



# Introduction to the Standards: The B Impact Assessment

# B Impact Assessment Basics



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Join **20,000+** businesses  
in measuring what matters most  
— to use business as a force for good

APPROX.  
**20**  
min.

## Get a Snapshot

Take the B Quick Impact Assessment

[Start the QIA](#)

APPROX.  
**90**  
min.

## Get the Full Picture

Take the full B Impact Assessment

[Start the BIA](#)

[Learn More](#) ▼

# B Impact Assessment Basics

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**Goal:** Allow businesses to measure and manage the social and environmental performance of their *whole* business by providing an easy to use, insightful, and standardized framework for measuring the business's impact on its stakeholders.

Any company can use the assessment to benchmark and improve its impact. As such, the BIA is based on **positive points**. Any score higher than 0 points is a good score, as a positive score indicates that the company is doing something positive for society and the environment.

**Assess → Compare → Improve**

# B Impact Assessment Basics

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- ✓ **Comprehensive & Holistic**  
– covers everything from governance to supply chain
- ✓ **Independent** – Overseen by independent Standards Advisory Council
- ✓ **Transparent** – all questions, weightings visible to public
- ✓ **Dynamic** – changes based on size and sector of the company; versioned every two years



# B Impact Assessment Basics

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- ✓ **Community Based** - most changes are based on user feedback
- ✓ **Positive** – there are no negative points on the assessment
- ✓ **Free** – really.
- ✓ **Easy to use** – online tool designed for small and medium-sized businesses
- ✓ **Confidential** – answers and reports are only visible to B Lab; only reports are visible for most Certified B Corps



# B Impact Assessment Basics

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- ✓ **Comparable** across industry and size
- ✓ **Educational** – aimed at making it easy for business owners and operators to improve their impact
- ✓ **Weighted towards action**
- ✓ **Scalability oriented**
- ✓ **Leverages** industry & practice specific third party certifications



# B Impact Assessment Basics

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The B Impact Assessment simply builds upon the important work that other organizations and industry groups are doing to define and measure impact.

## **Built on:**

- GRI
- Wiser Earth
- Other practice specific certifications: Fair Trade, Organic, LEED, ISO, STFLA, 1% For the Planet, etc.
- Input from experts across industries
- Best practice guides / books from:
  - Mal Warwick
  - Ben & Jerry's
  - Patagonia
- Feedback from hundreds of entrepreneurs

# Evolution of the B Impact Assessment

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2007	Alpha, Beta, Official Launch of Version 1.0
2010	Version 2.0 <i>Including first addenda – real estate &amp; design/build, financial services</i>
2012	Version 3.0 <i>Launch of Emerging Markets assessment First translations of assessment (Spanish) Assessment moves to Salesforce</i>
2014	Version 4.0 <i>Launch of Developed Markets – Global Includes EM financial services addendum</i>
2016	Version 5.0 <i>New easy to use platform Higher education addendum</i>

2015: Launch of  
Quick Impact  
Assessment



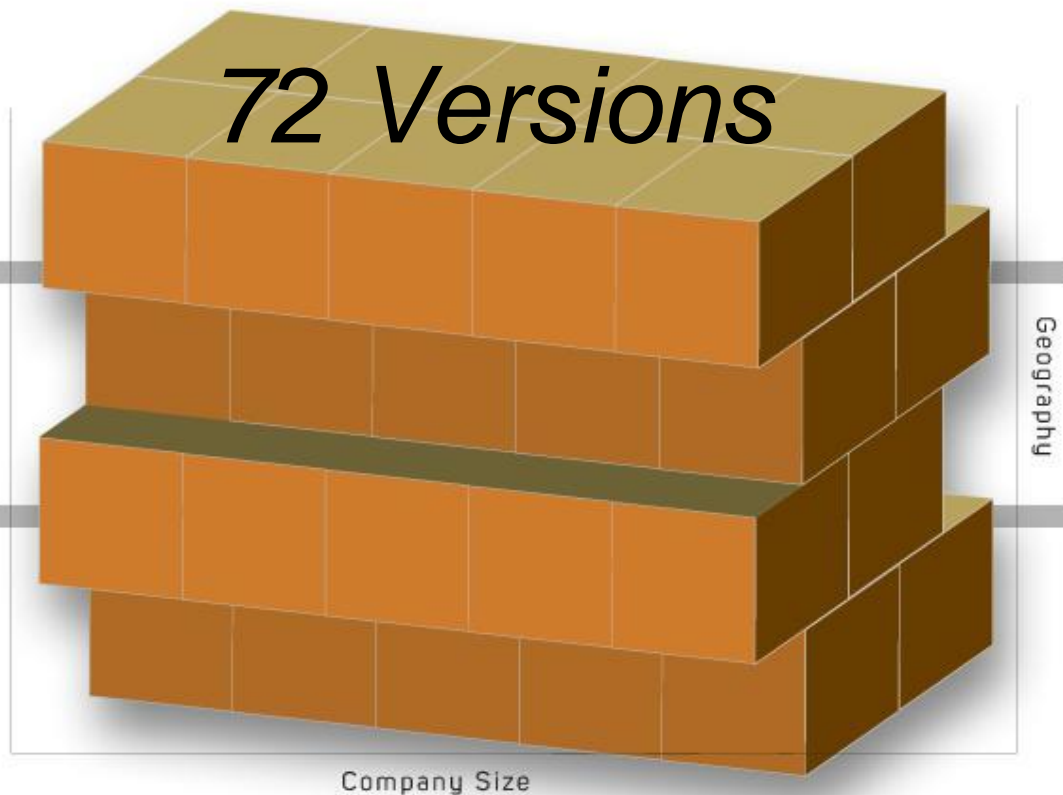
# B Impact Assessment: Structure

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**Size:** Working Owners, 1-9,  
10-49, 50-250, 250-1000,  
1000-10000

**Market (geography):**  
Developed Markets, US and  
Global (DM) and Emerging  
Markets (EM)

**Sector (industry):**  
Manufacturing, Service,  
Wholesale, Agriculture



# B Impact Assessment Topics

## Governance

- Transparency
- Ownership

## Workers

- Job Growth
- Compensation & Benefits
- Employment Practices
- Work Environment
- Employee Ownership

## Community

- Suppliers
- Local
- Diversity
- Charity/Volunteerism

## Environment

- Energy Use
- Facilities
- Supply Chain
- Manufacturing

## + Impact Business Models

- Direct Impact Products/Services
- Targeting Underserved Communities
- High Impact Supply Chain

GOVERNANCE



WORKERS



COMMUNITY




ENVIRONMENT



BUSINESS  
MODEL



# B Impact Assessment

Powered by 

Choose Language | Change Password | Logout

## B Impact Assessment

Select Language

- 1 Assess Your Impact **100% COMPLETE**
- 2 Review & Compare Your Impact Report **115.0 PTS / 200**
- 3 Improve Your Impact
- 4 Complete Your Profile **80% COMPLETE**
- 5 Upload Documents **0% COMPLETE**
- 6 Review Data Sharing

Assessment -  
Assessment Track: Wholesale/Retail; 51-249; Developed

[PDF Assessment](#)  
[Visit Questions Report](#)  
[View Scores](#)

[Save & Proceed to Next Section](#) [Save & Score Assessment](#)

[Governance](#) [Workers](#) [Community](#) [Environment](#) [Impact Business Models](#) [Disclosure Questionnaire](#)

[Corporate Accountability](#) [Transparency](#) [Governance Metrics](#)

### Mission & Engagement:

This section reviews opportunities for your business to adopt a social or environmental mission and engage its employees, board members, and the community to achieve that mission.

GV2.1 Does your company have a corporate mission statement, and does it include any of the following? Check all that apply. [Answer Details](#)  
[Leave Feedback](#)

Revisit This

[Best Practices](#)

- No written statement
- A written corporate mission statement that does not include a social or environmental commitment
- A commitment to social impact (e.g. poverty alleviation, sustainable economic development)
- A commitment to environmental stewardship and conservation
- A commitment to serve a target beneficiary group (e.g. low income customers, smallholder farmers)

GV2.2 Please type or paste your mission statement here. [Answer Details](#)  
[Leave Feedback](#)

Please feel free to skip this question if the company has no mission statement or mark as revisit [more...]

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# B Impact Report: Benchmark

Compare impact to the other 17,000+ companies that have used the assessment

	Total Pts.	Percent Earned	(141) Ordinary Businesses <a href="#">Learn More</a>	(1,075) Other Sustainable Businesses <a href="#">Learn More</a>	(536) B Corps <a href="#">Learn More</a>
<b>Overall Rating</b>	<b>115.3</b>		<b>51 pts</b>	<b>80 pts</b>	<b>97 pts</b>
<b>Governance</b>	<b>18.0</b>	<b>90.0%</b>	<b>6</b>	<b>10</b>	<b>14</b>
Corporate Accountability	14.4	90.0%	3	6	10
Transparency	3.6	90.0%	3	3	4
<b>Workers</b>	<b>30.8</b>	<b>77.0%</b>	<b>20</b>	<b>22</b>	<b>26</b>
Compensation, Benefits & Training	21.2	78.5%	15	15	17
Worker Ownership	4.8	68.6%	1	2	3
Work Environment	4.3	79.6%	4	4	5
<b>Community</b>	<b>19.3</b>	<b>42.9%</b>	<b>15</b>	<b>32</b>	<b>44</b>
Community Products & Services	0.0		5	15	18
Serving Those In Need					
Community Practices	19.3	42.9%	10	16	20
Suppliers & Distributors	5.9	53.6%	2	4	4
Local Involvement	3.4	42.5%	3	5	6
Diversity	2.2	27.5%	1	2	3
Job Creation	1.8	22.5%	1	2	2

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# Improvement Tools

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**Free tools** to help you see your strengths, plan improvements, and access best practices and examples

## Improve *Your Impact*

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### [Your Customized Improvement Report](#)

Indicates how much each question is worth and where you are currently earning points, thus allowing you to determine which like to undertake.



### [Revisit Questions Report](#)

List of questions where you marked the question to "revisit".

## General Tips for Improvement

\*Click on sections below for free PDF guides on different topics

### Governance



[Create & Improve your Audit Committee](#)



[Implement Local Purchasing Policy](#)



[Whistle-Blowing Policy](#)



[Implementing Financial Controls](#)



### Suppliers



[Implement Local Purchasing Policy](#)



[Create a Supplier Code of Conduct Guide](#)

### Environment



[Conduct an Environmental Audit](#)

See how they compare

**103**  
B IMPACT SCORE

# King Arthur Flour Company B Impact Report



Impact Area	Average score of other businesses*	King Arthur Flour Company
<b>Governance</b>	10	<b>14</b>
Transparency	6	10
Accountability	3	4
<b>Workers</b>	22	<b>61</b>
Compensation, Benefits & Training	15	18
Worker Ownership	2	37
Work Environment	4	6
<b>Community</b>	32	<b>16</b>
Community Products & Services	15	0
Suppliers & Distributors	4	2
Local Involvement	5	4
Job Creation	2	1
Diversity	2	3
Civic Engagement & Giving	4	5
<b>Environment</b>	9	<b>12</b>
Environmental Products & Services	4	1
Land, Office, Plant	4	5
Inputs	2	2
Outputs	1	1
Transportation, Distribution & Suppliers	1	2
<b>Overall B Impact Score</b>	<b>80</b>	<b>103</b>

\*Of all businesses that have completed the B Impact Assessment.