Using business as a force for good
A historic culture shift is underway

To use business as a force for good and build a more inclusive economy
B Corp Certification is to business what Fair Trade is to coffee or USDA Organic is to milk.
One movement, one question

How can we empower all businesses to measure and manage their impact?

Impact
The opportunity

Improve

Join our community

Share your story
Equip and connect

• Mentorship program, networking opportunities
• Directory of Partners offering support and guidance
• Networking opportunities
Equip and connect

- Workshop and panel
- Improvement impact plan and case studies
- Free Support from Undergraduates and MBA students
Tell your story

• Opportunities to share your story through social media, events, networking, etc
• Enhanced visibility via Case studies on The Alliance Center website
• Awards program celebrates those that improve or achieve top scores
What the B Impact Assessment Looks Like

1. Community
2. Customers
3. Environment
4. Governance
5. Workers
We offer a unique blend of traditional localization and marketing capabilities; we think beyond translation service delivery and help our clients to get **business results** in market by engaging local audiences and driving action.

Translation and localization providers rarely think strategically about marketing goals.

Domestic marketing agencies rarely have the infrastructure to support strategic localization.
**OUR CSR APPROACH & JOURNEY**

Our approach to corporate social responsibility is built into who we are, how we work, and who we do business with. We believe that treating people and the planet well inspires a cycle of positive change and drives sustainable business. That’s why we’re committed to living by three simple words: people, planet, profit. These words drive our purpose and are embedded in our culture and our company strategy.

<table>
<thead>
<tr>
<th>APR 2013</th>
<th>SEPT 2014</th>
<th>NOV 2016</th>
<th>JUNE 2018</th>
<th>SEPT 2018</th>
<th>CURRENTLY</th>
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<tbody>
<tr>
<td>Committed to triple-bottom line standards of “people, planet, and profit”</td>
<td>We started the full B Impact Assessment</td>
<td>Learned about the Best for Colorado program &amp; signed up</td>
<td>Thrilled to be one of 17 CO companies out of 300 who participated in the challenge to be honored as Best for Colorado</td>
<td>Invited to the B Corp Champions Retreat due to our Best for Colorado honoree status</td>
<td>Going through the formal verification process to get the actual certification!</td>
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<tr>
<td>B Corp Certification become one of our strategic goals</td>
<td>Tackled it in small chunks</td>
<td>Easy because the Quick Impact Assessment just pulled in questions from our BIA</td>
<td>Conference pushed us to actually submit our assessment for review</td>
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<td></td>
<td>Worked on producing documentation &amp; programs alongside it</td>
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MAKING AN IMPACT
OUR CSR PROGRAMS

GREEN TEAM

DIVERSITY, EQUITY, INCLUSION PROGRAM

WORDBANK VOTES

HAPPINESS TEAM

VOLUNTEERING

HEALTH & WELLNESS
MEATLESS MONDAY
Meatless potluck fundraiser to buy carbon offsets for the company with education on the impact of meat production

TURN IT OFF TUESDAY
Worked with the lights off in the office all day & checked everyone’s computer settings for energy efficiency

WASTE-FREE WEDNESDAY
Aimed to generate as little waste as possible

THOUGHTFUL THURSDAY
Calculated our carbon footprints online & set personal goals for reducing our individual impact

FRESHEN-UP FRIDAY
Hosted a cleanup at Civic Center Park & held a raffle for eco-friendly prizes (dryer balls, reusable produce bags, reusable metal straws, beeswax wraps)
B IMPACT ASSESSMENT

VALUE OF BIA & B CORP CERTIFICATION

People want to work for, buy from, & invest in businesses they believe in. This is a way to build trust, credibility & value.

Provides a framework & sets standards to follow for setting goals, tracking performance and improvements over time.

Helps put documentation and reporting into place across business functions.

Build relationships with other companies focused on sustainability & learn about what other companies are doing.
B IMPACT ASSESSMENT
OUR BIA EXPERIENCE

CHALLENGE #1
The B Impact Assessment was overwhelming and staying motivated throughout it was difficult.

WHY?
- Length & thoroughness of assessment
- Interpreting the questions as a service business
- Small team with limited time
- Took us a long time = hard to stay motivated

OUR SOLUTION
Tackled it in small chunks, made use of BIA resources, and connected to the local community.

HOW?
- Put together a B Corp team & met twice a month for working meetings
- Wrote & implemented policies & programs along the way
- Connected to local community (B Corps, CU Boulder, Certifiably Green Denver)
- Used resources & templates built into assessment

OUTCOME
Deeper understanding of our business impact, where we’re at now, where we need to go, and community connections.

WHAT?
- Came away with the assessment completed (we’re going through verification now) & with new programs, policies, KPIs in place
- Built strong connections to some of the local B Corps in the area who provided tips and encouragement
B IMPACT ASSESSMENT
OUR BIA EXPERIENCE

CHALLENGE #2
Getting our people to participate in the programs we implemented when they’re all busy.

WHY?
- Specifically wanted to increase participation in our Volunteering Time Off Program
- It wasn’t the ideas we needed to convince them on, the problem lay in opportunities, ease of access, and time

OUR SOLUTION
Explained why it’s important, how they could contribute, and then made it as easy as possible to do so.

HOW?
We talked about it A LOT. And then we made it as easy as possible for them to participate:
- Book time in our PTO calendar
- Monthly events took the planning out of it (Thanks B Local Colorado for their B of Service days!)
- Connected them to local organizations

OUTCOME
Our people are more engaged in our CSR programs and with the company as a whole.

WHAT?
- Our VTO participation went from 20% to 65% in one year
- Our total hours increased by 132% in one year
- Our people name our B Corp & CSR programs as one of our main differentiators as an employer
B IMPACT ASSESSMENT

TIPS & TRICKS

- Start small by taking the Quick Impact Assessment with Best for Colorado
- Then dive into the full B Impact Assessment and make use of their resource library & templates
- Connect to the community and get involved:
  - B Local Colorado
  - The Alliance Center & Best for Colorado
  - CU MA Students
  - Certifiably Green Denver
  - If in a leased building, talk to your property manager

Have patience and persistence and you’ll start to see progress. It’s not easy or fast, but it’s worth it and is the right thing to do.
Take the challenge and save the date

Join the movement - take the Challenge today!
https://app.bimpactassessment.net/get-started/partner/best-for-colorado
THANK YOU!

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