

# RESPONSIBLE BUSINESS

*An Introduction to the B Corp Movement & the Power of Purpose-Driven Business*

NOVEMBER 13, 2020, 8:00AM - 9:15AM CENTRAL TIME

## RESOURCES

### VINCENT STANLEY / *Patagonia*

#### *An Entrepreneur's Guide to Certified B Corporations and Benefit Corporations*

This guide serves as a comprehensive tool for those deciding whether (or how and when) to become a Certified B Corp and/or Benefit Corporation.

#### *Just Good Business: An Investor's Guide to B Corps*

The hope of this guide is to illuminate the common path walked by conscientious investors and Benefit and Certified B Corporations—for these groups to find in each other common cause and a helping hand in the great work that needs to be done to restore our communities, heal our planet, and create an economy that works for all.



#### *Let My People Go Surfing*

Yvon Chouinard—legendary climber, businessman, environmentalist, and founder of Patagonia, Inc.—shares the persistence and courage that have gone into being head of one of the most respected and environmentally responsible companies on earth.



#### *The Responsible Company*

Yvon Chouinard, founder and owner of Patagonia, and Vincent Stanley, co-editor of its Footprint Chronicles, draw on their 40 years' experience at Patagonia – and knowledge of current efforts by other companies – to articulate the elements of responsible business for our time.

### CHRISTOPHER MARQUIS / *Cornell University*



#### *Better Business: How the B Corp Movement Is Remaking Capitalism*

Better Business explores the rapid growth of companies choosing to certify as B Corps, both in the United States and internationally; and explains why the future of B Corporations is vital for us all.

#### *Why it Pays to Become a Certified B Corp*

A free guide that makes the business case for the B Impact Assessment.

#### *Managing Your Business in the Era of Stakeholder Management*

How the B Corp movement enables a shift to a more inclusive capitalism that considers all stakeholders.

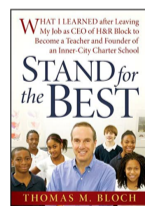
#### *The B Corp Movement Goes Big*

A Stanford Social Innovation Review article on how the B Corp movement is being embraced by large multinationals.

#### *Danone North America: The World's Largest B Corporation*

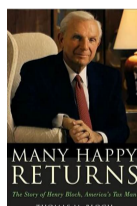
This Harvard Kennedy School case study examines the B Corp certification process of Paris-based food products company Danone's North American business. With \$6 billion in sales, in 2018 Danone NA became the largest Certified B Corp in the world by a factor of two.

### THOMAS M. BLOCH / *Marion and Henry Bloch Family Foundation*



#### *Stand for the Best*

After a nineteen-year career at the company, Tom Bloch resigned from his position as the H&R Block CEO to become a math teacher in an impoverished inner-city section of Kansas City. Stand for the Best reveals Bloch's struggles to make a difference for his marginalized students and how he eventually co-founded a successful charter school, University Academy.



#### *Many Happy Returns: The Story of Henry Bloch, America's Tax Man*

As much a personal story as a business story, this book offers intimate details about Henry Bloch's entrepreneurial journey and his belief in the importance of mentoring and giving back.

## B CORP GENERAL

#### *About B Corps*

#### *Fortune | The B Corp Movement is Accelerating During the Pandemic*

#### *Reuters | Purpose Over Profit: Are B Corps the Future of Sustainable Business*