

From Intent to Impact: Our B Corp Playbook for Reconciliation



Ten practical ways to embed First Nations reconciliation in your business

As B Corps™, we are part of a global movement working to benefit people and the planet. The new B Lab™ Standards V2 strengthen expectations across stakeholder governance, human rights, and justice, equity, diversity, and inclusion (JEDI), creating a clear opportunity for businesses to embed meaningful reconciliation actions into everyday practice.

The B Corp Reconciliation Action Group developed ten practical ways to get started, or go further, aligned to the new B Lab Standards V2:

1. Start with listening: engage First Nations stakeholders meaningfully

Include Aboriginal and Torres Strait Islander peoples and perspectives in strategy, planning and decision-making, by building genuine partnership, not just seeking feedback. If your organisation has limited First Nations representation, or you're mindful of placing additional expectations and cultural load on First Nations employees, seek guidance from First Nations communities, organisations and advisors outside your business.

→ Purpose and Stakeholder Governance (PSG)2.1

2. Build cultural capability from the top

Ensure your Board and leaders build their understanding of Aboriginal and Torres Strait Islander cultures through ongoing cultural learning and engagement. Make reconciliation a regular part of leadership conversations and encourage participation in cultural learning, employee training and key reconciliation initiatives across the organisation.

→ Justice, Equity, Diversity and Inclusion (JEDI)2.b

3. Embed reconciliation into governance and commitments

Embed reconciliation into the way your organisation operates by reflecting First Nations rights and perspectives in your policies, governance and decision-making. Take the time to understand the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and use its principles to help guide your commitments and actions.

→ Human Rights 1.1 / Human Rights (HR)1.2

4. Make your operations “rights-aware”

Assess how your operations, projects and business activities may impact First Nations people, communities, rights and lands and take proactive steps to prevent harm. Engage directly with the rights holders early and often to understand their needs, priorities and ideas, and ensure their voices inform decisions before solutions are proposed.

→ Foundational Requirement (FR)3.1.g

5. Create culturally safe ways to raise concerns

Ensure your feedback, employee wellbeing and grievance processes are accessible, culturally safe and responsive to the needs of First Nations employees and communities. Create trusted pathways for raising concerns and provide appropriate support to those who use them.

→ **Purpose and Stakeholder Governance (PSG)3.1 / PSG3.3**

6. Walk the talk with inclusive workplace practices

Embed reconciliation into everyday ways of working, through inclusive policies, cultural leave and equitable hiring practices. Foster a workplace culture where Aboriginal and Torres Strait Islander employees feel respected, supported and empowered to thrive.

→ **Justice, Equity, Diversity and Inclusion (JEDI)2.c**

7. Invest in First Nations talent and leadership

Support mentorship, sponsorship and long-term career pathways for Aboriginal and Torres Strait Islander employees. Look for opportunities to extend existing partnerships, programs and networks to create meaningful pathways into employment, professional development and leadership.

→ **Justice, Equity, Diversity and Inclusion (JEDI)2.h**

8. Shift spend to support First Nations businesses

Support Aboriginal and Torres Strait Islander-owned businesses by making supplier diversity part of your procurement approach. Set clear goals for engaging First Nations suppliers and look for opportunities to build long-term partnerships that create shared value.

→ **Justice, Equity, Diversity and Inclusion (JEDI)2.o**

9. Communicate with respect and integrity

Ensure marketing, storytelling, and communications are culturally accurate, respectful and authentic. Equip your content writers and communications teams with training, tools and guidelines needed to engage with confidence and cultural awareness.

→ **Purpose and Stakeholder Governance (PSG)4.1 / PSG4.2**

10. Commit to collective action

Collective effort and shared actions have a greater impact in driving systematic change. Work beyond your organisation to advance reconciliation by collaborating with industry peers, community organisations and First Nations leaders. What industry reconciliation groups can you join or create?

→ **Justice, Equity, Diversity and Inclusion (JEDI)2.s / Government Affairs and Collective Action (GACA)2**

This guidance is provided for general information only and does not constitute a definitive interpretation of B Corp standards or any guarantee of certification or ongoing compliance.

Reconciliation is not a one-off initiative, it's an ongoing commitment to respect, equity, and shared value. The new B Lab standards V2 offer us an opportunity to move beyond intent and embed reconciliation into everyday business practices.

What's one action your organisation is taking? [Join the B Corp Reconciliation Action Group](#) and be part of a growing community committed to learning, sharing and driving meaningful change together.



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