



B-CORP CERTIFICATION

LESSON TOPICS

1. What is a Benefit Corporation?

A Benefit corporation is a relatively new type of legal structure designed to protect mission-oriented entrepreneurs. A benefit corporation allows the management of a company to take into account all the shareholders (the employees, the environment, and the community). This is a relatively new type of legal structure based on shareholder primacy. This all means that the company says “I operate to make a profit, because companies need to be profitable, but also for some specific public benefit, such as an environmental benefit, or healthcare or children in need.”

2. What Does B-Corp Certification Mean?

A B Corp certification is a business certification by an independent third party that states the company is operates on the principles of the triple bottom line.

3. Advantages of B-Corp Certification

The B corp certification is a way to demonstrate that the firm not only cares about profit, but also the long-term goals and growth of the firm. It is like a certified trust mark for a business. The B corp certification mark has grown exponentially in the past years, with over four-thousand certified companies around the world.