

D

I

R

T

B CORPS

Benefit Corporations & The Social Economy



LEE MAY, MANAGING DIRECTOR

Purpose of **DIRT Build** is to enrich and evolve the way we live, work & connect within the built environment.

We create spaces where people & place matter.

Pre-Construction Phase + Residential Developments + Advisory

WHAT ARE B CORP'S?

BENEFIT CORPORATIONS:

- Business as a Force for Good
- Higher standards of Purpose, Accountability & Transparency
- People & Environment = Profit
- Strive to be the best **FOR** the world
- New type of corporate entity (legally defined goals)
- Deliver positive economic, social & environmental outcomes

B Corp is to business what Fair Trade is to Coffee



B CORP MOVEMENT

- 2,200 worldwide in 50 countries across 130 industries
- 140 in Australia
- Patagonia, Ben & Jerry's, ETSY, FIVE AM Yoghurt, Beyond Bank Australia & Aspen Medical
- Developing legislation model Benefit Corporations

Beyond Bank
AUSTRALIA



patagonia[®]



**“Economics as if people &
the environment mattered”**

DALAI LAMA



BENEFITS OF BEING A B CORP

- Triple Bottom Line Reporting - Framework
- Language of Customers & Staff
- People retention & Attract New Talent
- Align Personal & Professional Values
- Sustainability Roadmap
- Aligned to UN Sustainable Development Goals
- Business Optimisation
- Blueprint Small Business
- Business Development
- Differentiation



BECOMING A B CORP

1. Define **WHY**
2. Complete B Impact Assessment
3. Achieve (min.)80/200 Score
4. Sign Declaration of Interdependence & Term Sheet
5. Join the Community!

PERSONAL EXPERIENCE

- Challenges Sustainability Practitioner
- Tools to Drive Positive Changes
- Tangible Benefits, Measurements & Pathways
- Equipped to Tackle Obstacles
- Demonstrate Case Sustainability & Social Economy
- Personal & Professional Significance
- Took Steps to Commence DIRT Build



D

I

R

T

THANK YOU