Mobilizing the Private Sector To Solve Community Problems
Who Are We?
Council Fire

George Chmael II - gchmael@councilfire.org

- Global management and sustainability consultancy that helps purpose-driven organizations thrive by creating lasting economic, social and environmental value
- 11 “Best for the World” B Corp Awards
- B Corps Ambassadors
- Leads B Local Mid Atlantic
Bethesda Green

Kim Goddu - kim@bethesdagreen.org

We provide a software-based toolkit, in-person workshops and technical support to propel organizations’ contributions to the local and sustainable economy.

- Goals:
  - Triple Bottom Line Impact (people, profit, plant)
  - Engage Local Business Community
  - Connect Incubator Companies
Think Local First DC

Raj Aggarwal - raj@provoc.me

- Launched Kilowatt Smackdown in partnership with the Green Impact Campaign, organizing an assessment of independent businesses to help improve triple bottom line
- THE NUMBERS:
  - 200 Assessments Completed
  - $400,000 Energy Savings Identified
  - 2 million kWh in Annual Energy Savings
  - 740,000 Gallons of Annual Water Savings
- THE IMPACT
  - Educate
  - Advocate
  - Connect
Impact Hub Baltimore

Press Adams - pres@baltimore.impacthub.net

- We support and connect a community of Baltimore changemakers by providing an inspiring workspace and innovative programming to scale and sustain their social impact
- Together, we are building an innovative local economy that advances equity and opportunity
Northern Virginia Partner Coming Soon!

Currently recruiting: local non-profits, economic development agencies and universities

NOVA = Arlington County, City of Alexandria, Fairfax & Loudoun Counties
Why Are We Here?
Our world and country face complex problems

50% of wealth owned by 0.6% of World’s richest

D+ grade for America’s infrastructure in 2017

407.7 ppm carbon in Earth’s atmosphere

18m Americans live in food deserts

What Can Be Done?
Yesterday

Business created limited opportunity

NGOs & Gov’t cleaned up the mess

Tomorrow

Business creates opportunity for all

NGOs & Gov’t enhance the results
A historical culture shift is underway

To use business as a force for good and build a more inclusive economy
Using business as a force for good ... 

❖ To truly move the needle, businesses must work to solve global & local problems such as wealth inequality, climate change, and social justice.

❖ Best for DMV will drive this forward in our region, compelling companies to compete to be the best for the world, not the best in the world.
When we **unleash the power of markets**, we …

* Create more high quality jobs
* Reduce inequality
* Alleviate poverty
* Restore a healthier environment
* Strengthen communities
Building the B Economy Drives Measurable Results

- Higher Wages
- Added Health Benefits
- Extra Volunteer Time
- More Charitable Giving
- Energy and Water Efficiency
- Increased Local Spending
We need *your* help to use the power of business as a force for good!

**Ways to Participate:**

- **Funder:** Provide financial resources for the development and execution of the Best for DMV Challenge
- **Supporter:** Organizations and educational institutions that make contributions to the success of the program
- **Partner:** Organizations that have committed to contributing non-financial resources (pro bono services, expertise) to help ensure overall program success
<table>
<thead>
<tr>
<th>Role</th>
<th>Free Event Tickets</th>
<th>Website Highlights</th>
<th>Social Media Tags</th>
<th>News Letter</th>
<th>Round Table</th>
<th>Brand Promo Speech</th>
<th>Logo Banners</th>
<th>Steering Committee Seat</th>
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<tbody>
<tr>
<td>Angel ($500,000 +)</td>
<td>15</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Champions ($100,000 +)</td>
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<td>Directors ($51K-$100K)</td>
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<td>Executives ($26K-$50K)</td>
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<td>Visionaries ($11K-$25K)</td>
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<td>Entrepreneurs ($5K-$10K)</td>
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</table>
Many regional organizations already hard at work
What Is B Corp?
B Impact Assessment
Measures a business’s impact based on five sectors

**Governance Impact:** Accountability, transparency, and mission focus

**Workers Impact:** Employee’s access to training, benefits, and ownership

**Community Impact:** Local involvement, job creation, diversity, and civic engagement

**Environment Impact:** Water usage, electricity usage, and disposal practices

**Customers Impact:** Customer access to feedback, complaints, and quality assurance mechanisms
B Corp Certification is to business what Fair Trade is to coffee or USDA Organic is to milk.
B Corps Certification

• Requires a score of **80** to qualify

• **2,700+** Certified businesses

• **$100B+** Marketplace
And around the world…

2750+ Certified B Corporations  60+ Countries  150 Industries  1 Unifying Goal
Benefit Corporations: A legal structure used by traditional for-profit corporations that commit to higher standards of purpose, accountability, and transparency. Can be both a benefit corporation and B Corp certified.
B Corps vs. Benefit Corporations

B Corps
- Must take B Corp Assessment
- Available everywhere
- Non corps can participate
- Costs 50-50,000/year
- B Lab reviews applications

Benefit Corporations
- Do not take B Corp Assessment
- Available in 30 states and DC
- Non corps cannot participate
- Costs $70-200 one time
- B Lab helped develop legislation

*Directors consider all stakeholders
*Publish public reports on TBL performance
Benefit Corporations and Certified B Corps in DC, MD and VA

- **DC**
  - Benefit Corporations: 8
  - Certified B Corps: 18
  - Number of Establishments: 23,177

- **MD**
  - Benefit Corporations: 71
  - Certified B Corps: 11
  - Number of Establishments: 138,470

- **VA**
  - Benefit Corporations: 53
  - Certified B Corps: 31
  - Number of Establishments: 199,548
Scratching the Surface

**MD**
- Certified B: 13.4%
- Benefit Corp: 86.6%

**DC**
- Certified B: 69.2%
- Benefit Corp: 30.8%

**VA**
- Certified B: 36.9%
- Benefit Corp: 63.1%
What Is The Best For DMV Campaign?
Educate

- Events and Workshops
- Awards
- Blogs
- Podcasts
- Videos

Impact Hub Baltimore Coworking Space
Assess

Take the Quick Impact Assessment

- Free, confidential tool
- Any employee can use it
- Benchmark performance against thousands of companies

Builds on the B Impact Assessment, used by 50,000+ businesses globally
Support companies in our region to improve their practices:

- B Lab Tools
- Resource Guides
- Training Workshops
- Coaches
- Mentors
Celebrate companies…

- For taking the challenge…
- For committing to improvement…
- For increasing positive impact…

And generate inspiring stories
Best for DMV Goals

- Get businesses to recognize their impact
- Educate and recruit businesses around B Corp
- Bring public attention to participating businesses
- Spark transition to new inclusive economy
- Demonstrate value in growing sustainable business economy
- Measure impact of local businesses on economic, environmental, racial, and social equity
Targets for Program

Best for DMV Progress

- Companies Taking the Assessment
- B Corps

Now | End of 2020 | End of 2021 | End of 2022
How Has It Worked Before?
The Spread of “Best For…” Campaigns

**Completed**
- New York City
- Colorado
- Philadelphia, PA
- Scotland
- Best for the World

**On Going**
- Rhode Island
- Grand Rapids, MI
- Geneva, Switz.

**Planning**
- Metro DC
- Baltimore, MD
- Portland
- Pittsburgh
- Chicago
- Sydney
Achievements from the Best for NYC Campaign

40+ Community Partners engaged in the process

1,300 Businesses employing ~63,000 workers educated by taking Best for NYC Challenge

60+ Workshops for businesses

448 Individuals registered to attend launch events

An Initiative Powered By:

Lead Partners:

Strategic Partners:
The Result
In 10 Years

1,000,000 businesses aware of ‘the issues’
Employing 20,000,000 workers

- **Workers**
  - Higher quality jobs
  - Training and career advancement

- **Customers**
  - Better choices at retail
  - Products that address social issues

- **Communities**
  - Diversity of workplaces, board rooms
  - Higher impact, lower risk supply chains

- **Environment**
  - Lower carbon, waste, water, toxins
  - Fewer resources consumed to make products
## Tangible Benefits for the Mid Atlantic

<table>
<thead>
<tr>
<th>Benefits</th>
<th>In 10 Years</th>
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<tbody>
<tr>
<td>Families supported by a living wage</td>
<td>Workers take advantage of professional development</td>
</tr>
<tr>
<td>Children have quality day care due to employer subsidy</td>
<td>Decisions are made by diverse boards</td>
</tr>
<tr>
<td>More supplying with locally owned businesses</td>
<td>More money raised for local charities</td>
</tr>
<tr>
<td>Less gallons of water used</td>
<td>Acres of wild habitat are preserved</td>
</tr>
<tr>
<td>Workers participate in savings / retirement accounts</td>
<td></td>
</tr>
<tr>
<td>People promoted from underrepresented groups</td>
<td></td>
</tr>
<tr>
<td>Consumers benefit from healthier products</td>
<td></td>
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<tr>
<td>More waste is diverted</td>
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Questions
Preliminary Campaign Budget

Best for DMV Yearly Costs

<table>
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<tr>
<th>Year</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
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<tbody>
<tr>
<td>Cost</td>
<td>$508,500</td>
<td>$573,000</td>
<td>$552,000</td>
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