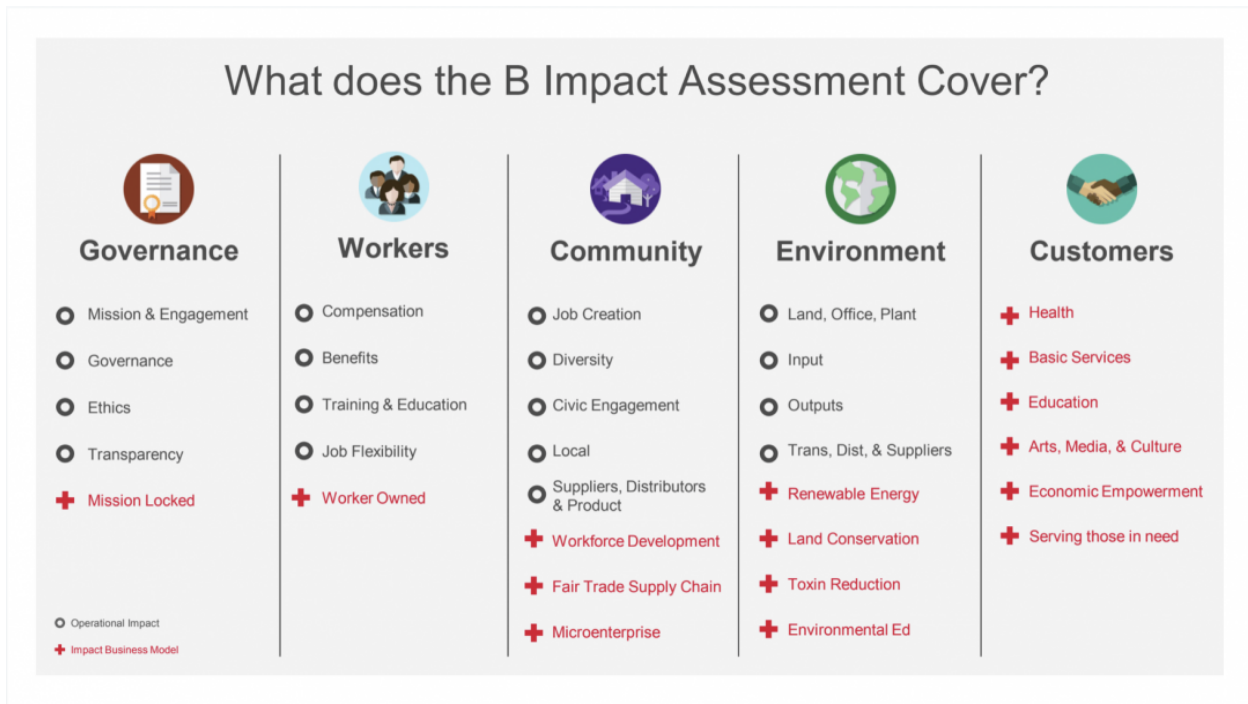


How to Successfully Complete Your Impact Assessment

The process to achieve B Corp certification is intentionally rigorous to ensure that only legitimate companies succeed. However, if you are a genuinely responsible business, you should be able to represent the B Corp Community regardless of your resources.

As such, StPeteForGood (with the assistance of fellow B Corps, volunteers, and our partners) has streamlined the process and is providing free resources for you.

If you have previously taken the B Impact Assessment through a different hyperlink, please contact us at info@stpeteforgood.com so we can help you import your prior data.



If you are new to the process or wish to start over, please follow these steps:

1. Register an account.
2. Complete basic business information.
3. Select Sector & Industry – Questions will vary based on selection.
4. Share your assessment data – This is how we can assist you with free resources. Your data will remain confidential (see privacy policy for more).

5. Answer Questions from the 5 impact areas (Governance, Workers, Community, Environment, Customers) – You can estimate answers & return later to change or update. In the upper-right side of the question box, you can click the ribbon icon “Mark Question to Revisit” as a reminder, or the star icon “Mark for Improvement” for an area that you believe can be improved.
6. Keep in mind that B Corps answer “no” to more than half of the questions. Every point you earn means you are doing something above what is legally required.
7. Through Profile Settings or Dashboard, you can add Team Members. This will allow for you to share responsibilities among multiple individuals. Keep in mind that any team member can see all data in the assessment.
8. The Assessment will provide Instructions along the way.
9. The answers you provide may trigger additional questions which will impact your score.
10. Certain questions will provide up to 3 options in the header: “explain this,” “show example,” and “in practice,” which can be used help.
11. Once you complete the Quick Impact Assessment (“QIA”) you will be given the option to upgrade/convert to the Full B Impact Assessment (“BIA”). Answers from the QIA will be imported into the BIA.
12. Once you complete the BIA, tools exist for you to Compare your answers to other businesses, to Improve those answers, and then to Certify.
13. When you are ready to Certify, you can click “Submit for Review.”
14. Within 1-3 days, B Lab will setup a 60-90-minute call with you to review. Operational Documents will be requested for about 6-10 questions.
15. Finalize Documentation – A follow-up call and additional documents may be needed based on what you provide.
16. Finalize Term Sheet and B Proud of your accomplishment.

StPeteForGood will offer regular workshops, email correspondence, and access to trusted experts to assist you through this process. It is our goal to provide free resources to small businesses and to partner larger businesses with purpose-driven experts that charge a fair fee for assistance.

Free Resources:

[View Best Practice Guides](#)

[View Policies & Templates](#)

Some Areas of Focus:

Written Policies

You won't get credit for any company policy that is not in writing.

Some to consider are: environmental purchasing policy, a local purchasing policy, a community service policy, an employee handbook, a whistle-blowing policy, a code of ethics, a supplier code of conduct, maternity and paternity leave, or an external annual report that details your mission-related performance.

Track Impact Metrics

The Assessment asks about metrics like how much energy and water your company uses, how many non-profit clients your company serves, and how many staff members take part in training and professional development opportunities. If you don't track all the metrics that the Assessment asks about, pick some of the most relevant to your business and start!

Suppliers

All businesses, no matter the size, have suppliers, whether that's independent contractors and printing companies or raw materials and distribution networks. That means every company has an opportunity to create impact through its supply chain, via anything from a commitment to supporting women-owned businesses to creating a supplier questionnaire about potential vendors' commitments to society and the environment (Renewable, etc).

B Lab evaluates how a company spends its money, as well as how it makes it. Being discerning about how you choose and engage with your suppliers opens up several opportunities for more points in the Community section.

Documents/data to have on-hand when taking the QIA or BIA:

- Payroll Register
- Employee Handbook and Company Written Policies/Procedures
- List of significant suppliers (top 80% of suppliers/vendors by dollar volume)
- Revenue breakdown from products/services
- Financial Statements
- Resource use Tracking data (energy, water, GHS, etc)
- Sustainability/Corporate Social Responsibility Goals, Reports, Progress

Highest Scoring Improvements:

1. Legal Change (5.0-7.5 points) – Amend Articles or Incorporate/Convert to a Benefit Corporation
2. Charitable Donations (7.1 points) – Donations as a % of Revenue
3. Non-Executive Worker Ownership (5.3 points) – Ownership %
4. Proportion of employees who received a bonus (4.0 points) – Employee %
5. Employee health benefits (2.9 points) – Quality of the health care plan provided
6. Reduce, Reuse, Recycle, Renewable – Top performers regularly do this

Once you exceed the threshold of 80 points, you can work with B Lab directly to finalize the certification process.