

B Leaders Hybrid Training 2022

Positive Impact Practitioner Course

Online - November 21, 23, 25, 2022

In-Person - December 1, 2022

TRAINING GOALS

Know the B-Corp Values and Purposes

Conduct the B Impact Assessment (BIA)

Identify actions to improve the sustainability performance score

Know the various frameworks, vocabulary, tools

Practice your communication skills to convince your stakeholders

Participate to the B Community and increase your network

Become a leader of the B Movement

Day 1: Fundamentals of the B Impact Assessment (BIA)

Day 2: Sustainable Frameworks, Customers, Workers

Day 3: Community, Governance, and Convince

Day 4: Case studies, Other B Tools, and B Leader Pathway

This course is not an official accreditation or reference for affiliation with B Lab.

Day 1: Fundamentals of the B Impact Assessment (BIA)

Objectives:

- Understand the B Lab mission
- Grasp the B Lab scope
- Define the BIA components
- First use the BIA for the Environment Impact Area

Prerequisite:

- Sign up a BIA account:
<https://app.bimpactassessment.net/get-started>

HYBRID SESSION ENGLISH - AGENDA Day 1 - Online

Day 1 starting

8:30am	Networking Coffee	Meet the participants and Facilitators	Online All
9:00am	Ice-Breaker	Facilitators introduction Introduce yourself Training goals and teaching principles	Workshop All 55 min.
10:00am	Introduction to B Movement	Sustainable Issues and Emergency The B Lab mission Understand "Theory of Change" B Corp Certification strengths	Q&A Lecture B Lab CH 45 min.
11:00am	B Leader Advisor intervention	Benefit from the training and the B Community Why companies like B Corp Challenges faced by the B Leaders	15' break Speaker B Corp 60 min.
Lunch			Q&A
1:30pm	Who can become B Corp Certified	Which organization can be certified ? Why ? Standard Pathway and Pending B Corp	Lecture & Practice B Lab CH 60 min.
2:30pm	General BIA Framework	Introduction to the 5 Impact Areas Operational VS Impact Business Model Navigating the BIA application	Q&A Lecture & Practice B Lab CH 60 min.
3:45pm	Environment Impact Area	Introduction to the "Environment" Impact Area Choose, understand an area and draw a mind map Prerequisite for Day 2	15' break Workshop In groups 1h15 min.

Closing: 5:30pm

Day 2: Sustainable Frameworks, Customers, Workers

Objectives:

- Being aware of the various frameworks and their limitations
- Being able to fill the Customers, Worker and Disclosure Questionnaire Impact Areas of the BIA
- Understanding the Positive Impact Strategy

Prerequisite:

- Pick a B Corp company, fill the “Customers” Impact Area, and prepare a 2-minute presentation

HYBRID SESSION ENGLISH - AGENDA
Day 2 - Online

Day 2 starting

8:30am	Networking Coffee	Meet the participants and Facilitators	Workshop All
9:00am	Existing frameworks & Double materiality	Doughnut economy, regenerative economy Regulation, standards, etc. ESG, CSR, Positive Impact / future fit	Lecture All 45 min.
15' break			
10:00am	Customers Impact Area	Introduction to Customers Impact Area Presentation from each participant regarding its company	Presentations Participants 60 min.
15' break			
11:15 am	Certification pathway - standard / large entr.	B Lab governance Standard & Large Entreprises Pathways Requirements to become B Corp certified	Lecture B Lab CH 45 min.
Q&A			
Lunch			
1:30pm	Workers Impact Area	Introduction to Worker Impact Area Alpro, Nespresso - Examples	Lecture & Practice B Lab CH 45 min.
15' break			
2:30pm	Disclosure questionnaire & Moratorium & Brand Review	Which companies are impacted What does it mean ? Understanding the trust board process	Lecture B Lab CH 45 min.
15' break			
3:30pm	Positive Impact Strategy ou IBM	Introduction to PIS Understanding the PIS Cards Each group pick 1 card and find an example	Workshop In groups 60 min.
4:30pm	Positive Impact Strategy Discussion	Each group present its PIS Prerequisite for Day 3	Presentations Participants 45min.

Closing: 5:30pm

Day 3: Community, Governance, and Convince

Objectives:

- Harmonizing the vocabulary
- Being able to fill the Community and Governance Impact Areas of the BIA
- Knowing the keys to convince a company

Prerequisite:

- Pick a B Corp company, fill the "Community" Impact Area, and prepare a 2-minutes presentation

HYBRID SESSION ENGLISH - AGENDA Day 3 - Online

Day 3 starting

8:30am	Networking Coffee	Meet the participants and Facilitators	Online All
9:00am	PIIL Model	Presentation of the model The Survey Scenarios	Lecture All 45 min. 15' break
10:00am	Community Impact Area	Introduction to Community Impact Area Presentation from each participant regarding its company	Presentations Participants 45 min. 15' break
11:00am	B Corp Leadership	Why companies like B Corp Challenges faced by the Companies Collaboration with B Leaders	Speaker B Leader 60 min. Q&A
Lunch			
1:30pm	Governance Impact Area	Introduction to Governance Impact Area Grameen, Innocent, Danone – Examples	Lecture & Practice B Lab CH 45 min. 15' break
2:30pm	Convince	Advantages to become B Corp How to tailor the pitch to the audience	Lecture B Lab CH 60 min. 15' break
3:45pm	2 minutes pitch	Each participant present a pitch to convince a company to become a B Corp	Practice Participants 45 min. 15' break
4:30pm	Case study Guideline, Q&A or B-Fresk	What is expected for the last day Recap with the B-Fresk	Discussion All 60min.

Closing: 5:30pm

Day 4: Case studies, Other B Tools, and B Leader Pathway

Objectives:

- Being confident to lead a BIA process
- Knowing all the tools available and their benefit
- Becoming a leader of the B economy
- Staying in contact with all participants

Prerequisite:

- Prepare your case study
- Read about Patagonia's sustainability actions

HYBRID SESSION ENGLISH - AGENDA
Day 4 - In-Person @ Lausanne

Day 4 starting

8:30am	Networking Coffee	Meet the participants and Facilitators	<i>In-Person, Lausanne</i> All
9:00am	Case Studies Presentations 1	Participants present a case study Feedback and Panel of experts	Presentation All 1h30 min.
			15' break
10:45am	Case Studies Presentations 2	Participants present a case study Feedback and Panel of experts	Presentation All 1h15 min.
			Q&A
1:30pm	Action recommendations	What kind of recommendations ? Gap analysis methodology	Lecture B Lab CH 45 min.
			15' break
2:30pm	STI - SBA2030	What is the STI Program? SBA2030 Initiative	Lecture B Lab CH 45 min.
3:30pm	SDG Action Manager	Short introduction to SDG and the B Community Conduct an assessment in the next 2 months Stay connected with all B Leaders	Lecture In groups 20 min.
			15' break
3:50pm	B Leaders pathway and next steps	How to become B Leaders affiliated? Masterclass How to be listed on the website ?	Lecture In groups 30 min.
			No break
4:30pm	Q&A, fill the survey and Aperó	Recap with Cards Remaining questions Survey about the training Networking with the participants and Facilitators	All

Closing: 5:30pm

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Positive Impact Practitioner Cursus

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TRAINING & PREREQUISITES

B Lab Switzerland has been revamping the B Leaders programs to provide participants with an even higher quality cursus. Ranging from new hands-on exercises, guest speakers from the Movement, analytical canvases and more, the revamped B Leaders Training offers a significantly improved experience for sustainability practitioners.

The Training is open to all practitioners satisfying **four prerequisites**:

- 1. Language:** Proficiency English level (C1 equivalent)
 - a. The whole Training is taught in English ; participants collaborate, write and express themselves orally and fluently in English.
- 2. Professional Experience:** Three years professional experiences in the field of Sustainability.
- 3. Active Engagement:** Currently enrolled and active in a sustainability-related project (either in-house within an organization, or externally as a consultant).
- 4. Presence at Day 4:** The first three days of the Training are held online. The fourth day is held in person, at B Lab Switzerland's offices in Lausanne. The presence in person is mandatory.

ADMINISTRATIVE INFORMATION

Dates & Duration - The B Leaders Training spans over the course of four full-days.

- **November 2022:** Monday 21.11, Wednesday 23.11, Friday 25.11
- **December 2022:** Thursday 01.12

Venue - Days 1-3: Online ; Day 4: Lausanne Rue de Bourg 43 – B Lab Switzerland's Office

Costs - CHF1'950 per person (incl. materials)

Banking information

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