ESGPRO™

A practical guide

The B Corp Handbook

Certification, Impact and Commercial Value

Prepared by ESG Pro

A practical guide to B Corp Certification, covering the updated B Lab Standards, eligibility requirements, independent auditing, supporting evidence, and how ESG Pro helps businesses prepare for certification.



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DISCLAIMER

This document provides an overview of our company's services, processes, capabilities, and proposed ways of working. The information presented is intended to provide an initial understanding of our approach and may be subject to further discussion, clarification, and reasonable adjustments during the client onboarding process, taking into consideration the client's specific requirements and mutually agreed expectations.

What is B Corp Certification?

B Corp Certification is a globally recognised certification administered by B Lab, the non-profit organisation behind the international B Corp movement. It recognises companies that meet established standards for responsible governance, social and environmental performance, accountability, and transparency.

Unlike certifications focused on individual products or management systems, B Corp Certification assesses how a business operates as a whole, including its treatment of employees, environmental impact, governance arrangements, and responsibilities towards wider stakeholders.

Under the updated B Lab Standards, companies must meet defined requirements across seven Impact Topics rather than achieving a minimum overall points score.

The process begins with a self-assessment against the B Lab Standards. The company's responses and supporting evidence are then independently verified through a third-party audit. Under the updated standards, certification follows a five-year cycle, with additional requirements and assessments at Years 3 and 5 to ensure continuous improvement.

Certified B Corporation

Certification applies to the company as a whole, not to individual products or services. Only certified companies may use the Certified B Corporation mark.

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Why consider B Corp Certification?

B Corp Certification provides businesses with an internationally recognised framework for evaluating and improving their social, environmental, and governance practices.

Beyond demonstrating responsible business commitments, certification can help organisations strengthen stakeholder confidence, respond to customer sustainability expectations, improve internal governance, and identify opportunities for operational improvement.



Demonstrate accountability

Leadership becomes formally responsible for the company's purpose, impact and stakeholder considerations.

Improve business practices

The standards provide a clear framework for strengthening governance, workplace, environmental and supply chain practices.

Communicate verified commitments

Independent verification gives customers, employees and partners a credible basis for understanding your commitments.

Join a global community

Certified companies become part of an international network of businesses working on shared social and environmental challenges.

Is your business ready?

Before beginning B Corp Certification, businesses should evaluate their eligibility, legal structure, sustainability practices, and capacity to meet the applicable requirements.

Companies generally need to be legally incorporated, have operated for at least 12 months, comply with relevant legislation, and demonstrate a commitment to responsible business practices. Their business activities must also satisfy B Lab's industry eligibility requirements.

Preparation should include identifying the legal entities and operating locations covered by certification, reviewing existing policies and procedures, and understanding the information required to demonstrate compliance.

Management commitment is equally important. Certification may require changes to corporate governance, employment practices, environmental management, supplier engagement, and internal reporting. Identifying these requirements early allows businesses to estimate the resources and improvements necessary before beginning the formal assessment.

ⓘ B Lab's online platform, B Impact, offers a free self-assessment so you can see how your company measures up before applying.

Readiness checklist

Incorporated and trading

Your company is legally incorporated and has operated for at least 12 months.

Legally compliant

Your company complies with the local and national laws that apply to it.

Clear structure and scope

You know which legal entities, subsidiaries and sites will be included.

Ready for the legal requirement

You are prepared to embed stakeholder governance in your legal framework and sign the Declaration of Interdependence.

Leadership commitment

Owners and senior leaders support the time, decisions and changes involved.

Industry involvement reviewed

Products, services, clients and investments have been checked against the eligibility rules on page 12.

Start with an initial assessment

How ESG Pro helps

ESG Pro begins with an assessment of your company's eligibility, operational structure, and existing sustainability practices.

Our consultants examine the business activities and legal entities involved, identify potential industry restrictions, and review the relevant B Lab Standards. We also assess existing policies, procedures, performance information, and governance arrangements to identify areas requiring further development.

The outcome is an initial assessment of your company's readiness, highlighting potential barriers, priority improvements, and the next steps towards certification.

This approach helps businesses understand the work involved before committing significant time and resources to the assessment process.

Arrange an initial assessment →



How the B Lab Standards are structured

The updated B Lab Standards, first published in April 2025 and subsequently updated in February 2026, represent a significant change in how businesses achieve B Corp Certification.

Under the previous assessment approach, companies could accumulate points across different areas of sustainability performance. The updated standards replace this with defined requirements that companies must meet across seven Impact Topics, creating clearer expectations for responsible business practices.

Part 1: Foundation Requirements

SUITABILITY

These establish whether a company is eligible for certification. They include legal and operational eligibility, adoption of the B Corp Legal Requirement, and assessment of higher-risk business activities.

1. **Meet eligibility requirements**
2. **Adopt the B Corp legal requirement**
3. **Complete the risk assessment**

Adopt the B Corp Legal Requirement

For UK limited companies, this generally involves amending their Articles of Association to formally consider employees, communities, and the environment alongside shareholders.

Companies must also sign B Lab's Declaration of Interdependence, confirming their commitment to the shared principles of the B Corp community.

ESG Pro's experienced B Corp consultants guide businesses through the requirements, review existing governance documents, and help coordinate the necessary amendments, working with qualified legal professionals where required.

Part 2: Impact Topic requirements

PERFORMANCE

These establish the social, environmental, and governance practices that companies must implement. Requirements are tailored according to company size, sector, and industry, with certain obligations introduced progressively throughout the certification cycle.

This approach places greater emphasis on demonstrating that the required practices are implemented, rather than accumulating points through individual sustainability initiatives.

- Purpose & Stakeholder Governance
- Fair Work
- Justice, Equity, Diversity & Inclusion
- Human Rights
- Climate Action
- Environmental Stewardship & Circularity
- Government Affairs & Collective Action

Tailored to your company

B Lab does not apply identical requirements to every business. Each company's assessment is tailored according to its size, sector, and industry, which determine its applicable requirements, referred to as its company track.

Smaller businesses may have more proportionate requirements, reflecting their organisational structure and available resources. Larger organisations may need to demonstrate more detailed governance arrangements, climate action, human rights due diligence, stakeholder engagement, and public reporting.

Industry characteristics are also important. For example, a manufacturing company may face additional environmental considerations relating to materials, waste, and resource consumption, while a service-based business may have greater emphasis on employee practices, governance, and relevant value-chain impacts.

ESG Pro identifies the requirements applicable to each company and uses them to develop a tailored gap analysis and preparation plan.

Phased across the certification cycle

At Year 0, businesses are assessed against the requirements applicable to their initial certification. Additional sub-requirements are introduced at Year 3, followed by further obligations assessed at Year 5.

Companies are not expected to demonstrate compliance with all future-year sub-requirements during their initial Year 0 audit. However, understanding these requirements in advance allows them to plan future improvements, assign responsibilities, and develop appropriate monitoring systems.

Ongoing surveillance and independent auditing help confirm that certified businesses continue meeting the standards throughout the certification cycle.



Year 0
Initial certification against Year 0 sub-requirements

Year 3
Additional sub-requirements, such as public reporting for larger companies

Year 5
Further sub-requirements assessed in the final audit year of the cycle

Size

Sector

Industry

At a Year 0 audit, companies are assessed only on Year 0 sub-requirements. Seeing later requirements early helps you plan ahead.

The seven Impact Topics

The seven Impact Topics form the foundation of B Corp's approach to responsible business. Each topic contains requirements addressing a different aspect of an organisation's social, environmental, and governance performance.

Companies must demonstrate compliance with the requirements applicable to their particular business profile. Depending on the topic, this may involve developing policies, establishing management procedures, consulting stakeholders, introducing measurable objectives, and collecting evidence of implementation.

01 Purpose & Stakeholder Governance

Act on a defined purpose and consider stakeholders in decision-making.

Businesses are expected to establish a clear organisational purpose and integrate stakeholder considerations into governance and decision-making. Depending on the applicable requirements, this may involve publishing a purpose statement, identifying key stakeholders, establishing grievance mechanisms, and documenting management responsibilities.

Examples of supporting evidence include governance policies, stakeholder engagement records, grievance procedures, and documentation demonstrating how stakeholder interests influence business decisions.

02 Fair Work

Provide good quality jobs and a positive workplace culture.

This topic examines how businesses provide fair working conditions, appropriate remuneration, and a positive workplace environment. Requirements may address living wages, employee representation, worker feedback, and employment practices.

Companies may need to demonstrate how wages are reviewed, how employees can raise concerns, and what actions are taken to improve working conditions. Relevant evidence may include wage assessments, employee surveys, workplace policies, and records of employee engagement.

03 Justice, Equity, Diversity & Inclusion

Build inclusive, diverse workplaces and contribute to equitable communities.

Businesses are expected to promote inclusive practices and address barriers affecting underrepresented groups. Depending on the applicable requirements, this may include workforce diversity monitoring, inclusive recruitment, equitable employment practices, supplier diversity initiatives, and accessibility.

Supporting documentation can include diversity and inclusion policies, workforce data, recruitment procedures, employee training, supplier assessments, and records of implemented inclusion initiatives.

ESG Pro insight: Not every requirement applies to every company.
Mapping the requirements that apply to you is the first step of our gap analysis, so effort goes where it counts.

The seven Impact Topics continued

Human Rights

04

Treat people with dignity and respect their human rights.

This topic addresses the identification, prevention, and mitigation of human rights risks within a company's operations and value chain. Relevant issues may include working conditions, forced labour, child labour, discrimination, and responsible supplier management.

Depending on the company's risk exposure and size, supporting practices may include supplier assessments, human rights policies, due diligence procedures, grievance mechanisms, and corrective action processes.

Climate Action

05

Take action to combat the climate crisis and its impacts.

Companies are expected to address their contribution to climate change through appropriate planning and implementation. Requirements vary by company characteristics and may include greenhouse gas emissions measurement, climate action planning, emissions reduction objectives, and progress monitoring.

Supporting information may include carbon footprint calculations, emissions inventories, climate policies, reduction plans, and performance reports. More extensive requirements, including science-based targets, may apply to larger organisations.

Environmental Stewardship & Circularity

06

Protect the environment and support the circular economy across operations and the value chain.

Businesses are expected to manage their environmental impacts and contribute to more responsible resource use. Relevant considerations may include waste management, material consumption, water use, pollution prevention, biodiversity, packaging, and circular business practices.

Depending on operational activities and applicable requirements, companies may need environmental impact assessments, waste and resource data, reduction targets, supplier information, and records of implemented environmental improvements.

Government Affairs & Collective Action

07

Work with others towards an equitable, inclusive and regenerative economy.

This topic encourages transparent and responsible business participation in public policy and wider sustainability initiatives. Requirements may address responsible lobbying, political contributions, tax practices, and cooperation with other organisations to address shared social and environmental challenges.

Supporting evidence may include relevant public statements, responsible lobbying policies, records of collective initiatives, and disclosures concerning relevant government affairs activities.

Your certification journey with ESG Pro

B Corp Certification requires structured preparation, accurate information, and evidence that the applicable standards are implemented in practice.

ESG Pro supports companies through six connected stages, helping translate B Lab's requirements into practical actions and preparing the business for independent verification.

1 Eligibility and scope review

Review the company's legal structure, operations, ownership, industry exposure, and potential eligibility restrictions. Establish which entities and activities fall within the intended certification scope.

DELIVERABLE
Eligibility and scope summary

2 Gap analysis

Assess current policies, procedures, performance information, and operational practices against the applicable Foundation Requirements and Impact Topics. Identify areas that already meet expectations and those requiring additional evidence or improvements.

DELIVERABLE
Gap analysis report

3 Action planning

Develop a prioritised improvement plan that identifies the required actions, responsible individuals, expected timelines, and supporting evidence. Consider which activities need management approval, employee participation, or operational changes.

DELIVERABLE
Action plan and tracker

4 Implementation and evidence

Support the development and improvement of policies, management procedures, sustainability practices, and reporting systems. Organise documentation demonstrating implementation and collect relevant performance information.

DELIVERABLE
Evidence register

5 Assessment and audit preparation

Assist the company in completing and reviewing its B Impact Self-Assessment, organising supporting evidence, and preparing for independent auditing. Where the audit identifies nonconformities, support the company in understanding the findings and planning appropriate corrective actions.

DELIVERABLE
Audit readiness review

6 Ongoing improvement

Support the maintenance of governance processes, performance monitoring, and evidence records. Develop a forward-looking improvement roadmap to help prepare for additional requirements at Years 3 and 5 and any applicable surveillance audits.

DELIVERABLE
Improvement roadmap

THE B LAB PROCESS THESE STAGES PREPARE YOU FOR

Self-Assessment in B Impact → **Evidence submitted** → **Independent audit** → **Certification** → **Continuous improvement**

Industry eligibility and business risks

Industry eligibility is an important consideration when determining whether a business can pursue B Corp Certification.

B Lab distinguishes between activities that may prevent certification and business practices that create additional sustainability risks requiring further assessment.

Under the Foundation Requirements, companies must review their involvement in industries that B Lab considers incompatible with its certification principles. This can include direct business activities, specified services provided to clients in restricted industries, and certain investment relationships.

Separate requirements address activities that may create environmental or social risks without necessarily making the company ineligible. These risks are considered through B Lab's Risk Tool and may activate additional due diligence obligations.

Understanding the difference is essential. Businesses should establish whether any restrictions apply before beginning the full assessment, while also identifying higher-risk activities that require additional management procedures or supporting evidence.

Ineligible industry involvement

- **Fossil fuel production**
- **Gambling**
- **Pornography**
- **Prisons and detention centres**
- **Tobacco**
- **Weapons**

A company cannot certify if 1% or more of its annual revenue comes from:

1. Manufacturing, growing, wholesaling or retailing these industries' products or services
2. Selling lobbying, public relations, marketing or advertising services, or tailored physical products, to clients in these industries
3. Direct investments in these industries, including equity, private equity and venture or growth capital

The 1% threshold applies to each industry separately.

Detailed thresholds, definitions and exceptions are set out in B Lab's Foundation Requirement FR1.2 guidance.

How ESG Pro helps: early eligibility screening of your products, services, clients and investments, before you invest time in the full assessment.

Industries requiring additional consideration

Certain industries face additional challenges when pursuing B Corp Certification. For example, financial services businesses may be subject to sector-specific requirements or temporary restrictions on certification applications, depending on their activities and circumstances.

Businesses involved in single-use plastics and packaging may face additional environmental requirements concerning material consumption, waste, and pollution. Other examples include chemical manufacturing, pharmaceuticals, mining, agriculture, and water-intensive industries, where environmental impacts, human rights, and responsible sourcing may require closer examination.

Additional scrutiny may also apply to businesses using artificial intelligence in digital products, companies with complex international supply chains, those exposed to forced labour risks, or businesses facing allegations of misleading environmental claims. Relationships with clients operating in restricted industries can also affect eligibility.

How ESG Pro helps: We identify potential industry-specific restrictions and sustainability risks during our initial eligibility assessment, helping companies understand whether certification is achievable and what additional requirements must be addressed before proceeding.

Additional due diligence

Most companies complete B Lab's Risk Tool: 14 questions about higher-risk practices not covered elsewhere in the standards.

Answer the 14 Risk Tool questions → **A "yes" adds specific sub-requirements** → **Answers shown on your public profile**

B Lab's Risk Tool assesses higher-risk business practices that may not be fully addressed through the standard Impact Topic requirements.

The tool contains 14 questions covering specified risk activities. Depending on the company's answers, additional due diligence requirements may be activated, particularly within Purpose & Stakeholder Governance, Human Rights, and Environmental Stewardship & Circularity.

A positive response does not automatically prevent certification. Instead, it may require the business to establish additional procedures for identifying, preventing, monitoring, or mitigating potential negative impacts.

Companies should review their activities carefully and ensure that their risk profile accurately reflects their operations. The resulting risk disclosures form part of the company's publicly available B Corp information.

Micro companies and businesses without workers are exempt from this particular Risk Tool requirement.

Higher risk does not mean ineligible.

Companies with higher-risk practices can certify. They disclose their involvement and meet the extra due diligence requirements that apply.

What counts as credible evidence?

Supporting evidence plays a central role in demonstrating that a company meets the B Lab Standards. Certification is not based solely on declarations or the existence of policies. Businesses must demonstrate that their commitments are supported by appropriate practices and, where required, measurable results.

Evidence requirements vary according to the relevant Impact Topic and the company's circumstances. Documents may include approved policies, procedures, employee records, supplier assessments, training materials, stakeholder engagement records, environmental data, and performance reports.

To support the assessment effectively, documents should be relevant to the company, reflect its actual activities, and demonstrate the specific practice or result being assessed.

Where implementation is required, a written commitment alone may not be sufficient. Companies may also need records confirming that actions have taken place, responsibilities have been assigned, and progress is being monitored.

ESG Pro reviews available documentation against the applicable requirements, identifies gaps, and helps organise evidence for submission and independent verification.

ESG Pro evidence check

OUR PREPARATION APPROACH

Company-specific
Identifies the relevant business, operations and people.

Accurate
Reflects actual commitments, activities or results.

Relevant
Addresses the requirement and the applicable reporting period.

Approved where required
Shows the necessary authorisation.

Traceable
Figures and claims link back to underlying records.

Implemented where required
A written policy alone does not show that an activity occurred.

Presentation is not proof.
A signature or professional design alone does not make a document sufficient. What matters is what it demonstrates.

Three types of evidence, one requirement

Example: A company may have a formal employee training policy, but this does not necessarily demonstrate that employees have received the training or that the programme is being monitored.

What you commit to
Policy

EXAMPLE

An approved training policy explains the company's approach to employee development, including relevant responsibilities, training arrangements, and objectives.

Shows: the company's commitments and process

What you do
Implementation record

EXAMPLE

Training records, attendance registers, completion certificates, and employee development plans demonstrate that training activities have been delivered in practice.

Shows: training actually took place

What you measure
Performance data

EXAMPLE

Training hours, participation figures, completion rates, and other relevant indicators help demonstrate how training activities are monitored and evaluated.

Shows: the measured extent of training

Impact reporting and transparency

Transparency and performance reporting form an important part of demonstrating responsible business practices under the B Lab Standards.

Reporting requirements vary according to company size and the applicable Impact Topics. Larger organisations may be required to publish more detailed social and environmental performance information, while smaller businesses may have more proportionate general reporting obligations.

Certain public reporting requirements are introduced during later stages of the certification cycle. However, companies should begin collecting relevant performance information during their initial preparation, particularly where measurable objectives, implementation records, or performance indicators are required.

Meaningful impact reporting should explain the organisation's activities, identify the reporting period and relevant business operations, describe actions implemented, and present progress against established targets.

Depending on the company's activities and applicable requirements, this information may include emissions, resource consumption, employee indicators, supplier practices, stakeholder engagement, and other relevant sustainability measures.

Regular data collection helps businesses monitor improvement, support future audits, and maintain consistency between certification evidence and public sustainability claims.

ⓘ These are B Lab's company size categories. Other Impact Topics may have their own disclosure requirements, which should be checked separately.

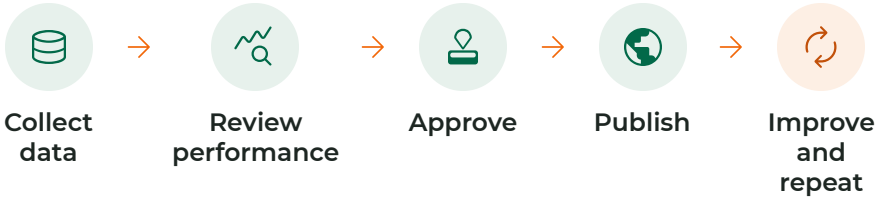
Who must report, and when

B Lab requirement

COMPANY CATEGORY	GENERAL REPORTING REQUIREMENT	Y0	Y3	Y5
Large and Extra Large	Annual public social and environmental reporting, approved by the highest governing body	○	●	●
Extra Extra Large	Annual public reporting using a third-party standard	○	●	●
Smaller companies	These general reporting requirements do not apply, although other requirements may call for specific disclosures	○	○	○

A simple reporting cycle

ESG Pro recommendation

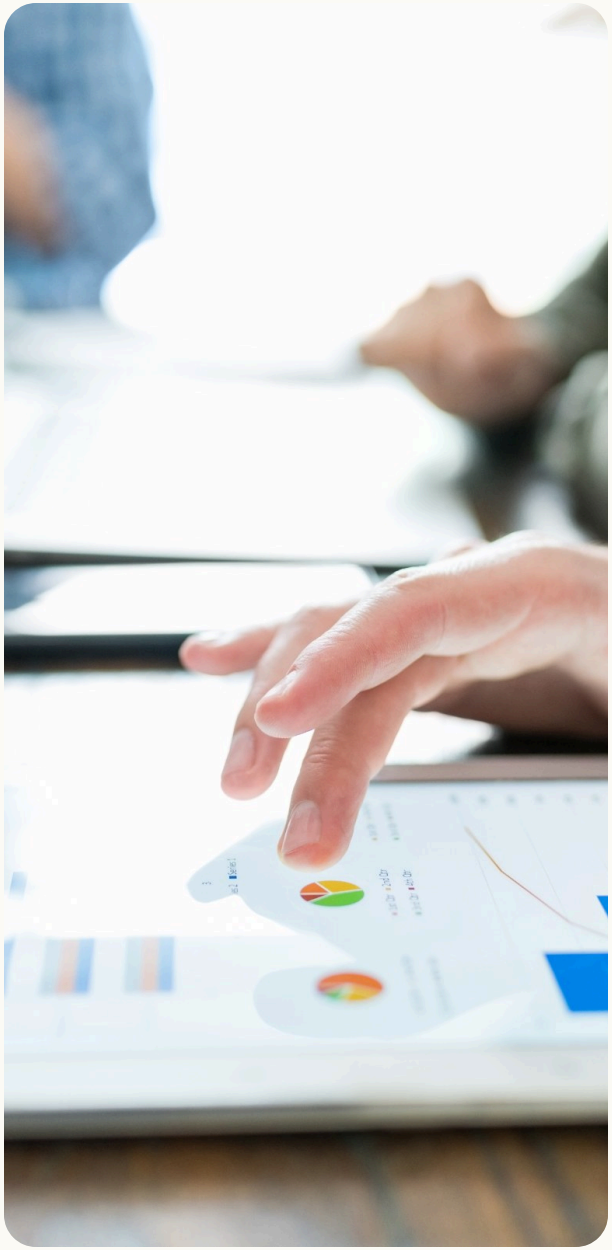


We recommend starting data collection and internal performance reviews during preparation, whatever your size.

What an impact report contains

ESG Pro recommendation

01	**Reporting scope**	Define the reporting period, legal entities, operating locations, and activities covered.
02	**Sustainability priorities**	Explain the principal social, environmental, and governance matters relevant to the business.
03	**Actions implemented**	Describe the policies, procedures, programmes, and operational improvements undertaken during the reporting period.
04	**Performance and progress**	Present relevant KPIs, progress against established objectives, and comparisons with previous reporting periods where available.
05	**Challenges and corrective actions**	Identify important performance gaps, operational challenges, or adverse impacts and explain the actions taken to address them.
06	**Future commitments**	Outline planned improvements, objectives, management responsibilities, and the next steps for strengthening sustainability performance.



What ESG Pro does, and what your team provides

B Corp Certification requires collaboration between the company's management team and the consultants supporting its preparation.

ESG Pro provides technical guidance, assessment support, documentation development, and assistance interpreting the applicable B Lab Standards.

Depending on the agreed scope of work, our support may include reviewing governance arrangements, assessing employment and supplier practices, developing sustainability policies, preparing environmental and social performance information, and organising evidence for the Self-Assessment.

The company remains responsible for providing accurate operational information, approving policies and commitments, implementing agreed improvements, and maintaining the practices required for certification.

This collaborative approach helps ensure that the certification process reflects the company's actual activities rather than relying solely on documentation prepared for the assessment.

ESG Pro provides

Eligibility and scope assessment	An overview of the company's certification eligibility, relevant business activities, and potential restrictions or additional requirements.
Gap analysis report	A structured review of existing practices against applicable B Lab requirements, identifying areas of compliance, missing documentation, and opportunities for improvement.
Action plan and tracker	A prioritised programme of activities identifying required improvements, responsibilities, deadlines, and supporting evidence.
Policies and procedures	Development or improvement of relevant governance, social, environmental, and operational documentation, tailored to the company's actual practices.
Evidence register	An organised record connecting supporting documentation with the relevant assessment requirements.
Assessment and audit preparation	Guidance on completing the Self-Assessment, reviewing declarations, preparing relevant evidence, and addressing auditor questions or findings where required.

Your team provides

Accurate information	Complete and honest information about operations and practices
Decisions	Choices on priorities, targets and changes to practice
Approvals	Sign-off of policies and commitments by the right people
Implementation	Putting agreed practices into day-to-day operation
Internal ownership	A named lead who coordinates the work internally

Note: The services and deliverables outlined above are tailored to each client's specific requirements and the agreed scope of consultancy support.

Why work with ESG Pro?

ESG Pro is a UK-based sustainability consultancy supporting organisations with ESG assessments, corporate governance, carbon accounting, sustainability reporting, and certification preparation.

Our approach combines knowledge of international sustainability frameworks with practical experience in developing policies, collecting evidence, measuring performance, and implementing responsible business practices.

As a Certified B Corporation since 2025, ESG Pro also brings direct experience of the certification journey. Our wider sustainability credentials include achieving an EcoVadis Platinum rating in 2026.

We work with businesses to understand their existing practices, identify the requirements most relevant to their operations, and develop a structured preparation process. Our objective is to help clients achieve meaningful operational improvements while preparing the evidence required for independent assessment.



CLIENT CASE STUDY · CONSUMER GOODS

Cheeky Wipes

B Corp | ESG Reporting | GHG Reporting

"The process certainly wasn't easy, but ESG Pro made it so much more manageable. … Having that level of guidance throughout our B Corp and carbon reporting journey made all the difference."

Heidi Kahlsdorf, Business Admin & Quality Management Systems Lead, Cheeky Wipes

The client	A pioneering British brand providing reusable, washable products designed to reduce single-use waste, for retail customers and the public sector.
The challenge	Formalising its sustainability credentials through B Corp certification, ESG reporting and verified carbon accounting, while meeting rising expectations from government tenders.
The solution	ESG Pro provided practical consultancy support throughout Cheeky Wipes' certification preparation, helping the company understand the relevant requirements and organise the information needed to demonstrate its sustainability practices. Support included simplifying data collection, reviewing documentation, refining assessment submissions, and explaining technical requirements. This work complemented the company's wider ESG reporting and carbon accounting activities.
The result	Cheeky Wipes successfully achieved B Corp Certification, strengthening its ability to demonstrate responsible business practices through recognised certification and supporting sustainability reporting. The combined approach provided additional evidence of the company's environmental commitments and supported its engagement with customers and procurement stakeholders.

Frequently asked questions

How long does certification take?

The process typically takes 6–12 months, depending on your company's size, complexity, and readiness. B Lab estimates a further 2–6 months from submission to certification, which is included in this overall estimate. Timing may be extended where major nonconformities require corrective action. ESG Pro provides a tailored timeline following the initial assessment.

What does it cost?

The cost of B Corp Certification depends on factors including company size, location, complexity, and the level of preparation required.

Businesses should distinguish between consultancy support and the external costs associated with certification and independent verification.

Companies submitting in 2026 are subject to B Lab UK's 2026 fee structure. From January 2027, a revised pricing model will apply, comprising an annual IP Licence & Community Fee, an Independent Audit Fee, and an Application & Scoping Fee where applicable. ESG Pro's consultancy fees remain separate.

ESG Pro's consultancy fees are separate and depend on the agreed scope of support, including any gap analysis, policy development, evidence preparation, reporting, or audit readiness assistance.

We explain the anticipated consultancy and external certification costs during the initial planning stage, helping businesses understand the financial commitment before proceeding.

Can we start if we are not ready yet?

Yes. Businesses do not need to have every sustainability policy, procedure, or reporting system fully developed before beginning their preparation for B Corp Certification.

An initial gap analysis helps establish which requirements are already being met, where supporting evidence is insufficient, and which areas require additional development.

ESG Pro works with businesses to prioritise the necessary improvements, taking into consideration their size, resources, and operational activities.

However, companies must satisfy the applicable eligibility and certification requirements before certification can be granted. Starting preparation early provides more time to implement meaningful changes and collect suitable evidence.

Frequently asked questions continued

What happens after certification?

B Corp Certification is not a one-time assessment. Certified companies are expected to maintain their compliance with the applicable standards and demonstrate continued improvement throughout the five-year certification cycle.

Additional requirements are introduced at Years 3 and 5, while surveillance audits may also be required depending on the company's size, sector, and other circumstances.

Businesses should therefore maintain current policies, continue monitoring relevant sustainability indicators, document operational improvements, and review their progress against established objectives.

ESG Pro can support ongoing compliance monitoring, policy reviews, sustainability reporting, and preparation for future certification assessments.

What happens if the independent audit identifies nonconformities?

During the audit, the independent assurance provider may identify areas where the company does not fully meet an applicable requirement. These findings are classified as minor or major nonconformities.

Major nonconformities must be resolved before certification can be granted. Minor nonconformities require appropriate analysis and corrective action planning and must be resolved within the applicable timeframe.

ESG Pro can support businesses in reviewing findings, identifying suitable corrective actions, and preparing additional documentation where needed. Certification decisions remain with the independent certification process.



ESGPRO™

Take the next step

Start your B Corp journey with confidence

Book an introductory discussion with our team. We will talk through your goals, review your readiness and outline the support that fits your business.

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Book an introductory call

Scan to visit our website and arrange a conversation with an ESG Pro consultant.

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