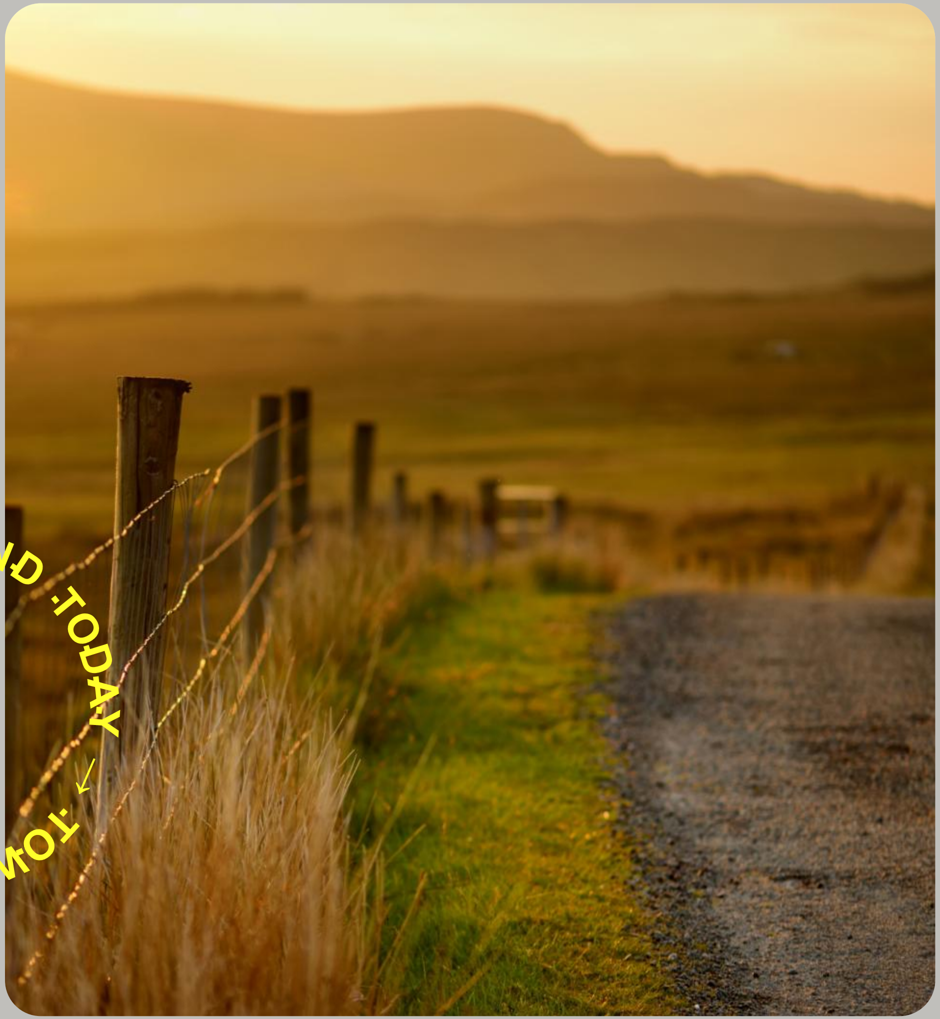
Designing a Sustainability Strategy for B Corp Success

Empowering businesses to go beyond



BEYOND TODAY → TOWARDS TOMORROW →

BEYONDLY | Certified B Corporation

What we will be covering...

Understanding B Corp and its Benefits

Embedding the B Corp Pillars into a Sustainability Strategy

B Corp Case Studies

Q&A

Meet the team

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An advocate for the importance of sustainability and environmental protection and conservation

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Passionate about supporting others in reducing their environmental impact

We develop better solutions for a brighter tomorrow

Our services

Compliance

Packaging Compliance
- Civil Sanctions
- PRN Procurement

WEEE Compliance
- Scoping Service

Batteries Compliance

International Compliance

Plastic Packaging Tax

PPWR

Energy Savings Opportunity Scheme (ESOS)

Streamlined Energy & Carbon Reporting (SECR)

Collections
- WEEE Collections

Consultancy

Sustainability
- Sustainability Strategy
- Carbon Management & Offsets
- B Corp

Resource Efficiency
- Sustainable Packaging
- Product Carbon Footprint (PCF)
- Zero Waste to Landfill

Data

Packaging
- Data Gathering
- Obligation Calculations
- Data Insights
- Nation Data

WEEE and Batteries
- Data Gathering
- Obligation Calculations
- Data Insights

Why sustainability matters

World Economic Forum – Global Risks – 2026

FIGURE 3

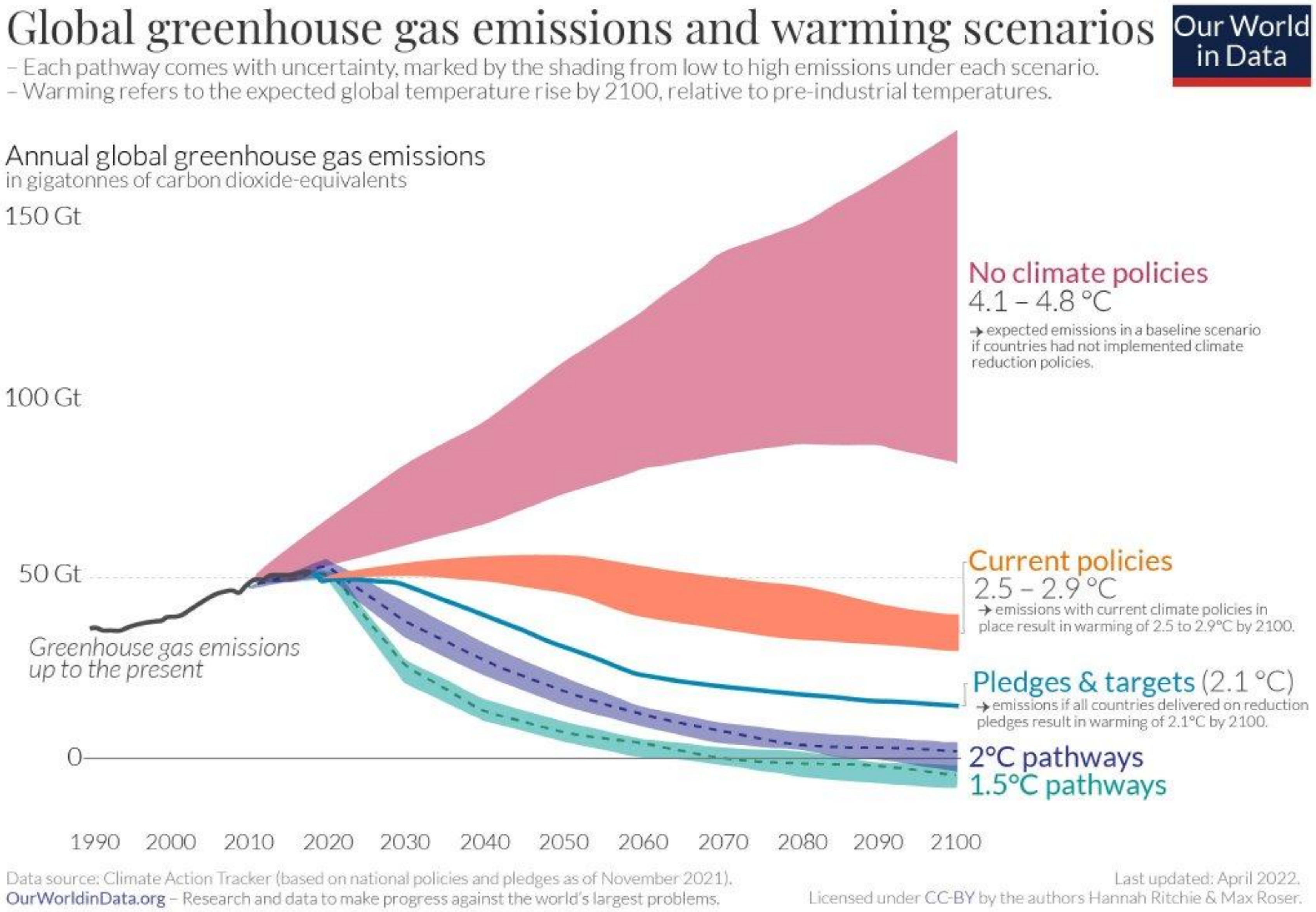
Global risks ranked by severity, short term (2 years) and long term (10 years)

"Please estimate the likely impact (severity) of the following risks over a 2-year and 10-year period."

	Short term (2 years)		Long term (10 years)
1.	Geoeconomic confrontation	1.	Extreme weather events
2.	Misinformation and disinformation	2.	Biodiversity loss and ecosystem collapse
3.	Societal polarization	3.	Critical change to Earth systems
4.	Extreme weather events	4.	Misinformation and disinformation
5.	State-based armed conflict	5.	Adverse outcomes of AI technologies
6.	Cyber insecurity	6.	Natural resource shortages
7.	Inequality	7.	Inequality
8.	Erosion of human rights and/or of civic freedoms	8.	Cyber insecurity
9.	Pollution	9.	Societal polarization
10.	Involuntary migration or displacement	10.	Pollution

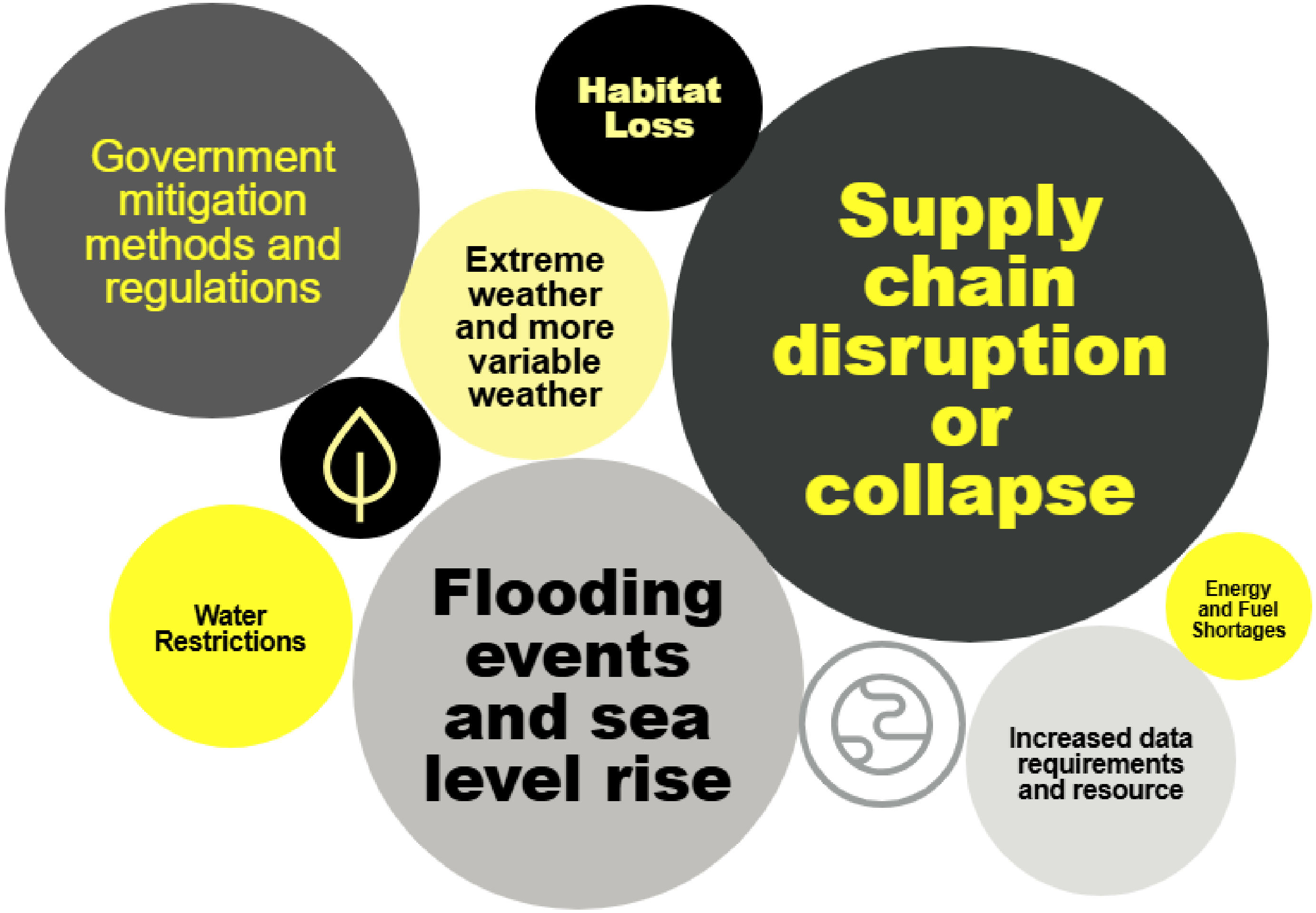
Source
World Economic Forum Global Risks Perception Survey 2025-2026

Risk categories
Economic Environmental Geopolitical Societal Technological

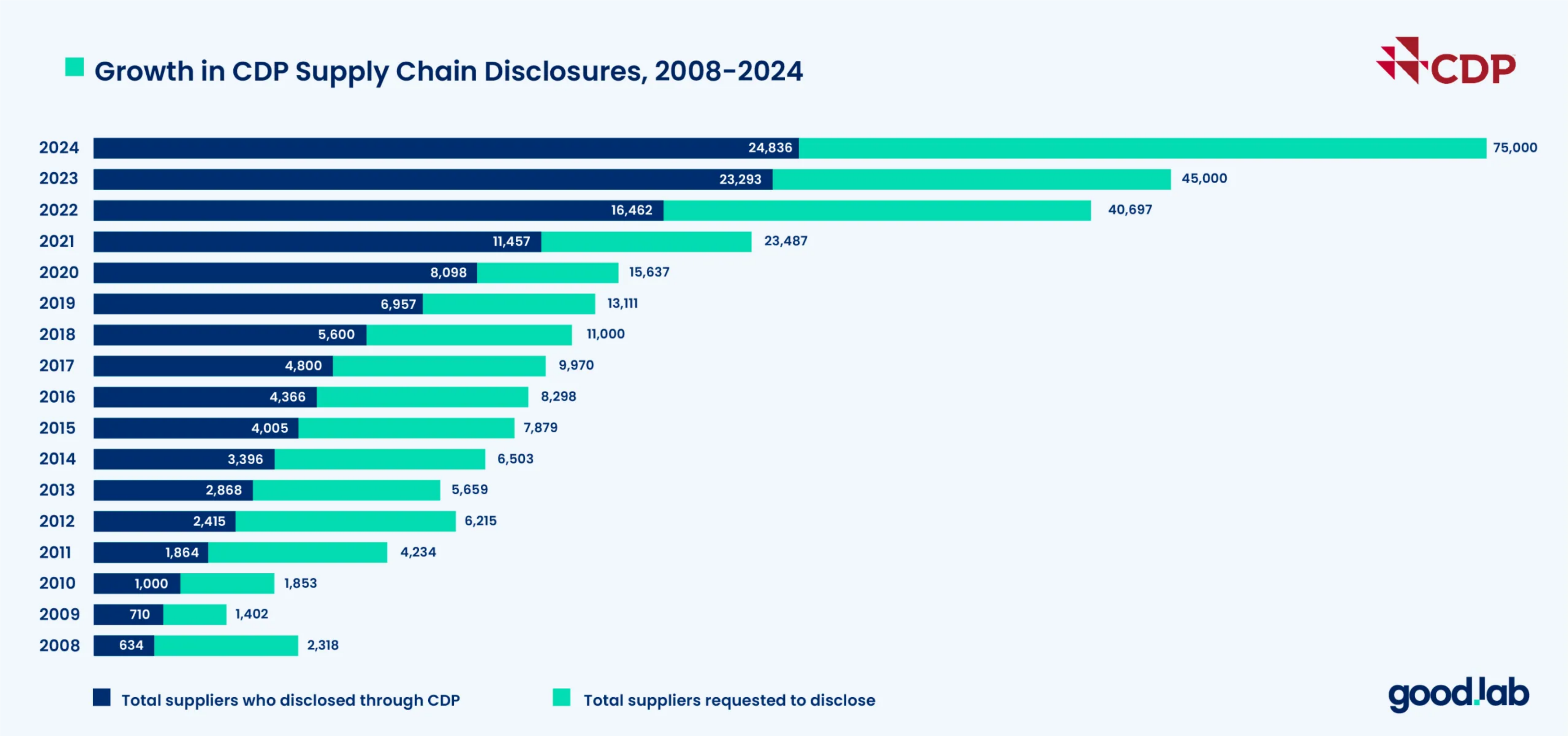

Global greenhouse gas emissions and warming scenarios
Our World in Data
– Each pathway comes with uncertainty, marked by the shading from low to high emissions under each scenario.
– Warming refers to the expected global temperature rise by 2100, relative to pre-industrial temperatures.
Annual global greenhouse gas emissions
in gigatonnes of carbon dioxide-equivalents
150 Gt
100 Gt
50 Gt
0
Greenhouse gas emissions up to the present
No climate policies
4.1 – 4.8 °C
→ expected emissions in a baseline scenario if countries had not implemented climate reduction policies.
Current policies
2.5 – 2.9 °C
→ emissions with current climate policies in place result in warming of 2.5 to 2.9°C by 2100.
Pledges & targets (2.1 °C)
→ emissions if all countries delivered on reduction pledges result in warming of 2.1°C by 2100.
2°C pathways
1.5°C pathways
1990 2000 2010 2020 2030 2040 2050 2060 2070 2080 2090 2100
Data source: Climate Action Tracker (based on national policies and pledges as of November 2021).
OurWorldinData.org – Research and data to make progress against the world's largest problems.
Last updated: April 2022.
Licensed under CC-BY by the authors Hannah Ritchie & Max Roser.

BEYONDLY

Impact to Business

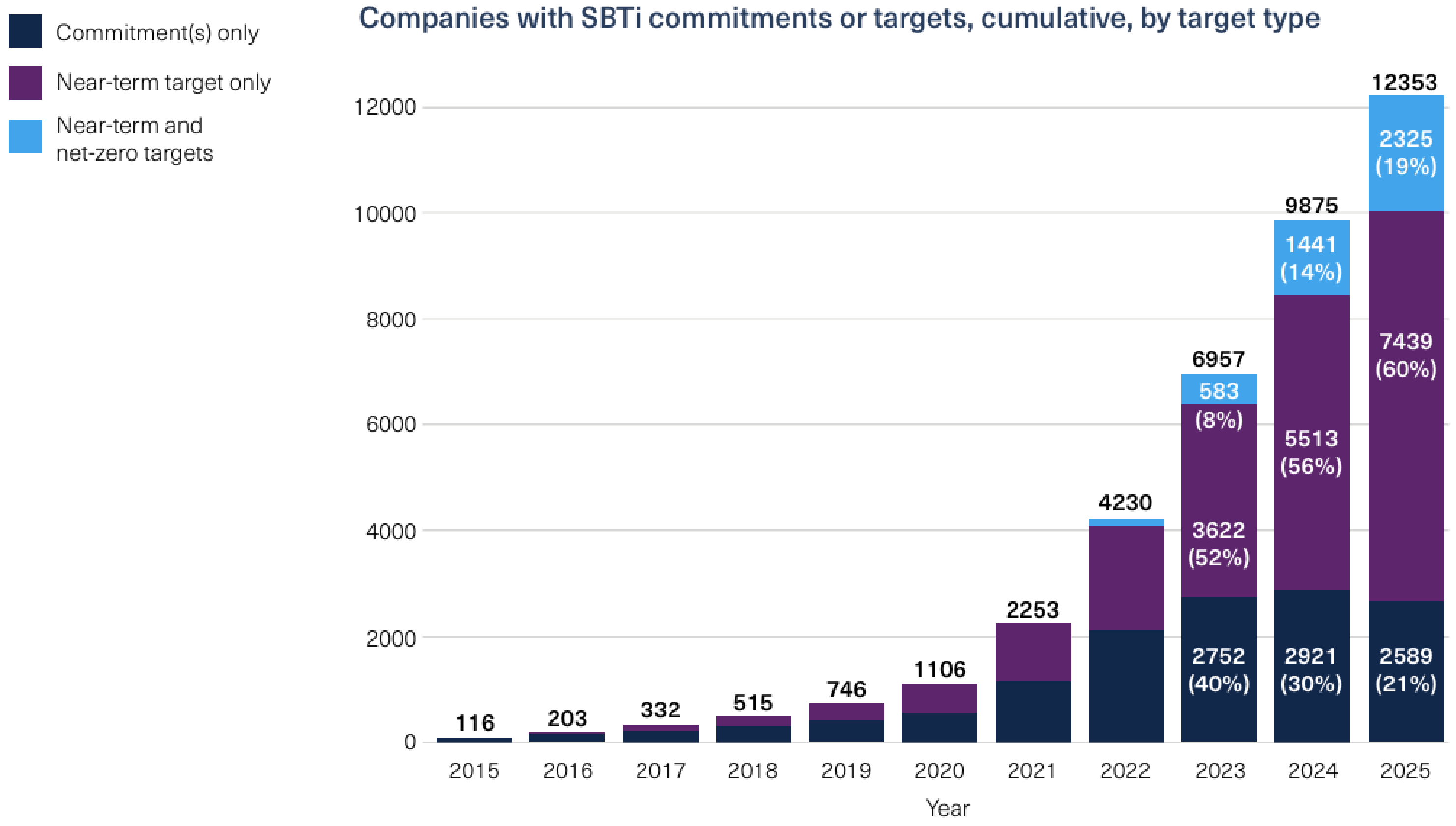


Carbon Disclosure Project (CDP)



Science Based Targets

SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



Note: Percentages indicate the share of the cumulative total in each year.

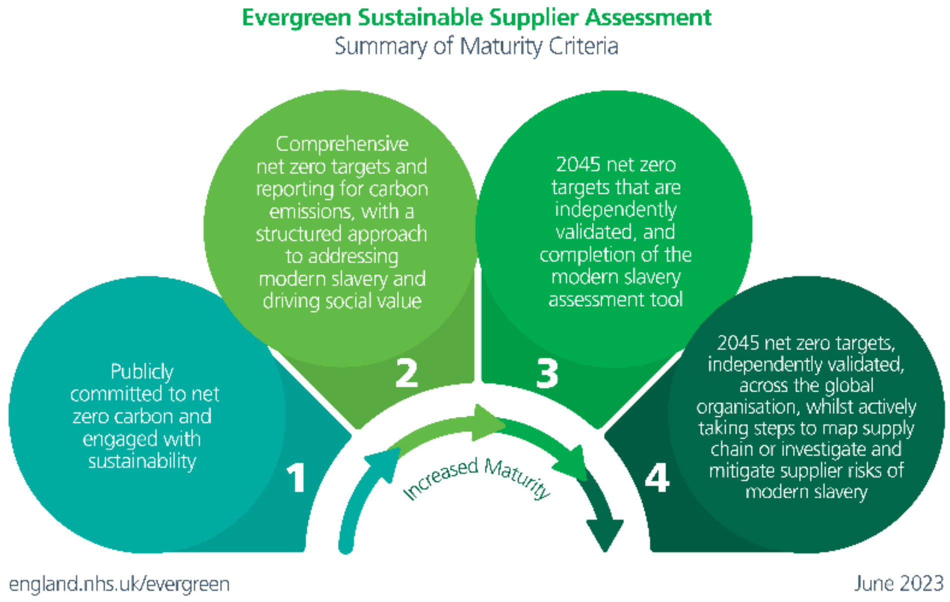
Source: SBTi (data correct up to end of 2025)

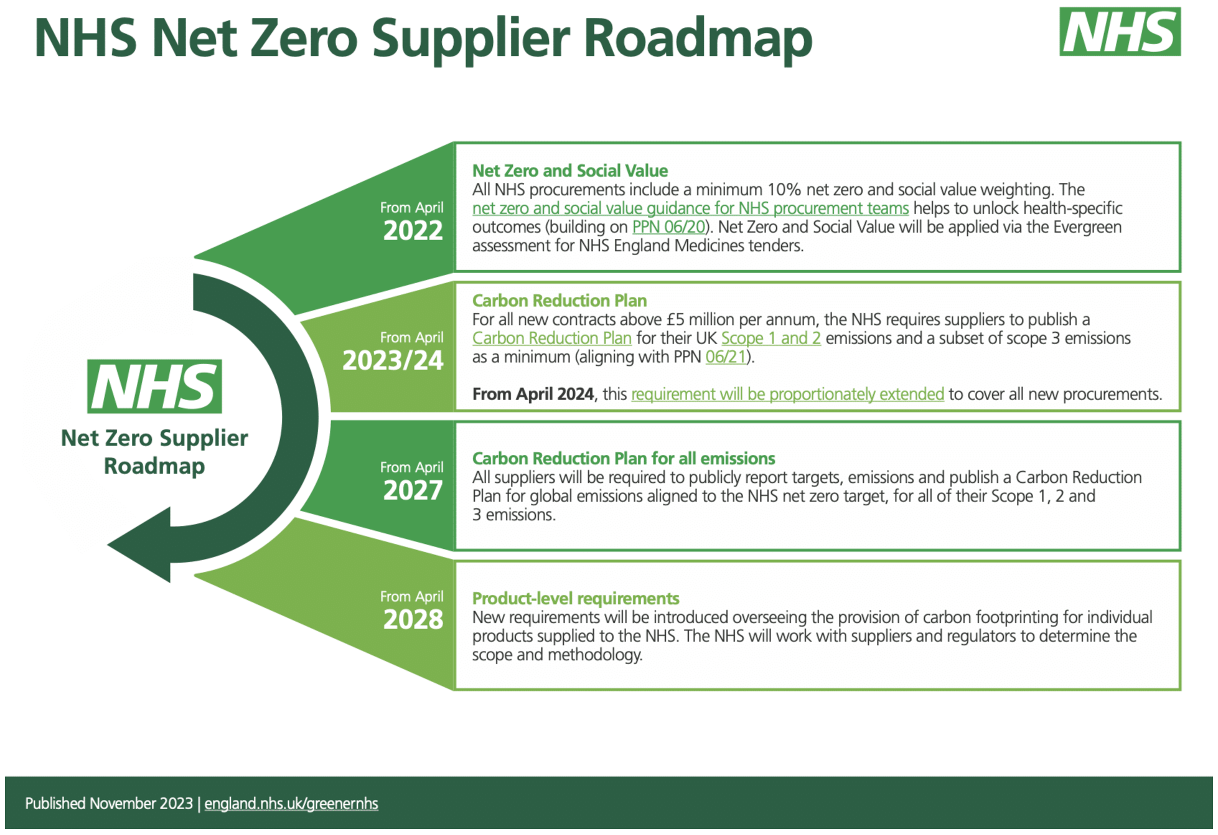
Governmental Initiatives


Cabinet Office

Procurement Policy Note – Taking Account of Carbon Reduction Plans in the procurement of major government contracts

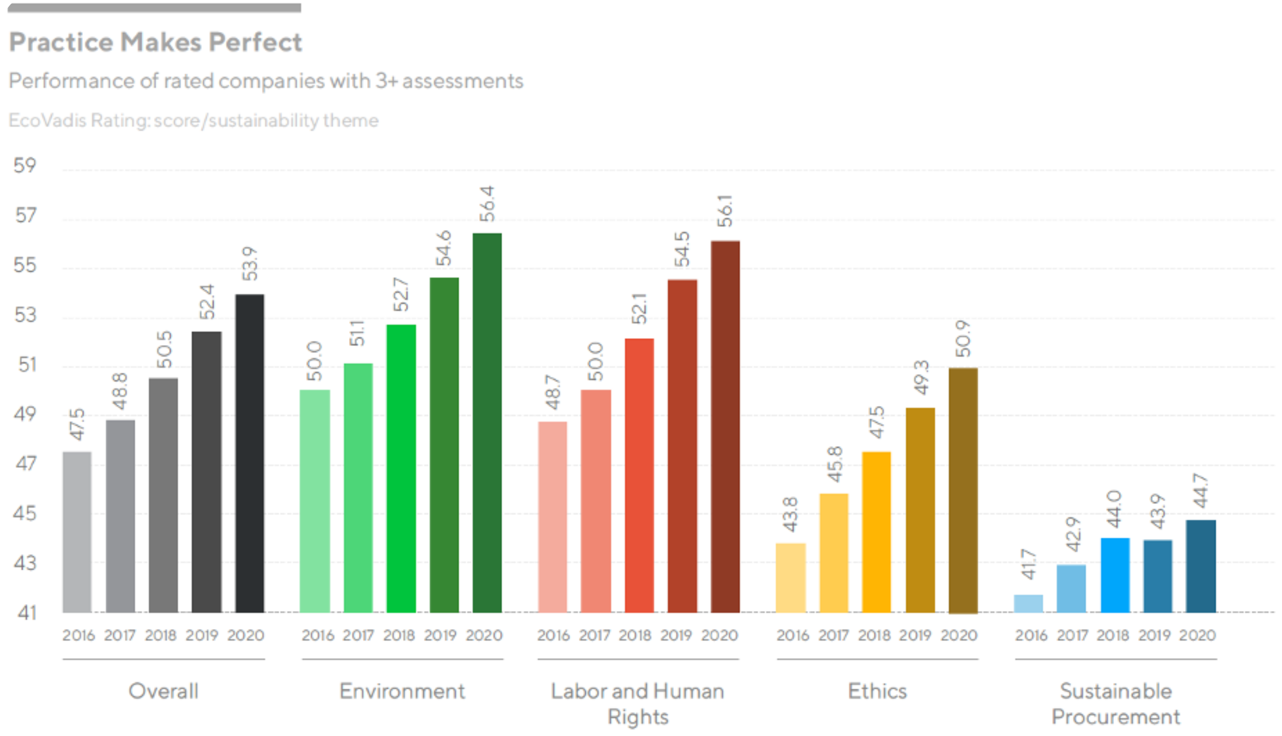
Action Note PPN 06/21 05/06/2021





EcoVadis

Environment
Ethics
Labor &
Human Rights
Sustainable
Procurement



Practice Makes Perfect
Performance of rated companies with 3+ assessments
EcoVadis Rating: score/sustainability theme
59
57
55
53
51
49
47
45
43
41
Overall: 2016 47.5, 2017 48.8, 2018 50.5, 2019 52.4, 2020 53.9
Environment: 2016 50.0, 2017 51.1, 2018 52.7, 2019 54.6, 2020 56.4
Labor and Human Rights: 2016 48.7, 2017 50.0, 2018 52.1, 2019 54.5, 2020 56.1
Ethics: 2016 43.8, 2017 45.8, 2018 47.5, 2019 49.3, 2020 50.9
Sustainable Procurement: 2016 41.7, 2017 42.9, 2018 44.0, 2019 43.9, 2020 44.7

Understanding B Corp and its Benefits

Poll: How much do you know about B Corps?

BEYOND TODAY TOWARD

What is a B Corp?

An assessment and verification of a company's social, environmental, and governance impact against B Lab's Standards

A commitment to responsible business practices to benefit people and the planet, not just shareholders

Foundation Requirements

Eligibility Requirements

A company must be legally incorporated, be in operation for at least 12 months, and generate a majority of revenue from a competitive market.

They must comply with laws and regulations and not be materially involved in industries that undermine B Lab's theory of change

Legal Requirements

A company must adopt the B Corp Legal Requirement, ensuring accountability to all stakeholders. This involves embedding stakeholder governance principles into legal frameworks and signing the B Corp Declaration of Interdependence.

Risk Assessment

A company must create a risk profile using B Lab's risk profiling tool. This process determines the number of additional requirements that the company must meet as part of the B Corp Certification process.

Company Tracks

Size	Number of Workers (FTE)	Revenue (USD)
XX Large	10,000+	>1.5 billion
X Large	1,000–9,999	>350 million <1.5 billion
Large	250–999	>75 million <350 million
Medium	50–249	>10 million <75 million
Small	10–49	>2 million <10 million
Micro	1–9	<2 million
Company without workers	0	

Sector	Definition
Manufacturing	A company that manufactures >10% of its own products for sale or manufactures products for sale by another company or brand (e.g. contract manufacturers, assembly lines, breweries, livestock producers)
Wholesale/Retail	A company that earns over 10% of its revenue from selling physical products, but does not own or operate the manufacturing processes or facilities responsible for the creation of those physical goods (e.g. grocery stores, e-commerce retailers, consumer goods companies that do not manufacture their own product, wholesalers of physical goods)
Services with Minor Environmental Footprint	A company that earns 90% or more of its revenue from services that do not involve selling physical products nor require a physical location for their delivery. (e.g. law firms, marketing & communications agencies, software companies)
Services with Significant Environmental Footprint	A company that earns 90% or more of its revenue from services that involve significant machinery or equipment, or require a specific operational location (often key to delivering the service). (e.g. hotels, restaurants, landscaping companies, universities)
Agricultural Growers	A company that either: • earns over 10% of its revenue from products grown on its farm or agro-processing facility, from managing land to grow and harvest crops, or from raising and managing livestock • sources the majority of its raw materials directly from growers or livestock producers. (e.g. vegetable farms, coffee plantations or roasters, tree planting companies, livestock farms or ranches.).

The Certification Process

1. Register your Company
Company
To start the B Corp certification process, the company must register itself in B Impact by providing initial company details.

2. Assess Eligibility for Certification
B Lab & Company
The company assesses itself against the required B Lab Standards Foundation Requirements through the Certification Setup process. B Lab reviews this information to determine whether the company is eligible for B Corp Certification.

3. Identify Certification Scope, Track and Eligible Brands, Create Risk Profile
B Lab & Company
First the company completes a risk profile by answering key questions, next it details its structure, size, sector, and industry. B Lab then defines the certification scope and track. The company may register brands for logo use (B Lab confirms eligibility).

4. Complete Self-Assessment
Company
A self-assessment is generated in B Impact based on the company's track and risk profile. The company fully completes the self-assessment by uploading evidence for the Impact Topic requirements in B Impact.

5. Sign B Lab Agreement
Company
The company signs the B Lab Agreement.

6. Assign Assurance Provider
B Lab
B Lab assigns an assurance provider to the company and provides the completed self-assessment and certification scope memo to the assurance provider.

7. Prepare for Audit
Company & Assurance Provider
The company and assurance provider sign the assurance provider agreement and prepare for the audit.

8. Conduct Audit
Assurance provider
The assurance provider conducts a third-party audit, which includes a review of the company's self-assessment and corresponding evidence. Audits may be onsite or remote, depending on the track of the company.

9. Issue Corrective Action and Audit Report
Assurance provider
The assurance provider issues a Corrective Action Report and an Audit Report to the company. These reports include details of any nonconformities with the B Lab Standards, along with timelines and instructions for addressing them.

10. Address Nonconformities
Company
The company develops and submits a Corrective Action Plan to the assurance provider detailing how it will address nonconformities. It also submits evidence to resolve any major nonconformities within the required timelines indicated in the Corrective Action Report.

11. Make Certification Decision
Assurance provider
The assurance provider makes a certification decision. A positive certification decision can only be made if any major nonconformities have been closed within the assigned timeline.

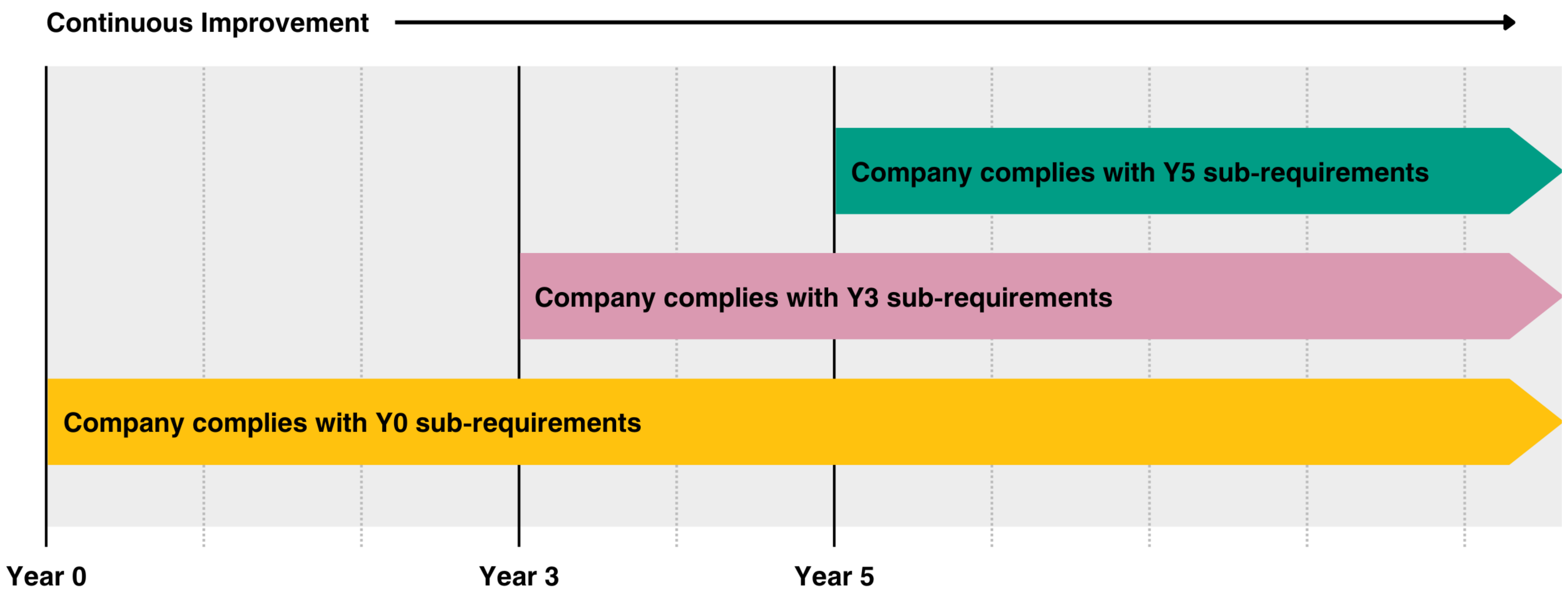
12. Issue Certification
Assurance provider
If a positive certification decision is made, the assurance provider issues a certificate. This is valid for a period of a maximum of five years, subject to the company undergoing surveillance and recertification audits.

13. Issue License
B Lab
After the certificate has been issued and the company has signed the B Lab License Agreement, the company's B Corp profile will be created and published to the B Lab website.

14. Conduct Year 3, Surveillance and Recertification Audits
Assurance provider
Certified companies undergo Year 3, surveillance, and recertification audits to maintain their B Corp certification and license. The assurance provider conducts these audits, with the frequency set by the company's track.

Certified B Corporation

Continuous Improvement



Benefits

“About 1 in 4 consumers have heard of a B Corp or Certified B Corp.”

B Corp Brand Awareness Report, 2024 (only representative of Global North).

Join a Network

Connect to a global network of pioneering, purpose-driven businesses taking collective action on society’s most pressing issues

Credible Certification

B Corp Certification is independently verified and audited by a third party, based on ISO 17021-1 requirements

Consumer Trust

Harness the brand recognition of the B Corp logo and signal to your customers that your sustainability claims are legitimate.

Impact Management

The standards span social, environmental, and governance business practices, from climate action to human rights.

Ensure Compliance

Make substantiated claims, reduce the risk of greenwashing, and comply with sustainability-related regulations.

Talent Attraction

Show future talent what you stand for as a business, and create pride and engagement among your employees.

Embedding the B Corp Pillars

Poll: What is your key sustainability challenge?

BEYONDLY

Purpose and Stakeholder Governance

- Defining a clear business purpose and making decisions that consider workers, customers, communities, the environment and shareholders
- Embedding stakeholder accountability into governance, decision-making and, where applicable, legal structures
- Create practical mechanisms for stakeholder input, such as worker representation, sustainability committees, grievance processes or board-level oversight
- Responsible marketing and communications, helping businesses avoid greenwashing and communicate impact transparently
- **Key message:** Purpose must be backed by measurable goals, leadership accountability and governance structure

Greenwashing – Making Claims

- The company's claims are precise, verifiable, and substantiated using reliable or scientific data. Fulfilling this criteria may involve, for example:
  - providing data sources along with claims
  - avoiding overstating claims about unproven technology
  - using consistent calculation methods and data sources when comparing two or more products or services
  - being realistic about claims that depend on specific conditions — meaning the company evaluates the likelihood of certain conditions and makes a claim only if the conditions are widely met.

- The company is truthful, transparent, and accountable about the social and environmental impacts of its operations, both positive and negative. Fulfilling this sub-requirement may involve, for example:
  - ensuring claims about the company's social and environmental impacts are relevant
  - being truthful and transparent about the company's progress on its social and environmental strategies
  - communicating clearly about the social and environmental impacts of the company's products and services (e.g. high carbon-emitting sectors acknowledging the less climate-positive aspects of their activities in advertisements).

-> Review claims around "ethical", "sustainable", "responsible", "low impact", "circular", etc

2022 Strengthened Code of Practice on Disinformation | Shaping Europe's digital future

Misleading environmental claims and social responsibility in advertising - ASA | CAP

Climate Action

- Credible, measurable steps that help businesses align with a 1.5°C pathway and support global net zero by 2050
- Developing climate action plans, with larger businesses required to measure GHG emissions and set validated science-based targets
- Practical action over perfect data — setting measurable targets in areas such as travel, purchased goods, materials and transportation
- Transparency and accountability, including public sharing of climate plans and progress
- Climate leadership expectations, including alignment between climate ambition, advocacy and a just transition for affected stakeholders
- **Key message**: Prioritise the emissions hotspots that usually sit beyond direct operations and turn climate targets into procurement and product decisions

BEYONDLY

What is Net Zero?

Essentially, we reach net zero when the amount of carbon dioxide we add is no more than the amount taken away.

No clear definition of the term as yet.

Emerging consensus…

Net zero emissions means reducing emissions as much as possible whilst acknowledging that where greenhouse gas emissions still occur, they must be offset entirely through long term storage.

Any residual emissions that cannot be eliminated must be offset by actively removing an equivalent amount of GHGs from the atmosphere through measures such as carbon capture, utilisation, and storage (CCUS) or nature-based solutions (e.g., reforestation, soil carbon sequestration).

Emphasis is on absolute emission reduction and the need to transform business models and operations, aiming for permanent and systemic decarbonisation.

Carbon Management Journey

Reduce your carbon emissions and achieve net zero. Together, we can protect our planet.

Measure your emissions

- Calculate the carbon footprint of your organisation in line with the Greenhouse Gas (GHG) Protocol Corporate Standard, covering scope 1, 2 and 3 emissions, as required.

Target setting

- Set realistic targets to reduce your footprint over time, including Science Based Targets or a commitment to net zero if desired.

Reducing emissions

- Provision of carbon management plans tailored to help achieve specific carbon reduction targets, with inclusion of recommended improvement areas. Plans can be created to comply with PPN 06/21 for organisations bidding for government contracts.

Offsetting

- Procure high-quality, third party verified offsets to use alongside reductions in emissions as part of your carbon management strategy, with certification of Carbon Neutrality.

Read our Hi-Tec Europe case study here

Scope 1 and 2 Carbon Footprint Measurement

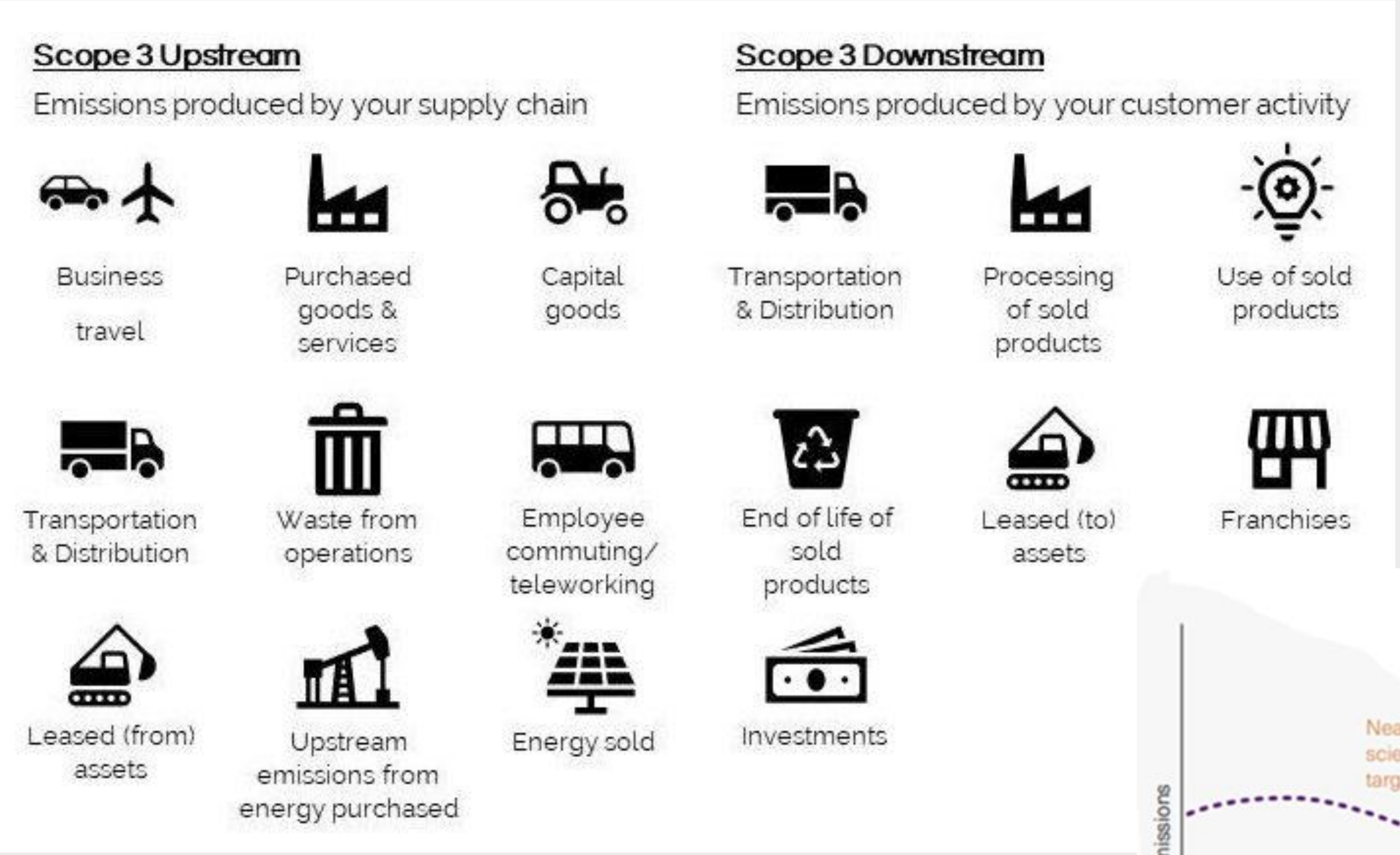
A ‘carbon footprint’ is a measure of the emissions produced as a result of an organisation’s operations.

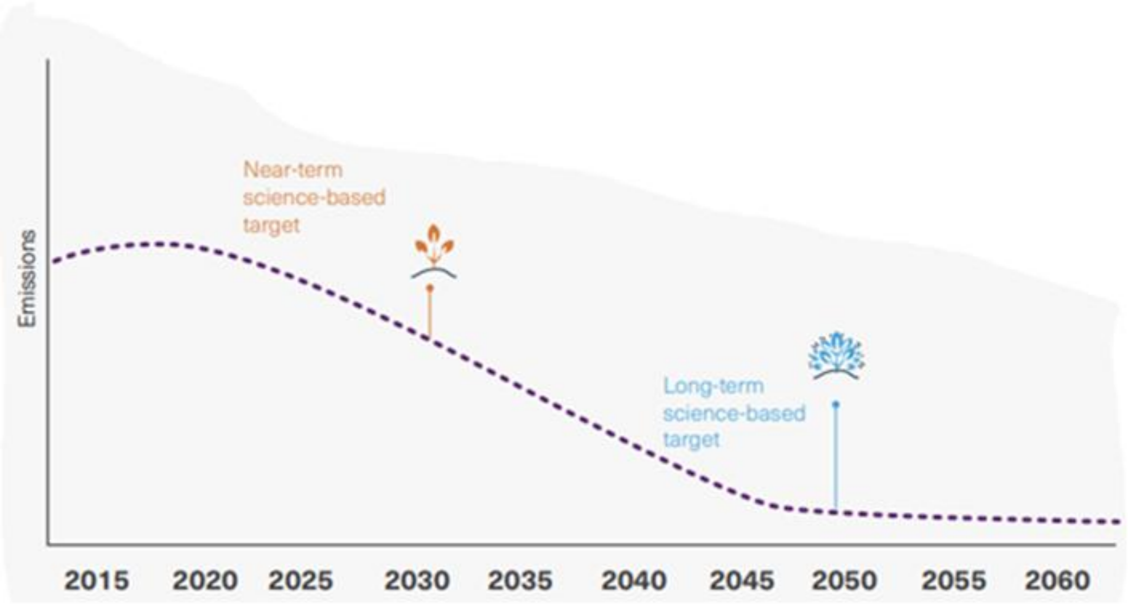
The calculation of a carbon footprint is normally done based on carbon emitted over a period of time (usually a year).

It involves calculating the total emissions released to the atmosphere:

- **Direct greenhouse gas (GHG) emission:** GHG emissions from GHG sources owned or controlled by the organisation e.g., gas in boilers located at the company sites.
- **Indirect greenhouse gas emission:** GHG emissions that are a consequence of an organisation's operations or activities, but that arises from GHG sources that are not owned or controlled by the organisation e.g., electricity generation emissions at a power plant.

Scope 3 Emissions & Science Based Targets





A Case Study

Stocksigns
Your Personal Signage Expert

Stocksigns Ltd are a UK manufacturer and supplier of health and safety and custom-made signs. They have been a loyal customer since 2019, when they first approached Beyondly asking for support with accelerating their carbon management strategy. They were receiving pressure from investors and customers, which all businesses are now facing, and wanted to have a more positive environmental and social impact.

Here's how we helped…

- Calculated Stocksigns Ltd carbon footprint to include scopes 1, 2 and selected scope 3 categories.
- Conducted a virtual energy audit to highlight improvement areas.
- Discussed legislation and pathways to net zero.
- Purchased verified carbon offsets.

"Beyondly were recommended to us by a trusted supplier. We had a need to progress our carbon stance, but as an SME we were nervous as to how this may manifest itself. From the outset, all our fears were dispelled as this service, support and execution of a carbon plan were professionally managed. We have since engaged their services to support our CSR/ESG programme and once again have been delighted with the way in which they take on the challenge. I would be delighted to endorse Beyondly on any platform"

Justice, Equity, Diversity & Inclusion

- Breaking down barriers so people can reach their full potential, supporting safer, more inclusive workplaces and a more equitable economy
- Be specific and intentional about advancing justice, equity, diversity and inclusion across the workplace and value chain
- Requirements are designed to be flexible and context-specific, recognising that relevant barriers differ by geography, culture, legal context and demographics
- Choose from a “menu” of practical actions covering foundations, workplace practices and wider impacts, such as inclusive hiring, supplier diversity and leadership diversity
- **Key message:** Ask where people may be unintentionally excluded, then prioritise actions that are proportionate

Government Affairs and Collective Action

- Using influence beyond the business itself to support systemic social and environmental change
- Engage in collective action, such as mentoring, research, multi-stakeholder collaboration or policy advocacy
- Responsible lobbying, including transparency on lobbying positions, political contributions and intermediary organisations
- Responsible tax practices, with larger companies expected to publish tax policies and country-by-country tax reporting
- **Key message:** Identify most material issues, then collaborate with peers, communities or policymakers where they can create more impact collectively than alone

Fair Work

- Creating workplaces where people feel valued, heard and empowered, with fair pay, clear expectations and open dialogue
- Fair wages and workplace culture, focusing on a company’s own workers rather than supply chain workers
- Provide clear employment expectations, including contracts, and take action on wages for lowest-paid workers
- Wage fairness measures, such as living wage action, collective bargaining, transparent wage scales and addressing wage gaps
- **Key message:** Build worker feedback into decisions, so culture, pay and governance improve as the business grows

Human Rights

- Understanding where operations and value chain may negatively affect people, then taking action to prevent or reduce harm
- Aligns with the UN Guiding Principles on Business and Human Rights, making human rights due diligence a clear expectation
- Human rights due diligence across employees, supply chain workers, buyers, consumers and clients, identifying where risks to people may arise
- Fairer supplier contracting, remediation for larger companies and additional requirements for conflict-affected situations
- **Key message:** Map where people could be harmed across the business and value chain so human rights risks can be identified and built into decision-making.

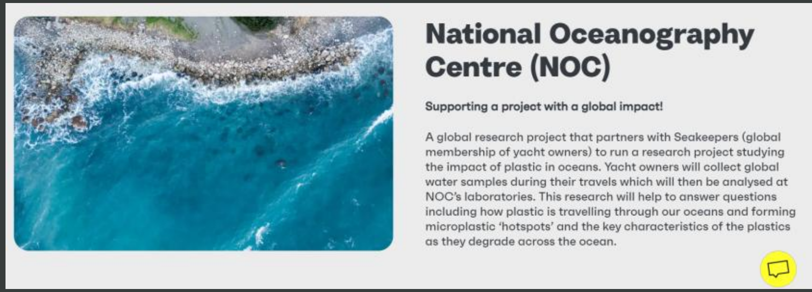
BEYONDLY

Environmental Stewardship and Circularity

- Understanding and reducing environmental impacts across a company's operations and value chain
- Identify material environmental impacts, so action is focused where the business has the greatest actual or potential negative effect
- Resource use, responsible procurement, supply chain traceability and supplier engagement, particularly for high-risk raw materials
- Encourages movement up the circular hierarchy by prioritising renewable, reused or recycled materials and reducing single-use products and packaging
- **Key message:** Design environmental responsibility into practices and products so circularity and stewardship become part of the brand's foundations

B Corp Case Studies

Our Impact



People

- 4 years of donating 5% of our net profit to charity through our Fund for Change.
- In 2025 we achieved Investors in People Platinum Award & Investors in Wellbeing Platinum Award.

Planet

- Calculate and report on our full scope 1, 2 & 3 emissions
- Net zero commitments
- Car share scheme for employees

Performance

- Have a reward framework for employees that encourages cross-team collaboration and skills development.
- B Corp Certified

View our full Impact Report here

BEYONDLY

Beyondly Environmental Initiatives

- Net zero office with ground sourced heat pump
- 100% renewable energy tariff
- Electric pool car
- Employee Car Share Scheme
- EV Salary Sacrifice Scheme
- Bike to Work Scheme
- Waste disposal – recyclables, general, flexibles, aluminium foil, blister packs
- Internal waste audits and training sessions
- UN Race to Zero commitment
- Working with our procurement teams and suppliers

Northern Monk

4

DONATE £150K BY END OF 2025

MATERIALITY ASSESSMENT

PROVIDED BY

BEYONDLY

Commitments & Priorities

WE HAVE BASED OUR POSITIVE IMPACT COMMITMENTS AND PRIORITIES ON THESE KEY DRIVERS: *Our Mission, Our Values,* AND A *Materiality Assessment.* THESE POINTS EACH CONTRIBUTE TO WHAT WE CHOOSE TO FOCUS ON IN THE LONG TERM BECAUSE THEY ARE INTEGRAL TO THE BUSINESS AS A WHOLE, AS WELL AS OUR INTERNAL AND EXTERNAL STAKEHOLDERS.

COMMITMENTS

NORTHERN MONK HAS ALWAYS BEEN COMMITTED TO DO RIGHT. THIS INCLUDES DOING RIGHT BY THE ENVIRONMENT, OUR PEOPLE, AND THE COMMUNITY. OUR THREE MAIN COMMITMENTS IN THESE AREAS ARE TO BECOME CARBON-ZERO IN OUR DIRECT EMISSIONS BY 2030, TO BE THE BEST REAL LIVING WAGE EMPLOYER WE CAN BE, AND TO DONATE A TOTAL OF £150,000 BY THE END OF 2025 VIA OUR *Faith In Futures Foundation.* WE ARE ALSO CONCENTRATING ON BECOMING A CERTIFIED B CORPORATION.

In 2024 we formalised our sustainability commitments under Faith in Futures and structured our initial focuses through staff suggestions (64 were received, and **90%** were actioned or responded to by the end of the year) and the completion of a materiality assessment, through which we surveyed thousands of stakeholders including employees, Northern Monk Patrons, customers, suppliers and shareholders.

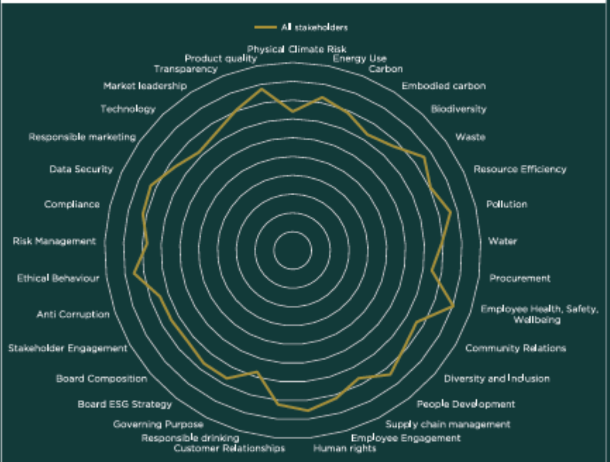
PRIORITIES

We're not stopping there. On top of these commitments, we have several other focal points stemming from our materiality assessment, *shown here on the right.*

FACTOR	RANK
Employee Health, Safety, Wellbeing	1
Product quality	2
Pollution	3
Waste	4
Human rights	5

FACTOR	RANK
Ethical Behaviour	6
People Development	7
Energy Use	8
Data Security	9
Customer Relationships	10

MATERIALITY ASSESSMENT: AVERAGE PRIORITY SCORE BY FACTOR



Northern Monk Impact Report 2025

Ciaran Shier, Positive Impact Manager at Northern Monk comments on Beyondly's support:

"Beyondly's B Corp course is excellent. As a business which has just started completing our Impact Assessment, it provided some valuable insight which will go a long way to ensuring we are able to complete the assessment in-house. The trainer's knowledge but also their passion for the positive impact that completing a B Corp assessment can make to a business was clear, all backed up by them having completed the process themselves which gives first-hand experience of the process. Highly recommend."

Ben & Jerry's

Our Product Mission drives us to make fantastic ice cream—for its own sake.

To make, distribute, and sell the finest-quality ice cream and euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients and promoting business practices that respect the Earth and the Environment.

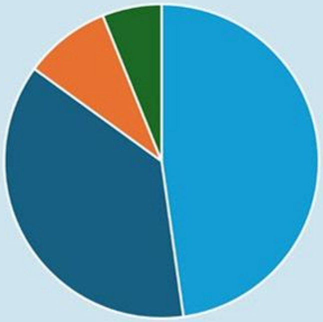
Our Economic Mission asks us to manage our Company for sustainable financial growth.

To operate the Company on a sustainable financial basis of profitable growth, increasing value for our stakeholders, and expanding opportunities for development and career growth for our employees.

Our Social Mission compels us to use our Company in innovative ways to make the world a better place.

To operate the Company in a way that actively recognizes the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally, and internationally.

2023 Ben & Jerry's Grant Allocations
(% of total/program)



National Grassroots Organizing Program	37%
Vermont Equity & Grant Justice Program	9%
Vermont Community Action Teams (CATs) Grant Program	6%
Other	48%

Our racial equity framework centers on three principles—repair, represent, revolutionize.

REPAIR

Our racial equity strategies must repair the systemic harm impacting people of color, specifically as it relates to entrepreneurship, economic opportunity and wealth.

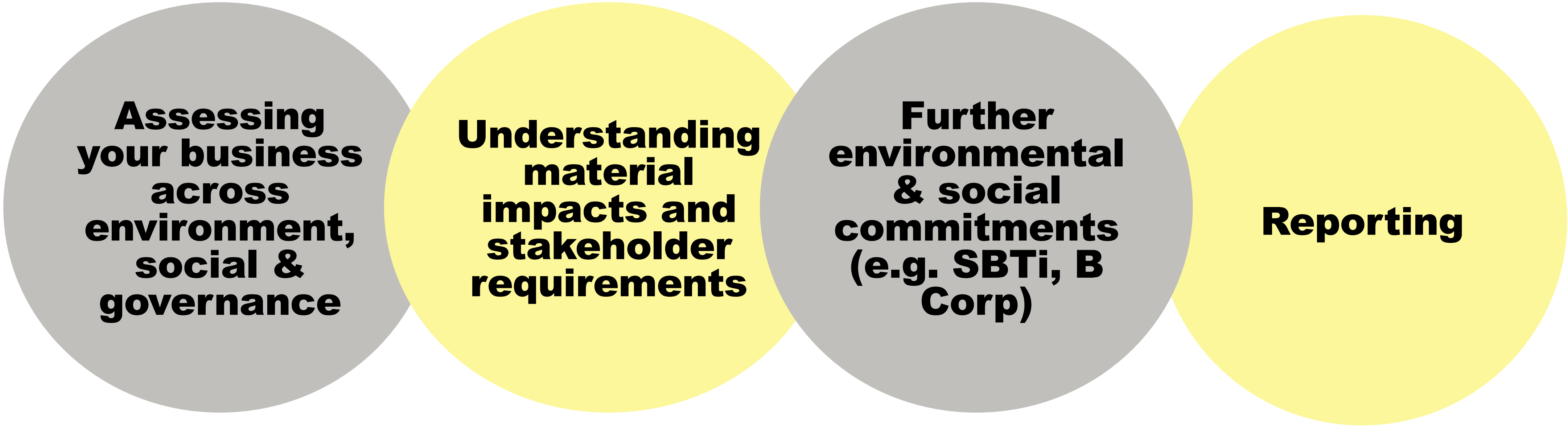
REPRESENT

Representation matters, but not just for the sake of checking boxes. People of color must be represented in our business as leaders, decision makers, owners, and co-creators in delivering our 3-part mission.

REVOLUTIONIZE

Systemic racism creates barriers to opportunity for people of color. To fully realize our value of linked prosperity, we must transform our practices and policies to create greater access for people of color.

Overview of How to Develop Your Sustainability Strategy



Become a leader of sustainable practices. Be the route of action with Beyondly.

	Fundamental	Accelerator	Lead
Not sure where to begin?	Navigate Session		
Carbon Pathway	ESOS SECR Net Zero Training Scope 1 & 2 Carbon Footprint Streamlined Product Carbon Footprint	Scope 3 Carbon Footprint Target Setting Carbon Reduction Planning Carbon & Energy Audits	Product Carbon Footprint Life Cycle Assessment
Resource & Waste	Zero Waste to Landfill Training & Certification Sustainable Packaging	Waste & Resource Audits	Circular Economy Strategy Material Circularity Index
ESG	BCorp Training Materiality Assessment ESG Assessment	ESG Strategy Development	BCorp Consultancy

BEYONDLY | Certified B Corporation


DISCUSS
RESEARCH
ADAPT
IMPROVE

Thank you.

Any questions?

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