

What is B Impact Assessment?

B Impact Assessment is a global movement that helps companies create value for their stakeholders, the community, and the environment. B Impact Assessment is a measurable framework that uses objective standards, publicly available benchmarks, and practical tools to help companies make, evaluate, and execute decisions that beneficially impact the world.

At Allodium, one of our core values is to leave people better off for having come into contact with us. Though we are mindful of our social and ecological footprint, we want to go a step further and proactively impact the greater community and the environment for good.

What is the B Impact Process?

Allodium participated in the B Impact Assessment. We created a task force group, held an initial meeting after completing and scoring the assessment, and continued to meet monthly to discuss improvements for each group of stakeholders. We plan to repeat the process annually to steadily and continually improve.

The B Lab assessment consists of three steps:

Assess Our Impact – We filled out a questionnaire that was tailored to our company's size, business sector, and geography. It covered areas such as governance, workers, community, and the environment.

Compare Impact – We reviewed our score and compared it to other companies, both similar and different, to understand our score in context.

Improve our Impact – We chose impact areas to focus our improvement efforts. The tools in the action and implementation plan offered examples to help us set and accomplish concrete goals.

How does it benefit Allodium's stakeholders?

Stakeholders may benefit by...

Clients: Alignment with Allodium's mission and standards may help clients feel better about working with us. They may be inspired to apply similar efforts to their own companies.

Owners: Greater company differentiation encourages owners to pay attention to more than just the revenue and increases pride in the company they own.

Employees: Employee engagement and commitment increases as the staff finds meaning and purpose in something larger than the company.

Community: A transparent public record and increased employee involvement in the community serve as a role model and mentor for other companies to follow suit.

Environment: The process helps us to become more thoughtful and committed to changing the ways we affect the environment over time.



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