Promoting sustainability: Harnessing the power of private enterprise to create public environmental, social, and economic benefits.

The Environmental Professionals Network featured B Lab certified companies at the May 2015 EPN breakfast. When the EPN Coordinator was shopping at larger grocery store recently and saw this hangtag on a beverage bottle, he could not help but smile.

A growing number of corporations of all sizes are adding social and environmental responsibility to economic and financial considerations for how they operate and conduct business. An NGO based in Boston, B Lab, certifies such companies that meet, and continue to meet high standards, thus becoming B Corps, or B Corporations. B Lab shares that:

“B Corp is to business what Fair Trade certification is to coffee or USDA Organic certification is to milk.”

B Corps are for-profit companies certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. Today, there is a growing community of more than 1,700 Certified B Corps from 42 countries and over 120
industries working together toward 1 unifying goal: to redefine success in business. Moreover, 31 states have adopted legislation allowing companies to adopt B Corp-modeled legal bylaws; Ohio is not one of them, yet.

The Environmental Professionals Network at Ohio State University highlighted B Lab certification at the May 2015 EPN breakfast program. Jeni’s Splendid Ice Creams was, and still is one of eight B Lab certified companies in Ohio, and their director of community and environmental stewardship at the time presented at the EPN event. Check out Jeni’s continued commitment to stewardship and sustainability.

And what about that bottle at the grocery store with the B Lab hangtag? Check out Fetzer’s strong commitment too.