

®



**PLANO
TURISMO
+SUSTENTÁVEL
20-23**

Mais do que um desafio, é o caminho.

Where your talent and the
need of the world meet, there
lies your purpose.

Aristotle

“

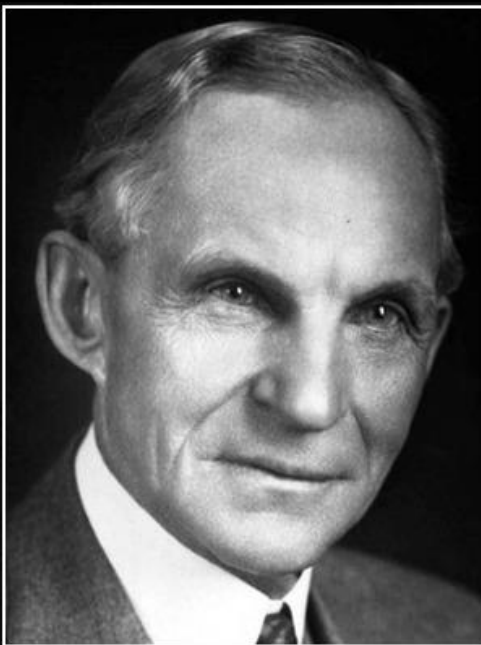
ADHERE TO YOUR PURPOSE
AND YOU WILL SOON
FEEL AS WELL AS YOU
EVER DID.”

-ABRAHAM LINCOLN
1809-1865



An aerial photograph of a river winding through a dense forest. The water is a vibrant blue-green color, contrasting with the dark, muted tones of the surrounding trees and rocks. The river flows from the top left towards the bottom right, with several large rocks visible in the water.

**A business that makes
nothing but money is a poor
business.**



The best way to make money in
business is not to think too much
about making it.

— *Henry Ford* —



"We all know that the business world cannot continue to operate like it has been running in the past years. Change and action start with each Boards members standing up with what we believe is right." -

Jean-François Manzoni,
President of IMD

@IMDBUSINESSSCHOOL



« Sustainability should not be separate from the overall strategy. »

- Susanne Ruoff, Board Member



« Profit as purpose is the beginning of everything. At Weleda, we defined a purpose strategy with positive impact goals. »

- Michael Brenner, CEO of Weleda

@WELEDA_AG



"Our mission is to contribute to the prosperity of society, now and in the future. Through the promotion of diversity on boards of directors and in corporate governance, through stakeholder management, through the B Corp Certification."

- Beth Krasna, Board Member of Ethos



We care for people and planet

FAIRPHONE

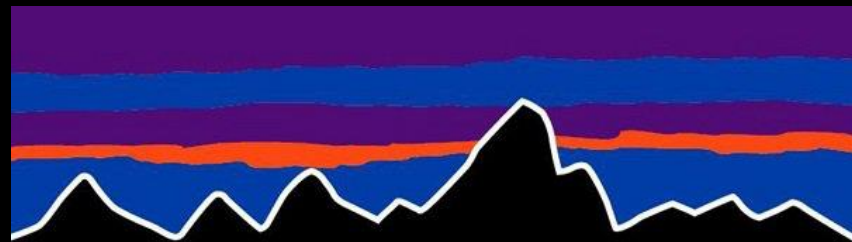
\$570M receitas anuais

How we build a fairer world

Fairphone builds a deeper understanding between people and their products, driving conversations about what "fair" really means.

By creating a more sustainable smartphone, we're demonstrating the endless possibilities for a fairer future – for everyone.

Save our home planet



patagonia[®]

Receitas € 209 milhões em 2021

Strive for a world with
100% slave free
chocolate.



Receitas € 109 milhões em 2021



B

—

**We believe
that business
should work for
everyone.**

Let's get to work.

Certified

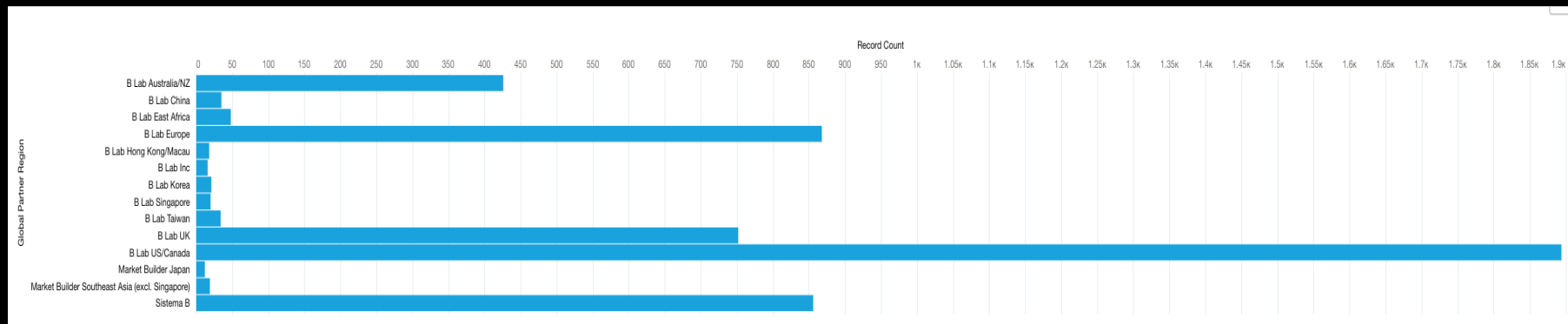


Corporation

B THE CHANGE

"We have a dream. That one day, all companies will compete not only to be the best in the world but the best for the world." *B Corp™*

B Corps no mundo





1
Unifying goal



413,440
Workers



80
Countries



5,019
Companies

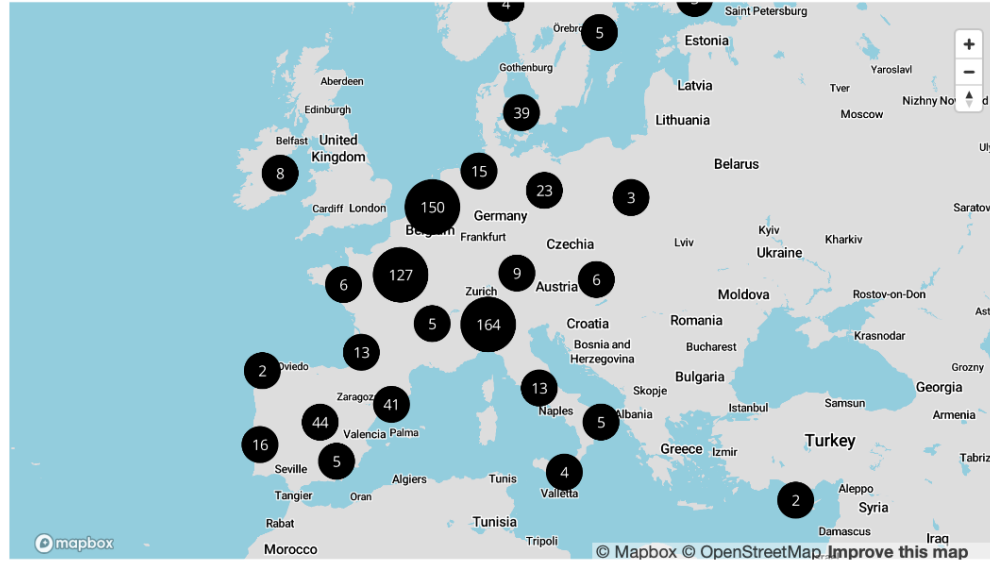


154
Industries

B Corps across Europe

People want to work for, buy from, and invest in businesses they believe in. Certified B Corporations, or B Corps, are companies verified by B Lab to meet high standards of social and environmental performance, transparency, and accountability. Use our map to explore the growing community of companies using business as a force for good.

● B Corp location



5000
Companies Globally

860
In Europe

153
Industries

1
Unifying Goal



Triodos Bank



The Guardian

PUKKA



KICKSTARTER

natura

allbirds

patagonia



wetransfer



Certified  Corporation

B Corporations are for-profit companies certified by the nonprofit B Lab™ for meeting rigorous standards

-  GOVERNANCE
-  WORKERS
-  ENVIRONMENT
-  COMMUNITY
-  CUSTOMERS



ECOALF

Status Quo - The Portuguese B Corp Community



B Corps Portuguesas



Pending B Corps Portuguesas



B Corps presentes em Portugal



... e muitos mais

O que diferencia as empresas sustentáveis com certificação B Corp





Um novo tipo de empresa

Certified



Corporation

O que são as B Corps?

B Corporations são empresas auditadas para os mais elevados padrões comprovados de desempenho social e ambiental, transparência e responsabilidade legal no equilíbrio entre lucro e propósito.

As B Corporations diferenciam-se das empresas tradicionais por serem auditadas pelo seu impacto em todos os intervenientes, desde os colaboradores e fornecedores, aos clientes, à comunidade e ao meio ambiente.



Porque escolhemos este caminho?

Como uma empresa familiar com uma visão de longo prazo, e um profundo compromisso à nossa região e às suas comunidades, demos sempre prioridade às questões sociais e ambientais.

Temos orgulho em alcançar o estatuto B Corp como validação das nossas práticas empresariais responsáveis, e estamos focalizados em contínuas melhorias nesta área chave.



A partir daqui, para onde vamos?

Tornarmo-nos uma B Corp proporciona-nos um roteiro para melhorar sistematicamente o impacto que temos no ambiente, e nas nossas comunidades nos próximos anos.

Trata-se de assumirmos a responsabilidade pela nossa atividade, trabalhando para transformar para melhor o nosso negócio, e partilhar o que aprendermos com outras empresas de vinho.



O NOSSO COMPROMISSO COM
O FUTURO

Estamos confrontados com desafios ambientais urgentes, que afetam o futuro de toda a vida na Terra. É nossa responsabilidade adaptar a operação da nossa empresa de modo a apoiar um futuro saudável e viável.

Os nossos objectivos



RESPONDER AOS DESAFIOS PARTILHADOS

- Caminhar para zero emissões de carbono
- Adaptar às alterações climáticas
- Promover e proteger a biodiversidade
- Apoiar a regeneração dos ecossistemas locais



ESTAR NA DIANTEIRA DA INOVAÇÃO SUSTENTÁVEL

- Liderar nas melhores práticas sustentáveis de viticultura e enologia
- Utilizar embalagens recicláveis e de baixo impacto
- Minimizar o impacto de edifícios e adegas



O CUIDADO COM AS NOSSAS PESSOAS E COMUNIDADES LOCAIS

- Ser um ótimo empregador
- Criar oportunidades para a próxima geração
- Advogar a segurança económica das comunidades onde trabalhamos



MICÉLIO

O

**ur mission is to
create regenerative
ecologies to
empower people to
nourish
ecosystems.**



MICÉLIO

A

fter recognising the impact of tourism in our region, we committed to a different way. We develop new concepts to adapt to the landscape, its people and its culture, always with an eye for something new.





[About Us](#)

[Destination](#)

[Volunteer Program](#)

[Responsible Experiences](#)

[Impact House](#)

[Blog](#)

[Contacts](#)

ARE YOU READY TO TRAVEL WITH IMPACT?

Have the most authentic and meaningful journey in Europe with ImpactTrip!

[Volunteer](#)

[Experiences](#)

[Sustainable Hostel](#)

Why choose us?

We have welcomed thousands of Responsible Travelers who want to make a difference. Be part of it.

4
Countries

2500+
Volunteers

60.000+
**Volunteer
Hours**

600+
**Non-profit
Partners**

12
**Volunteer
Causes**

35
**Volunteer
Programs**

Esta empresa cumpre com
os mais altos padrões de
impacto social e ambiental

Studioneves | B-Corporation

Somos um casal apaixonado
por fazer cerâmica
gastronômica da mais alta
qualidade.

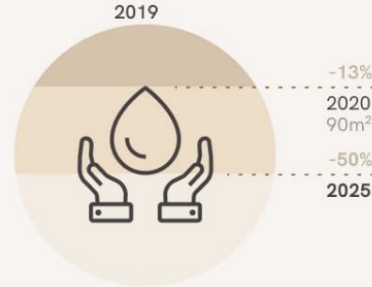
[ASSISTA AO VIDEO COMPLETO](#)

EVOLUÇÃO E METAS 2025

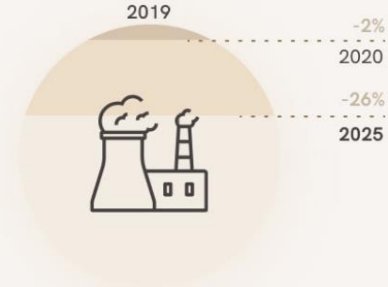
CO² por Prato



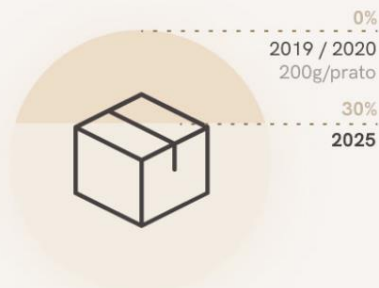
Água usada



Combustíveis Fósseis



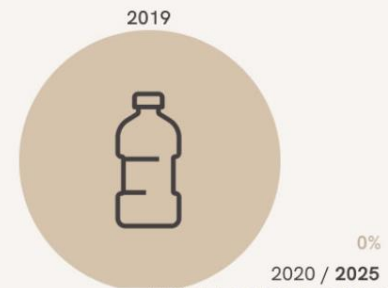
Embalagens



Descartes



Uso de Plástico



Relatórios impacto ambiental



Documentos

[Código de conduta PDF](#)

[Política Ambiental PDF](#)

[Política de Apoio Social PDF](#)

Características das B Corps

- Transparência
- Medição de impacto
- Visão de médio e longo prazo
- Vontade de melhorar
- Posicionamento global

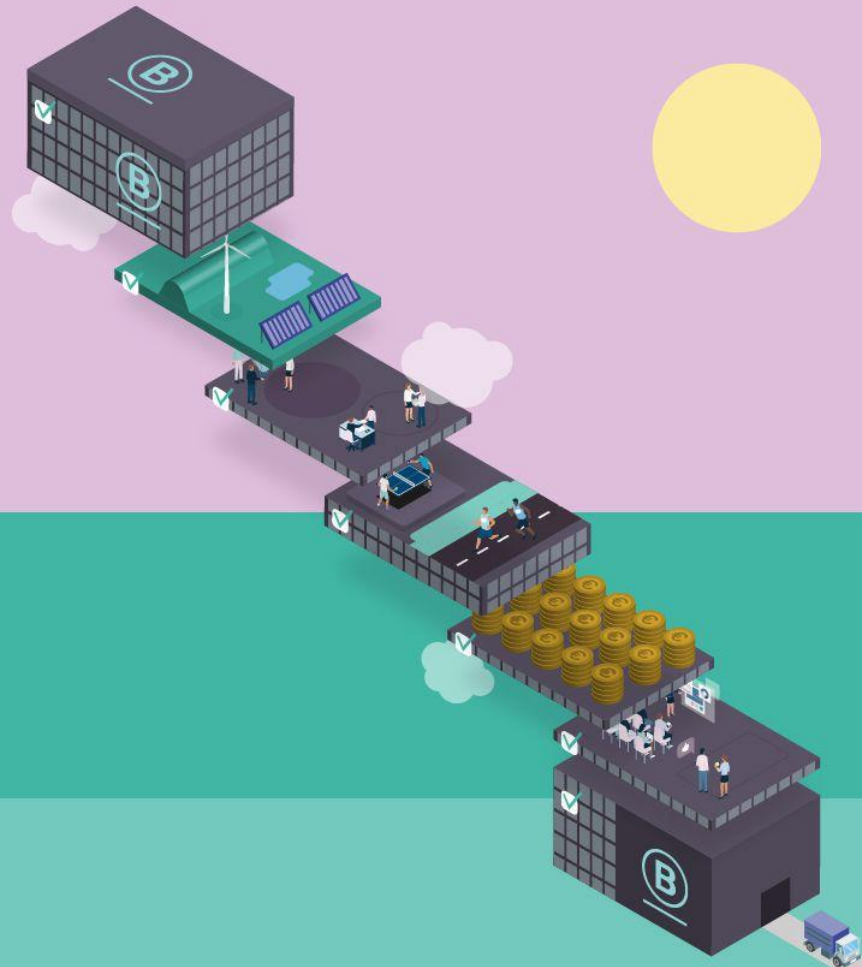
Características das B Corps

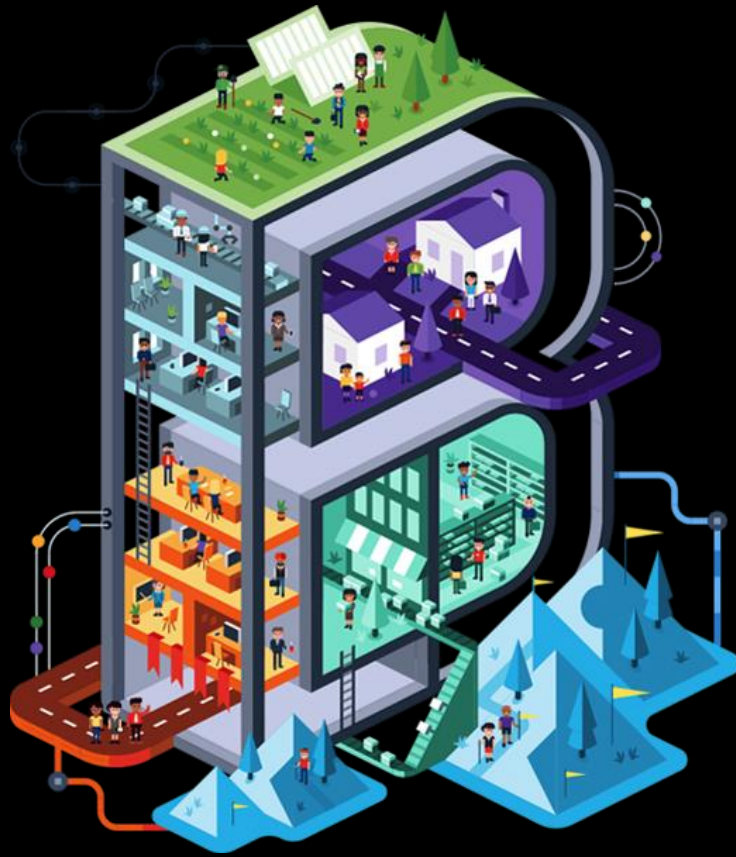
- Desenvolver comunidades locais (guias locais, produtos locais, colaborações com entidades locais, etc)
- Experiências com impacto na vida dos clientes
- Estimulo de comportamentos ambientais e sociais nos clientes
- Preocupações ambientais/regenerativas, promoção da

Gerir com Propósito para o Impacto

O papel das ferramentas B Corp para criar, não só as melhores empresas do mundo, mas as melhores empresas para o mundo.







Impact Assessment™



Exemplos Indicadores e Métricas

- Missão corporativa
- Objetivos e KPIs sociais e/ou ambientais
- Supervisão, Controlo e Transparência
- Partilha interna de informação financeira



- Salários, Bónus e Benefícios
- Licenças e Férias
- Formação, Educação e Processos de Avaliação
- Satisfação dos Colaboradores

- Criação de Emprego e Rotatividade
- Diversidade e Inclusão
- Políticas de fornecedores e prestadores de serviços
- Políticas de Responsabilidade Social Corporativa
- Advocacy, Certificações e Acreditações



Exemplos Indicadores e Métricas

- Espaço físico, eficiência energética e utilização de água
- Resíduos e Reciclagem
- Sistemas de Gestão Ambiental
- Produtos de baixo impacto ambiental
- *Carbon offsetting*
- Energias renováveis e emissões de CO₂



- Capacitação Económica/ Social dos Clientes
- Acesso a bens e serviços
- Promoção da saúde e do bem-estar
- Melhoria de competências e acesso a conhecimento
- Produtos ou Serviços que contribuam para que organizações melhorem o seu impacto
- Arte e Cultura

Cobrando variados assuntos

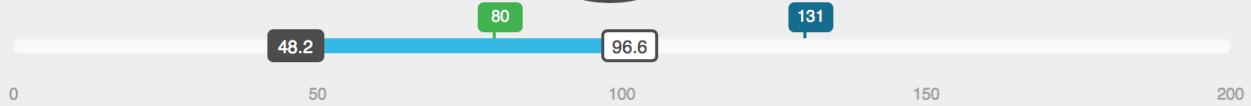


Overall B Impact Score

Less, Lda

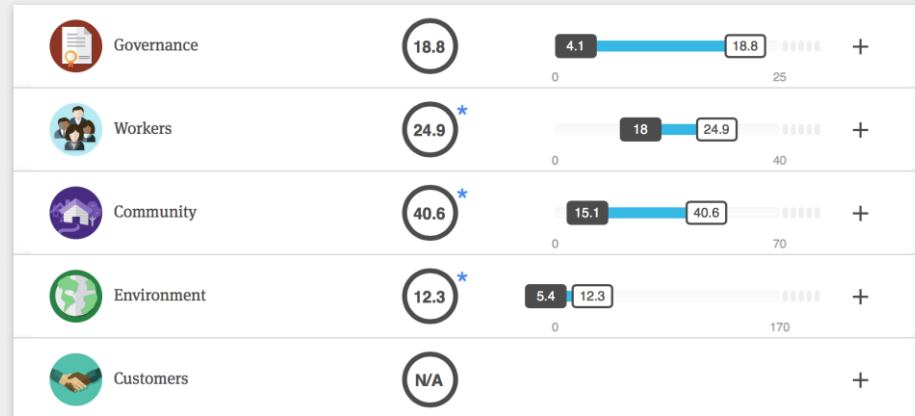
For Calendar Year Ending: **Dec. 31st, 2016**

Your scores below are being compared against **642 Ordinary Businesses** that also have 1-9 employees.

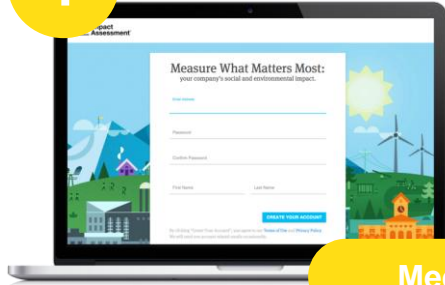


UNVERIFIED

Impact Area Scores



1



Medir



2

The block contains a circular icon of two hands shaking, a large green and white globe, and a B Impact Report table. The table is titled 'Fetzer Vineyards 2015 B Impact Report' and includes the B Corporation logo.

	Company Score	Median Score*
Overall B Score	80	55
Environment	36	7
Environmental Products & Services (e.g. Renewable energy, recycling)	0	N/A
Environmental Practices	30	6
Land, Office, Floor	6	0
Energy, Water, Materials	13	1
Emissions, Waste, Water	6	1
Suppliers & Transportation	3	N/A
Workers	18	18
Compensation, Benefits & Training		

Melhorar

3

The block contains a circular icon of four diverse people and a document icon with a gold ribbon seal, representing a change in company policies or statutes.

Alterar Estatutos


1



2



Petzer Vineyards 2015 B Impact Report

Certified

 B Lab Certified

	Company Score	Median Score
Overall B Score	80	55
Environment	44	7
Environmental Policy & Practices (A & B) (100% of 100)	10	100
Environmental Practices	34	4
Local Materials	4	1
Energy-Water-Materials	10	1
Waste-Recycling	0	1
Waste-Recycling-Practices	0	100
Workers	19	10
Employee Satisfaction	19	10

A alteração estatutária pretende aumentar a garantia de que a missão perdura no tempo, à medida que a empresa expande, captura investimento ou passa por alterações de governance.

As implicações de cumprir com os requisitos legais da certificação passam por:

- Dar proteção aos diretores e decisores para considerarem os interesses de todos os stakeholders e não apenas dos acionistas aquando da tomada de decisão.
- Cria direitos adicionais para que os acionistas considerem os diretores responsáveis por tomarem estas considerações nas decisões
- Limita estes direitos apenas aos acionistas



▶ **Alteração referente ao objeto da Sociedade**

“Os objetivos da empresa são a promoção do sucesso da mesma em benefício dos seus sócios e através dos seus negócios e operações, ter um impacto global positivo significativo sobre a Sociedade e o meio ambiente, considerados como um todo.”

▶ **Alteração referente ao capítulo sobre os Diretores da Sociedade**

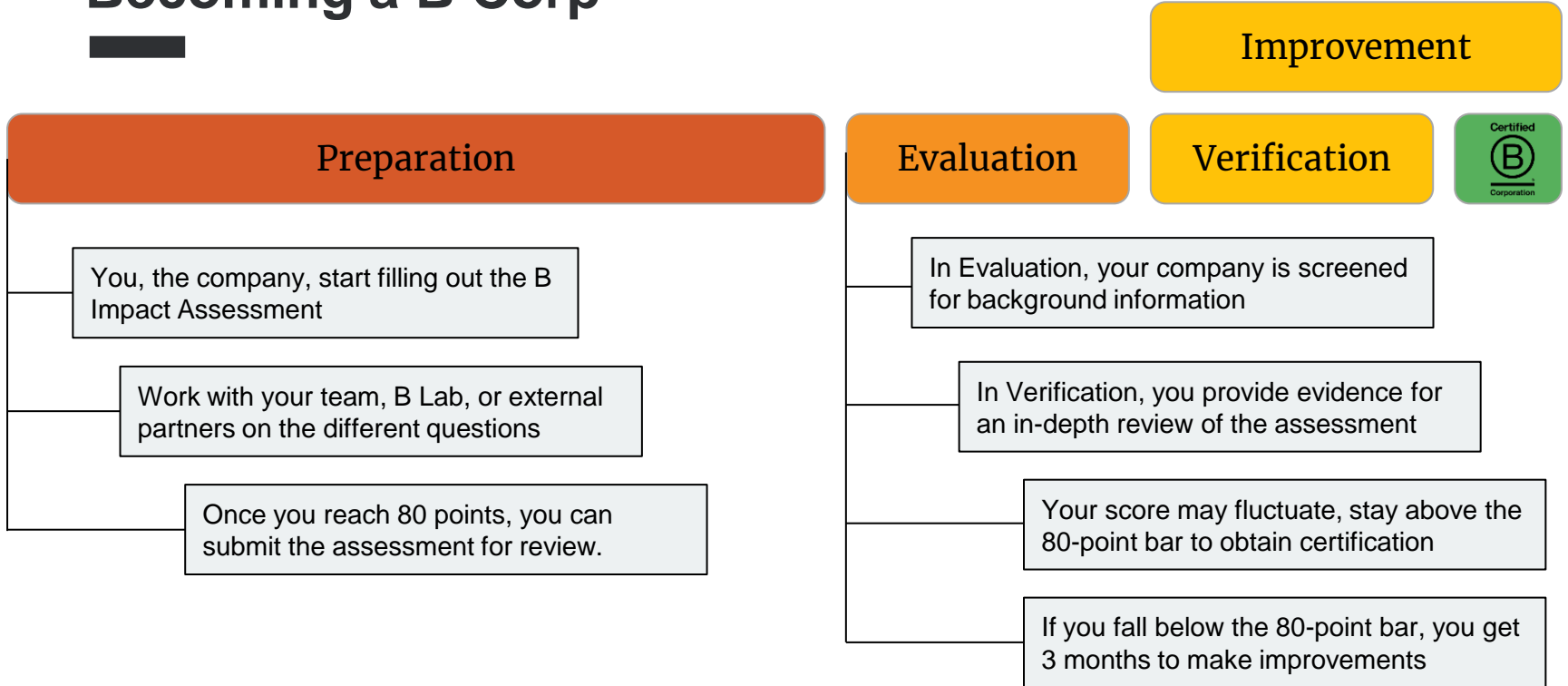
“No processo de decisão os gerentes executivos (ou administradores executivos) devem também ter em conta os efeitos sociais, económicos, jurídicos ou outros efeitos, de qualquer ação sobre os atuais funcionários ou aposentados, fornecedores e clientes da empresa ou das suas subsidiárias, e das comunidades e da Sociedade em que a empresa ou as suas subsidiárias operam, conjuntamente, a curto prazo, bem como a longo prazo, os interesses dos seus sócios (ou acionistas) e o efeito das operações da empresa sobre o meio ambiente e economia da região e do país.”



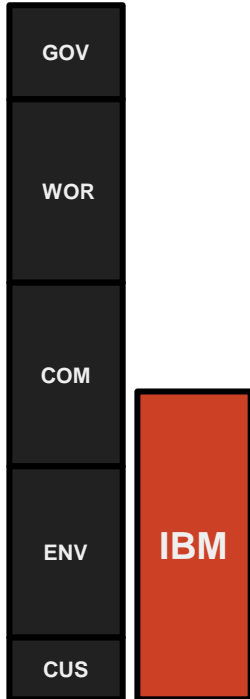
B Impact
Assessment™



Becoming a B Corp



BIA : Design



Operational Impact

Managing the day-to-day impact of running the business

- *Covers facilities, purchases, employees and governance.*

Impact Business Models

The design of a company that creates a specific positive benefit or outcome for one or more of its stakeholders.

- *May be based on a product, beneficiary, particular process, activity or structure.*

- 100+ different versions based on sector, size, geography.
- Governed by independent Standards Advisory Council.
- Renewed every three years.



BIA : Scoring Example

Operational Highlights

e.g. social & environmental decision-making, working conditions, corporate giving, CSR practices

60

Impact Business Models

e.g. circular economy, fairtrade supply chain practices, sustainability consulting

15

Mission Lock

e.g. meeting the B Corp legal requirement

10


N/A


5

COMPANY
BIA Webinar

 Notifications

 Dashboard


 Reviews


 B Impact Assessment


 SDG Action Manager

 Question Filter


 Reports

 Goals

 B Corporation Certification

 UN Global Compact

 Assessments

 Settings

Next steps

Prepare for submission >

2020 - Active

VERSION	MARKET	SIZE	SECTOR	INDUSTRY CATEGORY	INDUSTRY
6	Developed - Global	50-249	Manufacturing	Manufactured Goods	Electrical equipment



B Impact Assessment

OVERALL	COMPLETION	
97.7	100%	
OPERATIONS	IBM	N/A
69.4	22.0	6.2

[VIEW REPORT](#)

[CONTINUE](#)

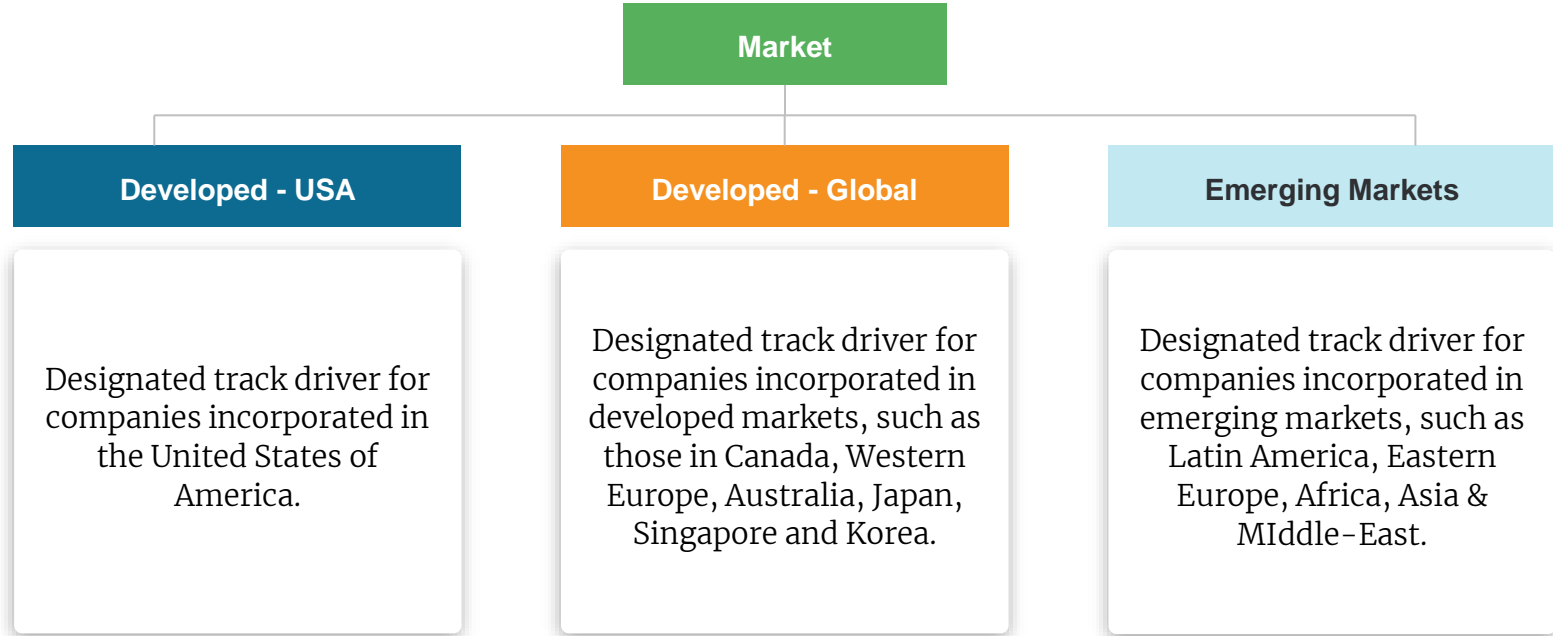


SDG Action Manager

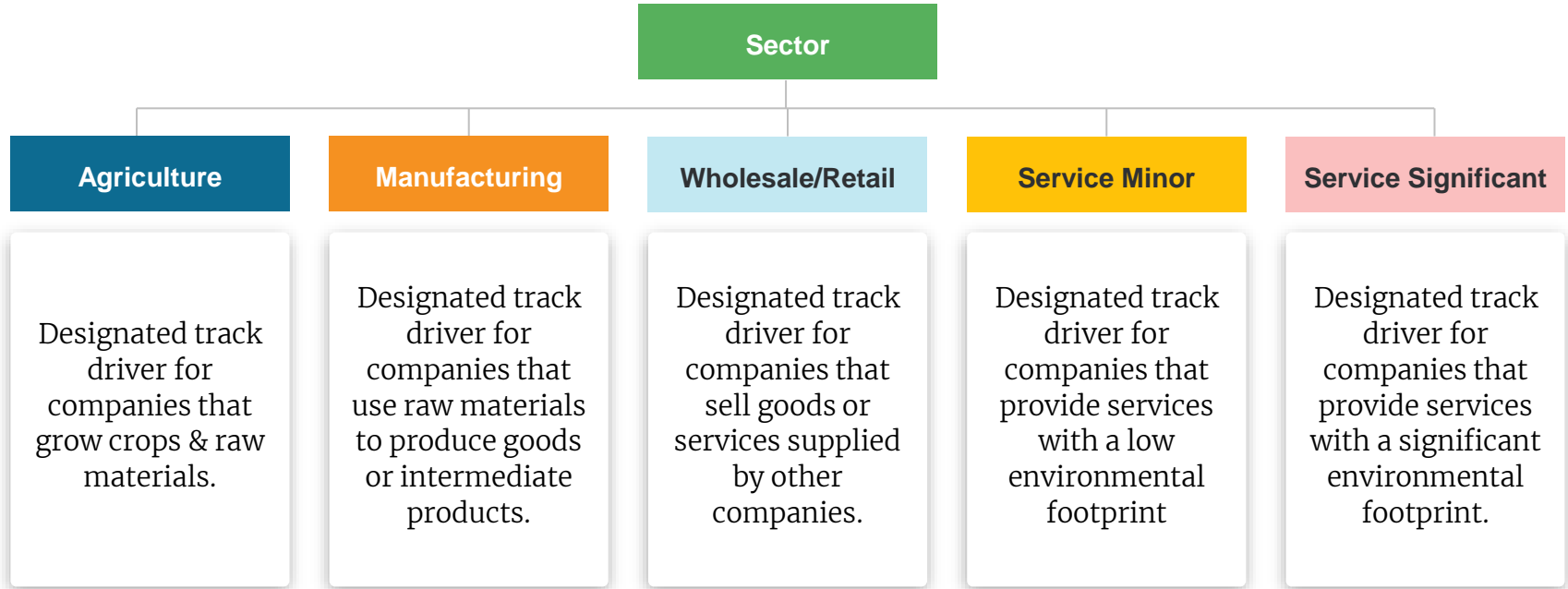
BASELINE SCORE
66.2%

[CONTINUE](#)

Track Drivers - Market



Track Drivers - Sector & Industry



Track Driver - Size

Size of a company based on the number of people on payroll. This includes:

- Full-time workers (36-40 hour contract)
- Part-time workers (<36 hour contract)
- Temporary workers (<6 month contract, season-based)
- Freelancers who work for the company >6 months and >20 hours per week
- Working owners (employed through labour contract)

This does not include:

- Interns
- Freelancers who work for the company sporadically
- Founders & owners (rewarded through profit sharing)

0 workers

1-9 workers

10-49 workers

50-249 workers

250-999 workers

1000+ workers


Razões para ser B Corp

Certified



®

Corporation



Fazer parte de uma comunidade de
que está a promover uma mudança
para um mundo melhor

Certified



Corporation

80%

of global **consumers** agree that business must play a role in addressing societal issues.

*Edelman

86%

of **employees** believe it is important that their own employer is responsible to society and the environment.

*Ipsos MORI

Last 20 years

Good Products



21st Century

Good Companies

Certified



Corporation

1700+ BUSINESSES HAVE COMMITTED TO

Net Zero 2030

Over 1700 businesses, including 1100+ B Corps, have made a commitment to become net zero by 2030 – a full 20 years ahead of the 2050 targets set in the Paris Agreement. We know that **meaningful actions** and **credible commitments** towards significant carbon reduction are essential to tackling the climate crisis. Our B Corp community of business leaders and consumers are eager to move the conversation **beyond commitments and towards meaningful actions.**

B Beauty

The B Corp™ Beauty Coalition

BEAUTY FOR GOOD

AS MEMBERS OF THE B CORP BEAUTY COALITION, WE ENVISION A NEW APPROACH TO BEAUTY THAT PRIORITISES SOIL AS MUCH AS SKIN, NATURE AS MUCH AS NATURAL, EVIDENCE AS MUCH AS EGO, AND IMPACT AS MUCH AS PERFORMANCE. WE COMMIT TO WORKING TOGETHER TO SHARE KNOWLEDGE AND BEST PRACTICES, SPARK EXPLORATION AND RESPONSIBLE INNOVATION, AND TO SPEAK CONSISTENTLY AND CLEARLY, TO DELIVER GENUINE BENEFITS TO OUR CUSTOMERS, OUR COMMUNITIES, AND OUR PLANET.

Business can no longer ignore people and the planet

[Join the European Interdependence Coalition
to advocate for a more inclusive, equitable and
regenerative economic system.](#)

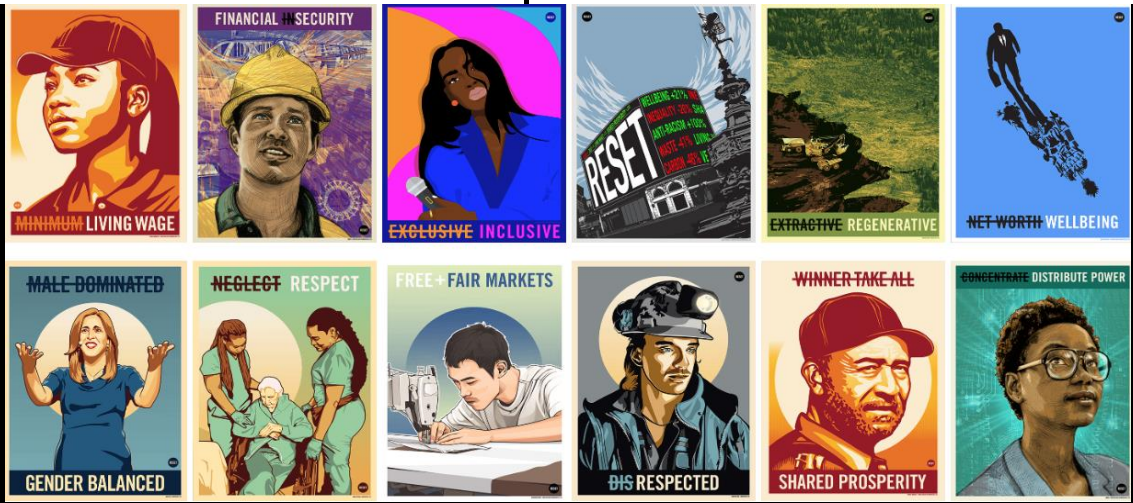
Our economic system is broken.

IT'S TIME TO RESET.

THIS IS OUR OPPORTUNITY TO REIMAGINE
AND REDESIGN WHAT COMES NEXT.

WE NEED A MORE JUST ECONOMY THAT WORKS
FOR EVERYONE AND FOR THE LONG TERM.

*#imperativ
e21*



*#imperativ
e21*

MOMENT MOVEMENT



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.

B Corps nas Universidades

Em mais de 200 universidades por todo o mundo, através dos curricula, de participação em equipas de avaliação de impacte B e permitindo o acesso a dados de impacte, sem igual, o B Lab está a inspirar e a formar a nova geração de líderes de negócios e a ajudar os educadores a investigar e a ensinar negócios como uma força para o bem.

NC STATE UNIVERSITY

 Massachusetts Institute of Technology

 DUKE
THE RUCKEL
SCHOOL
OF BUSINESS

 UNIVERSITY of DENVER

 Penn
UNIVERSITY of PENNSYLVANIA

 Stanford University

 Dartmouth

 UNIVERSITY OF NOTRE DAME

 HARVARD UNIVERSITY

 The UNIVERSITY of VERMONT

 COLUMBIA UNIVERSITY

 University of Colorado Boulder

 NEW YORK UNIVERSITY

 PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE

 Universidad de San Andrés

 SF STATE

 SJU SAINT JOSEPH'S UNIVERSITY

 NC STATE UNIVERSITY



 **Impact
Assessment™**

Benchmark & Melhorar Impacto

Certified



Corporation

A maioria das B Corps certificadas melhora ao longo do tempo



2015

81

2019

96.2



2012

107

2019

152



2012

87

2019

110

B Corps são mais competitivas

B Corp Analysis Reveals Purpose-Led Businesses Grow 28 Times Faster Than National Average

by Sustainable Brands

March 1, 2018



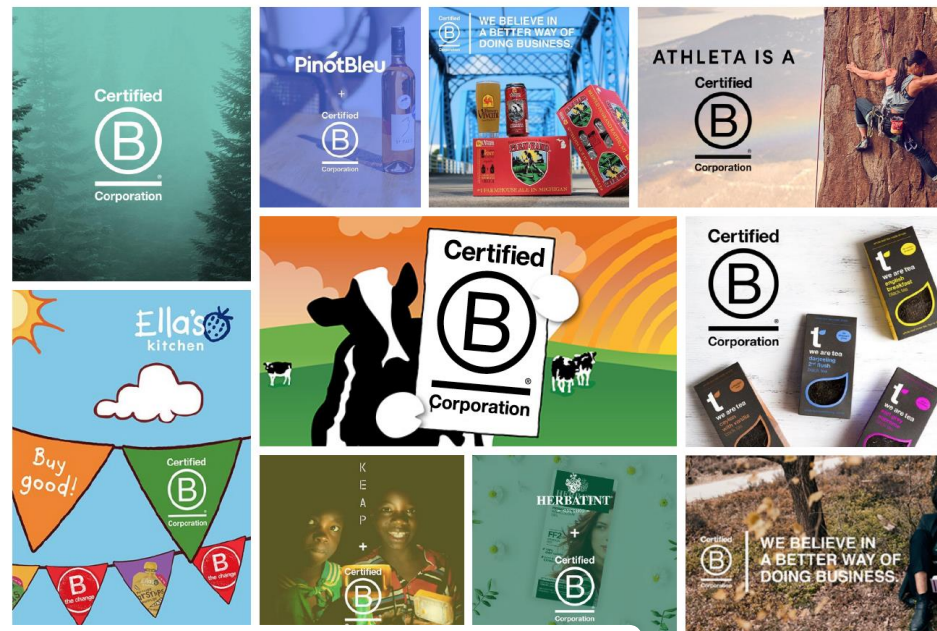
Since its launch in 2015, 150 businesses including [Ben & Jerry's](#), Pukka Teas and Ella's Kitchen have undergone B Corp certification, a process that requires businesses to meet the highest standards of verified [CSR and environmental performance](#), as well as transparency and legal accountability.

The research shows that during this period, B Corp members in the UK have experienced an average year-on-year growth rate of 14 percent, 28 times higher than the national average. Leading B Corp FMCG brands grew on average 21 percent in 2017, compared to a national average of 3 percent across their respective sectors.

This growth has largely been attributed to [increasing demand for purpose-led brands](#) from consumers, as well as employees seeking out companies who are driven by purpose beyond profit.

According to B Corp's analysis, over 66 percent of consumers have reported that they are willing to [spend more for goods and services that have a positive impact](#). As a result, more than one-third (35 percent) of British B Corps have already attracted new audiences since certifying.

Forty-eight percent of B Corps have also found that [prospective employees](#) are attracted to their businesses specifically because they know the company is a B Corp.



Diferenciação

Valorização das

marcas





A certificação B Corp garante que as empresas estão de facto a atingir indicadores de impactos fidedignos e exigentes e explora toda a envolvente da empresa e da respectiva rede de stakeholders

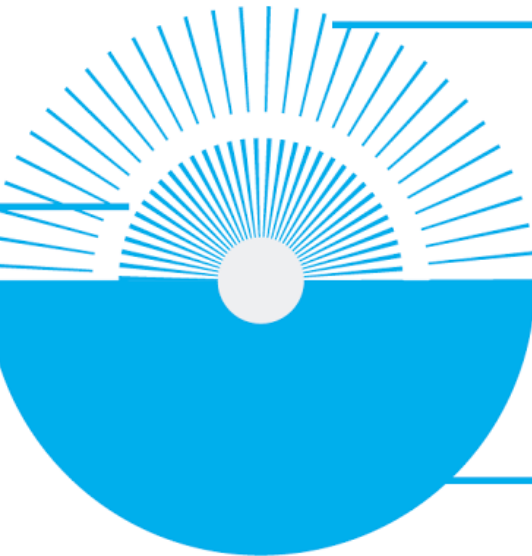
EDELMAN EARNED BRAND 2017

A
GLOBAL
SURVEY

57% OF CONSUMERS BUY OR BOYCOTT BRANDS BASED ON A BRAND'S POSITION ON A SOCIAL OR POLITICAL ISSUE

**50% OF BUYERS
NOW BUY ON BELIEF**

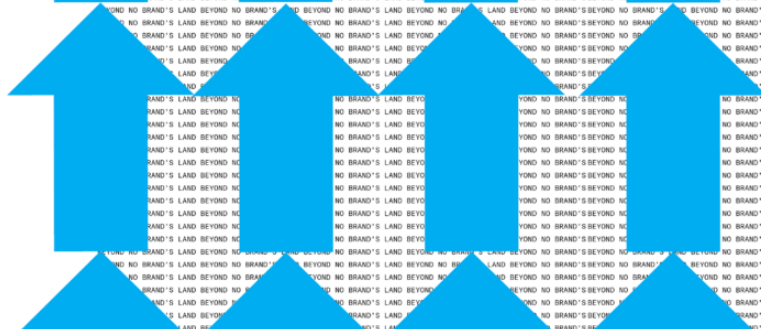
JOINERS
25%



LEADERS
25%

SPECTATORS
50%

65% OF BELIEF-DRIVEN BUYERS WILL NOT BUY A BRAND WHEN IT STAYS SILENT ON AN ISSUE THEY FEEL IT HAS AN OBLIGATION TO ADDRESS





75%

of B Corps have a 9/10 brand rank, the most predictable indicator of revenue growth.

From CircleUp/Helio

Certified



Corporation

B Corps are
Improving the
Quality of Life in
their **Community.**



Compared to other sustainable businesses B Corps are:

68% more likely to donate at least 10% of profits to charity

47% more likely to use on-site renewable energy

18% more likely to use suppliers from low-income communities

B Corps are
4X more likely to give paid professional development opportunities

B Corps Create
Higher Quality
Jobs for their
Workers.



Compared to other sustainable businesses B Corps are:

55% more likely to cover at least some of health insurance costs for employees

45% more likely to give bonuses to non-executive members

28% more likely to have women & minorities in management

B Corps are
2.5X more likely to give employees at least 20 hrs per year paid time off to volunteer in their community

Atracção

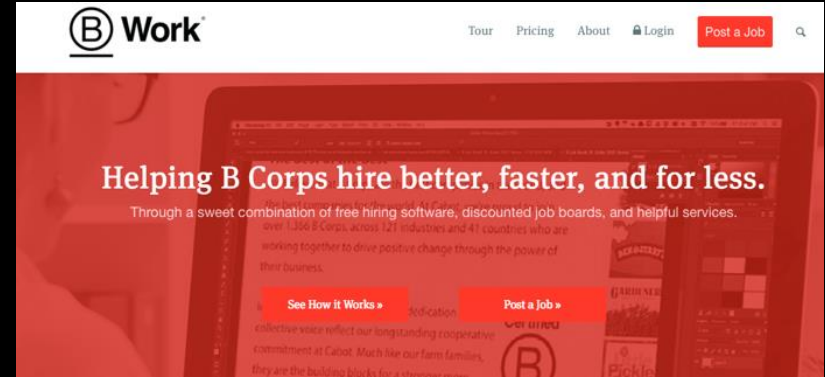
de

Talento

Certified



Corporation



Cada vez mais a geração Milenial procura colaborar com empresas que tenham um propósito claro e que tenham um impacto mensurável na sociedade

KICKSTARTER

BEN & JERRY'S

patagonia

WARBY PARKER

seventh generation

CABOT

Find Meaningful Work

Job Title or Company Name

Location

SEARCH JOBS

Advanced Search

EILEEN FISHER

method

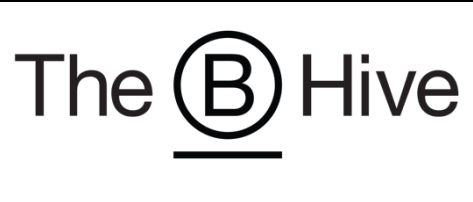
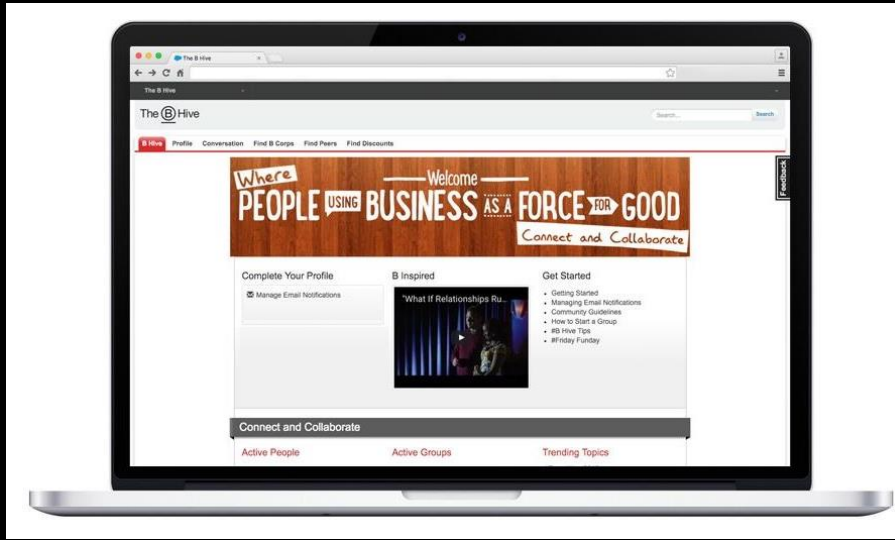
Hootsuite

NEWCHAPTE



The World's Largest Impact Job Site

Colaboração com Parceiros



Após a certificação as B Corps têm acesso a uma rede social exclusiva para empresas, o B Hive em que podem conhecer e interagir com empresas B Corp de todo o mundo, criar parcerias e relações comerciais.





As empresas Ben&Jerry's e New Belgium Brewing criaram uma parceria para desenvolver um novo produto que beneficiasse ambas: um gelado com sabor a cerveja



As empresas Davines e Mud Jeans criaram uma parceria em que a Mud Jeans criou aventais para serem usados pelos cabeleireiros que usam os produtos da Davines, promovendo a mensagem de sustentabilidade e criando novos suportes para a visibilidade das marcas.

Visibilidade e Imagem

“B Corp is one of 20 Moments That Mattered Over the Last 20 Years”

FAST COMPANY

“B Like a B Corp is one of 5 Business Trends to Master in 2016”

FORTUNE

“Benefit Corps are one of “5 Noteworthy Happenings in 2015””

Forbes

“

In my work, I often wonder to what extent business can help society in its goals to alleviate poverty, preserve ecosystems, and build strong communities and institutions...

B Lab has proven that there is a way – the B Corp movement shows us that business, the driving force of our economy, can be an agent of change and live up to society’s standards.”

Secretary of State Madeleine Albright



A comunidade de empresas B Corp utiliza a sua força coletiva para gerar comunicação e promover as histórias das várias empresas que estão a mudar o mundo



The logo for Forbes, featuring the word "Forbes" in a white, serif font on a dark grey rectangular background.

Every CFO Should Know This: 'The Future Of Banking'
Ties Verified ESG Performance To Cheaper Capital

FEB 20, 2018 @ 09:29 AM



Why becoming a B Corp is the next big
thing in business

1 March 2018

The logo for Harvard Business Review, with the words "Harvard Business Review" stacked vertically in a bold, sans-serif font on a white rectangular background.

**It Pays to Become a B
Corporation**

by **Richard Stammer**

DECEMBER 06, 2016

The logo for just-food, with the word "just-food" in a bold, lowercase, sans-serif font. A small green leaf icon is positioned above the letter "o" in "food".

Why should food companies consider
becoming B Corp?

5 April 2018

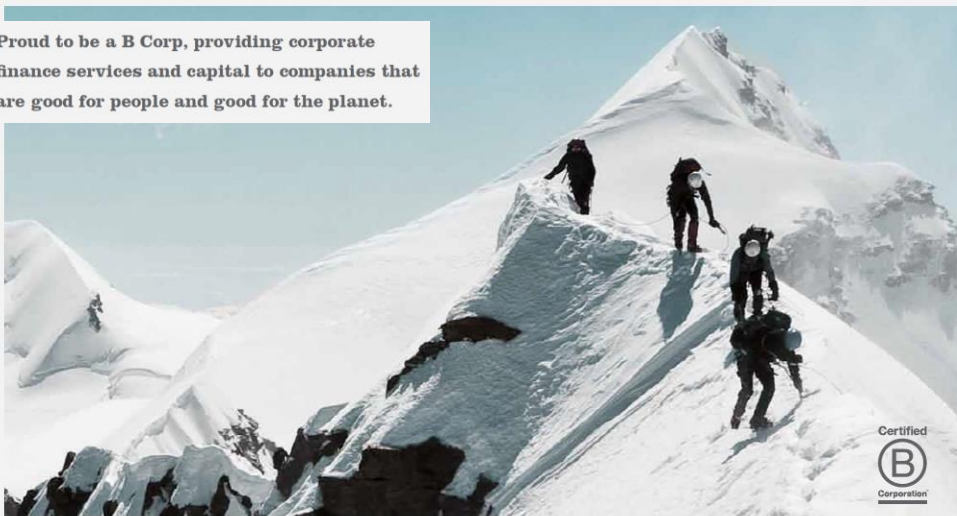


Atracção de Investimento

O B Impact Assessment é a ferramenta mais usada por empresas de investimento de impacte que se baseiam no GIIRS



Proud to be a B Corp, providing corporate finance services and capital to companies that are good for people and good for the planet.



ADVISORS AND INVESTORS IN **HEALTHY ACTIVE AND SUSTAINABLE LIVING**



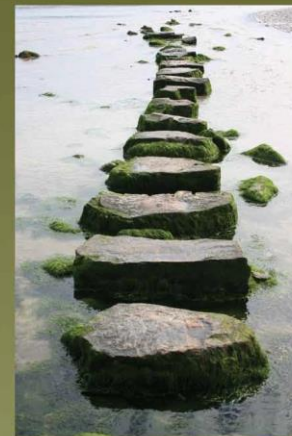
3xP Global

WATERSHED CAPITAL

invested in the triple bottom line

The economic base of today was built on the assumption of ample raw materials, inexpensive energy, limited consideration of waste, and shareholder sovereignty.

No longer.



*Assisting Sustainable Companies and Funds
In Raising Capital To Accelerate The
Societal Shift To A New Economy*





Lemonade

Certified




Corporation

IPO Preview: Lemonade Files For \$100 Million IPO As Public Benefit Corp.



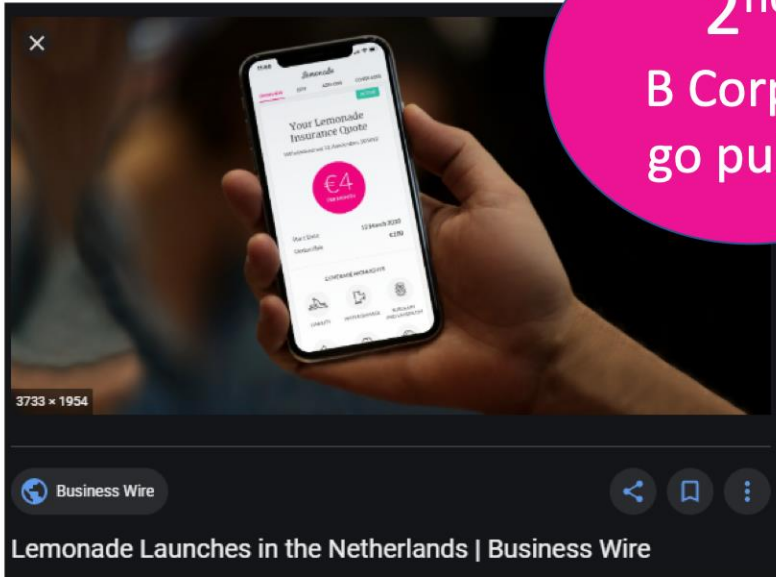
Lemonade



2nd
B Corp to
go public

The B Corp and benefit corporation Lemonade filed their S-1 to go public in June 2020.

They had raised over \$480M in capital with \$300M from Softbank alone at a valuation of over \$2B all as a legal benefit corporation.



Brazilian B3 São Paulo Stock Exchange adopts key BIA criteria



Other B Corps listed on
B3 São Paulo Stock Exchange



3 key questions from the BIA criteria are now embedded in the questionnaire of the listed companies Corporate Sustainability Index (ISE).

1. Regarding amending bylaws - drives companies to B Corp legal language.
2. About benefit creation / shared value created by the business model. It drives to B Corp Stakeholder Governance example.
3. About impact measurement tool - drives companies to BIA.

B Corp em bolsa

- Natura (BVMF: NATU3) (Brazil)
- Australian Ethical (SX: AEF)
- Laureate (NASDAQ: LAUR)
- Silver Chef (Australia)
- O-Bank (Taiwan)
- Murray River Organics (Australia)
- Kathmandu (New Zealand)
- Benefit Systems (Poland)
- GreenSpace Brands (Canada)
- Australian Ethical (Australia)
- Amalgamated Bank (NASDAQ: AMAL)
- Vivid Technologies (Australia- ASX:VIV)
- Movidia (B3: MOVI3) (Brazil)

\$490M

Raised by Laureate
Universities as a
Certified B Corp and
benefit corporation in
IPO priced at \$14 Feb.
2017, closed at
\$18.48 June 2017

CREDIT SUISSE 

Morgan Stanley  



LAUREATE
EDUCATION INC[®]

“They rejected the existing market paradigm of shareholder primacy. In February, Laureate completed the first ever IPO of a Benefit Corporation, raising nearly \$500 million from institutional investors. **They blew away one of the biggest impediments to building an inclusive economy. In choosing a harder path, they have created opportunity for all who fo**



Andrew Kassoy Co-Founder,
B Lab

Report

