

Canada B Corps Press Release
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A movement of business for good, B Corporations

When it comes to sustainability, Canadians haven't had a lot to cheer for in recent months. Becoming the first nation to withdraw from the Kyoto Protocol and the increasing polarization of citizens across the country over pipeline development proposals to expand the tar sands, Canada's business climate is in question.

Quietly behind the scenes there's a responsible business movement afoot to redefine how business is done in Canada. This may be the biggest change you haven't heard about, till now.

These Founding Canadian B Corporations are a new breed of company, certified by the non-profit B Lab, for their positive impact on the community, employees, consumers and the environment.

What makes this certification unique isn't just the comprehensive performance requirement for "good" a company must achieve, but the added requirement that these companies go further, amending their governing documents with a statement that their business shall consider stakeholder interests when making business decisions.

There are now 39 Founding B Corporations in Canada, with 27 new companies certifying in the past 12 months. These companies range from small-sized consultancies, to multi-million dollar manufacturers like DIRTT Environmental Solutions.

"Our B Corp status validates we're as sustainable as we say we are and it helps set us apart from pretenders in this business. It's great we've met this certification alongside other like-minded companies. I hope we can all work together to raise the bar for what green solutions and green behaviors are all about."

Mogens Smed, DIRTT's CEO and Co-founder.

Spanning 25 industries, from Bullfrog Power (renewable energy), Ethical Bean and Salt Spring Coffee (beverages), Ian Martin Group (Job Placement), to Renewal2 (impact investing). These companies are diverse and competitive in both local markets and in the US.

"B Corp offers a recognizable form and language to businesses prioritizing people and planet alongside financial profits. Canadians increasingly care about the values of the

companies we buy goods and services from. B Corp certification adds valuable information to the decision about how to align each dollar spent with personal values.”
Joel Solomon, Chairman Renewal2

B Corporations emerged in the U.S. in 2007 and now total over 500. They've enabled the creation of Benefit Corporation legislation, a new corporate form in 7 states, most recently in California and New York, wherein a company can legally form with a express purpose to have a material positive impact on people and the environment. Outdoor apparel company, Patagonia, was amongst to first to opt for this new corporate status in California.

Toronto based MaRS Centre for Impact Investing is at the helm for efforts in Canada, currently helping companies certify in Ontario, launching the Social Venture Exchange, and finalizing a white paper on Benefit Corporation legislation for the federal government.

"We are excited to be in the middle of the growing Canadian B Corp movement. The amount of interest we are now receiving marks the beginning of a changing landscape for businesses in Canada." Allyson Hewitt Director, Social Entrepreneurship, SiG@MaRS

"We first learned about B Corporations at a Social Finance Venture fair back in 2008. At the time, we were trying to determine if we should be a for-profit or non-profit organization and were struggling as neither model properly fit our purpose. The B Corp model resonated with our challenge and we immediately tried to figure out if we could do this in Canada. With the help of the team at MaRS, we pulled together a legal committee and figured out how to do it in 2009."

Mark Bachman, Co-founder, Better the World, Canada's first B Corporation.

"We became a B Corp to help clarify, define, and articulate our purpose as an organization. We hope to learn from other B Corps, improve our impacts, measure our progress, and become more transparent & accountable to that purpose."

Tim Masson, Executive VP, Ian Martin Group

Estimates state that over 40,000 values-based companies exist in North America, with nearly 40 B Corps now in Canada, this could just be the beginning of a very large movement.

Key Weblinks

www.bcorporation.net

<http://www.marsdd.com>

All company websites can be found in the table following the quote section

Further Quotes:

"We became a B Corp to help clarify, define, and articulate our purpose as an organization. We hope to learn from other B Corps, improve our impacts, measure our progress, and become more transparent & accountable to that purpose."

Tim Masson, Executive VP, Ian Martin Group

"Bullfrog has always had the objective of using consumer choices to clean our energy system," says Tom Heintzman, President, Bullfrog Power. "We're proud to be part of the growing number of social enterprises in Canada and to help popularize the concept of a Canadian B Corp."

Tom Heintzman, President, Bullfrog Power

"I think the B Corp movement is important because it highlights the need for corporations to act as fair and responsible members of society – the same way we expect our friends, neighbours, or even strangers to behave when they interact with us. Business only understands the language of numbers – so by creating a measuring stick, the B Impact Assessment translates this sentiment into the language of business."

Tim Masson, Executive VP, Ian Martin Group

"Salt Spring Coffee is a unique coffee company. Our goal is show our stakeholders complete supply chain transparency. We evaluate all areas of our business from seed to cup, and as a result we have deep commitment to social initiatives through our fair to farmer direct fair trade program and we only sell certified organic coffee. Salt Spring Coffee sees B Corp as an integral part of our Sustainability program. B Corp includes a comprehensive measurement of how our sustainable programs stack up against other businesses and shows us where we are excelling and where finessing is needed. Almost as important it connects us with a network of progressive companies taking a leadership role in sustainability."

Mickey McLeod, President & CEO Salt Spring Coffee.

"We strongly feel that corporations should be a positive influence in society and look closely at their impacts in all areas of sustainability. B Corp is the best example of a third party certification that encapsulates this philosophy."

Ian Walker, President and CEO, Left Coast Naturals

"I am proud to be Certified B Corporation. As a sustainability author and speaker, I need to walk the talk on operating my business as the kind of sustainable enterprise that I encourage others to be. The best blueprint that I could find for a sustainable enterprise is embodied in the B Corp certification questionnaire. It's exciting to be in the next wave of corporations who are shaping the business model for success in the new economy."

Bob Willard, Author The Business Case for Sustainability

"There is a movement underway, a new business class that is changing the fabric of capitalism and the free market from triple bottomline to stakeholder capitalism. I

believe that by putting DIRT in the stakeholder economy the culture of our business is being reshaped. B Corp is not only providing a valuable tool to assess where a company lies in this new market, but also the network to change and improve through best practice.”

Houston Peschl, Head of Sustainability, DIRT Environmental Solutions

“Canadians, especially Albertan’s, recognize the need and benefit to be in the forefront of this social movement. The world’s attention is on our country and how we handle our natural resources. Being a B Corp allows for a company to have recognizable transparency in their business practices as well recognizable certification standards. Not only does B Corp benefit the organization certified, but also the supply chain and community the business operates within, increasing social enterprise and impact investing. These benefits diversify and strength the Canadian economy to withstand the turbulent markets the world is experiencing.”

Houston Peschl, Head of Sustainability, DIRT Environmental Solutions

“DIRT understands that it requires a different approach to be successful, the old business practices of manufacturing are archaic. Through innovative product design, amazing work force culture, and revolutionizing how to manufacture environmentally friendly products within a local economy B Corp allows us to capture many of the intangibles of our unique approach and show the world what we are doing to change manufacturing in North America.”

Houston Peschl, Head of Sustainability, DIRT Environmental Solutions

“Over the past decade, Green Living Enterprises has increased public awareness of environmental issues and inspired personal action through its print publications and The Green Living Show. Our work as a full-service green media, and events company connects our clients to conscientious consumers. We are proud to be a founding member of B Corp, who is rewarding and illuminating those companies that are building the new economy”

Laurie Simmonds, President and CEO Green Living Enterprises

“We added a philanthropy program to our business in 2010, it seemed to be a perfect choice to become a B Corp. I’m hoping that Canadians will realize that they can support companies that have a deeper purpose and so will spend their hard earned money with B Corps like Ecojot.”

Mark Gavin, Founder, Ecojot

Canada’s 39 Founding B Corporations

Company Name	Industry	City	Province	Website
aroundsquare	Wood & wood products	Calgary	AB	www.aroundsquare.com
Benevity Social Ventures, Inc.	Computer programming services	Calgary	AB	www.benevity.org

Better The World	Business support	Toronto	ON	www.bettertheworld.com
Big Room Inc.	Info services	Vancouver	BC	www.bigroom.ca
Borden Communications + Design Inc.	Mgmt consultant	Toronto	ON	www.bordencom.com
Bullfrog Power	Renewable Energy	Toronto	ON	www.bullfrogpower.com
Climate Smart Business, Inc.	Environmental consulting	Vancouver	BC	www.climatesmartbusiness.com
Conscious Brands	Advertising & market research	Calgary	AB	www.consciousbrands.com
DIRTT Environmental Services	Construction Consumer Products	Calgary Scarborough	AB	www.dirtt.net/
Ecojot	Environmental consulting	Elmira	ON	www.ecojot.com
Enviro-Stewards	Environmental consulting	Elmira	ON	www.enviro-stewards.com
Ethical Bean Coffee	Beverages General retail	Vancouver	BC	www.ethicalbean.com/
Ethical Ocean Fairware Promotional Products Ltd.	via Internet Internet retail	Toronto Vancouver West	ON BC	ethicalocean.com www.fairware.ca
Global Reef	Media Media,	Vancouver	BC	www.globalreef.org
Green Living Enterprises	Marketing, Events	Toronto	ON	www.greenlivingonline.com/
Habitat Carbon Assets	Software publishing	Vancouver	BC	www.habitatcarbon.com
Hypenotic	Mgmt consultant	Toronto	ON	www.hypenotic.com/
Ian Martin Group	Employment placement & HR	Oakville	ON	www.ianmartin.com/
Left Coast Naturals	Food products	Burnaby	BC	www.leftcoastnaturals.com/
Living Forest Communities	Real estate development	Victoria	BC	www.livingforestcommunities.com/
Lunapads	Personal care products	Vancouver	BC	www.lunapads.com
Manzinvula Ventures, Inc.	Mgmt consultant	Vancouver	BC	www.manzinvula.com
OtoSim Inc.	Technology	Toronto	ON	www.otosim.com/
PeaceWorks Technology Solutions	Computer programming services	Waterloo	ON	www.peaceworks.ca
Positive Impact Law	Legal	Toronto	ON	www.positiveimpactlaw.com/

Group				
Renewal2	Equity investing	Vancouver	BC	www.renewal2.ca
Salt Spring Coffee	Beverages	Richmond	BC	www.saltspringcoffee.com
Sarona Asset Management Inc	Equity investing	Waterloo	ON	www.saronafund.com
Saul Good Gift Co	Food products	Vancouver	BC	www.itsaulgood.com
Skymeter Corporation SMART	Other land transport	Toronto	ON	www.skymetercorp.com
Watering Systems Inc.	Environmental consulting	Milton	ON	www.smartwateringsystems.ca
Squag.org Inc.	Other recreation	Toronto	ON	www.squag.com
Sustainability Television	Mgmt consultant	Vancouver	BC	www.sustainabilitytelevision.com
Talk2One Ltd	Telecommunications	St.Catharines	ON	www.talk2one.net
The Sustainability Advantage	Environmental consulting	Whitby	ON	www.sustainabilityadvantage.com/
Tyze Personal Networks	Web portals	Vancouver	BC	www.tyze.com
Venture Deli	Mgmt consultant	Toronto	ON	www.venturedeli.com
Water Power Group LP	Engineering	Toronto	ON	www.waterpowergroup.com