

Have you considered B Corp certification for your business?

What is a B Corp?

Put simply, B Corps are to business what Fairtrade® is to coffee. That is to say, they are businesses certified for their high standards of social and environmental performance, accountability, and transparency using a rigorous, verification process owned and operated by ***B Lab**.

B Corp Certification is a public declaration of your commitment to 'do better' for the environment, society and in business. B Corps focus on becoming organisations that are thriving not just surviving. Transitioning to B Corp translates into improved business resilience, better staff retention, impact investor interest and increased profitability.

However, only 1 in 3 companies make it through the verification process first time. This can be quite frustrating, given the investment of time and personnel to complete the impact assessment and collate documentation.

That's where B Shift, the B Corp certification consultants come in...

**B Lab is the non-profit certification organisation providing resources, tools, and a community to help businesses meet certification standards see: <https://bcorporation.uk/about-b-lab-uk/>*