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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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.

3
Foundation Requirement steps

7
Impact Topics

14
Risk Tool questions

5
Year certification cycle

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.



















