

Announcing your B Corp Certification

—
A toolkit for sharing your great news!

[Watch this video](#) with Angie our Director
of Communications & Engagement



Congratulations!

Over 15 years ago, this movement began with a vision of a new way of doing business: one that would benefit not just shareholders, but all stakeholders — including workers, customers, communities, and the environment.

Our B Corp community now spans over 90 countries, 160+ industries, 780,000+ workers — and over 8500 B Corps including more than 700 in Australia and Aotearoa New Zealand. Together, we're transforming the global economy, and making business a force for good.

By achieving a hard-won B Corp Certification and verifying that you meet high standards of social and environmental performance, you are among businesses that are proving to the world that it's possible to be commercially successful while benefiting people, communities and the planet. We hope this guide helps you share your achievement with all of your stakeholders.

Welcome to the B Corp community!

**Check the latest numbers in the community on our [global homepage](#)*



Getting started, **step by step**



Review our resources

Our onboarding guide for new B Corps and Brand Book are essentials.



Make a plan

Prepare a list of objectives, audiences, activities, and timing.



Celebrate with staff

Create pride and understanding of your achievement, and get them talking too.



Connect with community

Create a profile on the online community, look around and introduce yourself.



Share with external audiences

Update your website, marketing collateral, and consider media engagement.



Keep the buzz going!

Your certification is just the start of an ongoing journey. Keep improving and sharing.



Review the brand guidelines

We have created a global Brand Book with specific rules on how to use the Certified B Corporation brandmark and language. These rules promote consistent use of the B Corp brand, which makes it easier for people to instantly recognise references to B Corps.

Before announcing your certification, make sure to review the guidelines [here](#). Our tone of voice is positive, inclusive, and credible, and we emphasise community, interdependence, and continuous improvement.

We also ask that all B Corps try their best to be consistent when communicating their certification, so we've selected the following to avoid brand confusion:

- Certified B Corporation / Certified B Corporations ✓
- B Corp / B Corps ✓
- B-Corp / B-Corps ✗ (no hyphens)
- Benefit Corporation / Benefit Corporations ✗

Remember to share the correct AANZ website, and not the US website in all your hyperlinks:

- www.bcorporation.com.au ✓
- www.bcorporation.net ✗



Communicating about certification

Image is pg. 14 of
the Brand Book

BRAND COMMUNICATION - HOW TO COMMUNICATE ABOUT CERTIFICATION



You might want to say:

As a B Corp, we're meeting the highest standard of social and environmental impact.

We're the first/biggest/only company of XYZ kind/in XYZ industry/region/country to become a Certified B Corporation.

We've been awarded B Corp Certification.

We now have B Corp status/accreditation.



What you should say instead:

As a B Corp, we're part of a global community of businesses that meet high standards of social and environmental impact.

As a B Corp in XYZ industry, we're counted among businesses that are leading a global movement for an inclusive, equitable, and regenerative economy.

We're now a Certified B Corporation/
Our business is now B Corp Certified.

We're now a Certified B Corporation/Our business is now B Corp Certified.



Why not...

...“highest”?:

Being a B Corp isn't about being the best. It's about always working to be better. That's why B Lab works to evolve our standards, and why B Corps recertify every three years to ensure they're keeping up and improving.

...“first” or “only”?:

One single company can't shoulder all economic systems change, which is why B Corps lead as a movement. Rather than single your company out, consider all you're gaining by joining a global community!

...“awarded”?:

B Corp Certification isn't an award — it's the beginning of a journey towards continuous improvement and collective action.

...“status” or “accreditation”?:

Stay consistent with the same terminology used by B Lab and B Corps around the world — it's a certification!



Announcing your certification externally

1

Update your website

Create a landing page and update relevant sections about your organisation to explain why becoming a B Corp is important to your business. You could also write a blog post about the certification experience covering the following:

- Why did you want to certify as a B Corp?
- What makes you a B Corp and how are you doing business differently?
- What did you learn or what challenges did you overcome when using the BIA?
- Have you set any goals or areas for improvement for the future?

You may also like to add the B Corp logo to your website footer.



2

Tell the media

Does your local and/or industry media know that you've certified? Write a press release about how you've joined the global B Corp community and demonstrated your commitment to using business as a force for good.

On request, B Lab AANZ can offer a quote to include in your announcement media release. Email media@bcorporation.com.au for support.

Please note: No approval is required for your own content providing it meets the Brand Book guidelines.

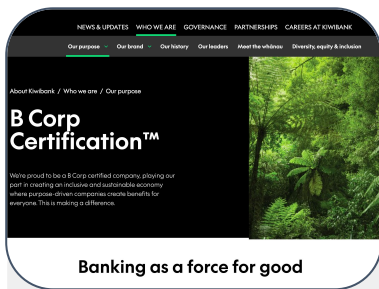
3

Post on social media

Have you announced your B Corp Certification on your Twitter, LinkedIn, Instagram or Facebook channels? Use our hashtags: #BCorp #ReinventingBusiness to see what other B Corps have posted.

Put it in your own words, and make it relevant to your brand. Be sure to tag B Lab and use the following hashtags.

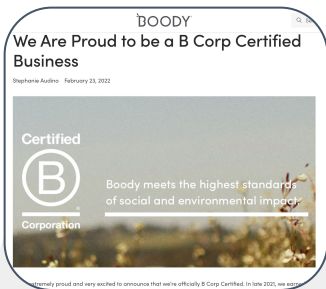
Examples of announcement communication



Embed on your website

Use your “About us,” “Our Mission Statement” or “Our Purpose” pages to celebrate your certification, and also to share what it means for your stakeholders.

View [Kiwibank](#)’s Purpose page, where they outline what it means for their customers.



Write a blog post

Storytelling is a great way to share your personal reflections on the certification journey, and why you decided to join the movement.

View [Boody](#)’s blog post, where they share their reflections on their journey, score, and what it means for their customers.



Social media video

Create a reel to explain what it means to your business to be a B Corp. Do this in your brand’s voice, and in a way your audience will enjoy!

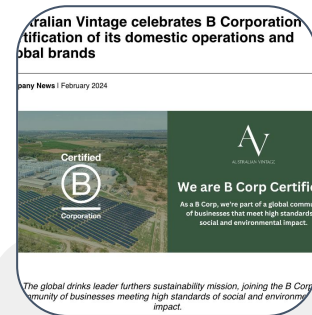
View [Young Henry's](#) announcement video on Instagram, where they chat about what the B means.



Social media post

Take over a tile on your grid, and use the B logo alongside images of your people, and share what it means to you in the caption.

View [Aussie Broadband](#)’s post, where they do just that, using their caption to express their excitement to join the movement.

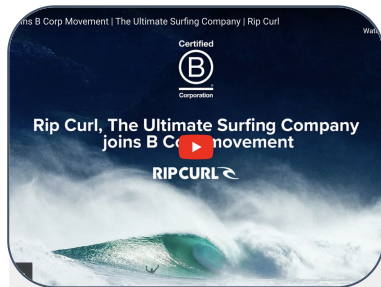


Reach out to media

Share your story with media via pitches or a press release. Identify key messages that are of interest, and include a pull quote from your leadership team.

View [AVL](#)’s press release for their certification, where they point to the community. Reach out to [media@](#) for support!

More examples of B Corps sharing the news



Rip Curl's announcement video

Watch [Rip Curl's](#) video with surfers Mick Fanning, Tyler Wright, and other voices from their organisation as they share the impact and initiatives that make them proud to be a B Corp.



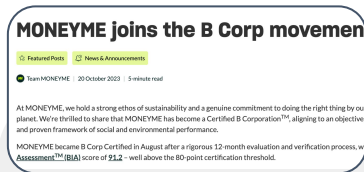
Intrepid Travel's dedicated B Corp web page

View [Intrepid's](#) page for inspiration on how to share what B Corp is, how it's change the way they operate, and what it means to their travellers.



Capital Brewing Co.'s announcement video and web page

Check out [Capital Brewing Co.](#)'s storytelling on their dedicated B Corp web page leaning into the three pillars of people, planet and purpose, plus check out their announcement video.



MoneyMe's press release

[MoneyMe](#) talk to why B Corp Certification matters to them, their sustainability initiatives and what it means for their customers.



ecostore's announcement on Instagram

Using an Illustrated video, check out [ecostore's](#) announcement on social media.

Communicating with media



Explain B Corp

B Corps are verified by B Lab for meeting high standards of social and environmental performance, transparency, and accountability. B Corps put people and planet alongside profit.

B Corp is a journey, and you are committed to improvement, recertifying every three years.



Being a B is good for business

Research done in 2023 into the financial performance and resilience of B Corps shows that B Corps outperform “ordinary” businesses and are more resilient. See report [here](#).



Promote the community

B Corps are part of a global community that meet high standards of social and environmental impact. Celebrate joining the movement!

e.g. ABC Branding is a leader in the Wholesale/Retail Sector, joining a growing community of over 700 B Corps working to transform the economy.



Make it interesting!

Certifying alone often won't make the news. The media is generally looking for something more interesting. Be creative!

What were your biggest challenges and how did you overcome them? Can you align your certification with another piece of news? Are you calling for something? Could you join with other industry B Corps to highlight an issue?



A note on publishing your **impact profile**

It's important to ensure your public profile is live within three months of certifying, to meet the transparency requirement. Featuring your company on the directory makes it easier for people to confirm your certification and find your B Corp.

Log in to the [B Impact Assessment](#) and select 'B Corp Certification' then 'Public Profile' from the menu to edit your profile.

When you submit the profile to be published, it will appear on the [global directory](#). When planning your communications, please allow one business day (24 hours) for the profile to appear on the live website.

Instructions can also be found in the [onboarding guide](#), along with other key information.

The screenshot shows the 'Public Profile' page for a company named 'KeepCup'. The page is part of the 'B Impact Assessment' interface. On the left is a sidebar menu with options: Notifications, Dashboard, Reviews, B Impact Assessment, Question Filter, Reports, Goals, B Corporation Certification, Summary, Required Questions, Disclosure Questionnaire, Certification Requirements, Verification Process, Fees & Discounts, Public Profile (selected), Assessments, and Settings. The main content area has a header 'Public Profile' and a sub-header 'Your public profile on [bcorporation.net](#) is home to your company's public profile and B Impact Report, fulfilling the transparency requirement of B Corporation certification. It is where customers, press, and fellow B Corporations can learn more about your company. Please accurately complete all the information requested. Once you have become a Certified B Corporation, you can publish your profile!'. A green success message states: 'Your public profile has been submitted! Please allow up to 24 hours for your profile to be displayed on the B Corporation Directory.' Below this is a 'Company Details' section with a table:

CUSTOMER NAME	WEBSITE	COUNTRY/REGION/TERRITORY	CITY/PROVINCE/REGION
KeepCup	keepcup.com	Australia	Victoria
CITY	POSTAL CODE	OWNERSHIP DEMOGRAPHICS	
Clifton Hill	3008	Women Owned	

 A link 'Edit the above in Company Details' is at the bottom right of the table. Below the table is a 'Company Profile and Search Options' section. It includes a 'Company Description' field with the text: 'KeepCup is the world's first barista standard reusable cup, designed for people to enjoy better coffee on the go. I launched in 2009. KeepCup is now embraced all over the world, and owners boast millions of reusable cups daily, saving... We find that using third person language works best.' and a 'Search Terms (comma separated)' field with the text: 'KeepCup, Keep Cup, Recycle, Recyclable, Sustainability, Coffee Cup, Reuse, Reusable, Environment, Design, Glass, Brew, Travel'. A 'Profile URL' field is at the bottom.



A 'New B' welcome from B Lab AANZ

Monthly round-up blog

Want to feature on the [B Lab AANZ blog](#)? Every month we do a round-up style blog with some of the newest Bs to join the community. All you need to do is [fill out this form](#). We'll share this in our What's Happening Newsletter and across social media.


Instagram

- We can reshare your announcement post to our stories — make sure you tag [@BCorpANZ](#)

LinkedIn, Facebook & Twitter


- We'd love to celebrate and share in the excitement in the comment section of your post. Be sure to tag us!
- LinkedIn: [@B Lab Australia & Aotearoa New Zealand](#)
- Facebook: [@BCorpANZ](#)
- Twitter/X: [@BCorpANZ](#)






Money, merch, and messaging on a mission: meet our new B Corps!

READ MORE




Good business simply makes good sense to these four new B Corps

READ MORE



These three new B's are using innovation and collaboration to protect our planet

READ MORE



Future-focused, tidying up, and unmaking stuff: Here's four new B Corps!

READ MORE

B Lab AANZ blogs to support your storytelling

1

What does the 'B' stand for and five other things you need to know about the B Corp movement

[Read it here ↗](#)



2

Why being purpose-driven is good for business during times of economic upheaval

[Read it here ↗](#)



3

Why radical transparency is the antidote to greenwashing

[Read it here ↗](#)



4

Why creating a storytelling ecosystem is key to transforming the global economy

[Read it here ↗](#)



5

Coming soon...

Five things to know about B Corp brand awareness in Australia & Aotearoa New Zealand



Plan ahead for B Corp Month

During the month of March, B Lab and the global community of B Corps come together to celebrate everything it means to be a B Corp. This year's theme was 'This Way Forward'.

This B Corp Month, we showed the world how we move forward, together.

Later this year, you'll receive a toolkit for the 2025 campaign and we encourage you to plan ahead:

- Team and stakeholder events and celebrations
- Collaborations and promotions with other B Corps
- Sharing your B Corp story with your audiences
- B Corp community learning and networking

Head to bcorporation.com to learn more about the recent campaign.



Introduce yourself on the online community

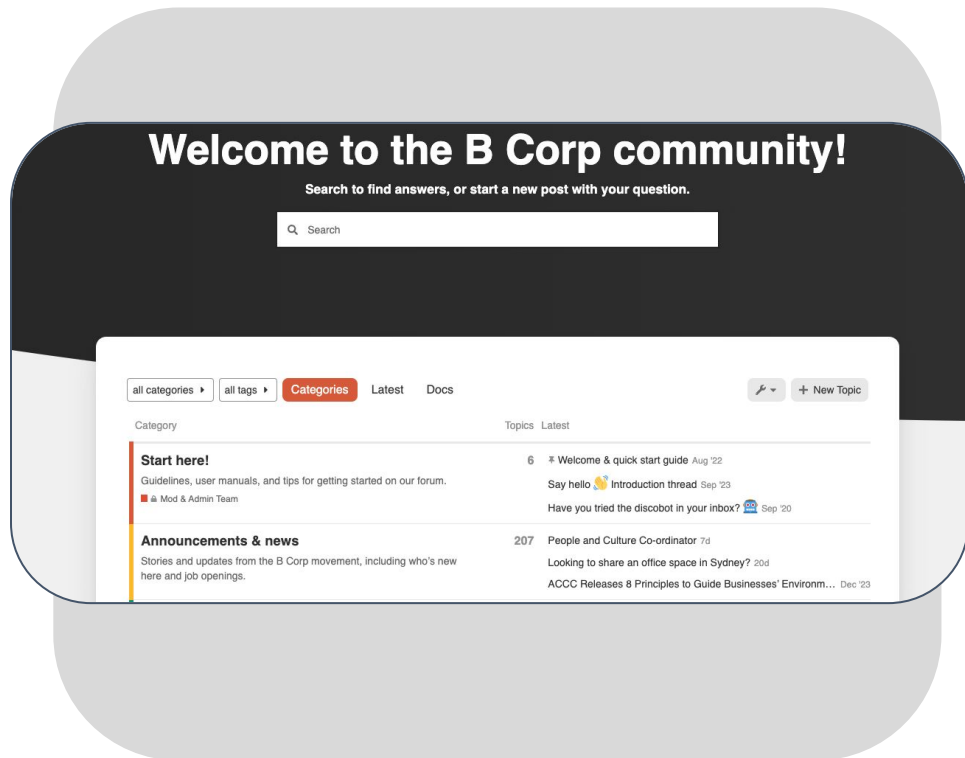
B Corp community

[The online community](#) is a forum by and for B Corp employees in Australia and New Zealand. Join the community to ask for advice, share your insights, and build your network.

- Share the link to the community with your employees and encourage them to get involved in the discussion too.
- Not sure where to start? [Introduce yourself to the community](#),
- or [read this discussion on workforce engagement](#).

B Hive

If you're looking to connect with B Corps outside of the AANZ region, use the [B Hive](#), our global platform for B Corp employees to connect.



**Thank you for
sharing your
B Corp story!**



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