
RAINBOW
COLLECTION

BECOMING A B CORP

a clear guide
about what
to expect

Read all about it



Certified



Corporation

RAINBOWCOLLECTION.NL

B CORP [BEE-KAWRP]

noun

A company that, besides making profit, works on a more inclusive and sustainable economy.

Certified



Corporation

7,400⁺

Companies Globally

161⁺

Industries

2,900⁺

In Europe (incl. UK)

1

Unifying Goal

CONTENT

04. WHY B CORP

07. THE B CORP
CERTIFICATION
PROCESS

09. OUR APPROACH
THREE SPRINTS

13. THE MOST
COMMON HURDLES
(AND HOW TO OVERCOME THEM)

15. YOUR B CORP
COMMUNICATION

18. CASES

20. CONTACT



WHY B CORP



*B corps are
popping up
everywhere.*

Why is that?

Now is the time for companies to evolve rapidly to stay relevant for the future. We all need to step up our sustainability game. Our planet *needs it*, our consumers *demand it* and our governments are *steering towards it* with new laws.

Because sustainability is such a broad concept, it's now more important than ever to create a universal language that allows us to collaborate, innovate and benchmark.

THE HIGHEST VERIFIED STANDARDS

The B Corp assessment is a widely embedded system which is easy to use. It ensures that your company meets the highest verified standards. And it embraces a more holistic approach that focuses on the company as a whole. After all, your impact is not limited to the product or service itself.

FOREVER IMPROVING

It's not just about having that B Corp logo on your website. It's much bigger than that. Becoming and being a B Corp helps you work towards a bigger goal, and to keep improving.

IT'S NOT A PIECE OF CAKE, BUT THERE WILL BE CAKE

We're not going to lie, becoming a B Corp isn't easy. But you can do it. And you want to do it, because it helps your company to get future proof. Besides, more than 6500 companies already completed the assessment before you. You'll get there. Just take it step by step. Right now, you are taking the first one by reading this guide so you know exactly what you are diving into.



KARMA KEBAB

THE BENEFITS OF B CORP

01.

B Corp makes your team proud and engaged (also, it attracts future team members)

02.

B Corp helps you to professionalize your organization.

03.

B Corp makes your impact measurable, which reveals possibilities to improve.

04.

B Corp makes you part of a community of like-minded brands who love to collaborate and share experiences.

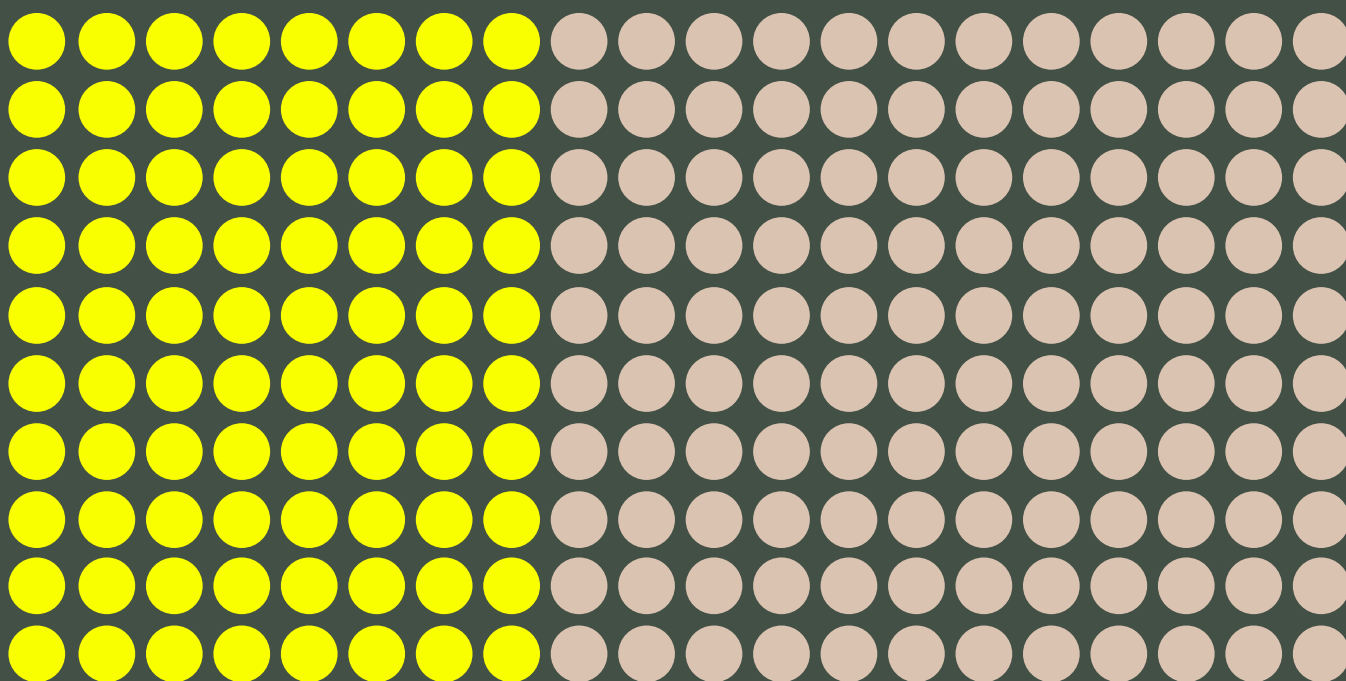
05.

B Corp can be used to demonstrate to investors and banks that your company is future-proof (low risk)

Check out the **B Corp** website to read more about the advantages.



THE B CORP CERTIFICATION PROCESS



POINTS TO OBTAIN THE CERTIFICATION

01.

THE ASSESSMENT GET 80 POINTS OR MORE

To obtain the B Corp certification, your organization must successfully complete the certification process. The most important part of this process is the B Impact Assessment. This online questionnaire assigns points based on the answers you give. You will need a **minimum of 80 out of the possible 200** points to obtain the certification.

The questionnaire focuses on your positive impact on the triple bottom line: a company's performance in social, environmental and financial dimensions. Unlike the traditional bottom line, the triple bottom line urges businesses to take into account their impact on people and the planet. Not just their financial profits.

02.

THE LEGAL REQUIREMENTS TAKE CARE OF YOUR STAKEHOLDER'S WELLBEING

Besides successfully completing the assessment, you are legally required to think about how your choices affect everyone involved with the company. This B Corp legal structure helps companies to stick to their mission and to take care of their stakeholders. This structure remains effective even in the case of leadership team changes or significant profit increases. In short, it means you need to add a statement to your company's regulations about taking care of the wellbeing of your stakeholders.

03.

BE TRANSPARENT

Part of being a B Corp is about being transparent. After obtaining the certificate, you share your B Impact Assessment overall scores and category scores on your public profile on B Lab's website. On Find A B Corp you can check out the scores of all other B Corp companies too.

Will we find you there soon?



OUR APPROACH THREE SPRINTS

There's quite some work to do, but we can help you by making the process a breeze. We break the certification process up into three sprints. You'll have the certification before you know it.

- Sprint 1* → Baseline
- Sprint 2* → Getting ready
- Sprint 3* → Review & certification

SPRINT 1 BASELINE



First of all, we build a core team. This will be a nice mix of people from your company and coaches from our side. This is a project for the long run, so we definitely want to start off with the right people. **Go team!**

Then, we gather as much information and insights as possible. Which information do you already have and what actions are you already taking? Based on what we find, we define what's still needed to get plenty of points during the assessment. This means you will probably have to collect more data and make changes in your current way of working.

KEY ACTIVITIES

- Defining your impact baseline
- Getting relevant stakeholders involved
- Checking off the B Corp readiness checklist
- Giving internal communications advice

Important at this point is to make sure you're not overwhelmed by the amount of data and topics coming at you. By funneling the data in the right way, we know exactly where to put the focus to assure the strategic relevance for the company.

SPRINT 2 GETTING READY

All your to do's, big and small, will be turned into a clear strategic roadmap by us. We also divide the different actions within your B Corp team.

ACTIONS FOR YOUR B CORP TEAM COULD BE FOR EXAMPLE

- Setting up a environmental management system
- Executing a Diversity & Inclusion program
- Writing an impact strategy
- Creating your impact report
- Finding your Impact Business Model

Don't worry if this sounds slightly overwhelming. We created many templates so you and your team members can easily get started. Besides, our team is always there to coach you.

Once all actions are ticked off, we can complete the B Corp assessment.



SPRINT 3 REVIEW & CERTIFICATION

THE RIGHT DOCUMENTATIONS AND EVIDENCE

We help you to collect and upload all the pieces of documentation into your online profile and we make sure you have the requested evidence. You might come across some unexpected changes within your company during the process though. If that happens, we get you back on track as soon as possible. The better we prepare this phase, the easier the final review call will be.

THE FIRST QUESTIONS

B Lab then reviews your online assessment. They will ask you some critical questions about it in their portal. We'll go through them together.

THE REVIEW CALL

After the online check by B Lab, it's time for the moment of truth: the online review call. This call takes about 1 or 2 hours. B Lab will take this time to ask further details about the uploaded documents. Of course, we'll be there at your side.



If, after the review call, you still have more than 80 points ...

THEN WE WOULD LIKE TO GIVE YOU A BIG ROUND OF APPLAUSE

you are a B Corp now!

THE MOST COMMON HURDLE

(AND HOW TO OVERCOME THEM)

OUR TIPS

- Designate a folder from the start where you collect all the information and evidence for the assessment. This will make your life much easier during the review.
- Usually there is a waitlist for the final review. Use this time wisely by rolling out your impact activities, policies and plans.
- Work together with other B Corps. It's always valuable to chat with experts in the field. Besides, the B Corp community is very active.
- Aim for at least 90 points. This way, you can easily lose some points during the review.



DILLE & KAMILLE

THE HURDLE

THE SOLUTION

The team member who needs to collect data doesn't know the ins and outs of the B Corp process.



Understanding why data needs to be collected ensures that all important factors are considered. Make sure you inform all involved colleagues well, for example by giving a presentation about B Corp to your entire organization.

The necessary data is spread around different documents within the company.



You make your life (and that of your fellow B Corp team members) a lot easier if you centralize all relevant documents in one place right from the start.

B Corp is treated as a checking-the-box exercise.



Build a culture for impact: set up a B Corp team, discuss your bigger impact ambitions and organize co-creation sessions for the entire organization.

Lack of an overall impact strategy.



Without a proper impact strategy, the different topics within the assessment make a lot less sense. Make clear what and why we measure what we measure by defining your impact strategy first.

The feeling that B Corp is keeping you in check.



B positive. B Corp is not there to hold a firm grip on your company. Instead, see it as a guiding framework in which you have the freedom to make your own choices. It's about maximizing your positive impact after all.

YOUR B CORP COMMUNICATION

Once you've signed the B Corp agreement and paid your first year's fee, it's time to share the news proudly. However, it's essential to carefully consider your communication strategy. Of course you can show the B Corp label, but there's so much more to communicate. B Corp is about making impact after all, so this is your chance to highlight the impact you've made using the data and stories you collected during the process.

Furthermore, think about where you want to put the label. Some companies choose to put it on their products, others just put it on their website.



Regardless of how you choose to share your certification with the world, please make sure to understand the *B Corp Brand guidelines* before communicating.

[B Corp Brand guidelines](#)



ARE YOU EXCITED ABOUT
GETTING STARTED?

THIS IS HOW TO GET THIS SHOW ON THE ROAD

01.

OPEN THE ASSESSMENT

This one is easy. Just open the assessment and get a good feel of how it works. Make a list of things you run into and discuss it with your team. Or feel free to ask us.

02.

START A DISCUSSION

How do your colleagues feel about sustainability? What topics do they find important for your company? What improvement would they like to make? Why is sustainability important or unimportant to them?



03.

DEFINE YOUR TEAM

Which colleagues within your company need to be involved in the B Corp Process? Who can provide relevant data for example?

04.

EDUCATE

Help team members understand the B Corp Process. Educate them on why the B Corp Certification could be beneficial to the company. B Lab provides a free extensive course to help with this step.

05.

START COLLECTING DATA

What relevant data is already available? What software is useful to collect data? This step will help you identify data gaps within your company.

The most important thing is **just go.**
You can only go forward by taking the first step. And don't worry about getting stuck somewhere along the way.

WE'RE HERE TO HELP.



CASES

DEPT

Challenge

DEPT, the creative digital agency, threw us a global impact challenge. They asked us to support the whole company, including all Depsters from over 20 countries, on their impact journey.

Solution

What better way to show that you are using your business as a force for good, than becoming B Corp certified? We created a worldwide B Team and trained Depsters to become Climate Heroes. Together, we crafted their impact strategy, wrote their impact report, and guided them towards the B Corp certification. Our focus was on integrating Tech for Sustainability. The outcome? DEPT now possesses a proven impact strategy, a B Corp certification, they hired an impact manager and all Depsters support the impact mission.

KARMA KEBAB

Challenge

Karma Kebab produces the tastiest kebab. Because they use celeriac as a base, it's completely cruelty and harm-free. We think they deserve a lot of good karma for that. However, they wanted to know exactly how they were doing on environmental and social values. That's where we came in.

Solution

We helped Karma Kebab to become a B Corp. This helped them focus on sustainability throughout all aspects of the company, like with supply chain responsibility and DE&I. As part of the B Corp coaching trajectory, we created their Impact Business Model and a product passport that makes Karma Kebab's positive impact measurable. Now they can compare the impact of their kebab with regular kebabs, which are for example made from chicken or lamb. Fun fact: Karma Kebab cared more about getting better at running their business sustainably than telling people they're a B Corp. They haven't even mentioned it anywhere!

DILLE & KAMILLE

Challenge

Lifestyle brand Dille & Kamille believes in the power of connection and is driven by natural simplicity. They help people connect with themselves, each other, and the environment. They also love to take good care of all people and resources that enable them to create nature-inspired products. So how can they stick to these beliefs while running a successful business?

Solution

First we defined what 'living by the promise of harmony' means. Then, we turned that into an easy-to-understand action plan. Together with the category team we mapped out a sustainable supply chain. We performed a risk analysis on human rights, safety, and working environments. We focussed the materials strategy more on recycled and organic products and we trained all employees on materials. As a cherry on top, Dille & Kamille's efforts got them a B Corp certification. We coached them throughout this process and developed new strategies, such as a new governance structure.

CASES

ZOKU

Challenge

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

Solution

We shaped Zoku's impact mission and crafted nifty tools to measure and communicate how they change society for the better. We guided them in how to use B Corp as a professionalisation tool to analyse their impact. Together we dived into all details, like the cosiness of the chairs and beds. Moreover, we looked at how they took care of their team and how they could improve. And it worked. Previously, attracting employees posed a challenge for Zoku, but now, there's a growing interest from people eager to join the team.

STOOV

Challenge

Stoov creates heated products, like heated pillows for example. While Stoov's team already carried a warm heart for sustainability, they were looking for a way to make their efforts more official and organised.

Solution

A B Corp certification would be like putting a stamp on their hard work and paving the way for the future. We guided them through the B Corp process to get there. Stoov got a clear look at their sustainability efforts through the product passport we created. We identified their Impact Business Model, focussing on reducing toxins. Initially, their pillows weren't recyclable. But Stoov worked hard to change that, making significant improvements in how they procure their materials. Now, their pillows are recyclable.

DE ROOS

Challenge

When you sell products, your sustainability efforts can be quite clear. For services, this can be a bit more tricky, which also makes it harder to become a B Corp. But where there's a will, there's a way. Law firm De Roos Advocaten wasn't afraid of a bit of a challenge and asked us to explore the B Corp process with them.

Solution

Through B Corp Coaching, we made the impact of the law firm measurable. For that purpose, De Roos structured various processes. In their financial regulatory practices, this meant that they now coach and support innovative fintechs, structure investing funds with a climate- and sustainability focus, and that they advise crypto- and blockchain parties about new rules and regulations. We are happy to say that De Roos Advocaten achieved B Corp status successfully.

KOEN IS HERE
TO HELP WITH
ALL YOUR B CORP
QUESTIONS

Koen Krommenhoek

Business & Innovation
Rainbow Collection

Koen@rainbowcollection.nl

Linked 

Plan a video call



RAINBOW COLLECTION

Rainbow Collection is a strategy agency working on the edge of sustainability and branding. From our office in Amsterdam we help companies on the one hand to integrate sustainability into their business strategy and business processes. On the other hand, we support sustainable brands to increase the impact of their brand through brand positioning and communication activities. We work for companies such as T-Mobile, Rituals, Marlies Dekkers, Dille & Kamille and Bloomon.