

# BCOMING A B CORP



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RAINBOW  
COLLECTION



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## 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](#)

### 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.

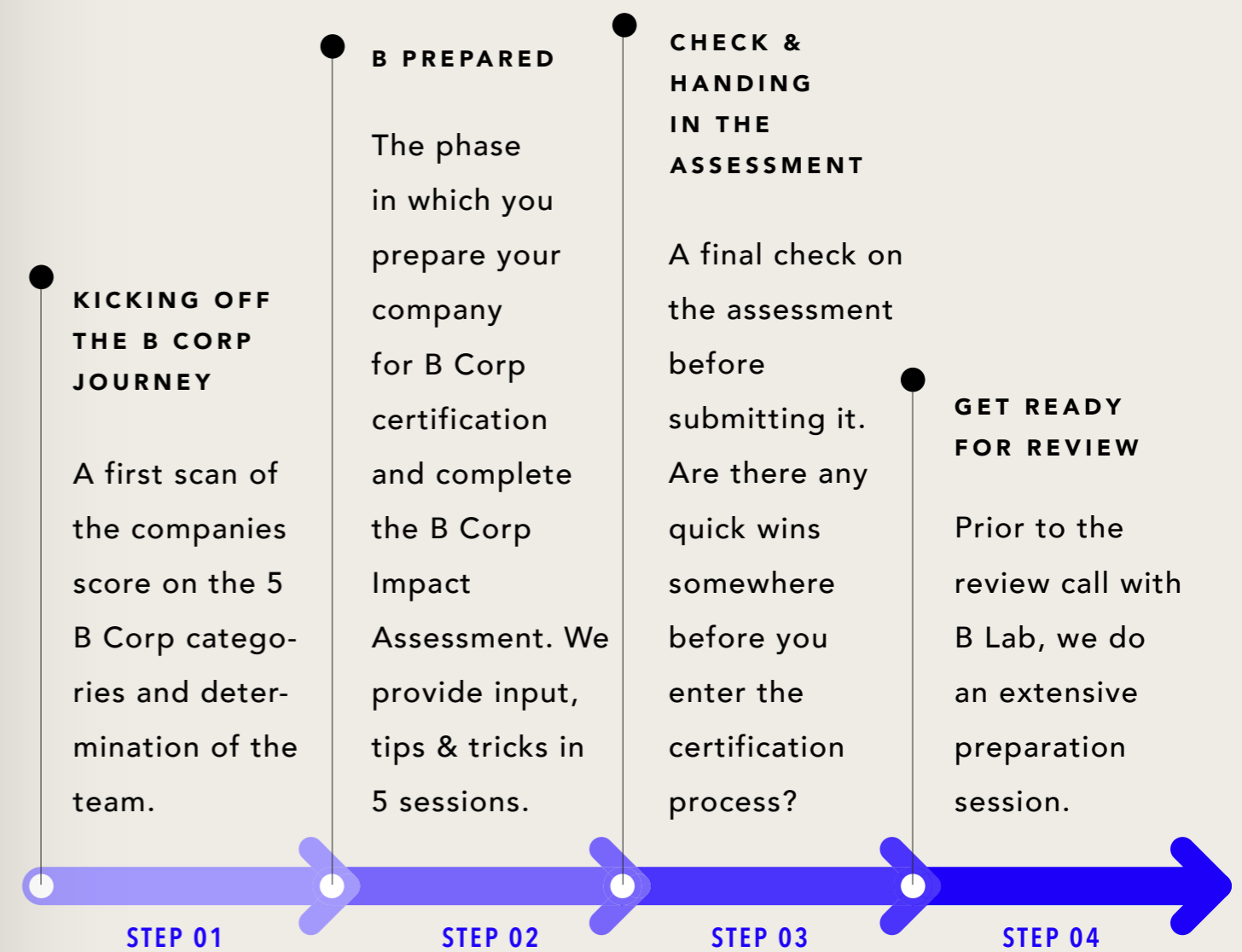
## OUR SERVICES

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 trajet	unlimited support
For who	sustainable entrepreneurs	future impact makers
Duration	minimum of 6 weeks	minimum of 10 weeks
Costs	€ 3450	quotation

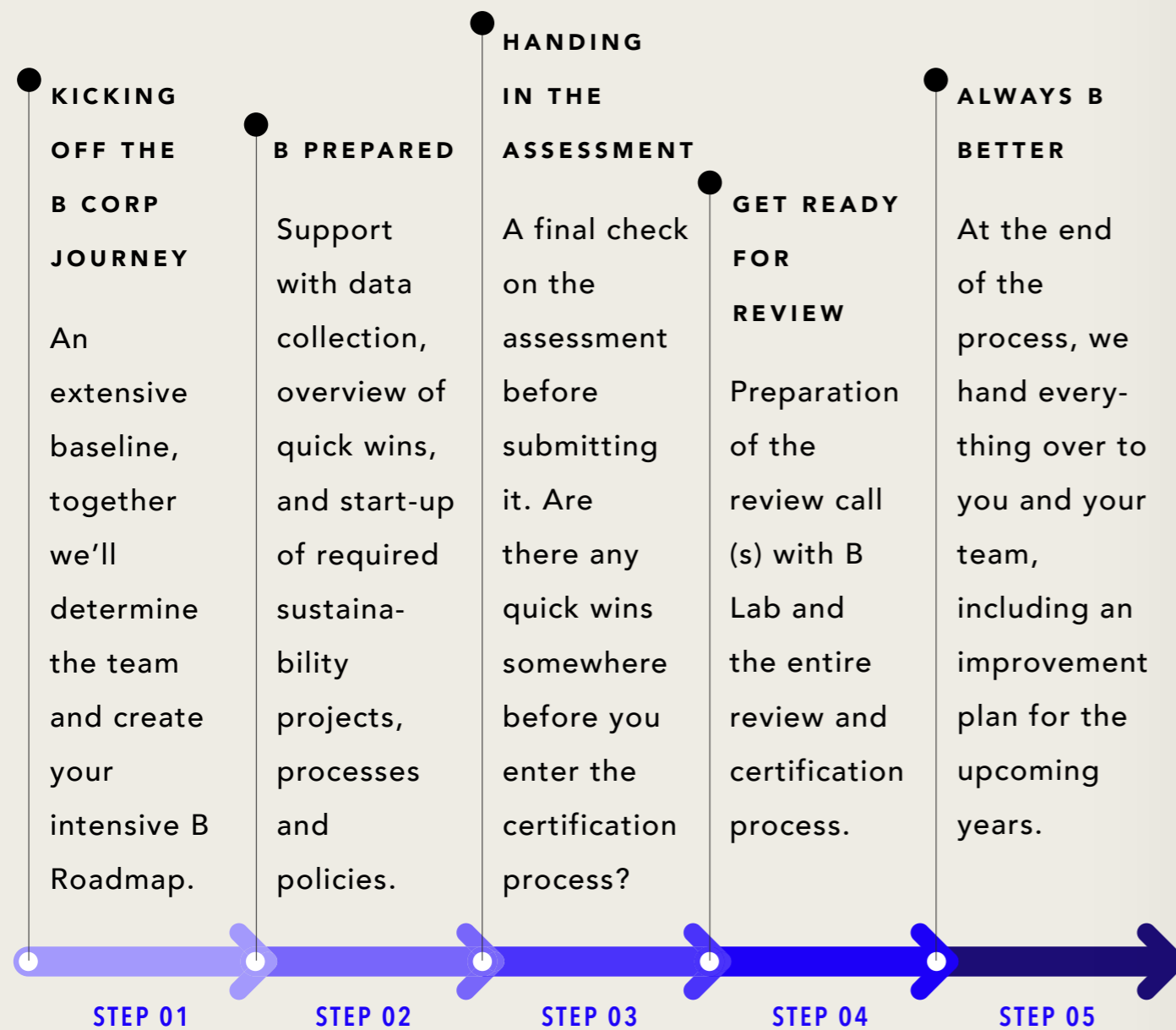
### B COACHING PROGRAM

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).



## 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.



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“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 -

## OUR APPROACH

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.



*Focus = impact*

### 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.

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**“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.”**

## ABOUT RAINBOW

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** As the first Dutch coffee roaster that is involved in the entire process of coffee making, making impact is part of Bocca's identity. Their organic sourcing strategy, fairtrade plus model and local purchasing commitments ensure a positive impact in the coffee supply chain. Bocca is founded to use business as a force for good. We supported and coached them towards B Corp certification.

## Case: Karma Kebab



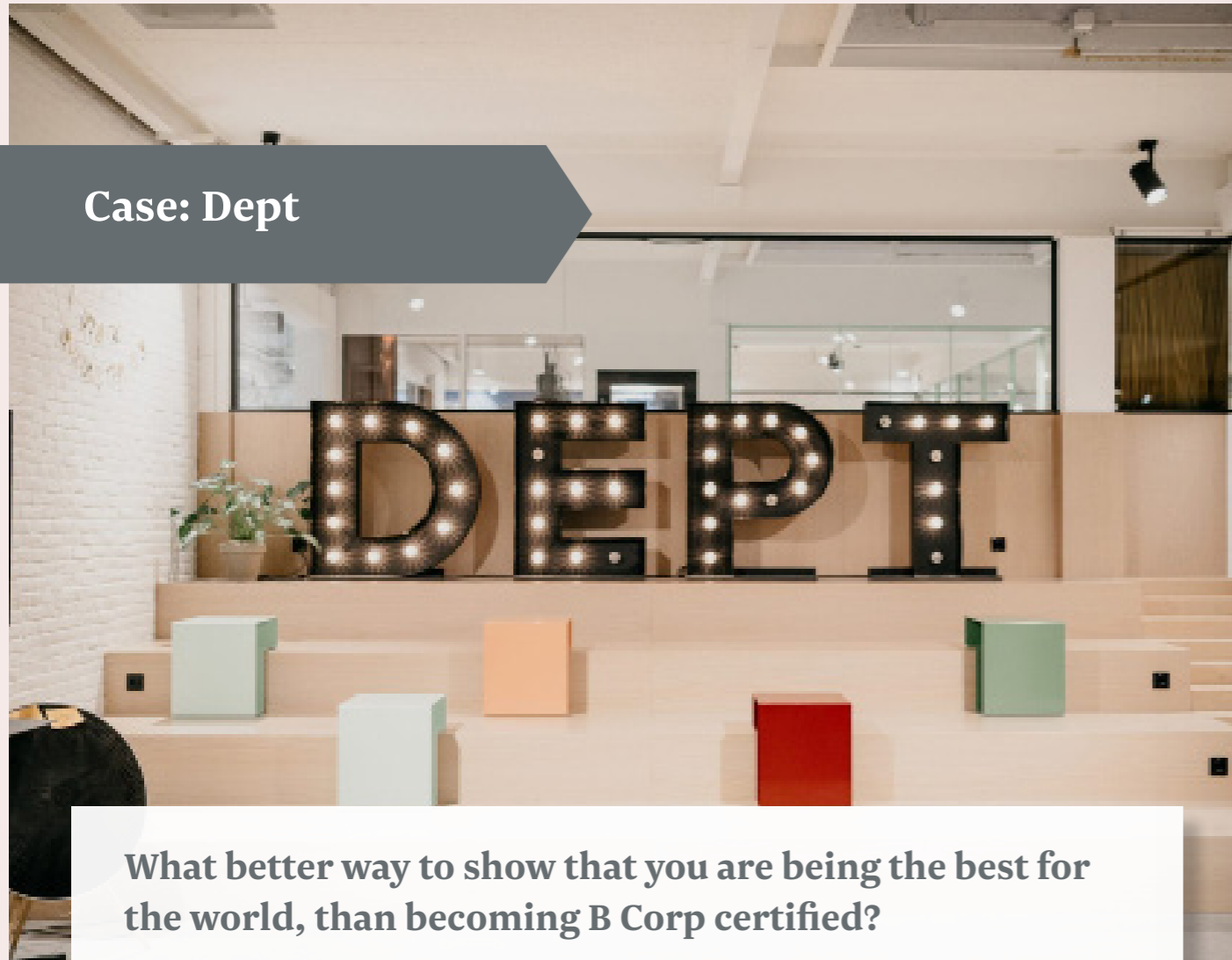
“We are very happy that we were able to set the bar so high in the B Impact Assessment. By joining forces and using each other’s expertise, we were able to find the right focus and reach this beautiful score.”

**CHALLENGE** Karma Kebab is your daily dose of sustainable karma, made from celery root and grain. The smell (and taste) of their award-winning vegan street food will get the biggest carnivore salivating. Despite all awards and their clear purpose, Karma Kebab was looking for a way to present their karma to the whole world in a transparent way.

**SOLUTION** The B Corp certificate was the perfect solution to prove their impactful way of working, and a great tool to work on a more transparent way of communicating. During our B Corp coaching trajectory, we – for example – defined their Impact Business Model. We developed a product passport that makes Karma Kebab's positive impact measurable. Now they're able to compare the impact of their kebab with regular kebabs, which are for example made from chicken or lamb.



## Case: Dept



**What better way to show that you are being the best for the world, than becoming B Corp certified?**

**CHALLENGE** DEPT asked us to support them on their impact journey while keeping in mind the most rigorous sustainability framework in the world.

**SOLUTION** Within the B Corp assessment, there are two types of questions: the ones that concern operational, day-to-day matters, and the ones that inquire the impact a company makes with its actual products and services. It was the latter that we focussed on most within the project. And, to help them make sure all Deptsters from more than 20 countries understand what impact means to DEPT and what they can do to contribute. We built a worldwide B Team and we trained them with the Climate Hero training. In addition to this, we co-created their impact strategy, wrote their impact report and guided them toward B Corp certification.

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**Certified**



**Corporation**