

# Understanding Certified B Corps Workshop:

**Quick Impact Assessment and  
B Impact Assessment Deep Dive**

Certified



Corporation

## What are Certified B Corps?

Certified B Corporations (B Corps) are a global network of individuals that all use business as a force for good in the world. B Corps are required to meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. Today, there are more than 2,500 B Corps, which span across 60 different countries, and 150 different industries.

## Why should my business consider becoming a Certified B Corp?

B Corp Certification is the only certification that measures a company's entire social and environmental performance. The B Impact Assessment evaluates how your company's operations and business model impact your workers, community, environment, and customers. The B Corp Certification also offers businesses market differentiation from their competitors. People want to work for and buy from businesses that openly share similar values. Becoming a B Corp is the most powerful way to build credibility among employees and customers.

Currently, there are only 7 Certified B Corps in Wisconsin. Interested in learning more? Join us to learn more about how your business can become the next Certified B Corp in Wisconsin!

# Join Us!!

**When:** Tuesday September 18th, 2018 1pm - 4pm

**Where:** Outpost Natural Foods - Bay View  
2826 S Kinnickinnic Ave  
Milwaukee, WI 53207

**Event cost:** \$10 per person (limited seating)

**Certified**



**Corporation**

All attendees will receive a large Box Latch™ compliments of Box Latch™ Products another local business that is also a Certified B Corp™  
Outpost Natural Foods & Just Coffee will provide refreshments

## Workshop Schedule:

**12:15-12:45pm : CHECK-IN**

Registration, networking and if you want to pick up a lunch from the Outpost Cafe you can enjoy it before the workshop starts.

**1:00pm - 1:15pm: WELCOME**

Lisa Geason-Bauer, Evolution Marketing  
Jessy Servi Ortiz, Outpost Natural Foods



**1:20pm The Journey of Certified B Corps & B Local Wisconsin**  
Mary Stelletello, Principal, Vista Global Coaching & Consulting



**1:40pm Just Coffee Cooperative Case Study**  
Matt Earley, Co-Founder & Director of Sustainability



**2:10pm Outpost Natural Foods Cooperative Case Study**  
Jessy Servi Ortiz, Sustainability Manager



**2:40pm Evolution Marketing Case Study**  
Lisa Geason-Bauer, President

**3:20pm Question and Answer Panel Discussion with all speakers**

**Register at [wisconsinsustainability.com/bcorp](http://wisconsinsustainability.com/bcorp)**