



B-BOOSTERS

WHITEPAPER

HOW TO CONVINCE YOUR STAKEHOLDERS



1. SUSTAINABILITY IS NOT A CHOICE ANYMORE

The planet is sending us clear signals: the way we do business needs to change. Climate change, resource depletion, and environmental degradation are no longer distant concerns. They are realities impacting economies, societies, and current and future generations. Businesses that fail to adapt will be left behind. Here are some numbers:

2024 is officially the hottest year on record, with average global temperatures exceeding 1.5°C compared to pre-industrial temperatures. ([Reuters](#))

Annual global greenhouse gas emissions have increased by 50% over the past 30 years due to increased fossil fuel combustion. ([Statista](#))

Every year, 11 million metric tons of plastic enter the ocean, threatening marine ecosystems and food chains. ([Ocean Conservancy](#))

Our global food system is the primary driver of biodiversity loss, with agriculture alone being the identified threat to 24,000 of the 28,000 (86%) species at risk of extinction. ([UNEP](#))

But there is a path forward. Businesses that take responsibility for their impact are gaining trust, future-proofing their operations, and creating meaningful change. The B Corp movement provides a clear roadmap to ensure business is a force for good.

CALL TO ACTION #1

To effectively persuade your stakeholders, start by clearly outlining WHY sustainability is essential. Emphasize the current concerns and make it more tangible, so they can easily connect with your message.

2. B CORP IS NOT A GOAL, BUT A TRANSFORMATION TOOL

Becoming a B Corp is not about earning a badge. It is about continuously transforming your company into a more purpose-driven business that is built for long-term success.



A. ALIGNING VISION AND MISSION

Crafting a clear mission and vision is the foundational step towards achieving sustainability. A well-defined mission aligns a company's actions with the needs of both present and future generations. It provides a roadmap for integrating sustainable practices into the core business strategy, ensuring that every decision supports long-term environmental and social goals.



B. STRATEGIZE

Strategizing for sustainability involves setting clear, measurable goals that align with the company's long-term objectives. This includes embedding sustainability into every aspect of operations, from supply chain management to product design and employee engagement. A robust sustainability strategy helps companies stay focused, measure progress, and continuously improve.



C. USE B CORP AS A GUIDE

The B Impact Assessment serves as a roadmap for companies to measure and improve their social and environmental impact. It provides benchmarks and actionable insights that help businesses stay accountable while continuously improving their operations.

[B Lab Europe](#)

CALL TO ACTION #2

Make sustainability part of leadership decisions:

To truly integrate sustainability into your business, commit to making it a part of leadership discussions and decision-making processes. Assign accountability at the highest level, ensuring that every major decision considers long-term social and environmental impact alongside financial performance. Finish by explaining what a certified B Corp is and its link to the Sustainable Development Goals.

SUSTAINABLE DEVELOPMENT GOALS



17 PARTNERSHIP FOR THE GOALS



We've got your back! We organize strategy sessions and B Corp workshops to gain more insights and help you transform your business.

3. OVERCOMING STAKEHOLDER RESISTANCE

Stakeholders often raise concerns about B Corp certification, questioning costs, complexity, and competitiveness. Addressing these objections is key to securing internal buy-in.

COMMON CONCERNS



IS B CORP JUST GREENWASHING?

Some stakeholders worry that sustainability certifications are just another marketing tool with little real impact. B Corp is different. It is the only certification that measures a company's entire social and environmental impact, requiring full transparency and legal accountability. Companies must meet rigorous standards and recertify every three years, ensuring continuous progress. Also, the latest updates to B Corp standards are designed to make the framework more practical for businesses while still maintaining its credibility.



IT IS TOO EXPENSIVE.

Think long term. 1 in 4 consumers now recognize the B Corp label, and awareness continues to grow. Companies like Danone, and Dopper have leveraged their B Corp status to enhance brand trust, increase customer loyalty, and attract top talent.



WILL IT REQUIRE SIGNIFICANT OPERATIONAL CHANGES?

Some stakeholders worry that B Corp certification will demand major shifts in supply chains, HR policies, or governance structures. The reality is that while adjustments may be necessary, most companies can integrate changes progressively. The B Impact Assessment helps businesses prioritize improvements without disrupting operations.

CALL TO ACTION #3

Let's Talk: "Open conversations lead to real change." Becoming a B Corp is a strategic decision that affects multiple stakeholders. The best way to move forward is through open, honest dialogue. We invite you to sit down with your leadership team, employees, and key decision-makers to discuss their questions, concerns, and expectations.

We've got your back! We facilitate stakeholder roundtables and leadership discussions to ensure that every concern and question about B Corp is solved.

4. CASE STUDY: THE REAL IMPACT OF B CORP CERTIFICATION

Stories inspire change. Case studies show what is possible, providing real-world examples of how businesses have benefited from B Corp certification. Whether it is strengthening customer trust, improving financial performance, or staying ahead of regulations, the following case study wants to prove that becoming a B Corp is a smart business move and brings several benefits.

A. ENHANCED REVENUE THROUGH DIFFERENTIATION

B Corp certification can help distinguish your brand, potentially boosting revenue. For example, sustainable product labels on platforms like bol.com have been linked to a 4% increase in sales, suggesting that consumers may pay a premium for offerings that reflect their values.



B. FREE ADVERTISEMENT

Sustainable practices open up various public relations opportunities. By featuring your B Corp status in packaging, marketing campaigns, and online content, you can increase brand visibility.



C. EASIER FUNDING

As sustainability becomes a key criterion for investors—especially in the EU—B Corp certification signals a forward-thinking approach and a commitment to responsible growth, which can facilitate easier access to funding.



D. PREPARED FOR CURRENT REGULATIONS

CSRD and B Corp share common principles such as transparency, accountability, and a comprehensive approach to sustainability. Many practices designed for one framework can be effectively applied to the other, helping to address regulatory requirements and evolving market trends while supporting stakeholder interests.



E. ALIGNMENT WITH CORE VISION: QUALITY IS SUSTAINABILITY

At BOSKA, we believe quality is sustainability and we are super happy to show that through the B Corp assessment we can prove that what we say is true.



F. STRENGTHENED ACCOUNTABILITY INTERNALLY AND EXTERNALLY

B Corp certification establishes high accountability standards. This commitment not only enhances internal processes but also builds trust with employees, customers, and investors through greater transparency.



G. DEMONSTRATING COMMITMENT THROUGH TRANSPARENCY

In today's market, transparency is widely expected. B Corp certification offers a credible way to demonstrate your company's commitment to honest and responsible practices.



H. ENHANCED EMPLOYER BRANDING AND TALENT ATTRACTION

A robust focus on sustainability can strengthen your employer brand, making it easier to attract top talent motivated by purpose-driven work and a positive corporate culture.

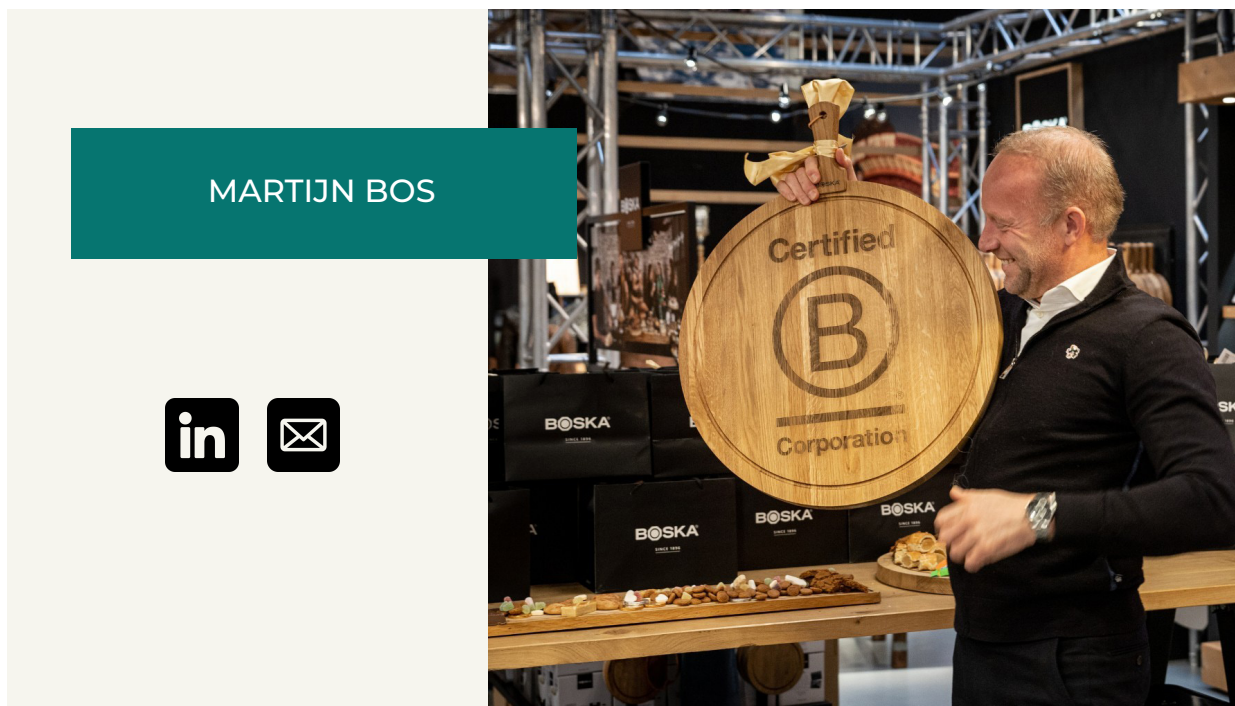




CALL TO ACTION #4

Stakeholders need to see proof that B Corp certification works. Share this example in meetings, presentations, or informal discussions. Highlight the financial, operational, and reputational benefits. Ask them: Which B Corp inspire you? And why?

Want to hear BOSKA's story? Martijn, BOSKA's founder and one of our co-founders of B-Boosters, is up for a 30-minute chat to share his experience and insights. No heavy pitch, just a friendly conversation about what's worked for them.



MARTIJN BOS



4. PRACTICAL STEPS: HOW TO START THE B CORP JOURNEY

It is essential to set clear expectations for the journey ahead. Here is a snapshot of the key stages you'll navigate on your path to becoming a Certified B Corp.

01.

REGISTRATION AND INITIAL SELF-ASSESSMENT

Begin your journey by registering for the free and confidential B Impact Assessment (BIA). The BIA not only helps you understand your baseline score but also highlights specific areas where you can improve your performance.

02.

EVALUATE YOUR BASELINE SCORE AND CRAFT AN IMPROVEMENT PLAN

Once you complete the BIA, you will receive a baseline score that reflects your organization's current impact. For organizations scoring below 80, the next step is to develop a targeted improvement plan. This plan should be both strategic and actionable.

03.

IMPLEMENT AND MONITOR THE METRICS OF THE IMPROVEMENT PLAN

Putting your plan into action involves structured execution and ongoing evaluation.

04.

SUBMISSION AND REVIEW PROCESS

After addressing any gaps through your improvement plan, submit your updated assessment for review.

05.

POST-VERIFICATION AND COMMUNITY INTEGRATION

Upon successful verification and meeting the 80-point threshold, your organization will advance to the post-verification stage. This phase includes signing the B Corp agreement, payment of the annual fee and signing the Declaration of Interdependence.

With these steps complete, your organization officially becomes a Certified B Corp, joining a network of businesses dedicated to making a positive social, and environmental impact!

TIME ESTIMATED TO BECOME A CERTIFIED B CORP: +/- 14 MONTHS.

We've got your back! We're here for you every step of the way. Let us smooth out the process so you save time and energy getting to know the framework. Think of us as that little extra nudge: turning today's challenges into tomorrow's proud achievements. And with a seamless touch. Yes, that's possible!

THE 5 STEPS TO BECOME B CORP:

1 *Scoping*

What track do you need? We help you in choosing the right B Corp track.

2 *Assesment*

How many points do you currently own? We help you fill out the B Corp Impact Assesment, BIA.

3 *Plan*

What to do to get to 80 points? Together we make the Improvement Plan.

4 *Execution*

How, what & when? With your team we organize a weekly Boost to help, measure, answer all questions and track the progress.

5 *Aftercare*

Capitalize, communicate and stay sharp. Keep the fire burning & get ready for re-certification.

READY TO TURN CHALLENGES INTO VICTORIES? GET IN TOUCH WITH US TODAY, AND LET'S MAKE AN IMPACT TOGETHER.



GET IN TOUCH

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