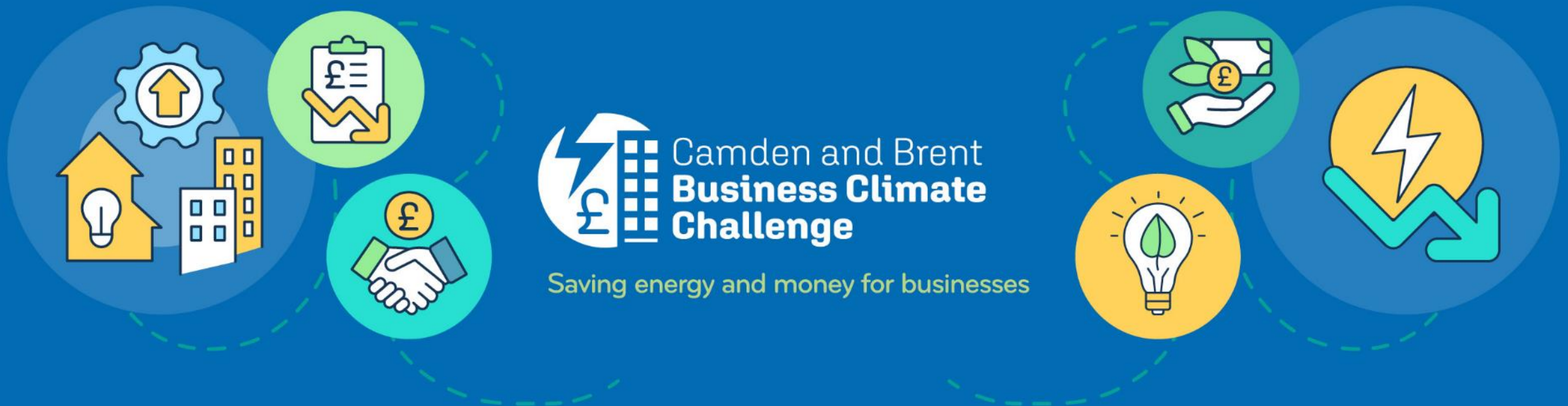


Your Guide to B-Corp Certification

February 12th 2025



Meet the presenters

**Camden
Climate Alliance**



Maggie Tapa
Climate Alliance Lead



Dave Carter
Principle Sustainability
Consultant



Julie Hoegh
Head of Sustainability

Agenda

11.00 – 11.05 Welcome and Introduction, Maggie Tapa – Camden Climate Alliance

Housekeeping & Introductions

11.05 – 11.50 Your Guide to B-Corp, Dave Carter, Auditel

What is the B-Corp certification

B Impact assessment and application requirements

The value of B-Corp

11:50 – 12:00 Guest speaker – Julie Hoegh, Garden Studios

Insights from businesses who have achieved certification

12:00 – 12.10 Q&A

12.15 – Close

The Business Climate Challenge

A free energy efficiency programme help 125 businesses reduce their energy costs and cut carbon emissions.

It is a follow-on programme from the successful Mayor of London's Business Climate Challenge (BCC) which has supported more than **200 London businesses** which included **46 Camden Climate Alliance businesses** and **22 Fitzrovia partnership businesses** between 2022-23

What is the business sustainability series?

The Business Sustainability Series is a key offer in the programme – a free training series to help businesses gain the necessary skills to reduce their energy consumption, achieve cost and energy savings and reduce emissions

Trainings are designed so that there is something for everyone, irrespective of whether your business is only just starting its sustainability journey or planning a large scale retrofit.

Information on previous trainings can be found on the Camden Climate Alliance website: <https://www.camdenclimatealliance.org.uk/get-involved/camden-brent-business-climate-challenge/business-sustainability-series/>

Camden
Climate Alliance



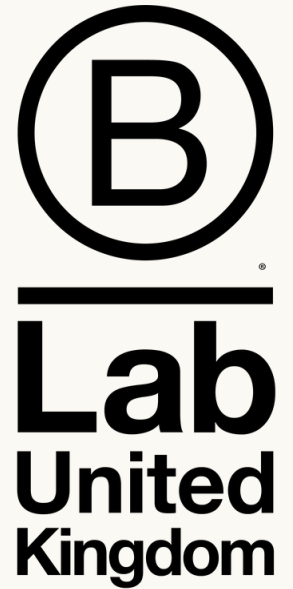
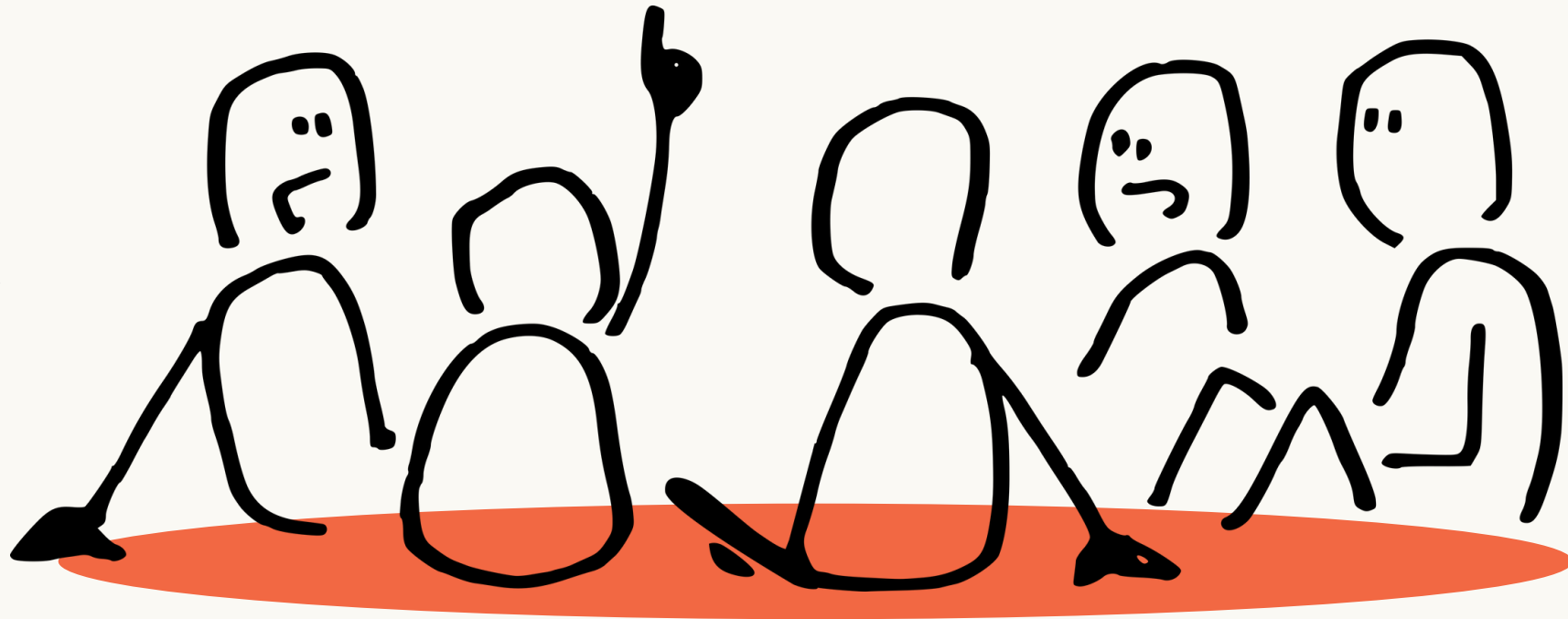
The
Fitzrovia
Partnership
Business Improvement District


Brent
for business

 Camden and Brent
**Business Climate
Challenge**
Saving energy and money for businesses

An Introduction to B corp

Presented by
Dave Carter



Empowering businesses to balance profit and purpose

Certification

B Corps are assessed across five key areas:

- 1. Governance:** Ethical leadership and transparency.
- 2. Workers:** Employee well-being, diversity, and inclusion.
- 3. Community:** Local and global community impact.
- 4. Environment:** Sustainable practices and resource management.
- 5. Customers:** Creating value for customers through ethical products/services.

Companies must score at least 80/200 on the B Impact Assessment to certify.



Impact
Measurement

Transparency

Accountability

A Global Community, rooted locally



The B Hive

A social platform for B Corps to network, post updates, and share opportunities for collaboration.



Working Groups

Spanning topics from people and culture to food waste, Working Groups are spaces for B Corps to learn about impact improvement.



B Locals

From Cornwall to Kent, and from London to Scotland, B Locals are geographical collectives of B Corps promoting business as a force for good in their area



Events & Campaigns

B Corps can get involved with a range of different events and campaigns such as B Corp Month and the Better Business Act.



Festivals & Summits

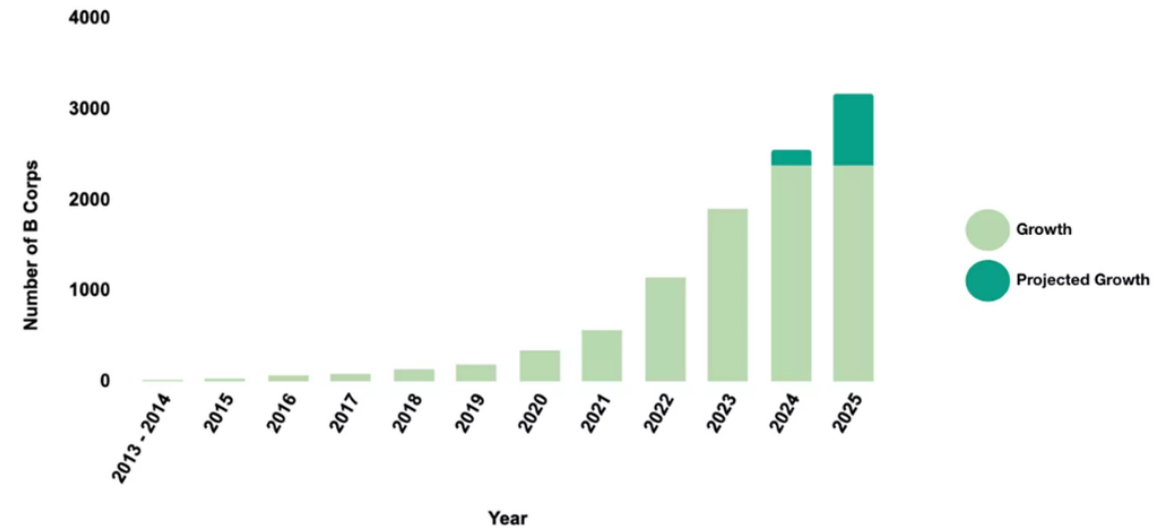
Bringing together B Corps at a global and national level including the Louder Than Words Festival (in the UK)

UK Community Growth

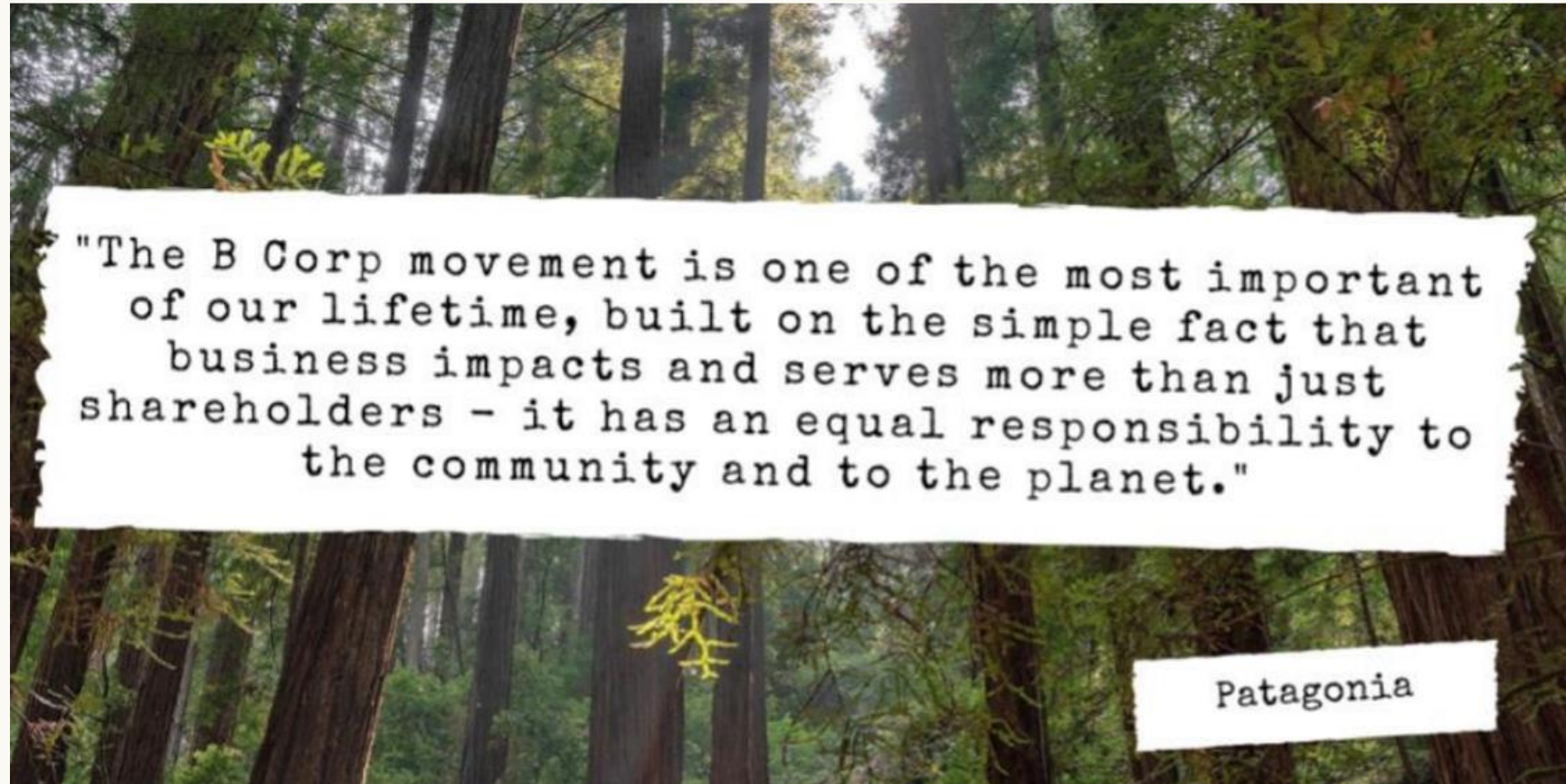
In 2025, the UK is forecast to surpass the 3,000 businesses mark

The vast majority of which are SMEs

UK B Corp Community Growth



Sustainability +



"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



Global & UK B Corp Community

Globally

7,000+ B Corps
Over 90 countries
Over 160 industries

In the UK

2,000+ B Corps
60+ industries
60,000+ employees

The UK is the second largest B Corp community behind the US with London & the South East accounting for 60%



B Corp Ethos



People

Fair wages, diversity, and community impact.

Planet

Sustainable practices and reducing environmental footprints

Purpose

Ethical profitability and long-term value creation

How do B Corps perform?

(Compared to equivalent UK SMEs)

1 Faster growth in turnover and employee headcount



a. Between 2017 and 2019, B Corp SMEs' mean average annual turnover growth was 24% (median average 15%) – compared to an average of 3% for all SMEs. The mean rate is higher due to a small number of exceptionally fast growing businesses

b. Between 2017 and March 2020, B Corp SMEs saw their annual employee headcount grow by 8% – compared to 0% for all SMEs

2 ...and higher expectations about future growth



a. 62% of B Corp SME respondents expect turnover to grow in next 12 months, compared to 38% all SMEs

b. 54% of B Corp SMEs expect employee numbers to grow, compared to 39% of all SMEs

3 Greater levels of employee retention, engagement and diversity



a. B Corp SMEs reported an average staff attrition rate of 10% in the past year, compared to 16%–20% for the wider SME population

b. 82% of B Corp SME leadership teams include at least one woman, compared to 54% of SMEs

c. The average gender pay gap is 13% for B Corps SMEs, compared to 16% for the average UK business

4 Higher levels of innovation



a. 45% of B Corp SMEs have applied for or received R&D tax credits in the past three years, compared to 6% of all SMEs

b. 84% of B Corp SMEs claim that they have introduced new or significantly improved goods or services in the last three years, compared to 41% of all SMEs

5 More robust governance processes



a. 73% of B Corp SMEs say they have a formal business plan, compared to 41% of all SMEs

b. 93% of B Corps SMEs say they have processes in place to ensure formal tracking of business performance, compared to 52% of all SMEs

6 Greater focus on civic and community engagement



a. Working to improve civic and community engagement is of medium or high importance to 95% of B Corp SMEs, compared to 50% of all SMEs

7 Been equally successful at securing external finance



a. 65% of B Corp SMEs who sought equity finance secured all (or more) of the required amount, compared to 56% of all SMEs

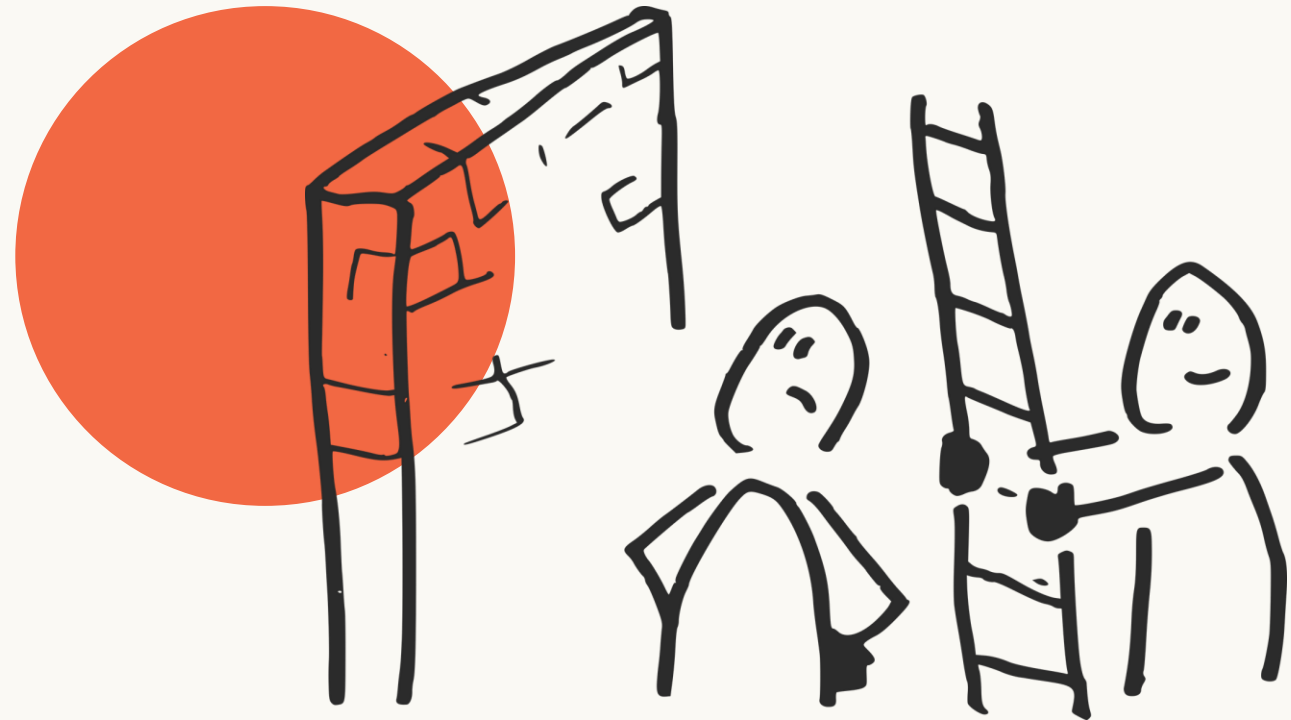
b. 77% of B Corp SMEs who sought debt finance secured all (or more) of the required amount, compared to 78% of all SMEs

Data on the UK B Corp community is drawn from an Autumn 2020 survey of the 332 UK B Corps, including 119 that were certified in 2020. As of November 16th, 102 B Corps have responded to the survey, a response rate of 31%. The benchmark data is primarily drawn from recent UK government agency surveys of the wider business population.

The analysis focused on B Corps that are classified as SMEs (i.e. small to medium enterprises, with between 1 and 249 employees), which account for 99.9% all UK businesses, 88% of B Corp survey respondents and over 90% of all certified B Corps in the UK.

The reward?

- ➔ Brand image
- ➔ Customer loyalty
- ➔ Attracting investment & business valuation
- ➔ Employee attraction & retention
- ➔ Operational efficiency & effectiveness
- ➔ Access to the network



The logic



The BIA

- ➔ **Policies, Systems & Behaviours**
A social platform for B Corps to network, post updates, and share opportunities for collaboration.
- ➔ **Evidenced Impact**
Spanning topics from people and culture to food waste, Working Groups are spaces for B Corps to learn about impact improvement.

The focus areas

- ➔ **Governance**
Job descriptions, financial controls, anti-corruption, code of conduct etc
- ➔ **Employees**
Performance reviews, fair wages, flexible working, mental health support, gender pay gap etc
- ➔ **Customers**
Feedback & complaints, customer data security, ethical marketing, customer surveys etc
- ➔ **Community**
Social impact reporting, charitable partnerships, apprenticeships, volunteering opportunities etc
- ➔ **Suppliers**
Ethical sourcing, supply chain mapping, supplier sustainability reporting & codes of conduct etc
- ➔ **Environment**
Net Zero commitment, carbon reduction plan, energy efficiency, waste minimisation etc

The process



1

Complete the B Impact Assessment (BIA)
A free, online tool to measure your impact.

2

Achieve a score of 80+

3

Verify your score
Submit documentation for review by B Lab

4

Legal requirement
Amend your Articles of Association to include stakeholder governance.

5

Certify & Improve
Maintain and improve your impact over time



What is a B Corp?

Certified B Corporations, or B Corps, are companies verified by B Lab to meet high standards of social and environmental performance, transparency and accountability.

The B Corp community is a global movement of businesses that provide leadership by demonstrating their commitment to people and the planet.

There are now over 7,000 B Corps in 93 countries, covering 161 industries and 640,000 employees.



B Corp isn't a destination, it's a journey

Dave Carter

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Join the group of

Businesses

becoming a force for good





GARDEN STUDIOS AND B CORP



S T U D I O S

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Central London's Home for High-End Television and Indie Film

The versatility of our stages and ancillary spaces has made us a perfect home for a wide range of productions – from full-scale dramas using every corner of the campus, to location-based production teams, costume and prop stores, re-shoots and more.

NBCUniversal

BBC
STUDIOS

itv



NETFLIX

BLUMHOUSE
PRODUCTIONS



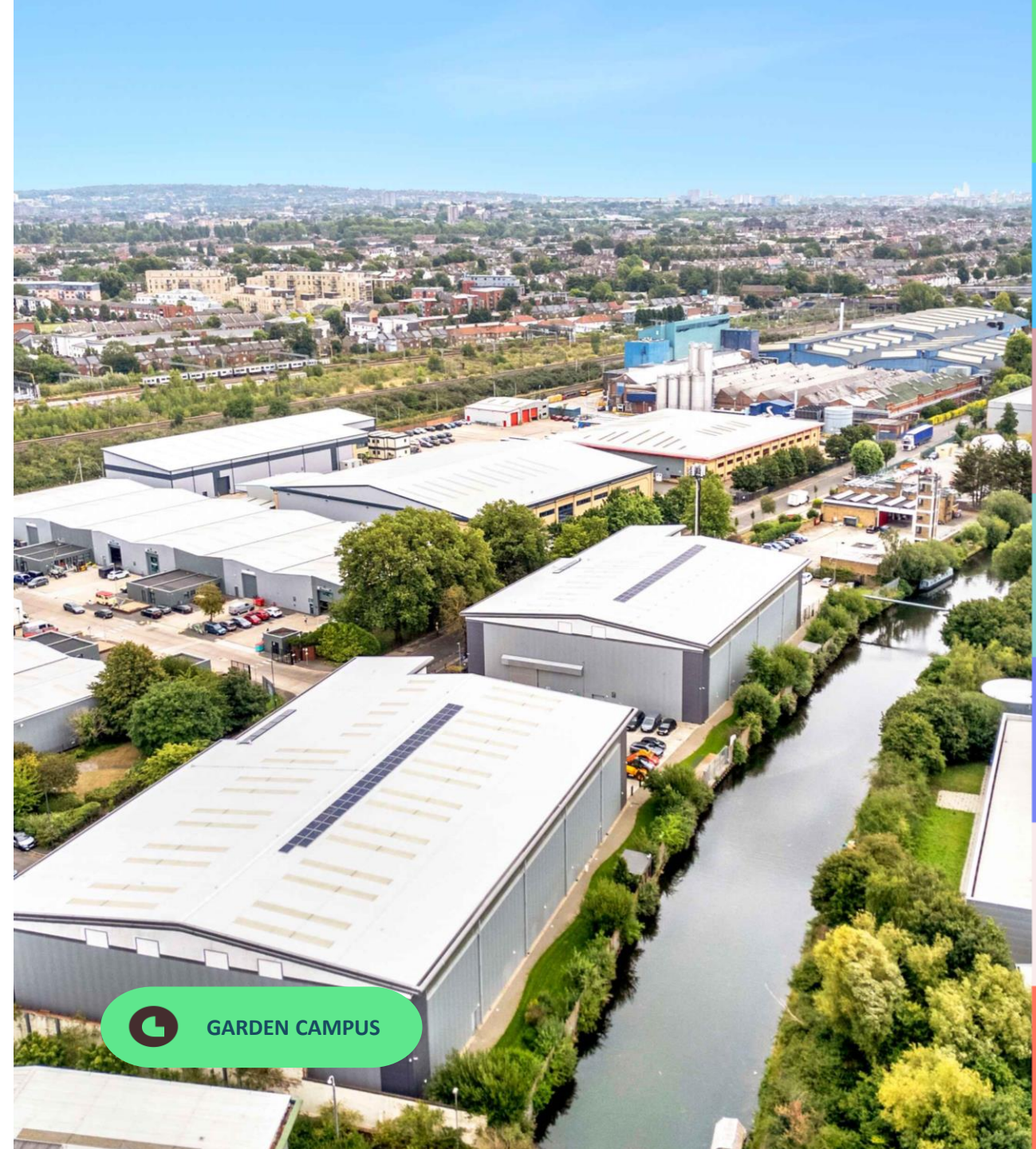
Apple tv+

Disney+

Banijay

A24

amazonstudios



 GARDEN CAMPUS

Key Features



Seven premium sound stages, one budget sound stage = almost 100,000 sq ft of total stage space



Seven flexible warehouse facilities = 90,000 sq ft



400 parking spots, two unit base lots



No vendor or equipment hire restrictions



20 minutes from central London; 30 minutes from Heathrow airport



One permanent virtual production stage and flexible pop-up facilities



Community-centric, co-working and creative spaces for photography, podcasting, ADR, editing

How did we become a B Corp?

Certification process - 200 questions across five areas
Evidence need to be provided for randomly selected questions
We were the first film studio in Europe to be certified and the second in the world



The certification process

- Process took about 18 months (6 months waiting in queue)
- Involved Finance, Legal, HR and Facilities Departments
- Start with legal requirement - Board approval necessary
- Need one person to be responsible - involved process
- Expect to provide a lot of detailed evidence
- Culminates in a certification call/interview – be prepared
- Only the second large film studio in the world to be certified and first in Europe
- Scored a total of 88.2 points (80 a minimum to be certified, avg business scores 50.9)
- Recertification in 2026 with new standards
- B CORP CERTIFICATION - HELPFUL LEVER TO DRIVE SUSTAINABILITY AGENDA INTERNALLY!



Initiatives to meet B Corp standards

Our Environment

- 100% renewable electricity
- 95% LED lighting
- Supply chain standards
- Recycling (6 waste streams)
- No-idling, Zero Single Use plastic, Zero Waste to Landfill
- Carbon reduction commitment

Our People

- 59% female staff
- London Living Wage employer
- Culturally diverse workforce
- Staff training

Our Community and Education

- Local hiring
- Local film industry network
- Free use of studio spaces
- Work experience
- Educational programs
- Volunteering
- The Hive – workspace for local talent
- Donations of set material

Governance

- Amended Articles Association
- Lots of policies!
- 50% women on our Board
- Good governance (transparency, accountability)



Why B Corp?

- Founder wanted sustainability to be core values of the business (planet, people and community). B Corp forces focus on these issues.
- Gold standard for certifications – well-recognized
- Sends a strong signal to our potential clients that we take action
- Competitive advantage - our clients have ambitious sustainability goals that need to be met. Facilitates CSRD reporting.
- Helps us attract talent
- We want to be a good place to work
- We want to do our bit in addressing the climate crisis and biodiversity loss



Q&A



Saving energy and money for businesses

Thank you!

- Please complete our training feedback form
- Sign-up for our final training opportunity in the Business Sustainability Series:
 - **Communicating your Sustainability Journey**, Thursday 27 March, 12-12.45pm:
<https://www.eventbrite.co.uk/e/business-sustainability-series-communicating-your-sustainability-journey-tickets-1120859784789?aff=oddtcreator>



Saving energy and money for businesses