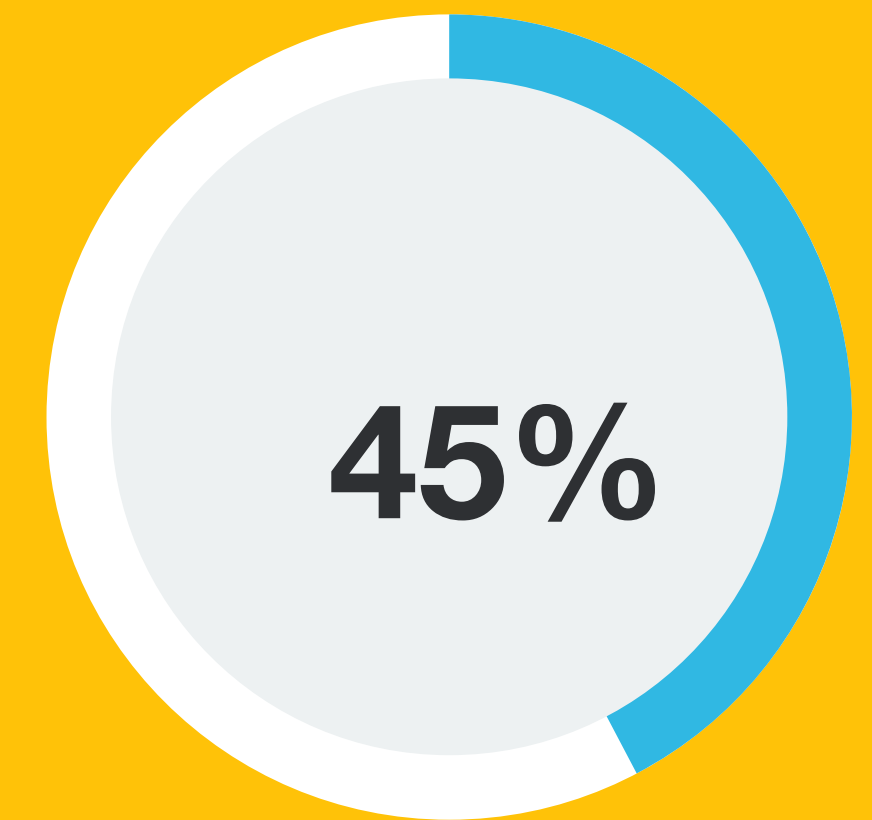
of B Corps that had recruited in the last 3 months said candidates mentioned it in interviews



B Corp SMEs reported an average staff attrition rate of 10% in the past year, compared to a range of 20% for the wider SME population



of B Corp SMEs employees would recommend their company as a good place to work, compared to an average of 70% for the UK business population as a whole



B Corp SMEs have applied for or received R&D tax credits in the past 3 years, compared to 6% of the wider SME population

The world needs business at its best

act purposefully

Join 750+ companies who have signed up for a
cleaner, greener, fairer future for all

Thank you!



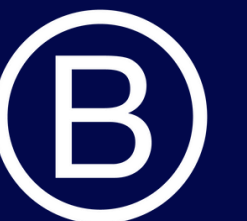
UK for Good

purpose. people. planet. prosperity

www.ukforgood.com

donna@ukforgood.com

Certified



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PENDING