



Lab

Australia
& Aotearoa
New Zealand

Welcome guide

B Corp basics

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Congratulations and welcome!

First things first: Congratulations on becoming a Certified B Corporation!

Certified B Corporations are part of a growing movement of people using business as a force for good. Across a variety of industries and around the world, these companies are putting the interests of people and the planet alongside profits and redefining what it means to be successful in business.

The 'B' in 'B Corporation' stands for **Benefit for all**. Becoming a B Corp means that your company meets high standards of social and environmental impact, transparency and accountability.

B Corp Certification does not mean that a company is perfect, nor that it has achieved its highest impact. It does show that it is part of a global community of business working collectively for economic systems change, and that in order to stay committed to this work it must meet rising standards for social and environmental performance.

We are mobilising the B Corp movement to change our economic system to positively impact all stakeholders — workers, communities, customers, and the planet.

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.



The B Corp movement

B Lab is transforming the global economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, and tools for business, and we certify companies — known as B Corps — who are leading the way.

To date, our community includes 750,000+ workers in over 8,400 B Corps across 90+ countries and 160+ industries, and almost 300,000 companies manage their impact with the B Impact Assessment and the SDG Action Manager.



The B Corp community is constantly evolving and often surprising. B Corp Certification originated in the United States in 2006 and has expanded globally. B Lab was founded in Australia & Aotearoa New Zealand in 2012. While many people are most familiar with B Corps that sell consumer product goods, the majority of the community is actually made up of business-to-business companies.

Across borders and cultures, these companies have all signed a commitment not just to do less harm, but to do more good, and they accelerate their positive impact by partnering with fellow B Corps.

B Lab's Global Partners

B Lab Australia & Aotearoa New Zealand (AANZ) is one of ten global partners of the global B Lab network. We foster and mobilise a growing community of people and businesses working towards a more inclusive, equitable and regenerative economy in our region. B Lab Australia & Aotearoa New Zealand is a non-profit organisation working to transform the behaviour, culture and structure of our economy. There are now more than 700 Certified B Corporations in Australia & Aotearoa New Zealand. *Learn more about B Lab AANZ and B Corp at bcorporation.com.au.*



Standards Trust

Operates and is governed independently to ensure objectivity and strict ruling on standards development and review



Global Partners

Operate by growing and engaging their local communities in order to ensure context appropriate service and personalised support

B Lab has a network of independent partners around the globe working spread and grow the impact of the B Corp movement. Global Partners support B Corps to certify and recertify in their countries, build connection through local impact improvement programs and community events, and spread the word about B Lab's work.

[Learn more about other Global Partners.](#)

About B Lab Australia & Aotearoa New Zealand

After the first B Corps certified in Australia and Aotearoa New Zealand, Small Giants and Eagle Protect in 2012, Small Giants helped to establish B Lab Australia & Aotearoa New Zealand with a small group of founding B Corps. After a few steady years, the number of Certified B Corporations has rapidly increased recently to over 700 companies. We see this as proof that there is increasing demand for a better way of doing business.

As part of B Lab's global network, B Lab Australia & Aotearoa New Zealand is rooted in the same mission and vision as B Lab Global. We apply the global strategies in three main ways:

- Building a thriving community of businesses that are actively improving their impact and demonstrating that business can be a force for good.
- Influencing and advocating for local systems change, utilising credible evidence and data to make the case.
- Modelling B Corp standards to create a thriving team, organisation and Global network.

These three pillars of work create a powerful positive cycle: as the B Corp community grows, we can make our case for change more convincing and reach a wider audience. The louder we celebrate our B Corps and demand change at scale, the more businesses – and people – we bring into the movement. We encourage and rely on our B Corp community to spread the good news and to get involved in B Lab's work.

[Learn more in the free Behind the B: Introduction to the B Corp movement course](#)

[Learn about our global theory of change](#)

First steps

Establish your B Keepers

We've learned from experience that the most important roles to establish for freshly Certified B Corporations are your B Keepers. Your B Keeper's primary responsibility is to uphold your certification, communicate essential information, share resources with others in your team, and be the contact person between your organisation and B Lab AANZ.

Depending on the size of your company, you might have one or multiple B Keepers. As much as possible, we recommend engaging employees across your company to make improvements, measure impact, and tell your story.

Checklist for getting started

- ☐ Review all the resources shared on our [new B Corps page](#)
- ☐ Work your way through the [onboarding checklist](#)
- ☐ Subscribe to B Lab AANZ [e-news](#) and [social media](#)
- ☐ [Sign up and attend](#) an introduction session for new B Corps
- ☐ [Complete your public profile](#) for the [B Corp Directory](#)
- ☐ Introduce yourself and engage on the [online community](#)
- ☐ Create a B Team with members of all areas of your company (e.g. operations, marketing, legal, etc.)
- ☐ Communicate relevant services and opportunities to your team
- ☐ Own impact improvement, recertification, and purpose and stakeholder governance requirement fulfillment
- ☐ [Let us know](#) if your contact information changes

Know where to find help

Head to our website and online community

The first place to look for answers is the [our website](#) and [online community](#). The 'Support' section is great place to ask B Lab AANZ and the community of B Corps your burning questions. The 'Announcement & news' section is a great place to share general updates and B Corp stories.

Our support team

B Lab teams around the world answer hundreds of questions, supporting thousands of B Corps, every day.

Your first point of contact is with us in Australia and Aotearoa New Zealand. Our ticketing system is the best way to get support.

Please direct your questions to the following emails:

B Corp community support: community@bcorporation.com.au

Media: media@bcorporation.com.au

General enquiries: support@bcorporation.com.au

Certification: certification@bcorporation.com.au

If needed, we can also connect you with colleagues in our global team who oversee standards, brand and certification verification.

Meet the local B Lab AANZ team



Andrew Davies
CEO



Angie Farrugia
Director
of Communications
& Engagement



Amelia McPhee
Certification
Coordinator
& Evaluation Analyst



Daniel Kinkela
Evaluation Analyst



Emma Bailey
Operations Manager



Katie Whittaker
Marketing Manager



Khushboo Majmundar
Certification
Coordinator
& Evaluation Analyst

Meet the local B Lab AANZ team



Kira Day
Policy & Advocacy
Manager



Lauren Cain
Certification & Growth
Manager



Lauren Diggle
Certification Manager
& Senior Evaluation
Analyst



Lucinda Walravens
Engagement and
Events Manager



Mindy Leow
Director
of Certification
& Programs



Paige Mihaljevic
Operations
Coordinator

Engage your team

The importance of employee engagement

B Corp Certification demonstrates to your current and future employees that your company is committed to high standards and continuous improvement.

Engaging your employees around your B Corp Certification can help connect your employees and your mission to a larger movement, reinforce employee pride, and expand your company's impact.

Helpful resources

- [Guide to employee engagement](#) from B Lab AANZ
- [A behavioural science-based employee engagement toolkit](#) developed by B Lab Benelux and Behaven (a B Corp)
- Share the [B Lab official](#) video to explain certification
- Share the [Behind the B: Introduction to the B Corp Movement](#) free training for deeper understanding.

The B Keepers

Achieving and maintaining B Corp Certification is a team effort! As you engage your employees, we encourage you to find additional B Keepers across your company to support your certification. Their roles will vary depending on how your business is organised and who wants to contribute.

Please tell us who your B Keepers are via community@bcorporation.com.au

Ways to engage your employees



Announce: Share the good news of certification via email, videos, or hold an event. Be sure to check out the examples in our [Brand Book](#) or [announcement toolkit](#).



Inform: Include the B Corp Certification in your employee onboarding process to make sure new employees understand the value of your certification.

Stay up-to-date by signing up for [our newsletters](#), and following us on social media @bcorpanz.



Connect: Encourage employees to share their expertise with other B Corps, ask for help from like-minded professionals, access discounts, and find resources on the [Online Community](#) or the [B Hive](#). Be sure to log in using your company email address.



Empower: Create leadership opportunities, improve your impact, and maintain a healthy certification, by encouraging your employees to join a [B Local](#) in their region or a [network](#) that fits their role, identity, or interest.

Announce your certification

First things first: publish your public profile

Your public profile is a short page highlighting your company and its impact. It appears on the [B Lab Global Directory](#) and on the B Hive [Directory](#) and [Marketplace](#), and it's a **required** part of fulfilling the transparency requirement of your certification.

To **publish** or **make edits** to your public profile, log into your [B Impact Assessment](#) and:

- Click the **B Corporation Certification** navigation item on the left-hand side of the page.
 - *NOTE: You will not be given the option to publish your profile until after your company has become a Certified B Corporation.*
- From the ensuing drop down menu, click **PUBLIC PROFILE**
- Complete *all fields* – take note of the requirements for each field.
 - *NOTE: Your company description must be in third person.*
- Use the **SAVE** button to save your work
- Select **PUBLISH PROFILE** when your content is ready to go live.
- You can find more information on updating your profile [here](#).

Publishing a profile or making edits to an existing profile will be visible on the [B Corporation Directory](#) within 24 hours.

Let the world know!

It's important to purposefully address your customers, suppliers, community, and the general public. Becoming a B Corp is something to be proud of! Here are some resources to get you started:

1. [B Corp logos](#) and the [Brand Book](#). Use these to guide you on how to use the logos in your marketing materials, packaging, and more. You can also find other campaign and branding assets and inspiration.
2. **Public Relations.** Telling the [story about your certification](#) is a great way to engage media. [Get in touch with us](#) if you'd like a quote from B Lab or review of your press release.
3. **Storytelling.** Crafting your story as a new B Corp is key to leveraging your certification, and this new B Corp [announcement toolkit](#) can help. We also offer the opportunity to new B Corps to feature in our [monthly round-up blog](#). All you need to do is [fill out this form](#).
4. **Social Media.** Social media is a great platform to announce your certification, talk about what being a B Corp means to you and engage with different audiences. Be sure to tag us @bcorpanz. We re-share certification announcements in our Instagram stories.
5. Your [certificate can be downloaded](#) from your B Hive profile in the [Directory](#).

Connect with the community

Join the community

One great value of certification is joining a community of companies using businesses as a force for good. So, how can you connect and collaborate with other B Corps? There are opportunities for you to meet in person and online, and we encourage you to do both!

Experiencing our community come together is a truly unique experience many in the B Corp community look forward to. Here are some ways in which you can connect with the community:

- ❑ Join the [online B Corp community](#) for Certified B Corporations in Australia and Aotearoa New Zealand
- ❑ Join [the B Hive](#), the global online platform for Certified B Corporations.
- ❑ Sign up for our [newsletters](#).
- ❑ Keep an eye on the [community events calendar](#) to hear about upcoming events hosted by B Lab AANZ, B Locals, and the community.
- ❑ Find a [B Local or network](#) a group aligned on location, impact, industry, role, region, or identity, that you identify with.

Improve and recertify

About recertification

B Corps need to recertify **every three years**. The recertification process serves to regularly measure and manage your company's impact and helps maintain the credibility of the B Corp Certification.

Recertification is also an opportunity for companies to measure the improvements implemented over the last several years. Companies are encouraged to implement improvements, as our standards are updated every few years. We have a big update coming in 2024, so be sure to [stay up to date on the evolving standards](#).

Recertification will take varying amounts of time, depending on the size, complexity and resources of your company. We recommend preparing 12 months in advance.

Note on submission date: *As of 2025, all B Corps must submit their B Impact Assessment for recertification **six months prior to their "recertification date"**. This is to ensure that you are recertified within your current three year term.*

We have a number of resources to help you prepare for recertification:

- [Guide to B Corp recertification](#)
- [Recertification checklist](#)
- [Understanding whether your business is complex](#)
- [Recertification information sessions](#)

Questions? Email certification@bcorporation.com.au

You've started your impact journey

Certifying as a B Corporation isn't the ultimate goal. It's merely the baseline. The B Impact Assessment is an ongoing management tool to integrate your mission across departments and continue improving your impact.

As you look to improve your company's impact over the next three years, we recommend that you:

- Utilise the B Impact Assessment.
 - **Use the improvement reports.** The impact and improvement reports help you identify opportunities to improve.
 - **Check out educational resources.** Explanations, examples, and implementations related to the question.
 - **Set your goals.** For longer term or more substantial improvements, set goals in the B Impact Assessment.
- Follow these best practices to improve your score:
 - **In the operations section,** focus on **short-term** improvements (<1 year)
 - **In the Impact Business Model section,** focus on **long-term** improvements (>2 years)
 - Focus on improving current questions in the **short term**
 - Create an action plan with milestones for **long-term** improvement
- Get your broader team involved in impact improvement, by providing opportunities to be part of your [B Team](#).

Congratulations again!

We're so excited to have you as part of the B Corp Community! We hope this welcome guide was a helpful overview of how to make the most of your certification.

Whether you're a solopreneur or one B Keeper of many at your company, know that you're not on this journey alone. Your B Team, the online community of B Corps, and our B Lab Australia & Aotearoa New Zealand team are all here to support you throughout your certification.

Have lingering questions? Reach out to community@bcorporation.com.au

Resource round-up

About B Corps

- [Behind the B - free course](#)
- [Resources for new B Corps](#)
- [B Corp AANZ website](#)

Action items

- [Information session for new B Corps \(online event\)](#)
- [Onboarding checklist](#)
- [B Lab AANZ newsletter sign up](#)

Engage your team

- [Guide to employee engagement](#)
- [B Keeper welcome pack](#)
- [B Lab official video](#)

Announce your certification

- [B Corp logos](#)
- [Brand Book](#)
- [New B Corp announcement toolkit](#)

Connect with the community

- [B Corp AANZ online community](#)
- [Community events calendar](#)
- [B Hive](#)

Recertification

- [Guide to B Corp recertification](#)
- [Recertification checklist](#)
- [Recertification information session](#)