



Becoming a Certified B Corp: Info Session for Sustainable Enterprises

The Baruch Small Business Development Center is extending the opportunity for our clients and Baruch students to meet with representatives from B Lab, the organization that oversees B Corp Certification, to discuss the benefits and process of getting certified or registering as a Benefit Corporation.

Established businesses are invited to register for one-on-one appointments to contextualize how certification would impact the business of each individual client and walk through the certification process. A roundtable discussion will be held as well, for entrepreneurs and students who would just like to learn more.

There are currently over 650 B Corps in 19 countries and 16 industries, including everything from giants like Patagonia, Ben and Jerry's and Seventh Generation to small businesses looking to both do well and do good. Some of the benefits of certification include:

1. Improved firm-wide sustainable practices
2. Significant in-network discounts from other B Corps, as well as from many vendors such as Salesforce.com, QuickBooks, NetSuite etc.
3. Marketing benefit of being a 3rd party verified sustainable firm
4. Access to capital from Impact Investors through the GIIRS platform
5. HR benefit of being recognized by prospective employees as a good place to work
6. Recognition for being a truly sustainable enterprise

Join us for this great opportunity to meet with those at the center of this new sector of the economy and to network with fellow sustainable enterprises and aspiring entrepreneurs. To learn more about B Corporations, visit www.bcorporation.net.

Thursday November 29

Baruch Small Business Development Center,
55 Lexington Av, Rm2-140

To register for a one on one appointment from **11am-1pm**, email santiago.sbdc@gmail.com

To RSVP for the drop-in group session at **1pm**, click on the registration link in the email