

## Sustainable Business Certification Meeting 10/30/19

Members Present: Erin, Nejla, Pam, Matt

- Legal benefit corp (legal structure) vs. B-Corp (non-profit that certifies orgs as a B-corp)
    - o B-corp 200 point system, need to score 80 or above, many diff ways to achieve this (like more social then environmental, or more environmental then social), lots of corporate governance and worker governance structure
  - 3 step process
    - o 1) Create some working group conversation with Bloomington economic development corporation, chamber of commerce, downtown Bloomington Inc., and small business development center (SBDC). Short series of meetings, do initial research (call Philly economic development office, to see if replicable) but see if this is something the stakeholders would be interested in it
      - Chamber and SBDC should be front people to do training for business doing cert
        - Maybe have a joint bi-annual training program for businesses to do this
        - Include a tracking spreadsheet of certified and non-certified businesses to do targeted outreach
      - This has to be easy and can't cost anything to small business owners; at the very least has to cover the certification costs; maybe have a tax abatement
      - Figure out interest, barriers, what would it take to get uptake
    - o 2) Develop memo to pitch b-corp
    - o 3) Implantation, BCOS help market, and having additional support
  - BDC for example is meant to increase business locally and qualities of jobs/wages
    - o Reserve this group to talk about after b-corp about how to increase employees at existing business not just add more new business
  - Need to convince Chamber and SBDC to take up this program, and convince some sort of monetary incentive
  - Need to check if b-corp cert requires a given individual in charge to get certified
  - Need to talk to someone who has done B-corp cert or/and work through it with a test case
  - If an annual thing have every where one track for people who are maintaining and people starting from the beginning
  - Only have to certify 3 years
  - One B-corp cert in Bloomington: Gnarly Tree Sustainability Institute
  - Social entrepreneurship conference in IU (Sophie) has a B-corp session
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- Action Items

- o Matt: Reach out to Gnarly Tree about their experience and schedule a meeting with them for next week
- o Pam: Research MorningStar certification and see if there is anything of interest there

#### Examples/Links

<https://www.phila.gov/services/payments-assistance-taxes/tax-credits/sustainable-business-tax-credit/>