

What's a B-Corp?

Over the past few years a new movement has been sweeping the business world – the emergence of certified B Corps. These are “for benefit” corporations that do their work in a unique space between for-profit and non-profit organizations.

The point of becoming a B Corp is to deliberately build a business that leverages its resources as a force for good – for those it serves, but also for its employees, community, and the world. This can be realized through *what* a company does, or through *how* a company does its work. For PlayBook, it's both.

With a for-profit business model and tax structure like any other corporation (e.g. S Corp), to become certified these companies must meet and adhere to a rigorous set of social and environmental standards on top of a thriving business strategy, with added accountability and transparency structures.

Why has PlayBook chosen this path?

We believe that businesses have an opportunity and the responsibility to succeed AND take bold action to improve the world and communities in which we work and live. We're making a commitment to improve our practices and increase our impact as a more sustainable firm. The path to certification is arduous, assessing PlayBook's current practices and providing a roadmap to improve in areas we haven't yet addressed. We expect that this journey will result in:

- ✓ Improved business processes & performance
- ✓ Higher team commitment & engagement (with a greater opportunity to attract and retain talent that cares about community, too)
- ✓ A way to measure things that aren't inherently quantitative, but that are important to us in terms of living our values
- ✓ A stronger culture that PlayBook's entire ecosystem (team, clients, partners, and other stakeholders) can deeply understand and contribute to
- ✓ Greater alignment and affinity with the clients and partners we want to work with
- ✓ Clarity that *how* we work is as important and impactful as *what* we do – to the health of our firm and the well-being of our team and community

How does PlayBook already meet the B-Corp certification standards?

As PlayBook began the certification journey, we were thrilled that the baseline assessment showed us that our current choices, priorities, and practices already make a significant impact and position us well for certification. We scored 137 out of 200. Advancement into the certification process requires an assessment score of at least 80 in the categories of:

- Governance
- Mission & Engagement
- Ethics & Transparency
- Community
- Environment
- Customers

What is PlayBook specifically doing to meet the standard?

- ✓ Our mission focuses on a commitment to specific positive social impacts
 - We work with policymakers and advocates to develop policy changes explicitly designed to improve social and environmental outcomes.
 - Our work increases the capacity of nonprofits, government agencies, and private/public corporations to improve local economies and accelerate community benefits of their work.
- ✓ PlayBook is 100% woman-owned
- ✓ We are formally committed to donate the equivalent of >5% of our revenues to local charitable partners each year. In 2021 we donated \$30K + in cash donations, discounts, and pro bono work to local nonprofits that alleviate hunger, provide houseless and behavioral health support, and address racial equity issues. Our team also volunteered over 150 hours to local nonprofits.
- ✓ Our business operations/practices include:
 - Formal and regular stakeholder engagement
 - Written Code of Ethics policy
 - Partnerships with charitable organizations and membership with community organizations
 - Promoting diversity within our supply chain through preference of suppliers and partners from underrepresented populations
 - Purchasing from local, independent suppliers (local to where the goods & services will be used or where we operate)
 - Membership in a local credit union
 - Sharing our policies and guidelines with subcontractors to evaluate the social and environmental impact of our outsourcing services

What's next in PlayBook's B-Corp Journey?

- Formally engage in the third-party B Corp certification validation, review, and certification.
- Establish and measure key performance indicators (KPIs) to determine if we are achieving our social and environmental objectives.
- Establish a formal policy and targets to make a specific percentage of purchases from suppliers with diverse ownership.
- Increase and formalize consistent partnerships with charitable organizations and membership with (and leadership/board service in) community organizations.
- Formalize evaluative supplier selection programs to screen for good governance, environmentally-friendly manufacture processes, and excellent labor practices.
- Define/formalize the outcomes we seek through our donations and charitable contributions, including specific targets based on existing nonprofit literature that can be measured. Use this as a basis for future giving.
- Establish a commitment to serve at least 75% local or independent clients