

# Organizaciones Responsables y Sostenibles: El Rol Social de las Organizaciones



¿Que hacer para que nuestras empresas merezcan ser **amadas**?

## Empresas **B Corp** Motores del Cambio



**Daniel Truran**

[@dtruran](https://twitter.com/dtruran) | [daniel@bcorporation.eu](mailto:daniel@bcorporation.eu)

[@bcorpeurope](https://twitter.com/bcorpeurope) | [@bcorpsspain](https://twitter.com/bcorpsspain)

Un reto:

¿Que hacer para que nuestras empresas merezcan ser **amadas**?



**Daniel Truran**

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[@bcorpeurope](#) | [@bcorpSpain](#)



# Haciendo una promesa que emocione



Haciendo una promesa  
que emocione

Entregando la promesa



Haciendo una promesa  
que emocione

Haciendo una promesa  
que emocione

valor y valores mas altos, que inspiren

Haciendo una promesa  
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y



Haciendo una promesa  
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Entregando la promesa

servicios y experiencias coherentes

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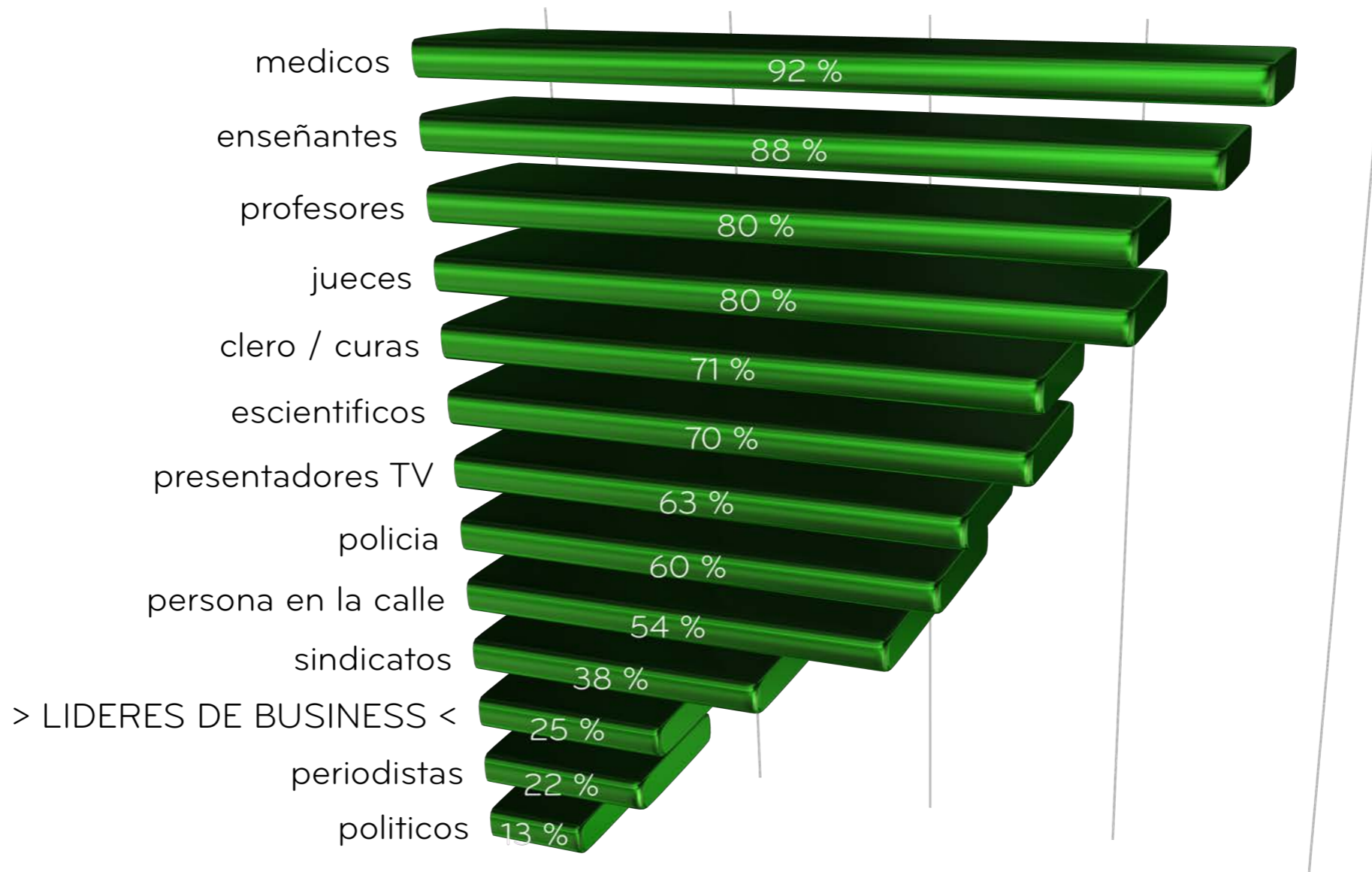
over-delivering

y

Entregando la promesa

servicios y experiencias coherentes

# en quien confía la gente?



<http://www.ipsos-mori.com/researchpublications/researcharchive/poll.aspx?oItemId=15&view=wide>





¿porqué he creado esta empresa?





¿porqué he creado esta empresa?



+  
ALGO  
DE





+  
ALGO  
DE



falta de coherencia

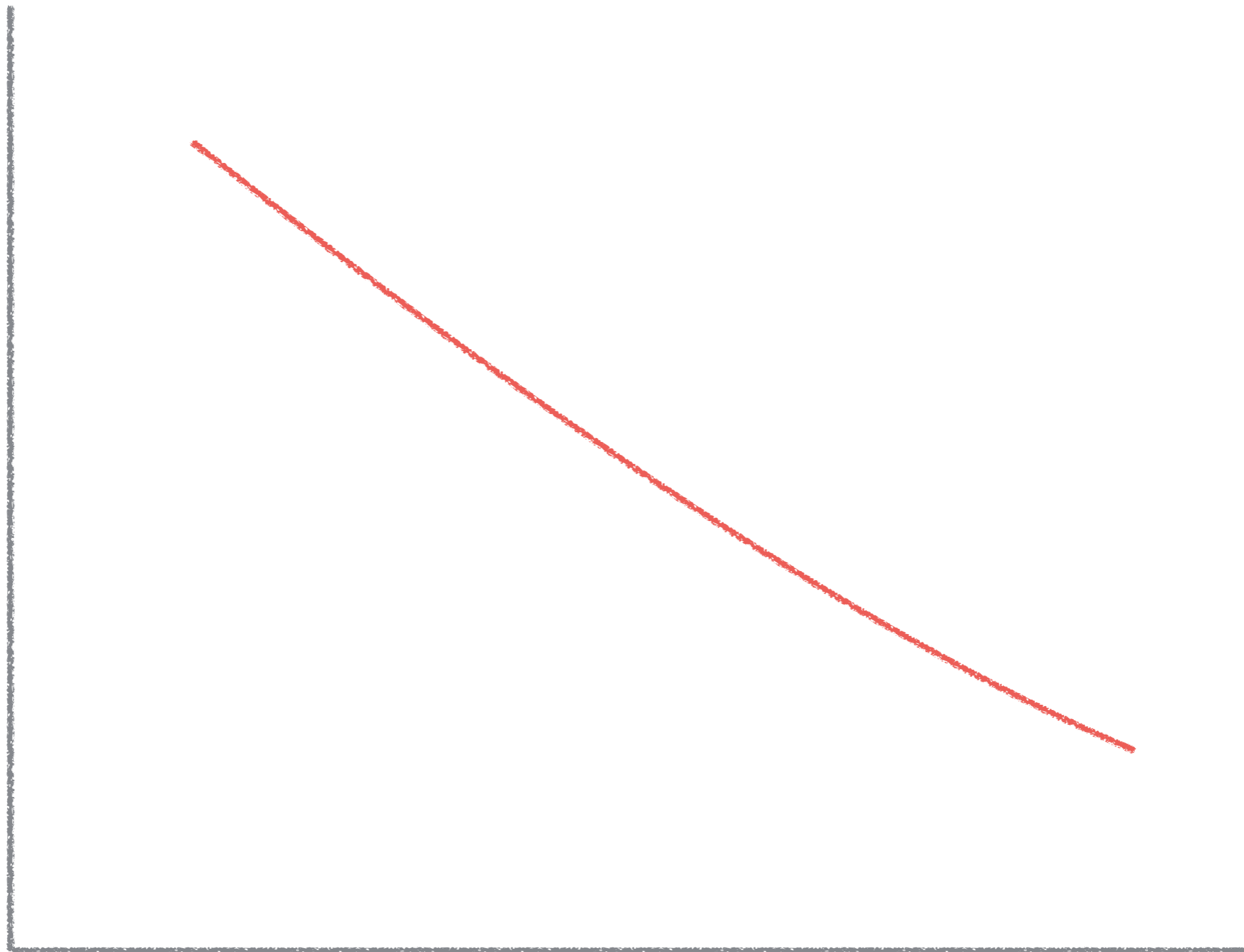
+  
ALGO  
DE



falta de autenticidad

falta de coherencia

Nivel de  
confianza  
en empresas



Tiempo

Que promesa hace  
el movimiento B Corp?

Que promesa hace  
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Le B Corps están liderando un movimiento global de personas que usan las empresas como una fuerza positiva

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# Que promesa hace el movimiento B Corp?



PEOPLE **USING**  
BUSINESS  
..... AS A .....  
FORCE **FOR** GOOD

# Que promesa hace el movimiento B Corp?



## COMMON THREADS INITIATIVE

### REDUCE

WE make useful gear that lasts a long time  
YOU don't buy what you don't need

### REPAIR

WE help you repair your Patagonia gear  
YOU pledge to fix what's broken

### REUSE

WE help find a home for Patagonia gear you no longer need  
YOU sell or pass it on\*

### RECYCLE

WE will take back your Patagonia gear that is worn out  
YOU pledge to keep your stuff out of the landfill and incinerator



### REIMAGINE

TOGETHER we reimagine a world where we take only what nature can replace

patagonia  
patagonia.com



PEOPLE **USING**  
**BUSINESS**  
..... AS A .....  
**FORCE** **FOR** **GOOD**



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Que promesa hace  
el movimiento B Corp?



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# Que promesa hace el movimiento B Corp?



Nuestro sueño es que un día **todas** las empresas  
compitan por ser las mejores **para** el mundo



Paul Polman  
CEO Unilever

<https://www.youtube.com/watch?v=D86wxaeyNWQ>

Unilever CEO Paul Polman confirma su apoyo / interés en el movimiento B Corporations y de como las multinacionales puedan aprender de estos principios.



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B CORP ES LA  
COMUNIDAD DE LAS  
MEJORES EMPRESAS  
PARA EL MUNDO





[Forbes](#) ha escrito que ser una B Corp es uno de los 5 factores claves para el éxito de una empresa en el 2016.

**FORTUNE**

THE 21ST CENTURY CORPORATION BUSINESS TIPS

## 5 Key Business Trends to Master in 2016

5 Be like a "B Corp"



Illustrations by Martin Laksman

Most growth companies will never be certified as a benefit corporation—a rigorous process that measures factors such as their environmental and social record. But with even the giant corporation Unilever (UN ▲ 1.56%) publicly discussing becoming one, smart leaders should turn B Corp guidelines ([bcorporation.net](http://bcorporation.net)) into a checklist to drive their business in 2016 and beyond. Great employees want to work for companies that stand for more than just profit, so it will give you a leg up in the talent wars. And it's likely to win you more of the kind of customers you want to keep too.

[Fast Company](#) : menciona junto a Apple, Uber, y el Human Genome Project, al movimiento B Corp como uno de los 20 momentos mas memorables y con sentido de estos últimos 20 años.

2012: Dawn of the do-gooders

IN THE WAKE OF THE GREAT RECESSION, A NEW KIND OF COMPANY GAINED TRACTION.



Harvard Business Review

SOCIAL RESPONSIBILITY

## Why Companies Are Becoming B Corporations

by Suntae Kim, Matthew J. Karlesky, Christopher Myers, and Todd Schifeling

JUNE 17, 2016

<https://hbr.org/2016/06/why-companies-are-becoming-b-corporations>

SAVE SHARE COMMENT TEXT SIZE PRINT







LA VANGUARDIA

## Raíces en Washington

B Corp certifica empresas que asumen valores sociales, ambientales y comunitarios

La Vanguardia 12 Sep 2015

+2 more JORDI BARBETA



Pablo Sánchez, Raimon Puigjaner y Josep Tarifa son los tres socios de Roots & Sustainability

EL PAÍS

EL PAÍS SEMANAL

DEPORTES INSECTOS EL PULSO MIQUEL BASSOLS LECTURAS NO OBLIGATORIAS NORUEGA DOROTHY PARKER NIÑ

EL PULSO >

## La cara B de las empresas

El grupo Laureate o Triodos Bank, entre otras, han asumido el reto de encontrar una razón de ser que vaya más allá de la exclusiva persecución del beneficio



JAVIER ARGUELLO

15 MAR 2016 - 00:00 CET



MAR, 28 JUN A LAS 17:40, BARCELONA

# B Good Day

Por: Roots for Sustainability - B Corp Spain Country Partner



**B**  
good day



**SOLD OUT**

Haciendo una promesa  
que emocione

Haciendo una promesa  
que emocione

Entregando la promesa

Haciendo una promesa  
que emocione

Entregando la promesa



La certificación B Corporation es para las empresas lo que Fair Trade es para el café o LEED para edificios.

**Certified**



**Corporation**

últimos 20 años

Buenos Productos



**Certified**



**Corporation**

próximos 20 años

Buenas Empresas

# B impact assessment



[Learn More](#)

[Case Studies](#)

[About](#)

[Log In](#)

[Start Assessment](#)

## Measure What Matters

Your company's social and environmental impact.

[Get Started](#)

Join **40,000+** businesses using this free, confidential tool



Etsy



KICKSTARTER

<http://bimpactassessment.net>

[B Impact Assessment en español](#)





estricto - riguroso - transparente



The banner features a stylized illustration of a town and mountains. A large blue mountain in the center has a red 'Get Started' button on it. The scene includes a sun, a wind turbine, a car, and various buildings. The text 'Measure What Matters' is prominently displayed at the top, with the subtitle 'Your company's social and environmental impact.' below it.

Measure What Matters  
Your company's social and environmental impact.

Get Started

Join **40,000+** businesses using this free, confidential tool

BEN & JERRY'S | Etsy | patagonia | natura bem estar bem | CABOT | KICKSTARTER

<http://bimpactassessment.net>

[B Impact Assessment en español](#)

What makes us a better company?

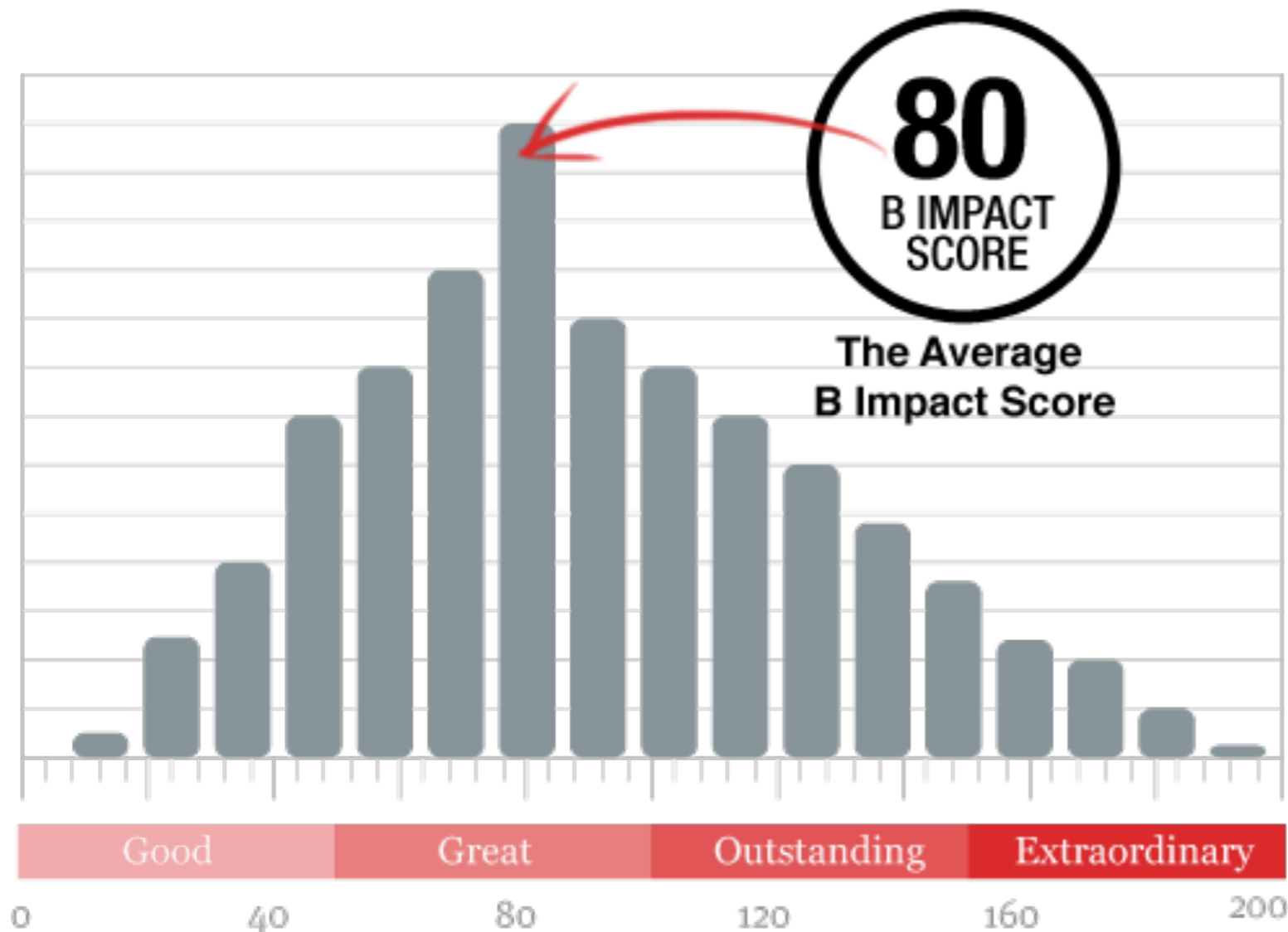
## B Impact Report

Certified since: December 2007

Summary:	Points Earned	Average Points Available
Accountability	17	8
Employees	25	26
Consumers	30	28
Community	9	21
Environment	20	12
Overall B Score	101	86

80 out of 200 is eligible for certification  
60% points available = **Area of excellence**

# Una evaluación basada en un sistema de puntuación



- Cada área tiene una **ponderación diferente** en función de la actividad de la empresa.

- La sección del impacto del modelo de negocio es la que más pesa: **30%** de la evaluación.

- La puntuación mínima para conseguir la **certificación B Corp** es **80 puntos**.

- Permite establecer e incorporar mejoras de año en año.

**Más de 40.000 empresas ya utilizan la B Impact Assessment!!**

**+40000**  
hecho BIA

**+1750**  
B corps

**130**  
sectores

**50**  
naciones

**USING**  
**BUSINESS**  
..... AS A .....  
**FORCE FOR GOOD**

**MEET the B CORPS** →

**1000FRIENDS**

**iWOPi**

Logos included in the collage: worldcoop (Co-funding cooperation), BEN & JERRY'S (Vermont's Finest), new resource bank, patagonia, KING ARTHUR FLOUR, Etsy, revolution FOODS, RAS (ROOTS FOR SUSTAINABILITY), WARBY PARKER, SUNGEVI, RALLY SOFTWARE, seventh generation, NEWCHAPTER, method, RSP Social Finance, Ogden publications, CO. THE HONEST CO., klean kanteen, BetterWorldBooks, dansko, Plum organics, CABOT, Triodos Bank, danisco.

# estricto - riguroso - transparente

+40000  
hecho BIA

+1750  
B corps

130  
sectores

50  
naciones



estricto - riguroso - transparente

+40000  
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130  
sectores

50  
naciones

1 meta global



**B CORP ES LA  
COMUNIDAD DE LAS  
MEJORES EMPRESAS  
PARA EL MUNDO**



[www.bcorporation.eu/spain](http://www.bcorporation.eu/spain)

facebook.com/BCorpSpain @BCorpSpain

## Empresas Fundadoras B Corp España



1000FRIENDS

worldcoo  
Together we can make big things happen!

emzingo  
Preparing healthy. Empowering communities.

BIKONSULTING  
cooperativa por el Bien Común

VERITAS  
WIKIJA, DE VERITAT

ACTIMPACT

Fotoraporto

BE ONE OFF

FlyHigh

alma natura

MAS business



2050  
LIFE INVESTMENTS

MANREMYC  
Health Plus

Allegro<sup>234</sup>

ETHIKOS  
The ethical alternative to corporate management

zekogram

ANOCHETUVE  
UN SUEÑO

iWOPI



Privalore  
WELLNESS REAL ESTATE

grupo construcía

PAEZ



Triodos Bank



# ¿entonces, estas B Corps enamoran?







**Daniel Truran** added 2 new photos.

21 July · 🌐 ▼

Aqui el momento "selfie" abriendo mi cuenta en Triodos Bank, un banco donde cuenta algo más que el dinero en Las Rozas con su super amable equipo. Que buena sensación poder hablar con orgullo de mi banco y a ver si un día vamos a poder decir lo mismo de los demás bancos, mientras tanto todos a Triodos 😊



👍 Like

💬 Comment

➦ Share

👍 Sandra Garrido Sotomayor, Melinda Corasol and 26 others



**Sté Sté** Por fin 😊

Unlike · Reply · 👍 1 · 21 July at 13:03



**Triodos Bank España** Gracias por dar este paso y apoyar la banca con valores, Daniel. Trabajaremos para seguir mereciendo la confianza otorgada.

Unlike · Reply · 👍 2 · 21 July at 13:05

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únete

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B CORP: LA COMUNIDAD  
DE EMPRESAS QUE  
**BENEFICIAN**

.....  
**➤ A TODOS**



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[www.bcorporation.eu/spain](http://www.bcorporation.eu/spain)

 [facebook.com/BCorpSpain](https://facebook.com/BCorpSpain)  [@BCorpSpain](https://twitter.com/BCorpSpain)

❁ B CORP: ❁  
EMPRESAS QUE  
**MOLAN**  
❁



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[www.bcorporation.eu/spain](http://www.bcorporation.eu/spain)

 [facebook.com/BCorpSpain](https://facebook.com/BCorpSpain)  [@BCorpSpain](https://twitter.com/BCorpSpain)

❧ B CORP: ❧

EMPRESAS EN LAS QUE  
QUERRÁS TRABAJAR



[www.bcorporation.eu/spain](http://www.bcorporation.eu/spain)

 [facebook.com/BCorpSpain](https://facebook.com/BCorpSpain)  [@BCorpSpain](https://twitter.com/BCorpSpain)

❁ B CORP: ❁  
EMPRESAS QUE  
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❁



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 [facebook.com/BCorpSpain](https://facebook.com/BCorpSpain)  [@BCorpSpain](https://twitter.com/BCorpSpain)



## ANNUAL SALES

€ 0 - € 499,999  
€ 500,000 - € 1,999,999  
€ 2 MM - € 4,999,999  
€ 5 MM - € 9,999,999  
€ 10 MM - € 19,999,999  
€ 20 MM - € 49,999,999  
€ 50 MM - € 99,999,999  
€ 100 MM - € 999,999,999  
€ 1 B+

## ANNUAL FEE

€ 500  
€ 1,000  
€ 1,500  
€ 2,500  
€ 5,000  
€ 10,000  
€ 15,000  
€ 25,000  
€ 50,000+

# ¿Qué beneficios aporta ser una empresa B Corp?

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- ① **Diferenciación a través del compromiso social y ambiental**
- ② **Mejora continua del desempeño en la gestión empresarial**
- ③ **Atracción de inversores y capital**
- ④ **Benchmarking con pares basado en información fiable**
- ⑤ **Visibilidad y difusión en medios de comunicación**
- ⑥ **Atracción de talento**
- ⑦ **Descuentos en servicios y productos de empresas B Corp**
- ⑧ **Pertenencia a la comunidad de empresas B Corp**

**BECOMING A  
B CORP**

**SO MANY REASONS.  
WHAT'S YOURS?**



# ¿Cómo se obtiene la certificación de empresa B Corp?

## 6 pasos para ser una B Corp





# MarketPlace

*A new trading, investing, partnering & purchasing service for a new class of corporation*

Join us.

A collage of various B Corporation logos is displayed on white rectangular cards. The logos include: Ben & Jerry's, Patagonia, Etsy, King Arthur Flour, Revolution Foods, Cabot, Plum Organics, Danskø, Happy Family, Warby Parker, Golite, BetterWorldBooks, RSF Social Finance, New Resource Bank, CHCA Cooperative Home Care Associates, Seventh Generation, One Pacific Coast Bank, Method, Ogden Publications, Freelancers Insurance Company, Rubicon, Sungevity Solar Home Specialists, and Cascade Engineering.

B Corps use the power of business to solve social and environmental problems.

# conectar con B Corps = mas clientes afines

---



## MarketPlace

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B Corps use the power of business to solve social and environmental problems.

- Ser una B Corp te permite ser parte de una plataforma para dar a tu equipo mas sentido en su trabajo

“B Corps are **46% more likely to have satisfied and engaged employees** than ordinary businesses.”

B Analytics

“Employees who are **satisfied in their jobs** because they believe in what they are doing have **16% better overall performance** and **125% less burnout** than their peers.”

Harvard Business Review

“Almost two-thirds of millennials said they would **rather make \$40,000 a year at a job they love than \$100,000 a year at a job they think is boring.**”

Forbes



B CORP:  
EMPRESAS EN LAS QUE  
QUERRÁS TRABAJAR

B  
the change

www.bcorporation.eu/spain  
facebook.com/BCorpSpain @BCorpSpain

The graphic is a vertical banner with a red top half and a white bottom half. The top half contains the text 'B CORP: EMPRESAS EN LAS QUE QUERRÁS TRABAJAR' in white, with decorative flourishes on either side of 'B CORP:'. Below this text is a white arrow pointing to the right. The bottom half features a circular logo with a red border, containing a large red 'B' and the text 'the change' below it. At the very bottom, there is a website URL 'www.bcorporation.eu/spain' and social media handles for Facebook ('facebook.com/BCorpSpain') and Twitter ('@BCorpSpain').

# Atraer y Retener Talento

---

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The image shows a red and white banner. The top half is red with white text and a white arrow pointing right. The bottom half is white with a red circular logo containing a white 'B' and the text 'the change'. At the bottom, there is a website URL and social media handles.



**BRAVING**  
.....the.....  
**OUTDOORS**

**SAVING**  
**(THE)**  
**OUTDOORS**



**DESIGNS**  
PRODUCTS That Can  
EASILY be REPAIRED and/or are made  
from MATERIALS that can be  
REUSED or RECYCLED ♻️ **24,710**

**1% OF ANNUAL NET REVENUE**  
CONTRIBUTED to NON-PROFITS  
that PROMOTE ENVIRONMENTAL CONSERVATION & SUSTAINABILITY Around the WORLD  
**\$5,602,433**  
Contributed in 2013

**100% Certified Organic Fibers**  
used in 100% of our cotton clothing since **1996**  
via CASH INCENTIVES to avoid single CAR TRIPS

**REPAIRS in 2013!**  
**597,272**  
FEWER MILES Traveled by over **800 EMPLOYEES**  
NTIVE driver

**patagonia®**



# Diferenciarse de los demás

---



**BRAVING**  
.....the.....  
**OUTDOORS**

**SAVING**  
**(THE)**  
**OUTDOORS**



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**NTIVE driver**

**patagonia**





GREAT FOR  
**FLAVOR**

GOOD FOR  
the  
**FUTURE**



FRATELLI  
**Carli**  
— DAL 1911 —





La certificación B Corp **ayuda a atraer inversores afines** permitiendo a la B Corp escalar su impacto

*"We raised capital and our lead investor was also a Certified B Corporation. The B Corp connection meant access to capital from mission-aligned investors."*

*David Murphy, Chairman*



Investors	Certified B Corp
Good Capital	Better World Books
Tech Coast Angels	Bikestation
Asset Management Company	CAP Global
New Enterprise Associates	GoodGuide
JMI Equity	iContact
Simon Equities	Method
Catterton Partners	Nest Collective/ Plum Organics
Pacific Community Ventures	New Leaf Paper
Mohr Davidow Ventures	Rally Software
Kleiner Perkins	RecycleBank
Fontis Partners	Sambazon
Tiger Global Management	Warby Parker

# Atraer Financiación

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Tech Coast Angels	➤ Bikestation
Asset Management Company	➤ CAP Global
New Enterprise Associates	➤ GoodGuide
JMI Equity	➤ iContact
Simon Equities	➤ Method
Catterton Partners	➤ Nest Collective/ Plum Organics
Pacific Community Ventures	➤ New Leaf Paper
Mohr Davidow Ventures	➤ Rally Software
Kleiner Perkins	➤ RecycleBank
Fontis Partners	➤ Sambazon
Tiger Global Management	➤ Warby Parker

# Improve Your Score Report

Sub-Category 
 Impact Area 
 Environment  
Community

Show 10 entries

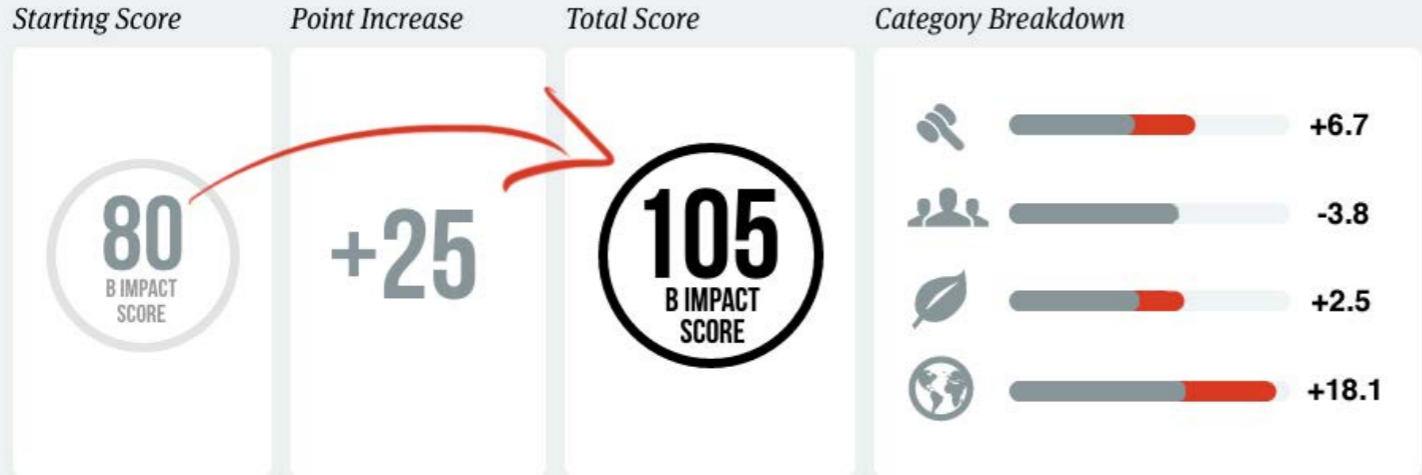
Search:

Question #	Question	My Answer	Earned Points	Points Remaining	Goal	Difficulty	Target
CM4.8d	What was the % of profits or sales that your company gave to charity during the last fiscal year? Please select the lesser of % of profits or % of sales that the company donated in each answer bucket. Please include tax deductible in-kind donations but do not include pro bono time.	0.1-0.2% of sales or 1-2% of profits	0.8	3.4	Civic Engagement & Giving	Medium	
EN3.5	What % of energy use has been saved due to conservation and efficiency improvements for your corporate facilities? Please refer to electricity use and other energy consumption from heating, hot water, etc.	1-4%	0.8	3.0	Inputs	Medium	

# Etsy

## Etsy Impact Improvement Report

### Overview



# patagonia®

## Benefit Corporation update: Patagonia Passes B Impact Assessment, Improves Score to 116

By Elissa Loughman



# Always Opportunity to Improve

## Improve Your Score Report

Sub-Category  Impact Area  Goal  Difficulty  Target

Environment  
Community

Show  entries

Search:

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By Elissa Loughman



Redefine success in business.  
Help create a new economy.  
**Build a better business.**

Compete to be not only  
the best in the world,  
but the **best for the world.**



# Join us

---

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Help create a new economy.  
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