

# USER'S GUIDE TO THE B IMPACT ASSESSMENT



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



What is the B Impact Assessment?

Create Company Profile

Impact Assessment

Certification

*Measure What  
Matters!*



# What is the B Impact Assessment?

The [B Impact Assessment](#) is a free and confidential online tool developed by B Lab which allows you to:

- **assess strengths and weaknesses** in a company's sustainability management system
- **compare against peers** in comparable sectors, sizes and geographies
- **identify gaps and opportunities** for creating a more positive impact through business operations and reduce the potential negative impact

Impact measurement through the B Impact Assessment is based on the international standard that is regularly controlled by the Standards Advisory Council of B Lab. Click [here](#) to view the independent committee's members.

By the way, the B Impact Assessment has been [showcased by GLOBAL VALUE](#), a toolbox allowing to compare systems of business impact measurement.

## Impact Areas and Stakeholders Considered in the B Impact Assessment:



### Governance

Employees; shareholders; investors; financial auditors



### Workers

Employees



### Community

Municipalities; government; employees; suppliers; banks; civil society



### Environment

Employees; suppliers; community



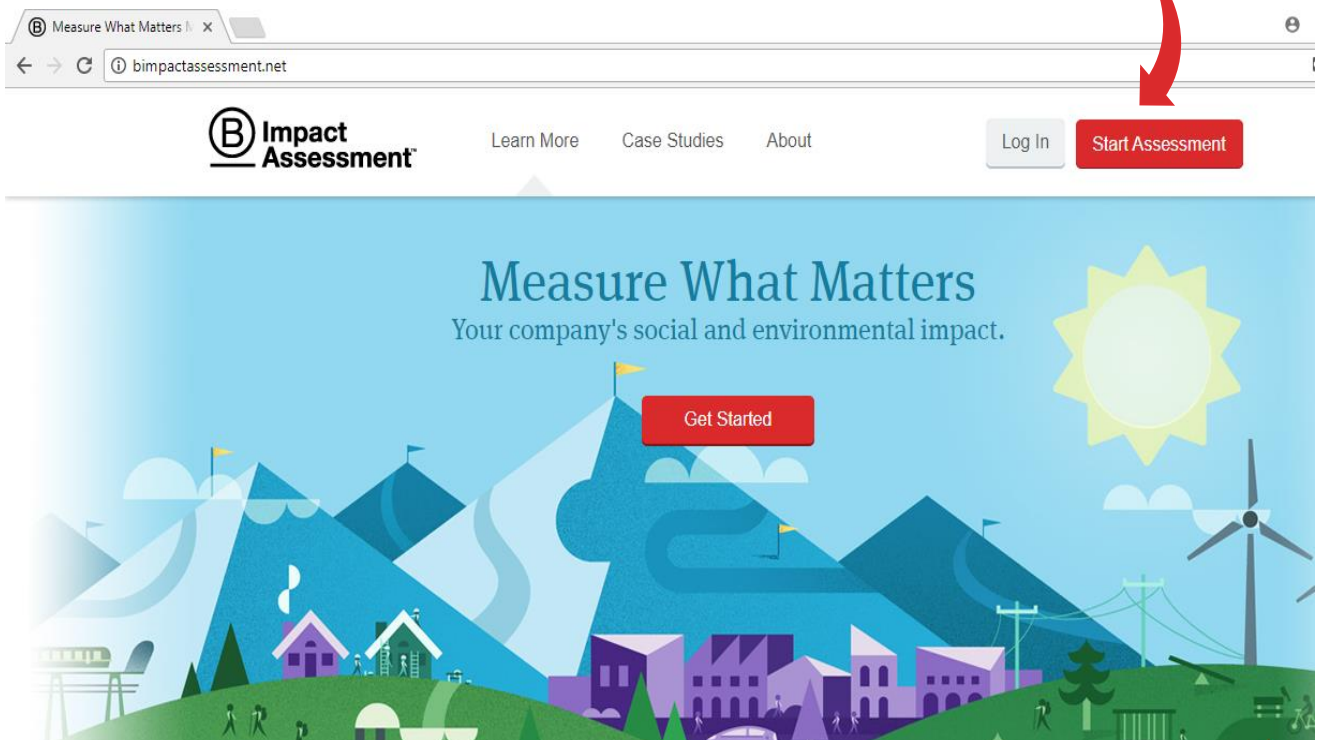
### Impact Business Models

Subcontractors; suppliers; civil society & NGOs

# Create Company Profile

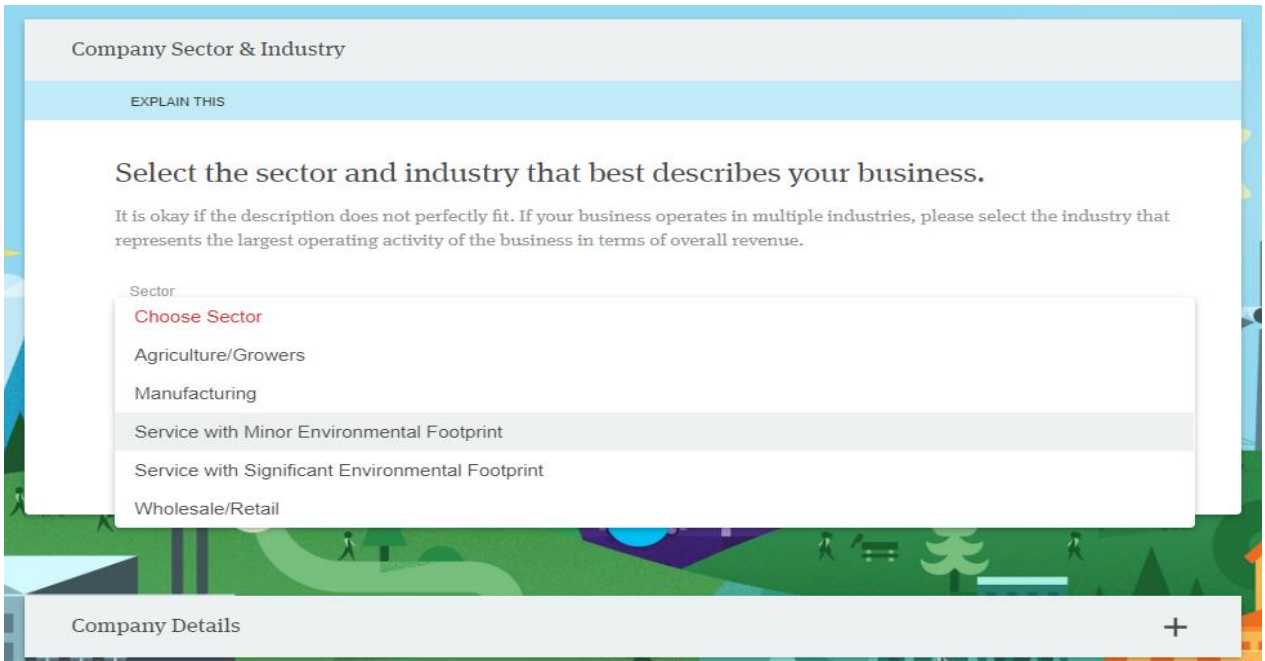
It is entirely up to you how quickly you advance in the assessment. Your work is continuously being saved, so don't hesitate to log out and log back in later. Please also consult the [FAQs](#) and the [Tech Support](#).

Create an account by clicking on “Start Assessment”. You will then be asked some basic questions about your company before you proceed to the assessment.



# Create Company Profile

Select the industry that best describes your company. If you're not sure which industry or sector to select, feel free to check the [International Standard Industrial Classification of All Economic Activities](#) (United Nations, 2018).

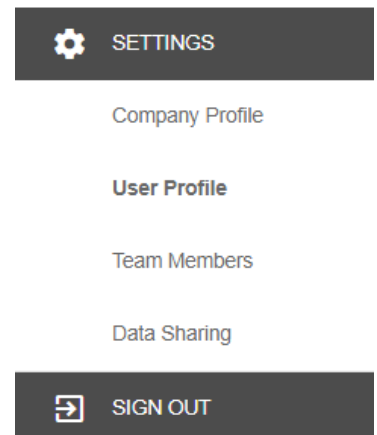


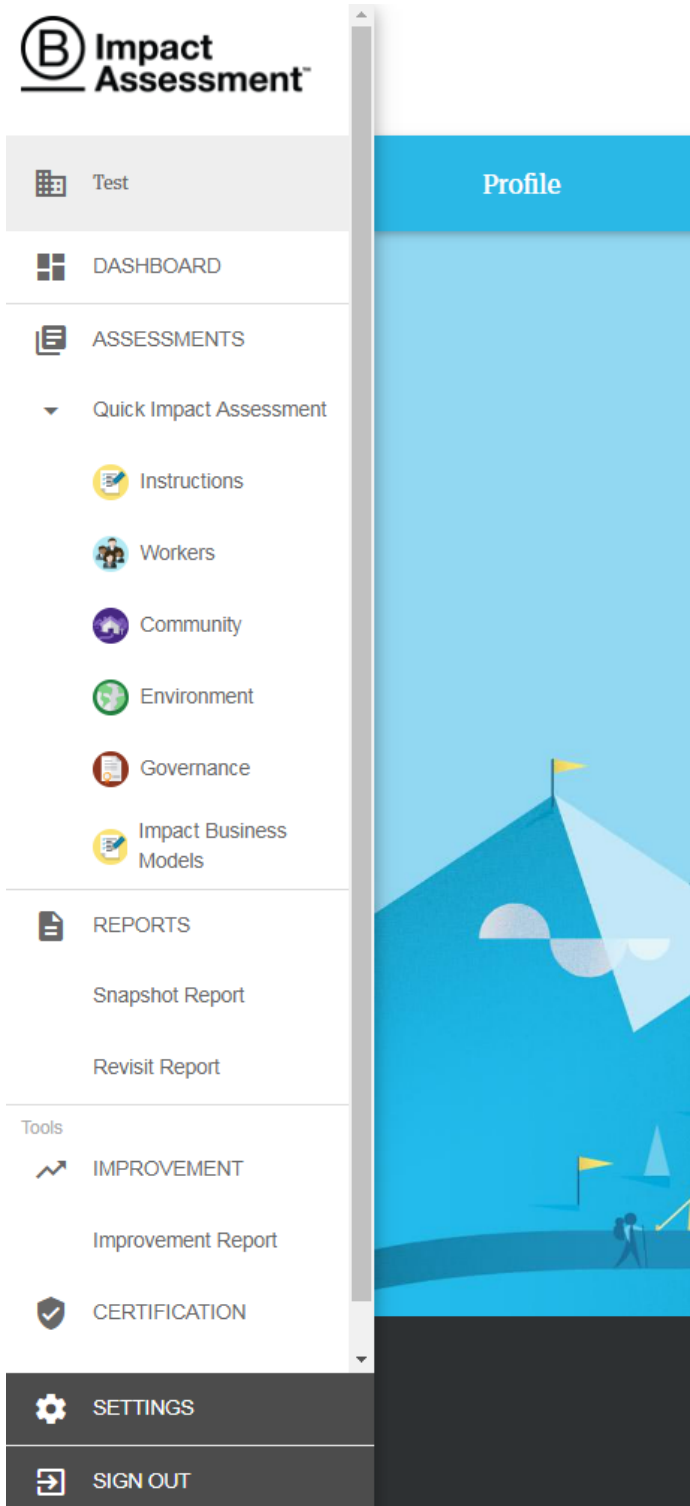
As you progress in the assessment, the questions you have already answered will move to the bottom of the screen (see image above).

## Adding Team Membres to Assessment

Feel free to add team members to your assessment! You can even leave them a message asking them to take a closer look at a specific section.

Click on “settings” in the dashboard to add team members to your assessment :





Once the basics are there, you can start with the assessment which covers the areas of governance, workers, community, environment and impact business models.

On your left you can see the **dashboard**, in which you can navigate between the above-mentioned areas.

In the dashboard you can also select to view your snapshot and revisit reports or use your improvement tools.

If you don't know the answer to a question right away, you can simply bookmark it and revisit later.



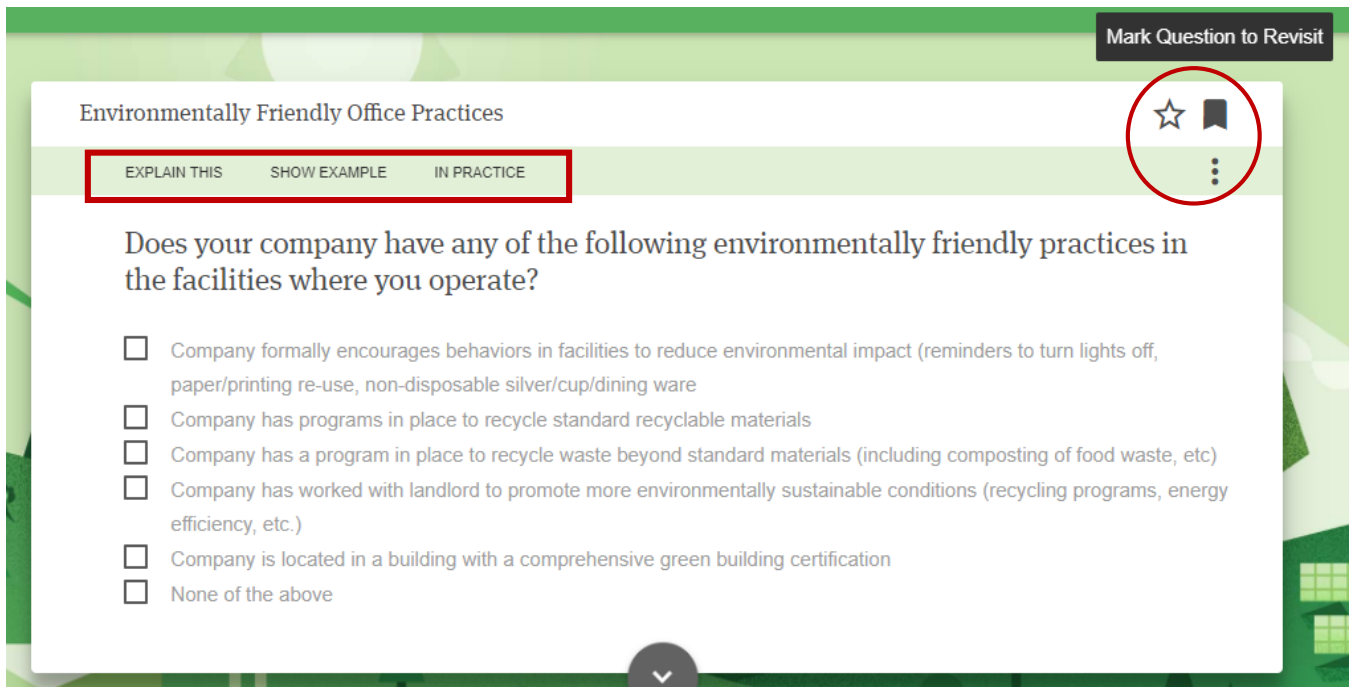
You also have the possibility to mark a question for improvement, if you believe you have room for improvement with regards to the business practices tied to the question. Just clicking on the star.



Feel free to leave us your feedback on specific questions! Click on the three dots in the top right corner of each question and then on "Leave Feedback".



Some of the questions have tabs **"EXPLAIN THIS"**, **"SHOW EXAMPLE"** and **"IN PRACTICE"**. Check them out for more details on the question.



The screenshot shows a question titled "Environmentally Friendly Office Practices". At the top right, there is a button labeled "Mark Question to Revisit". Below the title, there are three tabs: "EXPLAIN THIS", "SHOW EXAMPLE", and "IN PRACTICE", which are highlighted with a red box. To the right of the tabs, there are icons for a star, a bookmark, and a three-dot menu, which are circled in red. The question text is: "Does your company have any of the following environmentally friendly practices in the facilities where you operate?". Below the text is a list of six options, each with a checkbox:

- Company formally encourages behaviors in facilities to reduce environmental impact (reminders to turn lights off, paper/printing re-use, non-disposable silver/cup/dining ware)
- Company has programs in place to recycle standard recyclable materials
- Company has a program in place to recycle waste beyond standard materials (including composting of food waste, etc)
- Company has worked with landlord to promote more environmentally sustainable conditions (recycling programs, energy efficiency, etc.)
- Company is located in a building with a comprehensive green building certification
- None of the above

Once you have completed the first 50 questions of the assessment - what we call the *Quick Impact Assessment* - you will have the possibility to convert your assessment into the full version. The *B Impact Assessment* contains approximately 150 additional questions.

Next to meeting **performance requirements** you need to meet **legal requirements** to be able to get certified as a B Corp. The value of meeting the legal requirement for B Corp certification is that it bakes sustainability into the DNA of your company as it grows, brings in outside capital, or plans succession, ensuring that your mission can better survive new management, new investors, or even new ownership.



Visit [this site](#) for details about the legal requirement for companies incorporated in Switzerland.

Once you think you meet the requirements and you're ready to submit, you can give it a shot and submit for review! You will then be contacted by someone from B Lab.

- You will be asked to **upload the documentation** of your operations based on 6-10 randomly selected questions.
- You will further be asked to complete a 60-90-minute **review call** with one of our employees.
- After this verification, you'll obtain a **final score** in the BIA. The qualifying bar to become a B Corp is 80 points out of 200 possible.
- Possibly you'll belong to the 10% of Certified B Corps are randomly selected for **on-site review** every year.



You will be asked to sign the declaration of interdependence:



# 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.

Please find below the annual licencing fees based on your company's revenue:

|                                   |            |
|-----------------------------------|------------|
| CHF 0 - CHF 149,999               | CHF 500    |
| CHF 150,000 - CHF 1,999,999       | CHF 1,000  |
| CHF 2,000,000 - CHF 4,999,999     | CHF 1,500  |
| CHF 5,000,000 - CHF 9,999,999     | CHF 2,500  |
| CHF 10,000,000 - CHF 19,999,999   | CHF 5,000  |
| CHF 20,000,000 - CHF 49,999,999   | CHF 10,000 |
| CHF 50,000,000 - CHF 74,999,999   | CHF 15,000 |
| CHF 75,000,000 - CHF 99,999,999   | CHF 20,000 |
| CHF 100,000,000 - CHF 249,999,999 | CHF 25,000 |
| CHF 250,000,000 - CHF 499,999,999 | CHF 30,000 |
| CHF 500,000,000 - CHF 749,999,999 | CHF 37,500 |
| CHF 750,000,000 - CHF 999,999,999 | CHF 45,000 |

Please click [here](#) for more information on [public companies](#), [multinationals](#), and [companies over CHF 1B](#).

Certification needs to be renewed every 3 years.

We created a guide explaining the international standard the BIA measures against in the Swiss context. Please contact us at [support@bcorp-switzerland.ch](mailto:support@bcorp-switzerland.ch), if you'd like to use it while working on your assessment.

