



Good business matters.



Good For Michigan works to engage community stakeholders and partners who possess the skills and expertise to inform a **holistic sustainability program**.

- Ø **Social Sustainability** -Closing the Wealth Gap
- Ø **Environmental Sustainability** – Increasing the Number of Environmental Advocates
- Ø **Economic Sustainability** – Making it Profitable to Use Business as a Force for Good





## B Corporations

Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good.

The combination of third-party validation, public transparency, and legal accountability help Certified B Corps build trust and value. B Corp Certification is administered by the non-profit B Lab.

2,655 Companies

150 Industries

60 Countries

EILEEN  
FISHER



Hootsuite

KICKSTARTER

# The B Impact & Quick Impact Assessments

- Ø **Community** – company's engagement and impact related to diversity, job creation, supplier relations, charitable giving/community services, and local involvement.
- Ø **Environment** – evaluates overall environmental stewardship including its facilities, resource use, emissions and supply/distribution channels (when applicable).
- Ø **Governance** – evaluates a company's overall mission, ethics, accountability and transparency.
- Ø **Workers** – contribution to employee well-being, such as compensation and benefits, training, health and safety, and job flexibility.
- Ø **Customers** – evaluates products or services designed to address a particular social problem for or through its customers, such as health or education products. *\*For many companies, this section may not apply.*

The QIA is a customized, abbreviated version of the B Impact Assessment. Unlike the BIA, the QIA does not issue a score based on performance. Rather, the QIA is used, in its most basic application, as a tool to get **a baseline** of a company's social, environmental and economic impacts.



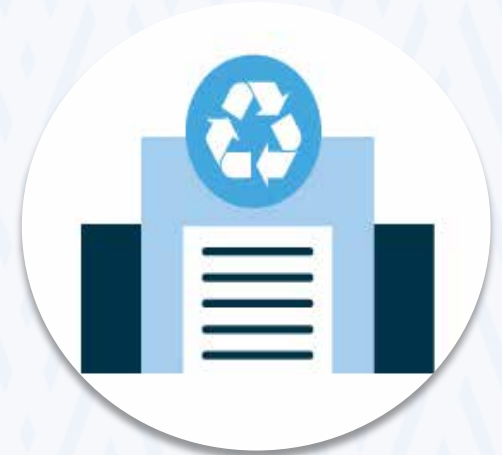
## Measuring Community Impact

- Ø Supply Chain
- Ø Policy advocacy for social and environmental standards
- Ø Demographics of employees and leadership
- Ø Charitable giving and civic engagement
- Ø Economic Impact



## Measuring Environmental Impact

- Ø Air & climate
- Ø Environmental management
- Ø Resource conservation practices





## Measuring Impact of Governance Practices

- Ø Mission Lock
- Ø Ethics and transparency
- Ø Corporate Accountability



## Measuring Impact on Workforce

- Ø Worker ownership
- Ø Financial security
- Ø Health, wellness and safety
- Ø Career development
- Ø Job flexibility/corporate culture



## Measuring Customer Impact

- Ø Customer stewardship
- Ø Defining outcomes
- Ø Accessibility of products/services to populations served



# The QIA

A Roadmap To Using Business As A Force For Good



## A road map...



Good For Michigan uses this data to help businesses identify their strengths as well as the opportunities for improvement. In a sense, Good For uses the assessment results as a **tailored road map** to inform how a business can most effectively enhance their sustainability efforts and outcomes.

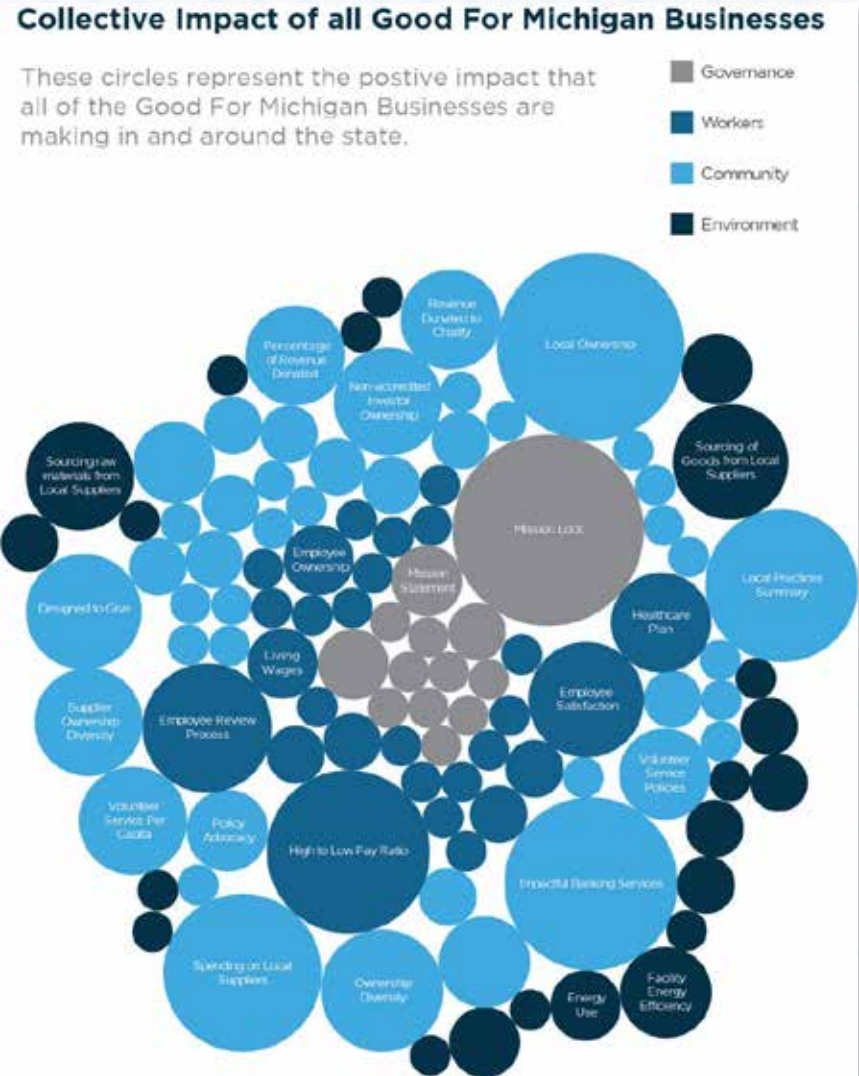
Use the assessment to tell your story



## Other Applications

### Collective Impacts

- ü The City of Grand Rapids
  - ü Shopping/Business Districts
  - ü Business Membership Organizations
- And more...



## Other Applications


- Ø Informing the development of accessible and inclusive sustainability resources
- Ø Startups looking to build sustainability into their business models
- Ø Holding supply chains accountable to regenerative business practices



# Good Business Matters

And this is where it starts

[LEARN MORE](#)




**Take the Assessment!**

Assess how your company performs in dozens of best practices on employee, community, and environmental impact in 30-60 minutes.

[START HERE](#)




Goodfor.org


## The Small Business Guide to B Corporations in Michigan



What you need to know about B Corporation Certification for small businesses in Michigan.

Published by the Michigan Small Business Development Center, November 14, 2019



### Building a Better Business

People want to work for, buy from, and invest in businesses they believe in. B Corp Certification is the most powerful way to build credibility, trust, and value for your business.

[LEARN MORE](#)



Bcorporation.net

# Questions?



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