

B+ FOR B CORPS

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WHAT IS “B CORP”?

“B Corp,” short for Benefit Corporation, is a movement aiming to harness the power of business for social good by meeting needs of all stakeholders not just shareholders.



B Lab Logo

WHAT CHALLENGES DOES B CORP FACE?

The B Corp movement has had some important wins so far. For example, it has successfully created a compelling narrative that encapsulate the urgency of climate issues and hopeful solutions.

However, the movement has not yet managed to scale in the way that it needs to in order to meaningfully achieve its goals of turning “all business into a force for good.” The main challenges to scaling the B Corp movement are:

1. **Scope:** the movement’s ambitions are so broad and wide-reaching that it is hard for to achieve and execute effectively on such lofty aspirations.
2. **Greenwashing Skepticism:** people are still skeptical about B Corp certifications being used by large companies as a “greenwashing” scheme.
3. **Difficult to Understand:** the jargon and process surrounding B Corp is often very confusing and unclear to everyday consumers.
4. **Weak Business Standards:** many companies that have achieved the B Corp certification are fundamentally non-viable businesses, which end up failing sometime after achieving the certification.

RESOURCE MOBILISATION THEORY

Resource Mobilisation Theory demonstrates how resources, as well as sentiments, must be mobilized in order for a social movements to be successful. This can be applied to better understand, from an academic perspective, the threat to the B Corp movement if it relies on its compelling narrative alone without brining on new businesses and ideas.

WHY DOES B CORP MATTER?

Free enterprise is an immense force that has lifted billions out of poverty. But, that progress has not come without significant costs to the environment and communities.

The B Corp movement offers a more responsible and inclusive model that could reverse some of these trends.



Just a few famous B Corp companies

MOVEMENT ACTION PLAN

Plan lays out a framework for successful social movements from the activist’s perspective and advises change-makers how best to proceed from any of the 8 stages he lays out for a successful social movement. These are:

- Critical social problem exists
- Prove failure of official institutions
- Ripening conditions
- Take off
- Perception of failure
- Majority public opinion
- Success
- Continuation