How to achieve B Corp certification

1
Be clear on what's involved
B Corp certification isn't just an easy PR or marketing opportunity – it requires hard work, as well as likely operational change and financial investment. Be prepared to put in the effort.

2
Build your business case
Make it clear to yourself and everyone around you – especially key decision-makers – why B Corp certification is right for your organisation. Choose someone within the business to become your 'B Corp Champion' and lead the project.

3
Understand the legal change
To become certified, a business must build B Corp's values into its legal structure. This involves updating your Articles of Association, reincorporating as a benefit company or benefit corporation, or making other structural changes.

4
Do your B Impact Assessment
This assessment, from B Corp founders B Lab, evaluates how your company interacts with your workers, customers, community and environment. Your entry will be formally assessed by B Lab's board and marked against an 80-point bar for certification.

5
Pay for certification
Your fees will be determined by your business's annual sales, and there are 13 brackets; for example, a company making £149,999 or less each year will pay £500 annually. You'll be required to renew your certification and be reassessed every three years.

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