

## **Greenwich B-Corps - Pioneering Sustainability and Community Impact**

B-Corp is a certification granted to companies that meet rigorous standards of social and environmental performance, transparency, and accountability. Its primary focus is the greater good and creating better companies that are profitable while also being agents of change to build a better world.

### ***B-Corps aspires to be the best company!***

To achieve B-Corp status, a company must undergo a comprehensive assessment of its impact on workers, customers, communities, and the environment. This evaluation covers areas such as employee welfare, labor and human rights, sustainable practices, carbon emissions, community involvement, and ethical governance.

While numerous reputable certifications attest to the nobility of some businesses' practices and initiatives, what makes a B-Corp special is that it is a comprehensive certification focusing on various aspects of a business. *It is considered a gold standard for sustainable and responsible practices.*

Now, you might wonder, "Why should I care if a company is B-Corp certified?" Well, here are some compelling reasons:

- **Business with a Soul:** Companies that are certified have a purpose that goes beyond profit maximization. They are looking to make a positive impact on our world.
- **Trust and Transparency:** B-Corp certification reflects a company's commitment to transparency. Certified companies are legally required to consider the impact of their decisions on all stakeholders, not just shareholders. This ensures that they are held accountable for their actions.
- **Ethical Practices:** When you choose to do business with a B-Corp certified company, you can feel confident that your money supports a business that values ethical practices. These companies prioritize fair wages, sustainable sourcing, and environmentally friendly operations.
- **Social and Environmental Impact:** B-Corps are dedicated to making a positive impact on society and the planet. Your purchases from a certified company contribute to initiatives that tackle issues such as poverty, inequality, climate change, and more. You become part of a collective effort to build a better world.

- **Supporting Local Communities:** Many B-Corp certified businesses actively engage with and invest in their local communities. By supporting them, you help create jobs, boost economic growth, and foster your community.
- **Inspiration for Change:** Choosing B-Corp-certified businesses sends a powerful message to other companies. Your choice encourages more businesses to follow suit and work toward becoming certified.

All business industries and sizes are part of this movement, and you can find B-Corp-certified products in your local grocery stores and cleaning supplies. So, the next time you go grocery shopping, look for products with the B-Corp logo.

And if you are in the area, try to support those companies committed to doing good. Do we have B-Corps in Greenwich?

Absolutely! Greenwich is home to several B-Corps that are making a positive impact on the community and the environment. Here are some of them:

- Aesop: An Australian luxury cosmetics brand specializing in skin, hair, and body care formulations.
- Allbirds: A sustainably-focused shoe and apparel company that uses natural and renewable materials.
- Armonia LLC: A multigenerational family office that invests in regenerative food and agriculture solutions.
- Athleta: A brand of women's activewear featuring versatile premium performance apparel designed by women athletes.
- Le Labo: A boutique perfumery producing body, hair, and face products that are cruelty-free and plant-based.
- Uncommon Good: A user-friendly and affordable software built for organizations of all sizes to drive change.

These B-Corps in Greenwich are exemplars of ethical business practices and sustainability. By supporting them, you not only make environmentally conscious choices but also contribute to the betterment of the local community.