



# Activities & Swiss Triple Impact Program

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In 2015, the 17 United Nations Sustainable Development Goals (SDGs) were explicitly designed to engage all stakeholders (policy makers, civil society and private companies), in addressing the most pressing challenges facing our planet, such as the climate crisis, social unrest and wealth inequality. In a globalized world and as an industrialized country, Switzerland is not immune to these challenges and their implications for society, the environment and the economy, both within and outside its borders. Indeed, as Ambassador Thomas Gass mentioned at this year's annual conference of the Swiss Agency for Development and Cooperation on June 21st, "with our economic strength, we have a responsibility to reduce this social and ecological footprint inside to prevent the rest of the world from paying the development bill" [translated from French].

It is in this context that B Lab's Swiss branch was founded in 2014 by Jonathan Normand, the executive director, in order to develop these four pillars on a national scale:

## **1. B Impact Assessment (BIA) & B Corp Certification Management:**

The online free and confidential BIA analysis tool allows companies to assess their social, environmental and economic impact. With a score of 80 points out of 200, a company obtains the B Corp certification. B Lab Switzerland supports companies in this process. Currently, 25 Swiss companies from different sectors and sizes are certified B Corps.

## **2. B Academy - B Leaders:**

B Lab Switzerland supports university teaching and research on impact measurement methods, and helps to train the leaders of tomorrow.

## **3. Legal innovations:**

B Lab Switzerland connects actors of the legal world to develop legal innovations such as the benefit corporation legal form currently available in three countries and 34 States in the United States.

## **4. Engagement programs:**

B Lab Switzerland engages companies in the region to assess and improve their social and environmental performance through the BIA. It offers workshops, conferences, and coaching to ensure that participants get the most out of the program.

**Best for Geneva** is B Lab Switzerland's pilot engagement program launched in 2018. It has successfully engaged more than 340 public and private organizations to measure their impacts and improve their social and environmental practices. The continuation of this program will be launched nationally this year and is called the **Swiss Triple Impact**. Its aim is to encourage all Swiss companies to measure their social and environmental performance. Indeed, it first provides an overview of the operational practices of our Swiss companies relating to the environment, local authorities, employees and customers, and then identifies the practices to be improved. This program will ideally be initiated in partnership with the federal government, civil society and businesses. Together this will form a powerful force to meet Switzerland's Agenda 2030, which consists in achieving the 17 Sustainable Development Goals.

Today there is no doubt that we must rethink the way we operate in and through the economy while offering opportunities to solve the challenges of the millennium. It is commonly accepted that an inclusive economy creates more resilient and viable businesses under these new conditions, in order to achieve a shared and durable prosperity.



B Lab is a non-profit organization serving a global movement of people using business as a force for good. Its vision is that one day all companies will compete to be the best for the world and, as a result, society will enjoy a shared and durable prosperity for all. Thanks to a global network established in 60 countries, B Lab is ideally positioned to accelerate this cultural change.

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