



**B Leaders  
Switzerland**

**Activity Report 2018 - 2021**

# Introduction

The B Leaders training is a program designed by B Lab Switzerland to empower people who want to help companies measure their social and environmental performances, improve their impact, and lead them through the B Corp Certification.

The B Leaders community form a powerful building block of B Lab's Theory of Change, enabling a practitioner community to support the change we seek. By supporting companies, the B Leaders act as catalysts and allies for systems change. In particular, they contribute to: help businesses embed sustainability into their decision-making processes and set the right incentives to take into account all their stakeholders; change the definition of success into one defined by performance across financial, social and environmental metrics; redefine the role of business so that it becomes a force for good; reset the nature of the economic system itself towards an inclusive, equitable and regenerative one.

This intensive training dives into the use of the B Impact Assessment (BIA) tool to enable practitioners to measure a company's impact on their different stakeholders and the planet. They also learn to identify opportunities for material improvement, controversial issues management and how to develop effective improvement strategies and action plans for operationalization.

The B Impact Assessment tool is a free and confidential online platform designed to help measure and manage a company's impact on its five main stakeholders: governance, workers, community, environment, and customers. The BIA is designed with unique features to assess not only the day-to-day operational impact of the company, but also impact of its business model. Companies with business models that are especially positive to one or more of their stakeholders are rewarded more points for these impacts.

This intensive B Leaders program is targeted to professionals which will act as internal sustainability leaders in roles such as HR, training & development, procurement, or management-level within Swiss-based companies. It is also designed for professionals acting as external sustainability leaders with roles as consultants or advisors who have at least 80% of their activity in Switzerland.

## Duration and structure:

### Day 1

- 1) Introduction to the B Corp movement and the Swiss Ecosystem.
- 2) Deep Dive into the B Impact Assessment Tool, the B Corp Certification and the Certification Process and review.

### 2 Weeks

Between Day 1 and Day 2 the soon-to-be B Leaders work, in groups, on a [case study](#) they will have to present on the second day of the training.

### Day 2

- 1) Deep dive into the Impact Areas of the BIA
- 2) Full comprehension of Impact Business Models
- 3) Overview of the Swiss Triple Impact Program

### Post Training

- 1) B Leaders Project: Practical Experience
- 2) B Lab support and review call for Affiliation process



Concrete hands  
on experience to  
validate the training



Networking



Open  
Discussions



Peer  
Learning



Group  
Exercises

# 16 SESSIONS

Languages  
of training



4 YEARS OF  
ACTIVITY



Online program  
to address the  
Covid-19  
pandemic

+300  
PEOPLE  
TRAINED

FROM  
ALL  
OVER  
EUROPE



## Who are B Leaders?

B Leaders are experts in the B Corp Certification. They guide organizations in the measurement and improvement of their social and environmental performances and lead them through the B Corp Certification process.

Together, the B Leaders form a network of expertise across Switzerland and abroad. The members cover different regions and industries, ensuring guidance and support for companies willing to use business as a force for good.

Using B Lab's tools and the B Impact Assessment methodology, B Leaders form a league of committed individuals accelerating systems change towards sustainable business practices.

There are two types of B Leaders:



**B Leader Advisors:** who support companies as consultants or advisors in the process of measuring and improving their social and environmental performance.



**B Corp Champions:** who within a company, help their organization create change and lead them to obtain the B Corp Certification.

In Switzerland, B Leaders have the opportunity to participate in joint activities with B Lab Switzerland. New workshops, community initiatives, researches, or engagement projects are available regularly to support the transition of the Swiss Ecosystem.



*I had the privilege of following the B Leader training by B Lab Switzerland. Great people, great methodology, bright future!*

*But what is the link between B Corp Certification and the expertise in Brand content and digital communication?*

*Bringing even more sense. Having even more impact;*

*Supporting organizations on their sustainability journey upstream reinforces their impact, makes the brand & content strategy even more meaningful, and feeds brands.*

*Interconnectedness is the key.*

*This is my belief.*

**Julien Levy**

Brand Strategy Advisor, M&BD Consulting

# +20

**B Leaders  
joined the  
national Swiss  
Triple Impact  
Program as  
co-facilitators.**

## Becoming a B Lab Switzerland affiliated B Leader

At the end of the training, to become an “affiliated B Leader” and be listed on B Lab Switzerland’s website, participants have to follow a dedicated affiliation process and undertake a so-called B Leader’s Project.

The B Leader Project represents the practice-oriented part of the B Leaders Training. Within 8 months following the training, B Leaders are asked to support a company in the measurement of its social and environmental performance using the BIA (companies are not required to submit their BIA).

Following this assessment, the B Leader will be asked to elaborate an action plan giving recommendations for the company to improve its impact.

Participants will then undergo a review session with B Lab Switzerland to discuss the project they worked on and review the action plan they proposed.

Affiliated



Leaders

# What the B Leaders training brings:

The training is designed to bring both theoretical and practical understandings of the B Corp Movement, the importance of guiding companies through the improvement of their environmental and social performance, the B Corp Certification, and the B Impact Assessment.

After the training and the validation of the B Leaders Project, a participant should:



Gain insight into the global sustainability trends



Understand the close link between social and environmental impact, and economic performance of an organization



Be able to understand the BIA and apply it within an organization



Identify opportunities of the B Corp Certification process and understand the challenges that companies may face and how to deal with them



Be able to formalize an action plan to help a company improve its social and environmental performance and create added sustainability value



Know how to mobilize workers in a company through a structured sustainability approach

Additionally, the B Leader training gives participants access to different online advantages and shared resources:



Instant sharing and communication tool with the entire B Leaders Switzerland community and B Lab Switzerland



Support in their projects from the B Lab Team



Shared resources and FAQ on a drive



Profile on the B Leaders website (affiliated B Leaders)

Join an online community shared by more than 250 participants!



# Conclusion

B Lab Switzerland is proud of the community of B Leaders trained throughout the years! The work they achieve, the challenges they tackle and the systems change they are accelerating is definitely inspiring.

We truly believe that the B Leaders training is a valuable resource for all professionals willing to level up their game on sustainability and the B Corp Certification. It will not only help them act as catalysts for change, but also provide them with the tools to support companies in understanding their social and environmental performance, and identifying improvement opportunities. The ability to measure a company's impact is the first step to improving it.

For the future, B Lab Switzerland has a dual vision for B Leaders training. First of all, we are in the process of redesigning our current B Leaders training to offer longer, more in-depth and practical training. The new training will embed even more content on real-life situations and challenges, and foster additional synergies between our B leaders through regular group work and peer exchange. In terms of audience, this training will bring most added value to CSR consultants and internal B Corp Champions looking for best practices, concrete actions and meaningful results in measuring and improving impact, CSR reporting, and building action plans. The redesigned B Leaders training will start rolling out in early 2022.

Second, we ambition to accelerate the sharing of our knowledge throughout Switzerland. As a result, B Lab Switzerland will launch B Leaders training in German, and a first training is in production for release by the end of 2021. We couldn't be more excited to address audiences in German-speaking Switzerland, bringing more diversity to the B Leaders community, and contributing to the understanding of impact measurement, our assessment tools and the opportunities they represent.

These two goals are embedded in B Lab's mission to harness the power of business to help address society's greatest challenges. B Lab envisions a world where businesses have environmental preservation, social well-being and financial sustainability at their core, alongside impact management. To make this vision a reality, it is necessary to equip both companies and individuals with the necessary tools and knowledge to accelerate the shift and redefine the role businesses hold in society.

**Are you ready to make a change?**



# Boilerplates

## What is B Lab Switzerland?



B Lab Switzerland is the Swiss branch of the global non-profit B Lab. At B Lab Switzerland, we help and support communities of people and businesses to improve their social and environmental impacts. We run global activities such as the B Corporation Certification process, recognizing credible businesses that meet the highest standards of social and environmental performance. We provide the necessary tools for businesses to measure and improve their impact (ESG rating) such as the B Impact Assessment. Finally, we run regional engagement programs to onboard new businesses in our movement.

## The B Impact Assessment



The B Impact Assessment (BIA) is a free, online and confidential platform designed to help measure and manage your company's positive impact on your workers, community, customers and environment. The BIA assesses the impact of both your company's day-to-day operations and your business model—both what you do and how you do it. Your responses to the B Impact Assessment determine your total numerical score. B Corp Certification requires a minimum verified total score of 80 across all impact areas.

## Swiss Triple Impact



The Swiss Triple Impact (STI) is an accessible and credible sustainability program for businesses developed by B Lab Switzerland, a leading organization in systems change working to transform the global economy to benefit all people, communities, and the planet. The STI is a simple, three-step solution-oriented sustainability program to help Swiss businesses of all sizes and sectors to make concrete commitments for the Sustainable Development Goals (SDGs). By going through the STI pathway, businesses are equipped with the tools they need to measure and improve their social and environmental impact and contribute to the 2030 Agenda.