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2020 Launch of the Best for DMV Campaign

DISTRICT OF COLUMBIA, MARYLAND, VIRGINIA – The [Best for DMV Campaign](#) is a critical regional program that will initiate a new economy built on responsible business serving communities. It seeks to enable and equip the private sector to engage in this most important of efforts and will lead to a shift from the businesses of the past to the businesses of the future. Yesterday businesses created limited opportunity and non-governmental organizations and the government took action after the matter; however, tomorrow, they will create opportunities for all, and non-governmental organizations and the government will enhance the results. Together, these businesses can drive significant improvements in protecting and restoring our ecosystems, responding to the challenges presented by climate change, improving the quality of life of our community members by creating new jobs, paying living wages, providing suitable benefits, offering goods and services that best meet local needs, addressing racial equity and the wealth gap between black and white households, and otherwise supporting strong local economies that serve as the foundation for all of these activities.

At the core of the Best for DMV Campaign is an assessment platform developed by [B Lab](#), the B Impact Assessment (BIA) the world's leading authority on evaluating and vetting impact companies. Companies can learn about the BIA in the [workshop series](#). Best for DMV builds from similar efforts and lessons learned in other communities to create an initiative that is the right fit for our region, emphasizing quality, accessible, family-sustaining jobs and cross-sector collaboration. Our vision of the program is for each jurisdiction



(Montgomery County, Baltimore County, and DC) to personalize the competition as needed, focusing on specific improvement areas that have the most benefit for the businesses in their region. The jurisdictions will then come together to have an overall regional competition.

