

# Growing the B Corporation movement in South Australia

Presented by the Don Dunstan Foundation, B Lab ANZ and Open State as part of the Social Capital Residencies



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# THINKERS IN RESIDENCE

The Don Dunstan Foundation has re-launched the highly successful Thinkers in Residence program.

The current focus of the Thinkers in Residence program is on Social Capital.

To put it simply, the aims of the Social Capital Residencies is to do good better by growing jobs in the Purpose Economy.

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# Session format

- Introduction to B Corps – Mindy Leow  
Community Builder, B Labs AUS/NZ
- Presentation – Allyson Hewitt  
Thinker in Residence, Director of Social Innovation, MaRS Toronto, Canada
- B Corp South Australia – Panel
- Discussion
- Q & A
- Light refreshments

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# Mindy Leow Community Builder B Labs Australia New Zealand



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Certified



Corporation<sup>®</sup>



Lab

Australia &  
New Zealand







B Lab serves a global movement of people using business as a force for good.

**B Lab's vision is that one day all companies will** compete to be best for the world, and as a result society will enjoy a more shared and durable prosperity.





# 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.





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



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



# This shift requires systems change

Impediments to scaling purpose & profit:



Lack of  
standards

Legal  
framework &  
corporate  
design



(Global standard)

**Benefit  
Company**

(Legal structure)




Certified B Corps are leaders of a global movement of people using business as a force for good.



They meet *verified* higher levels of

1. Social and environmental performance
2. Transparency
3. Accountability

Fetzer Vineyards 2015 B Impact Report		
		
	Company Score	Median Score*
Overall B Score	80	55
Environment	36	7
Environmental Products & Services (e.g. Renewable energy, recycling)	5	N/A
Environmental Practices	20	6
Land, Office, Plant	6	3
Energy, Water, Materials	13	7
Food/Biom, Water, Waste	8	1
Suppliers & Transportation	3	N/A
Workers	18	18
Compensation, Benefits & Training	15	12

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“B Corp is one of *20 Moments That Mattered* Over the Last 20 Years”

FASTCOMPANY

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“*Be Like a B Corp* is one of 5 Business Trends to Master in 2016”

FORTUNE

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“

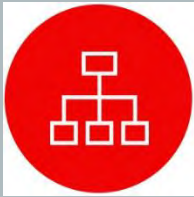
In my work, I often wonder to what extent business can help society in its goals to alleviate poverty, preserve ecosystems, and build strong communities and institutions...

B Lab has proven that there is a way – the B Corp movement shows us that business, the driving force of our economy, can be an agent of change and live up to society’s standards.”

- U.S. Secretary of State Madeleine Albright



# The B Impact Assessment Areas



## Governance

Accountability  
Transparency



## Workers

Job Growth  
Compensation  
Benefits  
Work env.  
Employee  
ownership



## Community

Suppliers  
Local  
Diversity  
Charity



## Enviro

Resource use  
Facilities  
Supply Chain  
Manufacturing



## Bus. Models

Services  
Products  
Value chain

KICKSTARTER

ALTER ECO

Etsy



Beyond  
Bank  
AUSTRALIA

natura  
bem estar bem



LAUREATE INTERNATIONAL UNIVERSITIES

patagonia



Small Giants

IMPACT  
INVESTMENT  
GROUP+



TOM  
organic



who  
gives a  
crap

EMMA  
& TOM'S  
LOOK AFTER YOURSELF

seated  
massage



bellroy



The B Corp  
community is good  
company to keep.

2,200+ Certified B Corps

140+ Industries

50+ Countries

1

Unifying goal:  
To redefine success in business

Australia & New Zealand is the fastest  
growing region for B Corps with 200+  
companies certified and 2,000+ companies  
taking the assessment.



# B Corp Leadership Development Day



*1 day conference for B Corps by B Corps*



# Champions Retreat Alice Springs in May 2017



120 people | 70 B Corps | 10 countries | 3 days | 1 unifying goal

# Join Us: Lead a Movement

*“The B Corp movement is one of the most important of our lifetime, built on the simple fact that business impacts and serves more than just shareholders – it has an equal responsibility to the community and to the planet.”*

*Patagonia has been a 40-year experiment in what it means to be a responsible company, and becoming a B Corp has ensured that our experiment will keep pushing forward. “*

-- Patagonia CEO Rose Marcario





The background of the slide is a close-up photograph of water ripples. The ripples are concentric and spread out from a point in the bottom-left corner, creating a sense of movement and depth. The water is a deep blue color, and the ripples are highlighted by light, creating a shimmering effect.

Thank you

# Allyson Hewitt Thinker in Residence MaRS Toronto Canada



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# Social Capital Residency

B CORP PRESENTATION  
OPEN STATE

ALLYSON HEWITT  
DON DUNSTAN FOUNDATION  
THINKER IN RESIDENCE

SEPTEMBER 28, 2017

Visit us at [marsdd.com](http://marsdd.com)





# Greetings from MaRS



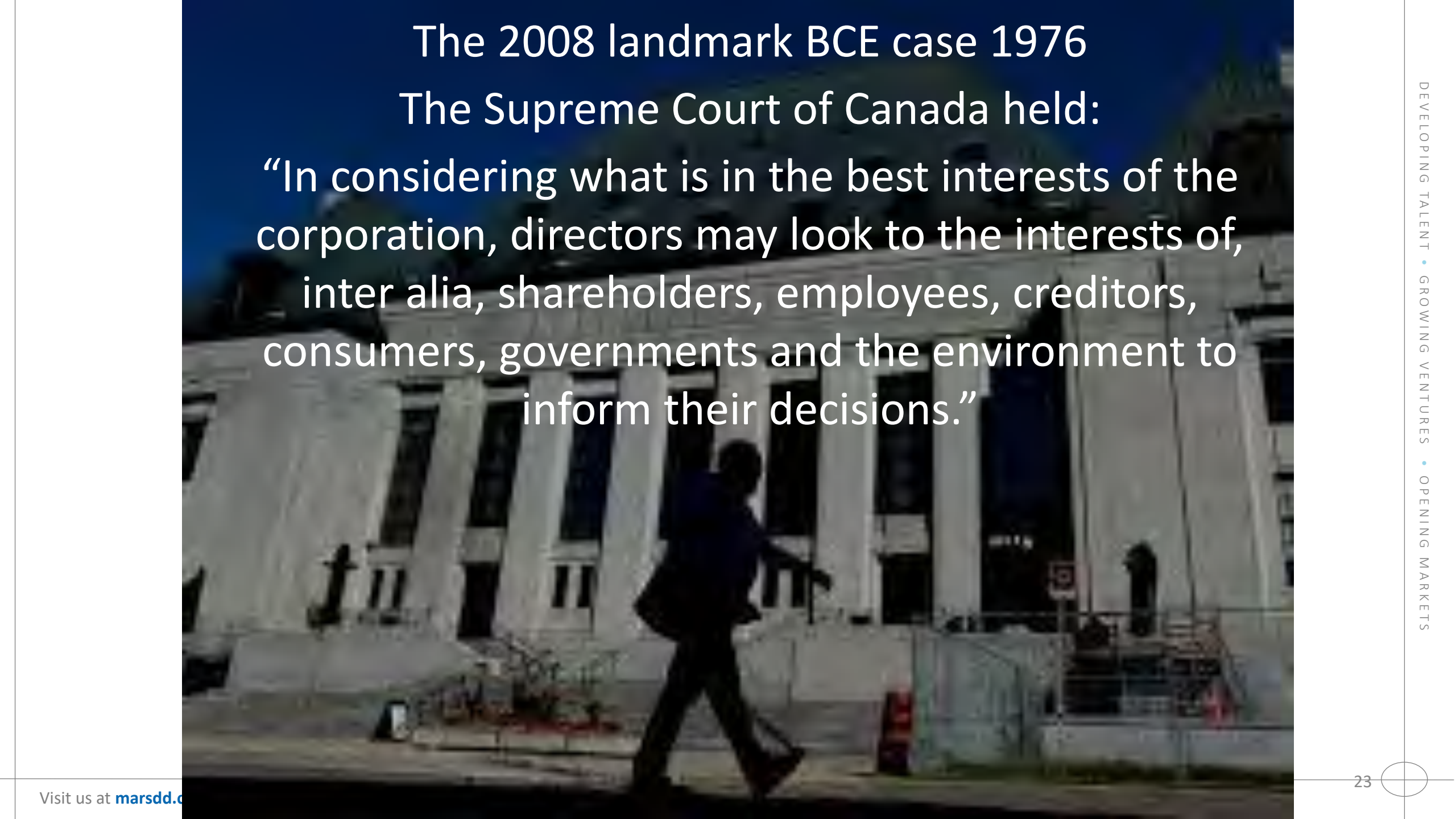


# BETTER THE WORLD

## Uncovering B Corps





A person in a dark jacket and pants is walking from left to right in the foreground. In the background is a large, classical-style building with many white columns. The scene is slightly blurred, suggesting motion. The text is overlaid on the top half of the image.

The 2008 landmark BCE case 1976  
The Supreme Court of Canada held:  
“In considering what is in the best interests of the corporation, directors may look to the interests of, inter alia, shareholders, employees, creditors, consumers, governments and the environment to inform their decisions.”



# B Lab Canada



We're glad you're here.

Incubating B Lab Canada at MaRS



## A matching platform for Impact Investors and Impact Ventures



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# Make an investment with impact

Connecting investors with impact funds and ventures

[I'M AN INVESTOR](#)

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## Access to Capital – GIIRS/B Analytics



Using B Analytics to Determine Qualifications





“A certification process on social business helps an investor who wants to do that kind of thing, but doesn’t have the time themselves or the means to really test the legitimacy of the social purpose. It’s a valuable service to know that someone has done that”.

# Certified B Corp vs. Benefit Corporation



- A certification conferred by the non-profit B Lab
- A company that meets a high level of social and environmental performance AND makes a legal commitment to consider all stakeholders
- Any for-profit company in any country can pursue certification (LLC's included)




- A corporate form (taxed like a C-corp or an S-corp) that has a higher level of transparency, accountability and purpose
- A legal entity that has protection and permission to consider its impact on all stakeholders, not just shareholders
- Available in 31 states in the U.S.

Bring Food Home Conference – November 2013

# Impact

A Social Enterprise Strategy for Ontario



For a strong economy  
and a fair society

- Ontario's strategy to become North America's leading jurisdiction for social enterprise
- A \$25M investment in Ontario's social enterprise ecosystem
- Support the creation of 1,600+ new jobs in the sector
- Part of Ontario's Plan for Jobs and Growth to support a dynamic and innovative business climate

Aligning to Government Priorities





## Reinforcing the Message

# LEADERS LUNCHEON

Certified Join the B Corp  
Movement!



20  
SEP



with  
Craig Ryan,  
BDC



Series sponsor



Supported by

How the Business Development Bank of Canada became one of  
the world's biggest B Corps





**Inspired**  
Toronto

# MEET THE BUSINESSES BUILDING A BETTER WORLD

**OCTOBER 5TH, 2017**

Brought to you in collaboration with:



**TALKS:** Massey Hall  
178 Victoria Street, Toronto, ON M5B 1T7  
2 PM - 5 PM

**Free Street Fest:**  
Yonge-Dundas Square  
1 Dundas St E, Toronto, ON M5B 2R8  
4 PM - 9 PM

Convening the Community – Building the Movement





# Our Future Matters



[marsdd.com](https://marsdd.com)

# B Corp Panellists



**Nick Crowther**  
*Freerange Future*



**Kate Carroll**  
*Sustainability Manager*



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**Dr. Katherine Faull**  
*Program Director of Public Health*



**Mark Kulinski**  
*Community Living Australia*

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# Introductions

- What is your company and what do you do?
- Where did you first hear about BCorps?
- Why did you decide to become a BCorp?
- How is your company a 'force for good'? What *makes* you a BCorp?
- Now that you're a BCorp, what would people notice that's different in the way you do business?

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# Panel Discussion



**Nick Crowther**  
*Freerange Future*



**Kate Carroll**  
*Sustainability Manager*



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**Dr. Katherine Faull**  
*Program Director of Public Health*



**Mark Kulinski**  
*Community Living Australia*

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# Questions

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# Closing comments



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## Presenting Partners



# THANKS TO OUR PARTNERS

## Major Partners



# THANKS TO OUR PARTNERS

## Residencies Partners





# THANKS TO OUR PARTNERS

## Contributing Partners



# THANKS TO OUR PARTNERS

## Supporting Partners





# UPCOMING EVENTS

## **B Corporation Masterclass**

Hosted by B-Lab Australia and Beyond Bank

Friday 29 September | 9:30am - 12:30pm | Beyond Bank

## **Allyson Hewitt Oration - Social Innovation: Doing good better**

Thurs 5 October | 12:30pm – 2:30pm | The Open State Hub

Book at [dunstan.org.au/socialcapital](http://dunstan.org.au/socialcapital) today

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# TAKE ACTION

**Sign up** – Encourage your friends and colleagues to sign up to the Don Dunstan Foundation mailing list to hear about news and events relating to the Residencies.

**Share** – Encourage your friends and colleagues to watch and share resources from the Thinkers in Residence.

Visit [dunstan.org.au/socialcapital](https://dunstan.org.au/socialcapital) today

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