



Holistic Framework.



Community.



EILEEN
FISHER



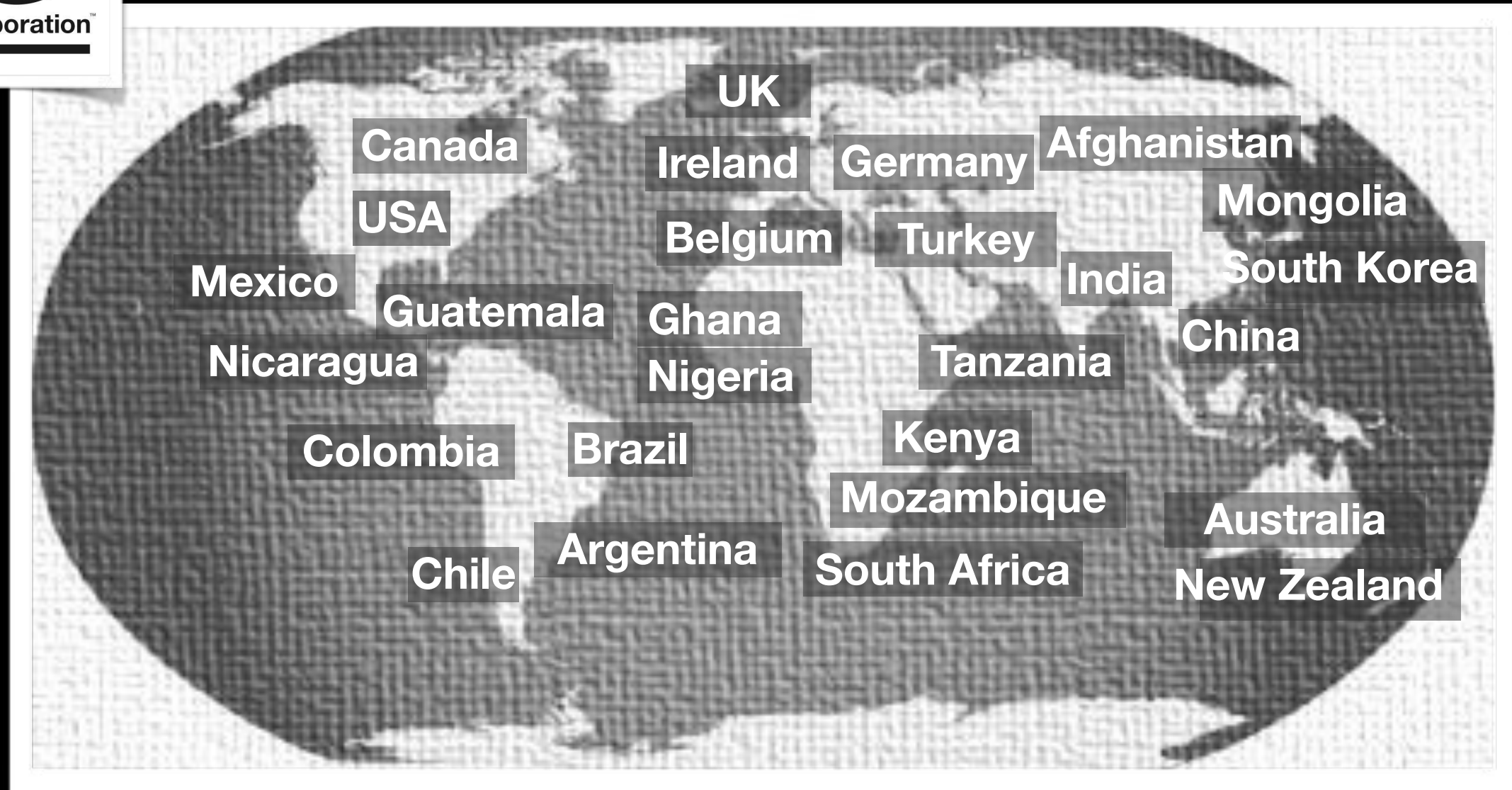
KICKSTARTER

allbirds

Certified



Corporation™



3200 B Corps in **70+** Countries



Recognition.

FAST COMPANY

Forbes

The Guardian

Bloomberg

LET'S GET TO WORK

Dear Business Roundtable CEOs,

We are part of a community of Certified B Corporations who are walking the walk of stakeholder capitalism. We are successful businesses that meet the highest standards of verified positive impact for our workers, customers, suppliers, communities and the environment.

We operate with a better model of corporate governance – benefit corporation governance – which gives us, and could give you, a way to combat short-termism and the freedom to make decisions to balance profit and purpose.

As you know, with continued resistance from investors on this new definition of business, we've got work to do to help them see that stakeholder governance builds trust and builds value.

More importantly, it also ensures that the purpose of capitalism is to work for everyone and for the long term.

Let's work together to make real change happen.

ALLBIRDS Joey Zwilling & Tim Brown	AMALGAMATED BANK Keith Mestrich	BEAUTYCOUNTER Gregg Renfrew	BEN & JERRY'S Matthew McCarthy	BENEFICIAL STATE BANK Kat Taylor
BOLOCO John Pepper	CABOT CREAMERY COOPERATIVE Ed Townley	COTOPAXI Davis Smith	DANONE NORTH AMERICA Marlano Lozano	DATA.WORLD Brett A. Hurt
EILEEN FISHER Eileen Fisher	GAIA HERBS Angela McElwee	GUAYAKI YERBA MATE Chris Mann	HAPPY FAMILY ORGANICS Anne Laraway	INTREPID TRAVEL James Thornton



Attracting Talent.



Two Needs:



1. Standards



2. Legal

Last 20 Years

Good Products



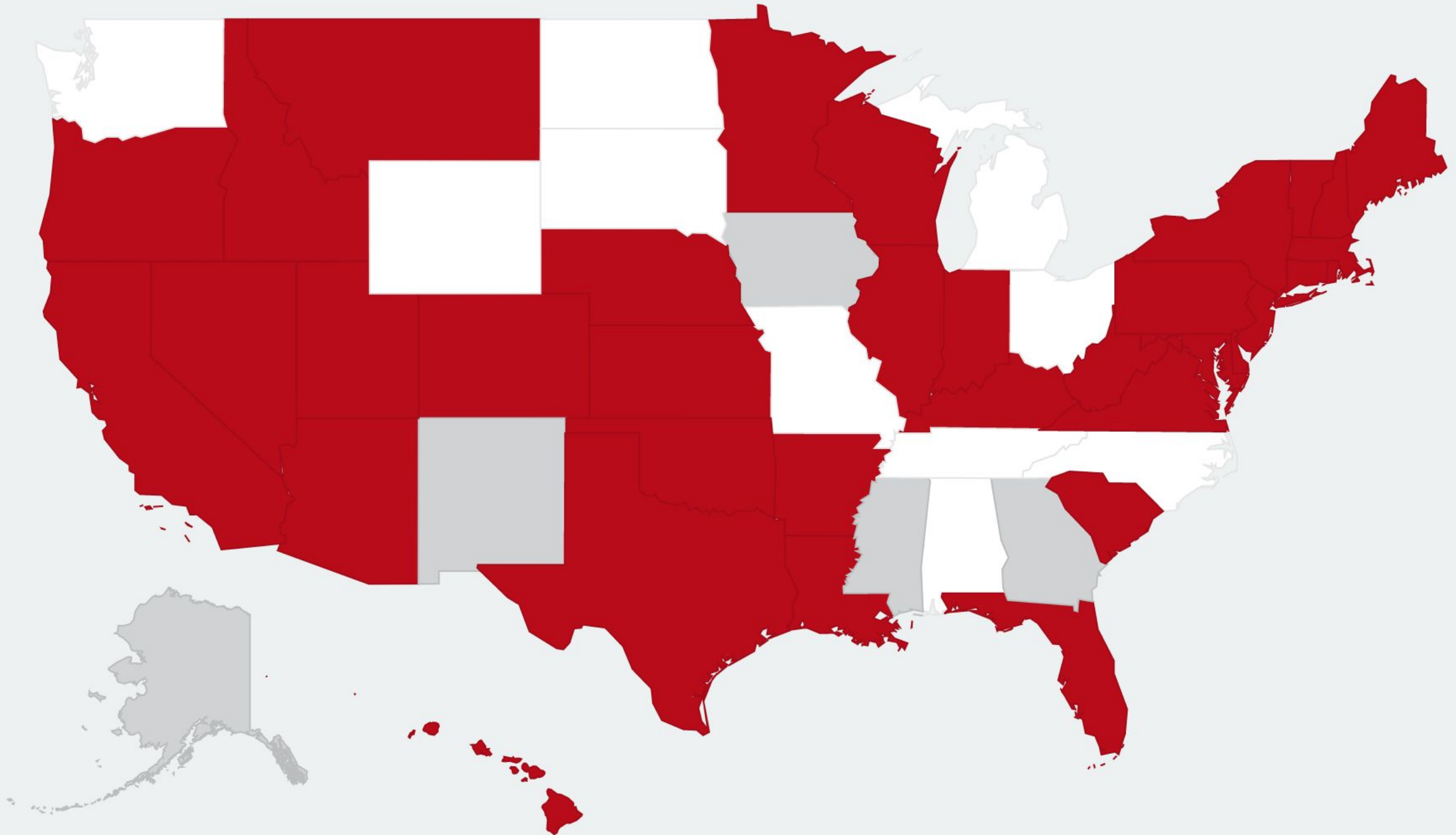
Next 20 Years

Good Companies



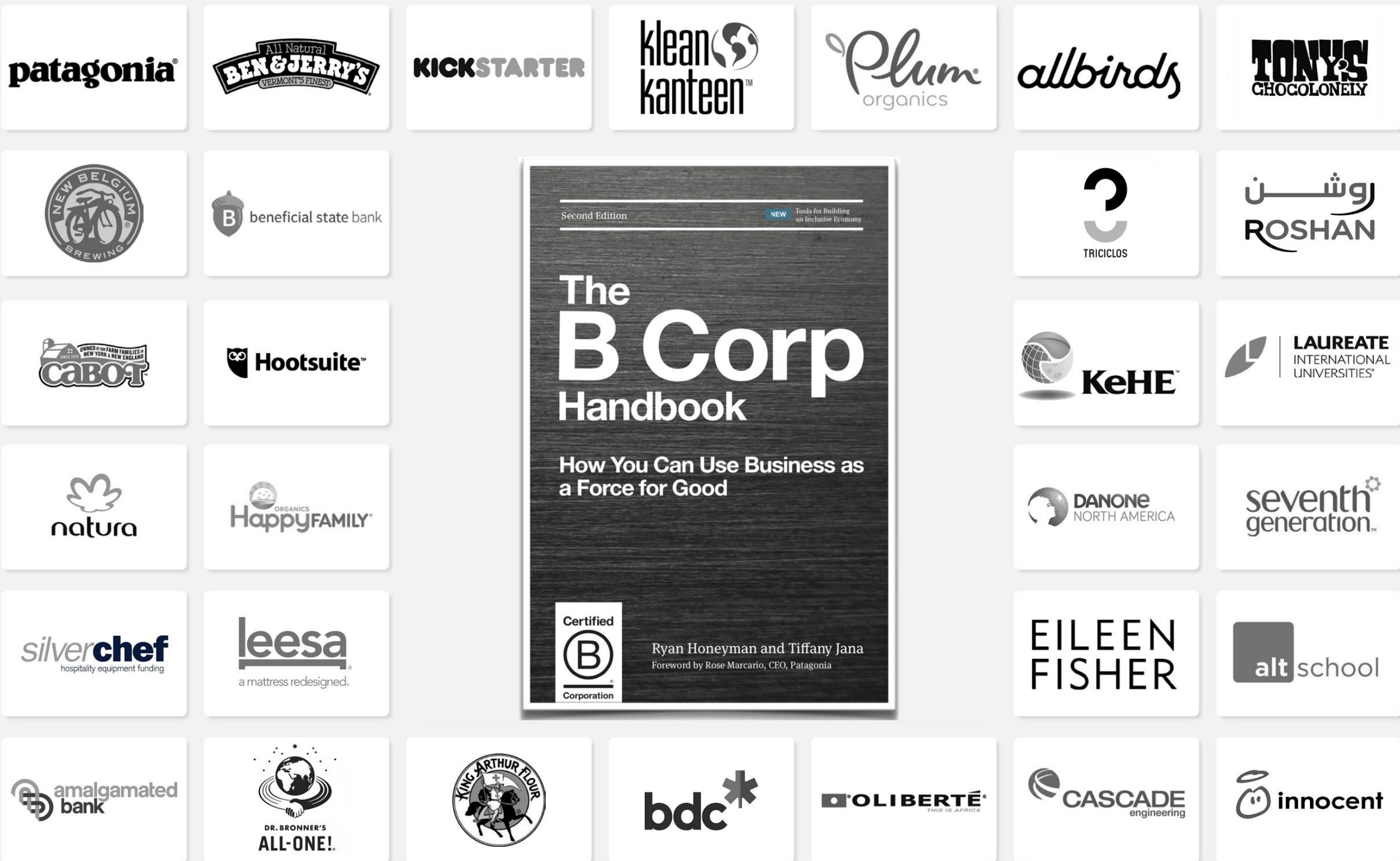
State by State Status of Legislation

36 Laws Passed **5** Working on it





Resources



lifteconomy.com/book

Measure What Matters

Your company's social and environmental impact.

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Etsy



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[**bimpactassessment.net**](https://bimpactassessment.net)

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NEXT ECONOMY NOW

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Questions?



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