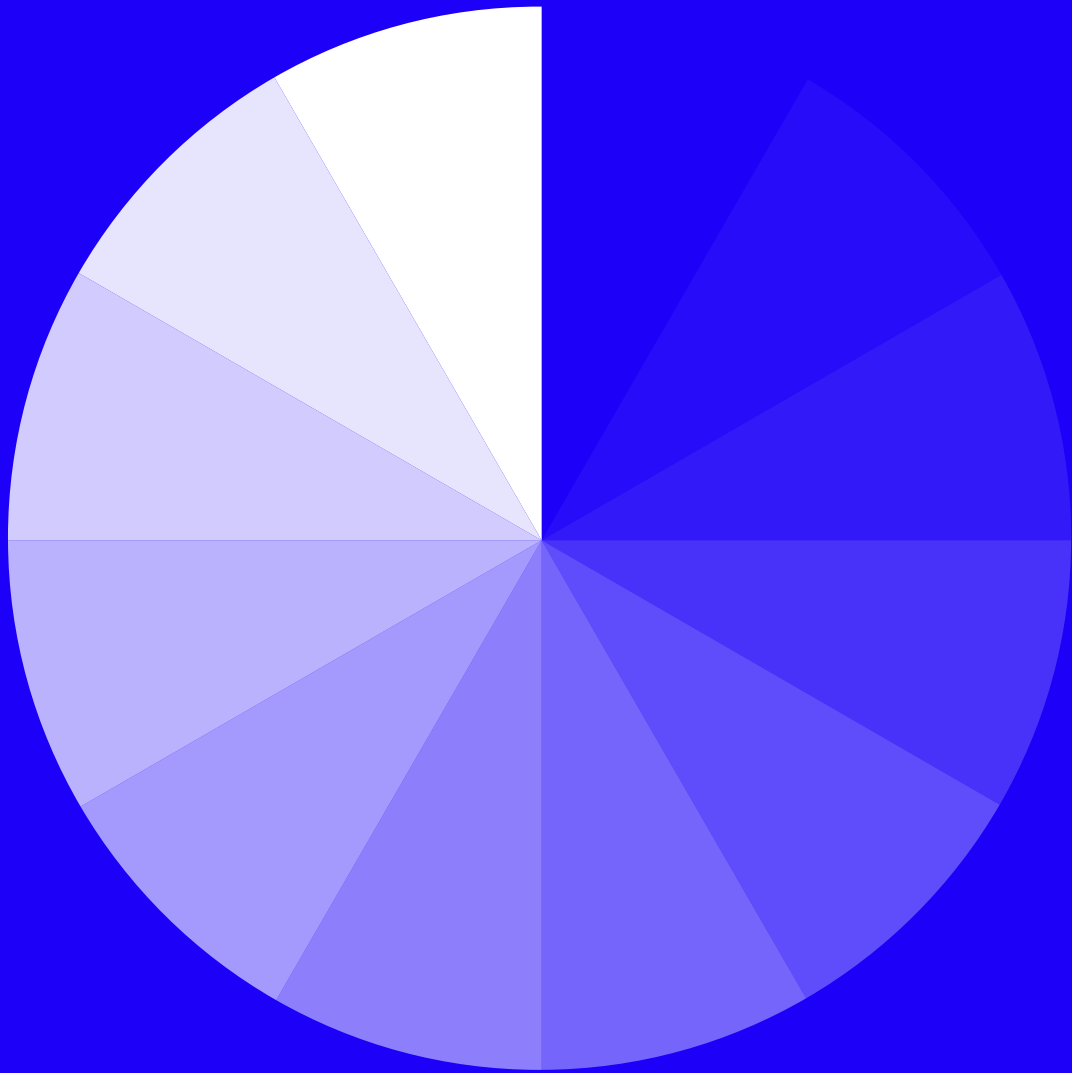


Becoming a B CORP



Certified



Corporation

**RAINBOW
COLLECTION**

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1. Why B Corp™

In short, B Corp is the one-stop shop if you seek recognition for your sustainability efforts. While at the same time, it's a great tool to benchmark, compare and improve your social and environmental performance. And if you decide to go for B Corp, then Rainbow Collection is the agency for B Corp certification® and sustainable growth and impact.

What is B Corp?

B Corp is a holistic framework focused on the entire business, operation and supply chain. It's not limited to one product or specific part of your supply chain. Besides that, B Corp is rewarding companies for the impact actually made, beyond nice-sounding strategies or promises. This makes B Corp a complete and credible system for consumers, employees partners and media.

[Check out the full artikel on our website](#)

1. Why B Corp

Some of the many, many reasons to begin right now:



NETWORK - B Corps are known for their sharing community. Get your ticket into the world of like minded people, CEO's and innovators.



ENCOURAGE SOCIAL RESPONSIBILITY - be a leader and lead your business in the new economy



IMPROVE YOUR IMPACT - use the assessment as a tool to B Better!



COST CONSCIOUSNESS - identify unnecessary and wasteful spending

“Besides the fact that the B Impact Assessment was a tool to improve our company, the certification has given us many warm and sincere connections within the B Corp world, which comes with it a lot of positive energy.”

- Hidde, Zoku -

2. Our Services

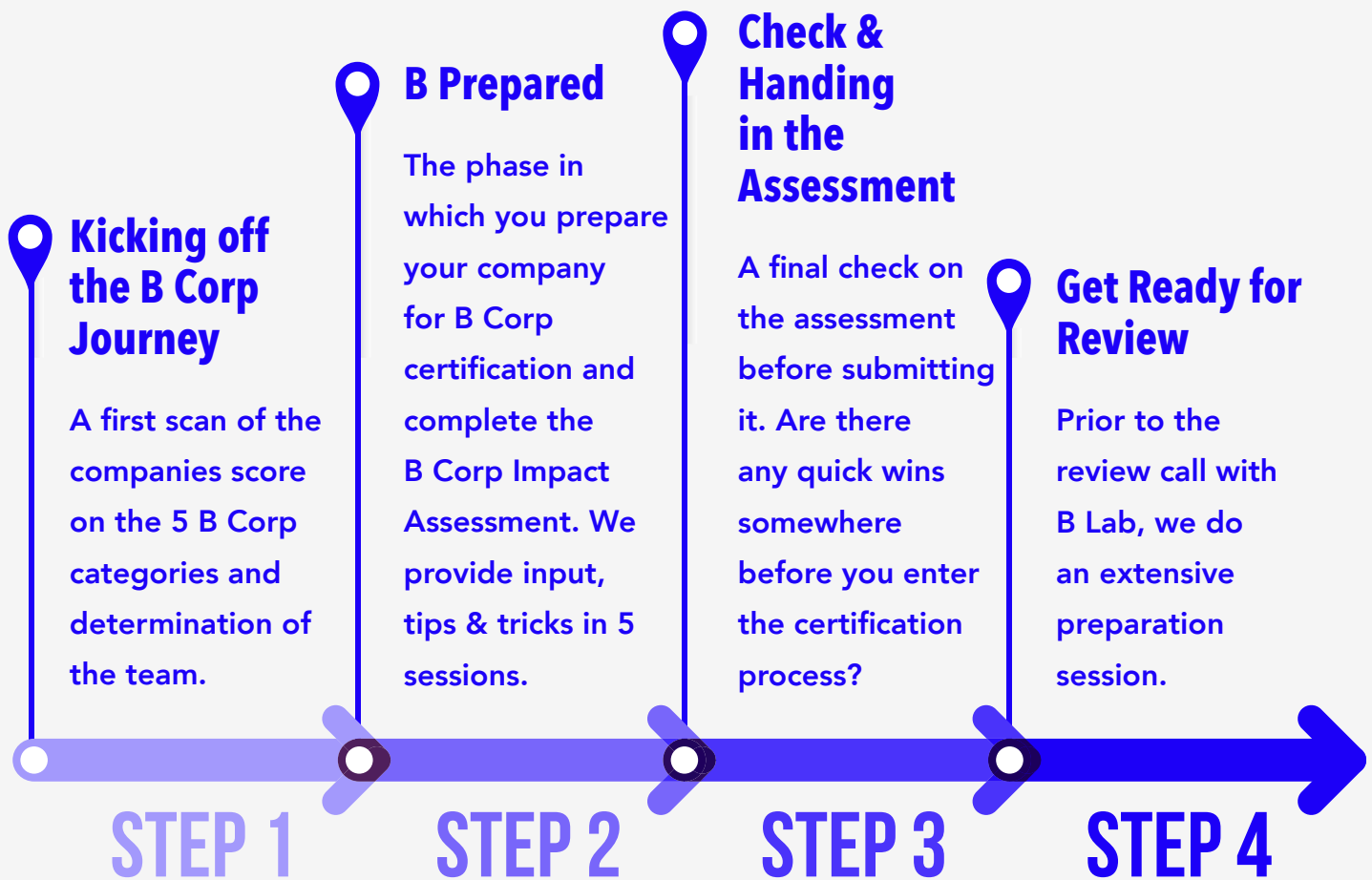
We've created two ways that works best in guiding innovation. **The Coaching program for the *sustainable entrepreneurs*, and the Intensive program if you seek *tailor made guidance* in obtaining your B Corp certification.**

Our B Corp services:	B COACHING	B INTENSIVE
What	coaching traject	unlimited support
For who	sustainable entrepreneurs	future impact makers
Duration	minimum of 6 weeks	minimum of 10 weeks
Costs	€ 1950	quotation

2. Our Services

B Coaching program

In **four** clear steps we coach you and your business towards B Corp™ certification. The certification process is entirely in your hands, we help you on the way with **practical tips, substantive feedback** and a lot of **experience** with the B Corp Business Impact Assessment (BIA).



2. Our Services

B Intensive program

Need some more guidance? During the B Intensive process we offer a **tailor-made** programme to obtain your B Corp™ certification. We use the B Corp Assessment as a critical tool to take your company to a higher and more impactful level.



3. Our Approach

Focus = impact:

B Corp is designed to accelerate your business. It is important to distinguish your High, Medium and Low impact areas. Where do you make the difference...? In this reality, we advice you not to aim for the highest score on all pillars in the BIA. We believe focus is impact. So, focus on your High impact areas, to achieve the most and to keep the assessment manageable.

2. Our Approach

Efficient timeline

Thanks to our experience we will help you to organise the B Corp certification process as efficiently as possible. Involving the right people at the right time will result in a smoother process and better implementation of B Corp and aligned projects. B Corp only works well if the entire organisation is involved and aware.

**“In the end being a B Corp is not about being certified.
It’s about using B Corp as a tool to increase your impact on the
long term.”**

4. About Rainbow Collection

At Rainbow Collection we think impact first. We can support you with creating a *sustainability strategy*, translated into creative *impact branding* with *impact design*, and guide you through implementation with *impact coaching*. And if you really want to go the extra mile, we can help you to get the B Corp Certification®

Feel free to contact us at any time

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Case: Zoku

We helped Zoku develop an impact mission and created tools to measure and communicate their actual impact on society.

Challenge

Travelling for business can be very lonely. Zoku designed a social hotel in which guests can quickly get rooted and connect to others in the city. Despite this clear and meaningful reason for existence, Zoku was looking for ways to communicate and get recognition for their impact goal and make it tangible.

Solution

We helped Zoku develop an impact mission and created tools to measure and communicate their actual impact on society. We also supported the organization to become a true B Corp brand: world's most renowned social enterprise certificate.

Case: Bocca



Creating a stronger coffee supply chain by bringing a stakeholder-centered sustainability strategy to life.

Challenge

Bocca is founded to be a sustainable coffee trader and brand. In a complex supply chain, like coffee, it can be challenging to concretize your impact mission and corresponding role. Even if sustainability is inextricably part of your brand from the day you were founded. They were looking for a sharpened strategy and story, to present to the world what they stand for.

Solution

Bocca is founded to be a sustainable coffee trader and brand. In a complex supply chain, like coffee, it can be challenging to concretize your impact mission and corresponding role. Even if sustainability is inextricably part of your brand from the day you were founded. They were looking for a sharpened strategy and story, to present to the world what they stand for.



Case: Obrigado

We helped Obrigado with their impact assessment; to develop a long-term CSR strategy and design an impact measurement model.

Challenge

You could say that Obrigado is born sustainably: from the protection of rain forest to training local farmers. At the same time, the company was lacking a clear sustainability strategy, Social and Environmental ROI measurement tools and a distinct way to communicate this all to their customers.

Solution

We helped Obrigado with their impact assessment; to develop a long-term CSR strategy; and design an impact measurement model. This is how we optimize their social and environmental impact. As recognition of their efforts, we helped them to become the first B Corp certified coconut brand.

Certified



Corporation

We are **Rainbow Collection**
the creative agency for
impact strategy and impact coaching