

Scorecard

# B-Lab Impact Assessment Methodology

## About B-Lab

COVERAGE OF COMPANIES

**Global**

LAUNCH DATE

**2006**

FOCUS

**Businesses Sustainable Transformation**

LINK:

<https://www.bcorporation.net/en-us/standards/>

# B-Lab Impact Assessment Methodology Score

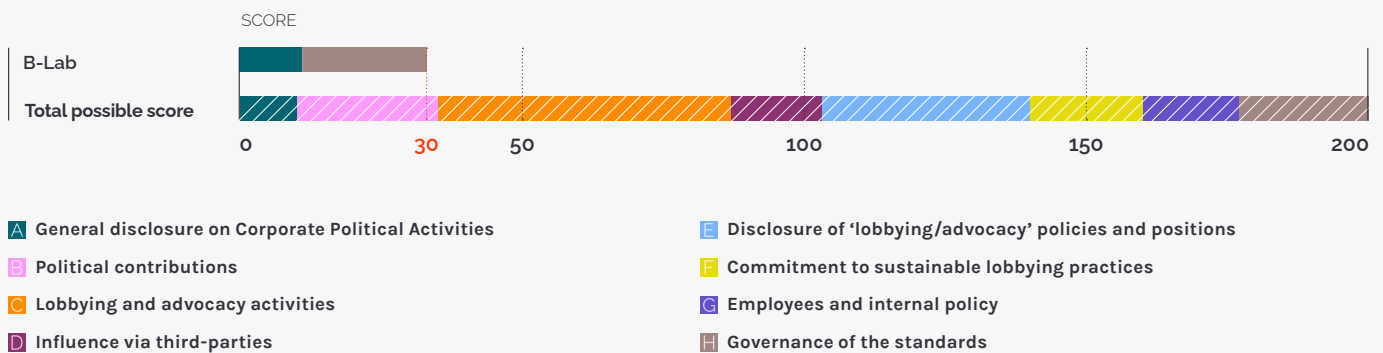


Rank 20 /26

## Tracker Rank and Score for B-Lab

The score is out of a total of 200 and the rank describes the standards position in the 26 standards assessed by the Tracker.

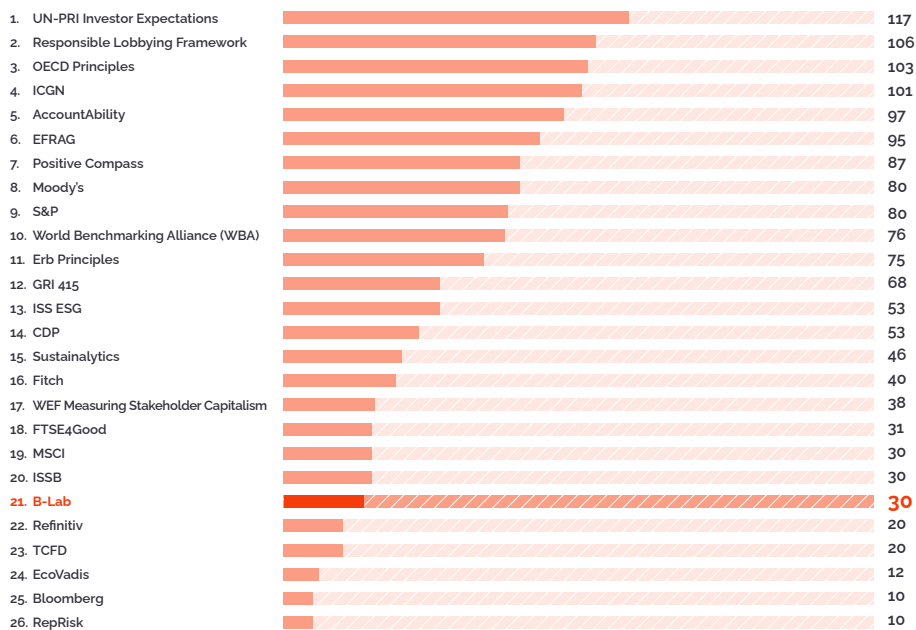
## Category scores of B-Lab



- A General disclosure on Corporate Political Activities
- B Political contributions
- C Lobbying and advocacy activities
- D Influence via third-parties
- E Disclosure of 'lobbying/advocacy' policies and positions
- F Commitment to sustainable lobbying practices
- G Employees and internal policy
- H Governance of the standards

\*Categories where the standard received no points do not appear in the colour-coded graph

## Rank and scores for all standards



# Description

The B-Lab was set up to support companies to engage more consistently in positive impact. The methodology recognises that businesses need comprehensive, credible, comparable impact standards in order to support economic systems change. Since its launch, the B-Lab Impact Assessment Methodology has been used by more than 150,000 businesses. The B Impact Assessment is a digital tool designed to help firms measure, manage, and improve their positive impact performance across a number of thematic areas, including the environment, communities, customers, suppliers, employees, and shareholders. Receiving a minimum verified score of 80 points on the self-assessment tool is also the first step towards B Corp Certification that companies can pursue.<sup>1</sup>

## Summary

**The B-Lab Impact Assessment Methodology receives a Tracker score of 30 out of 200.** The low score reflects the Impact Assessment Methodology's limited focus on corporate political activities. High-level questions in the Governance section imply an interest in corporate political activities, but lack detail. For example, the Assessment Methodology asks companies: **"What practises does your company have in place to promote ethical decision-making and prevent corruption?"** This is an important question but the B-Lab framework does not ask for any details on associated policies or conduct related to lobbying and political activities in particular. The methodology receives points as a number of the assessment categories provide an opportunity for companies to explain their political activities, but the B-Lab questions do not explicitly request this. In addition, the methodology is designed to take feedback from users, providing opportunities to update the B-Lab questionnaire in response to evolving market norms.

# Opportunities for improvement

The B-Lab Impact Assessment Methodology could update its references to corporate political activities and review elements of the 8 Tracker categories which could be included in the ongoing revision of the B-Lab Impact Assessment. In Tracker Category F, on sustainable lobbying, the B-Lab methodology asks important questions, but these are not actually used in the scoring of company conduct. For example, the governance section of the B-Lab framework asks companies to describe their “approach to creating positive impact” but indicates that this is an unweighted question that will not impact on the company B-Lab score and is asked only for internal research and benchmarking purposes. This and a number of other opportunities to formalise questions and results relating to corporate political activities would enhance the B-Lab Tracker score.

Additional questions from Tracker Category D, ‘Influence via third parties’ and on employee conduct would help to make the B-Lab assessment more complete, and reflect the importance of corporate political activities in influencing sustainability outcomes. As of today, certified B corps appear to have limited awareness of the importance of corporate political conduct as a precondition for the realisation of their broader sustainable commitment towards society and the environment.

## Endnotes

- 1 <https://www.bcorporation.net/en-us/certification/>

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