

# B Corp

## This is the Future<sup>®</sup>

Yvonne Chouinard, Patagonia

**Certified**



**Corporation<sup>™</sup>**



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[www.bcorporation.net](http://www.bcorporation.net)



KICKSTARTER



theguardian



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Seit 1921



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GENERATION  
INVESTMENT  
MANAGEMENT

Veeva

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ROSHAN

davines



FAIRPHONE



ALESSI



allbirds



alpro  
Chiesi  
People and ideas for innovation in healthcare

Over 15,000 globally. In Europe: 1,100+ B Corps  
Globally, in 6 continents: ±4,100 B Corps in 78 Countries  
+12,000 Benefit Corporations by law in USA, Italy, Colombia, Ecuador, B.C. Canada, Rwanda



# Faces of B Corp CEOs



**Shazi Visram**, Happy Family; **Adam Lowry**, method; **Yvon Chouinard**, Patagonia; **Joao Paulo Ferreira**, natura; **Karim Khoja**, Roshan; **Maria Emilia Correa**, Banco de Colombia; **Kat Taylor**, Beneficial State Bank; **Peter Blom**, Triodos Bank; **Lorna Davis**, Danone North America; **Emmanuel Faber**, Danone; **Nancy Green**, Athleta; **Guy Villax**, Hovione; **Michel Alessi**, Alessi; **Eileen Fisher**, Eileen Fisher; **Caroline Wanjiku**, Daproom; **Al Gore**, Generation Investment Management; **Elizabeth Laville**, Utopies; **Corey Lien**, Domi Earth.





## **THE B CORP DECLARATION OF INTERDEPENDENCE**

**WE ENVISION A GLOBAL ECONOMY THAT USES BUSINESS AS A FORCE FOR GOOD. THIS ECONOMY IS COMPRISED OF A NEW TYPE OF CORPORATION – THE B CORPORATION – WHICH IS PURPOSE-DRIVEN AND CREATES BENEFIT FOR ALL STAKEHOLDERS, NOT JUST SHAREHOLDERS. AS B CORPORATIONS AND LEADERS OF THIS EMERGING ECONOMY, WE BELIEVE: THAT WE MUST BE THE CHANGE WE SEEK IN THE WORLD. THAT ALL BUSINESS OUGHT TO BE CONDUCTED AS IF PEOPLE AND PLACE MATTERED. THAT, THROUGH THEIR PRODUCTS, PRACTICES, AND PROFITS, BUSINESSES SHOULD ASPIRE TO DO NO HARM AND BENEFIT ALL. TO DO SO REQUIRES THAT WE ACT WITH THE UNDERSTANDING THAT WE ARE EACH DEPENDENT UPON ANOTHER AND THUS RESPONSIBLE FOR EACH OTHER AND FUTURE GENERATIONS.**