



THRIVABLE INSIGHTS FROM THE THRIVABILITY MATTERS WEBINAR

Hi, passionate thrivability enthusiast. We live in unprecedented times. The numbers prove that climate change is here to stay, social injustices corrupt the very fabric of our society, misinformation and false narratives clog our devices through mainstream and social media. It's important to have reliable information from people who stand to gain nothing from sharing with you. A person's agenda defines their motivation. THRIVE's agenda is to assist others to build a thrivable future for themselves while our passionate volunteers walk our own talk to deliver an authenticity that is difficult to find elsewhere.

Every month, THRIVE delivers a power packed [webinar](#), straight to your screens, that gives you statistics, facts, tips, tricks, and hints on how to lead a more environmentally friendly life. These webinars focus on the [United Nations Sustainable Development Goals](#) otherwise known as the [SDGs](#).

Each month, a particular goal is highlighted for unpacking, disseminating, and investigating, to see how it applies to us and how we can play as a global team, on the playing field of Earth, to reach these goals. It isn't enough for us to sit passively by and let governments and businesses make our decisions for us. After all, their motivation is run by their agenda. Who can tell what that means for us?

Our aim is to arm you with what is necessary to move your life from being simply sustainable to terrifically thrivable. Therefore, I'd like to introduce you to Jen Gearing. She was an esteemed guest for the January 2024 Thrivability Matters Webinar who spoke to us on SDG8: Decent Work and Economic Growth. Jen's focus was on [B-Corporations](#). The thrivable insights that follow are her precious pearls of wisdom that she was generous enough to share with us for the Q&A session that follows our every webinar.

JEN GEARING



Jen Gearing is a seasoned change and project management professional with over 20 years of experience who is driven by a mission to empower businesses to embrace sustainability and foster a more equitable, inclusive, and prosperous world. Through her company, Rejenerate, she helps businesses of all sizes implement sustainable practices that align with the United Nations Sustainable Development Goal 8: Decent Work and Economic Growth.

She is a firm believer in the transformative power of sustainability and a trained B Consultant and Facilitator. She holds a Master of Business (Sports Management), is a LEED Green Associate, and is currently pursuing a Diploma in Sustainable

Operations. Her expertise extends to project coordination with Boomerang Alliance in Australia, where she is a coordinator for a program focused on reducing single-use plastic in food outlets. Furthermore, she is also an ecoBIZ coach, guiding businesses in minimizing energy, water, and waste consumption.

Her passion for sustainability stems from a deep-rooted belief that "a rising tide floats all boats." When businesses thrive, communities thrive too. By embracing sustainable practices, businesses not only contribute to a healthier planet but also enhance their resilience, attract top talent, and gain a competitive edge.

Q & A

What do you think are the biggest challenges and drawbacks to the areas you discussed today for Degrowth, and the B Corp movement? Are these mainly the traditional economic approaches? Or are there cultural and political challenges too? If so, can you name a few?

While the B Corp movement has gained significant traction and

represents a positive force for sustainable business practices, it is not without its challenges and drawbacks. These challenges stem from various factors, including traditional economic approaches, cultural considerations, and political dynamics.

Here are some key challenges associated with the B Corp movement:

Financial Pressures: One of the primary challenges is the perception that adopting sustainable business practices may come with higher initial costs. Many businesses, especially small enterprises with limited resources, may be hesitant to invest in sustainability measures due to concerns about profitability and short-term financial performance.

Limited Awareness: A lack of awareness about the B Corp movement among businesses and consumers can hinder its growth. Many organisations, particularly in certain regions or industries, may not be familiar with the benefits of B Corp certification or how it aligns with their values and long-term goals.

Certification Process: The B Corp certification process can be time-

consuming, especially for businesses who have not documented their processes or policies. Small businesses may find it challenging to navigate the assessment requirements and gather the necessary data for certification. This use of resources may act as a barrier to entry for some businesses. (but should not be a reason to not take any action!)

Global Variations in Standards: The B Corp movement operates globally, but standards and expectations can vary based on regional contexts. Adapting to these regional variations while maintaining a consistent and rigorous framework can be challenging and may lead to perceptions of inconsistency. The certification standards are currently undergoing a major change and through global stakeholder involvement, these will be updated and released in 2025.

Resistance to Change: Traditional business models and practices are deeply ingrained, and some businesses may be resistant to change. There may be a reluctance to shift away from conventional approaches and embrace new, sustainable practices, especially if

they perceive such changes as risky or disruptive.

Policy and Regulatory Challenges:

The regulatory environment can impact the adoption of sustainable business practices. In some cases, there may be a lack of supportive policies or regulations that incentivise businesses to prioritise sustainability. Conversely, businesses operating in regions with stringent regulations may face challenges in aligning with both local laws and B Corp standards.

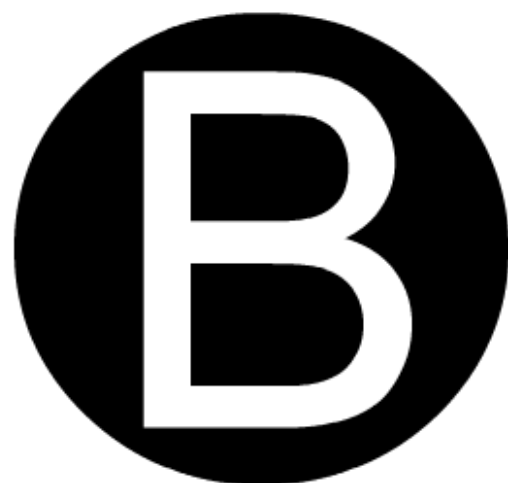
Cultural and Industry Differences:

Cultural attitudes toward sustainability can vary significantly, impacting the willingness of businesses to adopt B Corp principles. Additionally, certain industries may face unique challenges in implementing sustainable practices due to the nature of their operations or supply chains. While the B Corp movement has seen success, there are debates about the scale of impact it can achieve. Critics argue that the movement may primarily attract businesses already predisposed to sustainability, and there is a need for broader

systemic changes to achieve meaningful global impact.

Addressing these challenges requires a multifaceted approach involving collaboration among businesses, governments, and communities. Efforts to raise awareness, simplify the certification process, and provide support for businesses transitioning to sustainable practices can contribute to overcoming these obstacles.

Additionally, policymakers play a crucial role in creating an enabling environment for businesses to embrace sustainability without compromising their economic viability.



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How has the perception of business success evolved in the past 20 years, particularly about the importance of profits versus broader societal and environmental impacts?

Over the past 20 years, there has been a notable evolution in the perception of business success, with a shifting emphasis from a sole focus on profits to a more comprehensive consideration of broader societal and environmental impacts.

Several factors have contributed to this transformation:

Rise of Corporate Social Responsibility (CSR): The concept of Corporate Social Responsibility gained prominence in the early 2000s, encouraging businesses to consider and manage their social and environmental impacts. This marked a departure from the traditional view that the sole purpose of a business is to maximise profits.

Globalisation and Interconnectedness: Increased globalisation and interconnectedness have brought attention to the global impact of business activities. Companies are now more aware of their roles in

addressing global challenges, such as climate change, inequality, and human rights abuses.

Emergence of Sustainability

Reporting: There has been a growing trend in companies voluntarily reporting on their sustainability practices.

Sustainability reports go beyond financial metrics and provide stakeholders with information on environmental, social, and governance (ESG) performance, showcasing a more holistic view of business success.

Rise of Social Entrepreneurship:

The emergence and success of social entrepreneurship have challenged the conventional notion that profit-making and societal impact are mutually exclusive. Many entrepreneurs now seek to create businesses that address social and environmental issues while remaining financially sustainable.

Increased Stakeholder Activism:

Stakeholders, including consumers, employees, and investors, have become more conscious of the societal and environmental impacts of businesses. This has led to increased activism and

demands for companies to take responsibility for their actions beyond profit generation.

Shift in Consumer Preferences:

Consumer preferences have evolved, with a growing demand for ethically produced and environmentally friendly products. Businesses have responded by incorporating sustainability into their products and services to align with changing consumer values.

Impact of Technology and Information Accessibility: The digital age has made information more accessible, allowing consumers and stakeholders to scrutinise and hold businesses accountable for their practices. Negative publicity related to environmental or social issues can significantly impact a company's reputation and bottom line.

Recognition of Long-Term Value Creation: The financial community, including investors and asset managers, has increasingly recognised the importance of sustainable business practices for long-term value creation. Sustainable businesses are seen as more resilient in the face of

evolving societal and environmental challenges.

Policy and Regulatory Changes:

Governments and regulatory bodies have introduced or strengthened regulations related to sustainability and corporate responsibility. This has influenced businesses to integrate sustainable practices into their strategies to comply with evolving legal requirements.

Influence of Multilateral Initiatives:

International initiatives, such as the United Nations Sustainable Development Goals (SDGs), have set a global agenda for businesses to contribute positively to societal and environmental well-being. Many businesses now align their strategies with these broader goals.

Overall, the evolving perception of business success reflects a growing awareness that financial success must be accompanied by positive contributions to society and the environment. While profitability remains crucial, there is now a broader understanding that businesses can and should play a role in addressing global challenges and contributing to a

more sustainable and equitable future.



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Can you describe the main components and requirements for B Corp Certification and how these elements transform the economic system to benefit people, communities, and the planet?

B Corp Certification is a comprehensive and rigorous assessment process designed to evaluate a company's impact on its stakeholders and the environment. Businesses seeking B Corp Certification are evaluated based on their performance across various criteria that encompass social, environmental, and governance aspects.

The main components and requirements for B Corp Certification include:

B Impact Assessment (BIA): The BIA is a key component of the certification process and serves as a comprehensive evaluation tool. It

assesses a company's performance across five impact areas: Governance, Workers, Community, Environment, and Customers. Each impact area is further divided into specific impact areas, with a total of over 200 questions covering various aspects of a company's operations.

Governance: Companies are evaluated on their corporate governance structure, including mission and engagement, accountability, and transparency. The governance assessment emphasises the alignment of the company's mission with its practices and the inclusion of stakeholder interests in decision-making.

Workers: The Workers section assesses employee-centric practices, including compensation, benefits, training, diversity, and inclusion, and work-life balance. The aim is to ensure fair and positive workplace conditions that prioritise the well-being of employees.

Community: Companies are evaluated on their impact on the local and global communities. This includes community engagement, charitable giving, and support for



local economic development. B Corps are expected to contribute positively to the communities in which they operate.

Environment: The Environment section focuses on a company's environmental footprint. This includes energy use, emissions, water use, waste management, and sustainable sourcing. B Corps are encouraged to implement environmentally responsible practices and reduce their ecological impact.

Customers: The Customers section assesses a company's commitment to providing products and services that have a positive impact on customers. This includes factors like product safety, transparency, and responsible marketing practices.

Legal and Institutional Requirements: Companies seeking B Corp Certification must meet certain legal and institutional requirements. This involves adopting legal structures that consider the impact on stakeholders, including the environment and the community.

Verification Process: Once a company completes the BIA, it undergoes a verification process

conducted by B Lab, the nonprofit organisation behind the B Corp movement. The verification process involves documentation review, interviews, and, in some cases, on-site visits to ensure the accuracy and completeness of the assessment.

How B Corp Certification Transforms the Economic System:

Shift in Business Purpose: B Corp Certification transforms the economic system by encouraging businesses to redefine their purpose beyond profit maximisation. It emphasises a commitment to creating positive social and environmental impacts, encouraging businesses to consider the well-being of stakeholders and the planet.

Accountability and Transparency: B Corps are held accountable for their impact on various stakeholders, including employees, communities, and the environment. The certification process promotes transparency by requiring companies to disclose information about their practices, creating a culture of openness and accountability.

Stakeholder Inclusivity: B Corp Certification recognises the



importance of considering the interests of all stakeholders, not just shareholders. This shift promotes a more inclusive approach to business decision-making, taking into account the needs of employees, customers, communities, and the environment.

Encouraging Sustainable Practices:

B Corps are required to implement sustainable practices across their operations, from supply chain management to energy consumption. This encourages the adoption of environmentally friendly and socially responsible measures, contributing to a more sustainable and ethical economic system.

Community Engagement: B Corps are expected to actively engage with and contribute to the communities in which they operate. This fosters a sense of shared responsibility and mutual benefit, reinforcing the idea that businesses can be positive forces for local and global communities.

Marketplace Differentiation: B Corp Certification provides a recognisable and credible way for businesses to differentiate themselves in the marketplace.

Consumers and investors increasingly value companies with a commitment to social and environmental responsibility, leading to market advantages for certified B Corps.

Global Movement for Change: B Corp Certification is part of a global movement that seeks to redefine success in business. As more companies become B Corps, the collective impact contributes to a broader shift in business culture, encouraging others to adopt sustainable and responsible practices.

Legal and Governance Innovations:

B Corps often adopt innovative legal structures, such as Benefit Corporation status, which legally requires companies to consider their impact on society and the environment. These legal frameworks provide a foundation for companies to operate with a long-term, sustainable mindset. By incorporating these components and requirements, B Corp Certification aims to create a positive impact on people, communities, and the planet, ultimately contributing to the transformation of the economic system toward a more sustainable and inclusive model.



How does the B Corp movement align with and support the Sustainable Development Goals (SDGs), specifically in quality education, decent work, and economic growth?

The B Corp movement aligns closely with the United Nations Sustainable Development Goals (SDGs) by addressing various social and environmental challenges. Specifically, in the areas of quality education, decent work, and economic growth, B Corps contribute to the achievement of SDGs in the following ways:

Quality Education (SDG 4):

Workforce Development and Training: B Corps often prioritise employee development by providing training opportunities, mentorship programs, and educational support. This contributes to SDG 4 by

enhancing the skills and education of the workforce.

Community Education Initiatives: B Corps frequently engage in educational initiatives within their communities. This may involve supporting local schools, offering educational workshops, or participating in community outreach programs to promote access to quality education.

Promoting Lifelong Learning: B Corps recognise the importance of continuous learning. By fostering a culture of lifelong learning within their organisations, they contribute to SDG 4's goal of ensuring inclusive and equitable quality education for all.

The examples provided in the webinar highlighted these topics.

Decent Work and Economic Growth (SDG 8):

Fair Labor Practices: B Corps are committed to creating positive and fair working conditions. This includes fair wages, reasonable working hours, and safe working environments. These practices contribute to SDG 8 by promoting decent work for all.

Inclusive Hiring Practices: Many B Corps prioritise diversity and

inclusivity in their workforce. By embracing inclusive hiring practices, they contribute to SDG 8's goal of promoting sustained, inclusive economic growth, full and productive employment, and decent work for all.

Employee Well-being: B Corps often go beyond basic labour standards to ensure the well-being of their employees. This includes offering health and wellness programs, mental health support, and work-life balance initiatives, aligning with the goal of promoting decent work and economic growth.

Economic Empowerment: B Corps contribute to economic growth by supporting local economies, engaging in fair trade practices, and creating opportunities for economic empowerment, especially in underserved communities.

Economic Growth and Job Creation (SDG 8): Sustainable Business Practices: B Corps prioritise sustainability in their business operations. By adopting environmentally responsible practices and promoting sustainable consumption, they contribute to the overall goal of

sustainable economic growth outlined in SDG 8.

Supporting Local Economies: B Corps often emphasise the importance of supporting local suppliers and communities. By doing so, they contribute to economic growth at the local level, creating a positive impact on job creation and community development.

Responsible Business Practices: B Corps commit to responsible business conduct, ensuring that their economic activities align with ethical and sustainable principles. This includes responsible supply chain management, ethical sourcing, and fair-trade practices.

Innovation for Sustainable Development: B Corps are often at the forefront of innovation in sustainable business practices. This innovation contributes to economic growth while minimising negative environmental and social impacts.

Overall, the B Corp movement's alignment with SDGs, particularly in quality education, decent work, and economic growth, showcases how businesses can play a pivotal role in achieving global sustainability goals. B Corps serve

as examples of how companies can operate with a triple bottom line approach—considering social, environmental, and economic impacts—to create a more inclusive, equitable, and sustainable world. The SDG Action Manager tool mentioned in the webinar is a great opportunity for businesses interested in supporting these SDGs to get a deeper look into how they can address the targets.



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How can individuals and organisations outside of the B Corp community contribute to the goals of quality education, decent work, and economic growth, as outlined in the SDGs, through actions like volunteerism, promoting diversity and inclusion,

and advocating for sustainable practices?

Individuals and organisations outside of the B Corp community can contribute significantly to the Sustainable Development Goals (SDGs), specifically in the areas of quality education (SDG 4), decent work (SDG 8), and economic growth (SDG 8).

Here are several ways they can make a positive impact:

Quality Education (SDG 4):

Support Educational Initiatives:

Volunteer your time and expertise to educational organisations, community centres, or schools. Advocate for policies that prioritise and enhance access to quality education for all.

Mentorship Programs: Establish mentorship programs to guide and support students, providing valuable insights and guidance.

Resource Donations: Donate educational resources, books, and materials to schools and communities with limited access.

Promote Lifelong Learning:

Encourage and participate in initiatives that promote continuous learning and skill development for people of all ages.

Decent Work (SDG 8):

Advocate for Fair Labor Practices:

Support and advocate for fair labour practices within your industry and community. Raise awareness about the importance of decent work conditions and fair wages.

Promote Inclusive Hiring Practices:

Encourage diverse hiring practices within your organisation and industry. Support initiatives that promote equal employment opportunities for all.

Employee Well-being: Prioritise employee well-being by offering mental health support, wellness programs, and flexible work arrangements.

Skills Development: Invest in training and skill development programs for employees, ensuring they are equipped for the demands of the evolving workforce.

Economic Growth (SDG 8):

Support Local Economies:

Prioritise local suppliers and businesses to stimulate economic growth in your community. Advocate for policies that promote local economic development.

Social Entrepreneurship: Support social entrepreneurs and organisations that focus on creating both economic and social value.

Responsible Consumer Choices:

Make sustainable and ethical choices as a consumer. Support businesses that prioritise environmental and social responsibility.

Advocate for Ethical Business Practices:

Advocate for ethical business practices and transparency in supply chains. Engage with businesses and encourage them to adopt responsible and sustainable practices.

Entrepreneurship Support:

Mentor and support entrepreneurs, especially those from underrepresented groups, to foster economic growth and job creation.

General Actions:

Promote Diversity and Inclusion:

Foster a diverse and inclusive workplace culture by embracing and celebrating diversity. Advocate for policies that promote equal opportunities for people of all backgrounds.

Advocate for Sustainability: Raise awareness about sustainable practices and encourage others to adopt eco-friendly habits. Advocate for policies that promote environmental conservation and responsible resource use.

Engage in Partnerships:

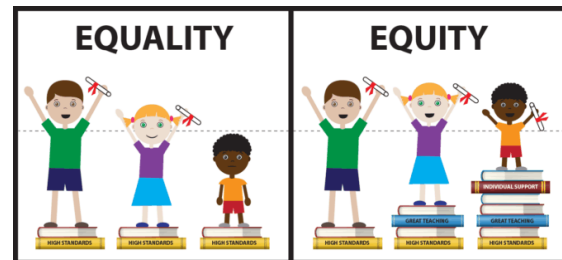
Collaborate with other organisations, NGOs, and government agencies to amplify the impact of your initiatives. Participate in cross-sector partnerships that address social and economic challenges.

Educate and Raise Awareness:

Share information about the SDGs and the importance of quality education, decent work, and economic growth with your network. Engage in public discourse and use your platform to advocate for positive change.

By taking these actions, individuals and organisations can contribute to the achievement of SDGs, fostering a more inclusive, equitable, and sustainable world. These efforts collectively contribute to building a global community that prioritises social and environmental responsibility

while promoting economic growth and decent work for all.



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When an organisation is recertifying as a B Corp, (where their initial score was the baseline of 80) can the organisation be recertified even if their score remains at 80? If yes, then what are the measures or incentives to encourage continuous improvement rather than a company acquiring the certification for publicity and brand image purposes?

Yes, an organisation can be recertified as a B Corp even if their score remains at 80 or the initial baseline. The B Corp recertification process is not solely based on achieving a specific score but also considers the company's commitment to continuous improvement and its efforts to meet and exceed the B Impact



Assessment (BIA) requirements over time.

To encourage continuous improvement and ensure that companies are genuinely committed to sustainable and socially responsible practices rather than pursuing certification for mere publicity, the B Corp movement incorporates several measures and incentives:

Recertification Requirements:

The recertification process involves a reassessment of the company's performance across various impact areas, including Governance, Workers, Community, Environment, and Customers. B Corps need to demonstrate that they are maintaining or improving their impact in these areas.

Continuous Improvement Targets:

B Corps are encouraged to set and work towards continuous improvement targets. The BIA includes questions related to improvement targets, and companies are expected to show progress in areas where they may not have performed as strongly in the past.

B Corp Community Engagement:

Active engagement with the B Corp community is encouraged.

Companies can learn from each other, share best practices, and collaborate to improve their social and environmental impact.

Transparent Reporting: B Corps are required to be transparent in reporting their performance. Transparency not only helps in the verification process but also builds trust among stakeholders. It encourages companies to openly share their successes, challenges, and plans for improvement.

Education and Resources: B Lab, the nonprofit organisation behind the B Corp movement, provides educational resources and support to help companies understand the assessment process and identify areas for improvement. This assistance aids companies in adopting more sustainable and socially responsible practices.

Global Best for the World Honors: B Lab recognises companies that score in the top 10% of all B Corps globally in specific impact areas. These companies receive the "Best for the World" honours, providing recognition and incentives for high performers to continue their commitment to positive impact.

Reassessment of Impact Metrics:

The BIA is periodically updated to

reflect changes in best practices and emerging sustainability challenges. This ensures that companies are continually assessed against evolving standards and are encouraged to adapt their practices accordingly. As covered in the webinar, the standards are evolving in 2025 and will be undergoing a major change to ensure that businesses are strong in every area and show progress across the board.

Stakeholder Engagement and Feedback: B Corps are encouraged to actively engage with their stakeholders, including employees, customers, and the community. Incorporating feedback from these stakeholders can lead to meaningful improvements in social and environmental practices.

By incorporating these measures, the B Corp movement aims to ensure that recertification is not just a one-time achievement but an ongoing commitment to continuous improvement. The emphasis is on fostering a culture of responsible business practices, where companies are motivated to go beyond the minimum requirements and make a positive impact on the world. This

approach aligns with the core values of the B Corp movement, emphasising accountability, transparency, and a dedication to creating shared value for all stakeholders.



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Could you provide examples of how businesses in the Asia-Pacific region, such as those in Singapore, Indonesia, and Hong Kong, are actively implementing practices that align with the principles of the B Corp movement and the SDGs?

Certainly! While the B Corp movement is not as widespread in the Asia-Pacific region as it is in some other parts of the world, there are businesses in Singapore, Indonesia, and Hong Kong that are actively implementing practices aligned with the principles of the B Corp movement and the



Sustainable Development Goals (SDGs).

In the webinar I covered examples from Heveya, Left Handesign, Brand Led Business, Honeycombers + Launchpad and these businesses are not B Corp certified but are leading the way in many of the principles. Here are some more examples of businesses that are not necessarily certified.

Using the B Corp directory is a great way to find out about all B Corps

<https://bcorporation.com.au/find-b-corps/>:

Singapore:

Eco-Business (Singapore):

Alignment with B Corp Principles: Eco-Business is an independent media organisation that focuses on sustainable development and responsible business practices. Their work aligns with B Corp principles, particularly in the areas of environmental stewardship, transparency, and community engagement.

Indonesia:

Torajamelo No Poverty:

TORAJAMELO is an impact enterprise headquartered in

Jakarta, Indonesia. Their focus is on collaborating with women artisans from rural excluded communities in order to: Provide livelihood for rural communities and alleviate systemic poverty Preserve the cultural heritage of backstrap loom “weaving” in Indonesia and Prevent the breakdown of families and community due to outward migration of rural women.

Hong Kong:

Green Monday (Hong Kong):

Sustainable Products and Services:

Green Monday is a social enterprise in Hong Kong that promotes plant-based diets and sustainable food choices. By providing plant-based food options and advocating for environmental sustainability, Green Monday aligns with both B Corp principles and SDGs related to responsible consumption and climate action.

CarbonCare InnoLab (Hong Kong):

Community Engagement:

CarbonCare InnoLab is a social innovation lab in Hong Kong that focuses on climate action and sustainability. Through community engagement, education programs, and innovative projects, they

contribute to raising awareness and driving positive change in the community.

Regional Initiatives:

Biji-biji Initiative (Malaysia):

Environmental Stewardship and Community Engagement: While not in Singapore, Indonesia, or Hong Kong, the Biji-biji Initiative in Malaysia is an exemplary case. This social enterprise focuses on environmental stewardship, sustainable design, and community engagement. Their projects involve upcycling materials, promoting renewable energy, and fostering sustainable practices.

Social Cops (India, operating regionally): **Data for Social Impact:** Social Cops, based in India and operating across the Asia-Pacific region, uses data and technology for social impact. Their work aligns with B Corp principles by leveraging innovation and data-driven solutions to address social and environmental challenges.

These examples illustrate that businesses in the Asia-Pacific region are actively incorporating sustainable and socially responsible practices into their operations, even if they are not certified B Corps. Many of these

businesses align with B Corp principles and contribute to the achievement of SDGs by addressing specific social, environmental, and economic challenges within their respective regions.



If you found value in this webinar, loving it as much as we did, please register for our next exciting webinar using this [link](#). We can't wait to see you there. Keep on thriving!

THANK YOU

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