

[Under Embargo until 11 December 2019, 16:30 CET (10:30 EST)]

**500+ COMPANIES COMMIT TO NET ZERO BY 2030, SIGNALING LARGEST
CONSTITUENCY OF BUSINESSES LEADING ON CLIMATE ACTION
20 YEARS AHEAD OF PARIS AGREEMENT**

MADRID, 11 December 2019: As the UN Climate Change Conference, COP25, is underway in Madrid, over 500 companies are publicly committing today to accelerate the reduction of their greenhouse gas emissions to reach a 1.5 degree trajectory leading to net zero by the year 2030—20 years ahead of the 2050 targets set in the Paris Agreement.

These companies, including well-known brands like Patagonia, The Body Shop, Allbirds, Davines, The Guardian, Aguas Danone Spain, Intrepid Travel, Ecoalf, and many others, are part of the global community of Certified B Corporations, businesses that meet the highest verified standards of social and environmental performance, transparency, and legal accountability. There are over 3,000 B Corps in the world, hailing from more than 70 countries and 150 industries, harnessing the power of business to solve major social and environmental challenges facing the world today, including the climate crisis.

This commitment to significant carbon reduction leading to a net zero future by 2030 is part of the most accelerated climate action effort by as large a constituency of businesses in the world. It demonstrates true leadership in a time of severe environmental and economic unrest and uncertainty. Below is the full statement issued by the Certified B Corporation community outlining their commitments, as well as quotes from leaders within the community. The full list of companies committed to net zero by 2030 is also listed below.

Quotes

Tim Brown, co-founder and co-CEO of Allbirds: "We built Allbirds with the idea that businesses could—and should—play a role in protecting the environment. Any brand, no matter the size, can begin making a difference today by limiting, measuring, offsetting and reducing their carbon footprint. That's why this year we launched the Carbon Fund, a self-imposed carbon tax that funds 100% carbon neutrality through emission-reduction programs. We're proud to join fellow B Corps in committing to a net zero future and demonstrating the impact we can have when we work together."

Kim Coupounas, B Lab Global Ambassador, co-chair of B Corp Global Climate Task Force, co-leader of B Corp Climate Collective: "We are facing a global emergency that threatens our only home and all our children. It's time for leaders to lead. As the source and cause of the vast majority of the planet's greenhouse gases, the business sector is uniquely culpable for the climate crisis—and therefore responsible for demonstrating leadership in eliminating emissions and drawing down carbon as rapidly as possible. As evidenced by the NZ2030 commitments made at COP25 this week, B Corps recognize their agency as individual businesses, and as a collective force, to act. Together, these businesses can positively impact vulnerable

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communities both today and for generations to come, and in so doing literally change the course of history.”

Christopher Davis, International Director of Sustainability, The Body Shop: “The call for action in response to the climate emergency is getting louder and louder yet we are still seeing global emissions continuing to rise. If we are to stand a chance of tackling this crisis, we need to work together and we are proud to be joining fellow B Corps across the world in taking action.”

Javier Goyeneche, CEO of Ecoalf: “Ecoalf’s commitment to the environment and to a brighter future for our planet is woven into the very fabric of our business, starting with the recycled materials we build into every product we make. We are honored to be a part of this amazing community of B Corps committed to net zero by 2030, and we look forward to channeling our longstanding focus on innovation and sustainability into achieving this commitment in the decade ahead.”

Juan Pablo Larenas, co-founder of Sistema B: “Since its founding in 2006, the B Corp movement has been about leadership. These are companies that embed into their very legal fiber the commitment to consider the interests of their full set of stakeholders, not just shareholders. B Corps are answering the call to respond to the climate crisis, acting decisively, urgently, and boldly. COP25 is a defining moment where all sectors of society have to express their commitment and enhance their ambition to take action to address the climate crisis. We hope the B Corps declaring their commitment to be net zero by 2030 will be the powerful beacon that inspires all businesses around the world to follow suit—and that the solutions generated and shared from their hard work in the next ten years will help make the transition to a net zero future possible.”

Charmian Love, co-founder B Lab UK, co-chair of B Corp Global Climate Task Force: “Let’s be clear. We are living in a truly historic moment where the action we take today will have a direct and profound impact on the generations to come. The climate emergency is amplifying the inequities that already exist and unraveling our social fabric. The youth recognize this and are demanding a response from us. The global B Corp community stands in solidarity with them, not only in shared vision for an inclusive and regenerative future for all, but also in their call for concrete, bold and unapologetic action. By acting both individually and collectively to decarbonize their businesses to achieve net zero emissions by 2030, B Corps are trying to do their part in achieving the future our children deserve. If not us, who? If not now, when?”

Gonzalo Munoz, High Level Climate Champion for COP25: “As co-founder of the first B Corp in South America and co-founder of Sistema B, and as COP25 High Level Climate Champion, I was thrilled to announce the commitments of over 500 courageous B Corps to achieve net zero emissions by 2030 to the UNFCCC secretariat—and to the world—today at COP25. All economic systems must change if we are to avoid the most catastrophic impacts of global warming and achieve the Sustainable Development Goals, and the global B Corp community has a critical role to play in this process. We need business leadership to accelerate the trajectory of emission reductions inside their

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individual businesses and to advocate for climate policy with their governments. B Corps can lead the way to demonstrate what is possible individually and collectively.”

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B CORP COMMUNITY STATEMENT FOR COP25

We are living in unprecedented times. The most important global climate conference to address accelerating climate change and ecological breakdown has been forced to move to the other side of the world four weeks before the event because of the most recent example of a more immediate and growing threat to our global social order, persistent social inequities and increasing inequality.

It is clear to us that these twin crises are being driven, and responses constrained, by an economic system that rewards the single-minded pursuit of profits while untenably externalising environmental and social costs. This results in decisions that prioritize short term financial returns often at the expense of people, communities and the natural world on which all life depends.

As business leaders, we recognize these crises as threats to healthy markets and healthy businesses. As human beings, we recognize these crises as threats to our quality of life and the quality of life of our children and their children.

We will have more to say in the near future about this underlying system failure, but in the context of COP25, we believe the science shows that a 1.5°C increase in average global temperature is the limit to reduce the worst impacts for our planet and its inhabitants, especially communities on the frontlines who will be impacted first and most significantly. At the current trajectory, it is estimated we will reach this limit as early as 2030.

We believe, therefore, that it is imperative for all businesses to demonstrate leadership in eliminating emissions, drawing down carbon, and ensuring a just transition for displaced workers and communities to a net zero emissions economy. In addition, we believe it is imperative to use the power of our collective voice to advocate for policy changes necessary to remove impediments and align incentives that will drive meaningful climate action.

A Commitment to Climate Action

The Certified B Corporation movement is about leadership. All B Corps sign a Declaration of Interdependence stating the belief, "That all business ought to be conducted as if people and place mattered [...] and thus we are responsible for each other and future generations." All B Corps make a legal commitment to conduct business with consideration for the environment and all stakeholders, not just shareholders.

Therefore, **the B Corp movement** is taking the following urgent actions:

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1. **Climate Action:** Many B Corps around the world are leaders in responding to the climate emergency including following the steps outlined below; we urge the entire global B Corp community to:
 - **Declare a Climate Emergency.** Use the [Climate Emergency Playbook for Business](#) as a roadmap to engage their board and team with the science-based facts and the implications for their business and for society, especially for those most vulnerable.
 - **Accelerate Carbon Reduction.** Calculate their baseline Scope 1-3 emissions aligned to an independent internationally recognized standard and commit to accelerate their current emissions reduction trajectory using the Climate Action module of the [SDG Action Manager](#) to meet the global goals of a 1.5°C average temperature increase.
 - **Develop a Net Zero Plan.** Offset the remaining carbon emissions to achieve net zero emissions between 2025-2050.
 - **Join the [B Corp Climate Collective](#).** Become part of a global community of learning and practice regarding climate action, climate justice and climate advocacy.
2. **Climate Advocacy:** Recognizing that voluntary action by individual businesses is insufficient to address the scale of the climate emergency, we commit to use the power of our collective voice to advocate for policy changes necessary to remove impediments and align incentives to achieve a rapid and just transition to a net zero carbon economy. We will share publicly in 2020 a policy and advocacy strategy for the global B Corp community to support meaningful climate action.
3. **Update Our Standards:** Recognizing that the performance requirements for B Corp Certification are designed to differentiate leaders, and are also used as a [free roadmap and toolkit](#) for action by tens of thousands of other businesses around the world, B Lab will immediately begin to re-evaluate these requirements in the context of the climate emergency and other pressing issues the world faces today. Proposed recommendations based on a public multi-stakeholder engagement process will be made to the independent [B Lab Standards Advisory Council](#).

Today, we affirm our commitment to collective and immediate action to halt and reverse the current climate trajectory and to build an economic system whose purpose is to create shared and durable prosperity for all and for the long term. We not only call on our community of B Corps, but all businesses to champion meaningful climate solutions to secure the health of people and our home planet for future generations.

Urgently,
B Lab/Sistema B Global Network
Serving a Global Movement of People Using Business as a Force for Good

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[Under Embargo until 11 December 2019, 16:30 CET (10:30 EST)]

About B Lab

B Lab is a nonprofit that serves a global movement of people using business as a force for good. B Lab's initiatives include B Corp Certification, administration of the B Impact Management programs and software, and advocacy for governance structures like the benefit corporation. B Lab's vision is of an inclusive and sustainable economy that creates shared prosperity for all. Visit <http://bcorporation.net> for more information.

534 B Corps Committed to Net Zero by 2030: (as of 6 December 2019)

10Power	Conexia	Greenvines	N&B Natural is Better	Sentido Verde
148 Certified B Corp	Confío (Pending B Corp)	Grounds for Change	Nahua cacao y Chocolate	Shoremount
1908 Brands	Coninco - Explorers in Finance	Groupe SERBECO	Namaste Solar	Siclo Rural
21gramos	Conscience Bay Company	Grupo Advance	Nassf Travel	Sidiese
3Degrees	Cooperative Coffees, Inc.	Grupo Gaia	Nativa Srl SB	Sistema.bio
3Vectores	Copper8	Guayaki Yerba Mate	NativeEnergy	Skagerak
4D Content English	Corresponsables	Gulliver	Natura Cosméticos	Skandinavisk SR ApS
Abissal Capitalismo Saudavel	CPI Risk, Finance & Governance	Habitus Incorporated	Nature Services Peru	SkyFire Energy Inc
Abundance Investement	Cruzada Verde (Pending B Corp)	Hatched	Ndevr Environmental	SM Ediciones
Adam Smith International	DAME	Healthy Building Science, Inc.	Needo	Small Giants
Adeas Hr	Danone Waters Germany	Hecho x Nosotros	New Angles	Smart Air
Agence Déclic - Territoires de demain	Danone Waters of America	Hemmings House	Newly Inc.	Social Impactrip
Agencia Neto	Daproim Africa Limited	Hemper Handmade	NISECorp s.e. Co., Ltd	Society
Agua Segura	Dar más sonrisas	HolaLuz	norsys	Solar States
Aguagente SAPI de CV	DaTerra . Coffee	Honest to Goodness	Northraine	Solar Works
Aguas Danone Spain	Davidson consulting	Hoseg	Northwest Permanente, PC	Solarus Sunpower
Agualabs	Davines	Hub Taipei	Nossa Familia Coffee	Soleventus/ortronic
AIR coop	de la Olla	Huddle Insurance	NWG Energia S.p.a SB	Somar (Pending B Corp)
Alcaguete SAS	De Lolita Restó Café	hudi	Ocean Observations	Someone Somewhere
Alfa Accountants en Adviseurs	Decah	Humanitarian Advisory Group	Oé	Søren Jensen Consulting Engineers
All Good	Delicious & Sons	Humankind Research	Okena	soulbottles
All Set Comunicação	Delphis Eco	Iconosur SpA	Oliver Russell	Sparknews
Allbirds	Denda	IKIGAI Laboratorio Social (Pending B Corp)	Olivia Saladas	Sportmaker srl

[Under Embargo until 11 December 2019, 16:30 CET (10:30 EST)]

Allplants	Digital Storytellers	ilumexico	Omplim Gesito - Edificacio Responsable	Squiz - Ma Bonne Etoile
Almaciguera Consultora	Do Good Well Consulting	Image Outfitters	On Purpose	Startnext Crowdfunding GmbH
AlmaNatura	Do Nation	Imfusio	Ondulé	Stone Soup Consulting
Alter Eco	Dolium Bodega Subterranea	Impact Hub Madrid	One Creation	Strategy Arts
Amagi Desarrollo Humano	DOMI Earth	In3Citi	One Stone Advisors Ltd	STRONG ex Armstrong (Pending B Corp)
Amavida Coffee and Trading	Don't Cry Wolf	Inbonis SA	Opaline SA	SunFresh Produce
Amazonas Explorer	done comunicación S.A.	Inclusiva Consulting	OpenConcept Consulting Inc.	Sustainable Business Consulting
Ambienta SGR	Dopper	Indeable Social	Organic Basics	Sustainable Island Products
Amicus Solar	Dr. Bronner's	innocent drinks	Orgánicos Brita	Sustainable Law Group
animana trading SA	Dynamic4	Inspire	Organizzare Italia Srl SB	Sustenia
Annona Sustainable Investments	Easthall Farm	Integrow	Oster Design	SVX México
Anoche Tuve un sueño Global Magazine	Échale	International Napoli Network	Our Community	Sympatex Technology GmbH
Antica Erboristeria spa - Società Benefit	Eco poop S.A.S	Intex Solutions, Inc.	Outland Denim	Systemiq
Aoka	EcoAdvisors Inc.	Intrepid Travel	Ovis 21 SA	Taiwan Dive Center
Apiary Studio	Ecoalf Recyceld Fabrics , SL	InVento Innovation Lab	OXAO	Talent Nation
Aquatro	Ecodeo	Invincible Unicorn	Pacific Nut	TANIA ELLIS - The Social Business Company
Arkage	Ecofactory	Invivo Healthcare	Palm	Team Unico
Arkage (Artattack Group)	Ecoflora SAS	Ionica (Pending B Corp)	Pantys	Technicians for Sustainability (TFS)
Artfinder	Ecolution Consulting	Ironbark Sustainability	Papel Semente	Terramarte
ARU SA	ecoRobotix SA	ISOS Group	Paper on the Rocks	Teva Vegetal
Authenticitys Experiences	Ecosistema Jaguar	J.Kraft Group AB	Patagonia	Textiles y Confecciones Eco Sustentables SpA
awto	ECycle	Jia-Wei Co., CPAs	PatteBlanche	The Body Shop
B+G	EDGE Chile	Joya Plástica	Pegas con Sentido	The Cheeky Panda
Baisikeli	Editora Voo	Juçai	Pela	The Delphi Group
Balloon Latam	EFESA (Pending B Corp)	Kaffe Bueno	Pelorus Consulting	The Farm Collective
Baluarde	Eleven	Karün	Pensium	The Good Pencil Company

[Under Embargo until 11 December 2019, 16:30 CET (10:30 EST)]

Bates Wells	Elkie & Ark	Kawsay	Perlage Winery	The Green Engineer, Inc.
BAU Accesibilidad	Ella's Kitchen	Kazidomi	PHENIX SAS	The Guardian
BEAR	ematrix SpA	KeepCup	Pixelis	The Raw Office
Benedictus Media	Emprediem Argentina	Kinetic Communities Consulting	Plongê	The Skateroom
Best Energy	Emprendia	Kodama & Mex	PNZ-Produkte GmbH	The Social Deck
Better Places	Energe	Koskela Pty Ltd	Positiva	The Sustainable Recruiter / Greenjobs
BetterGeen	Engie Rassembleurs D'Energies	Kosmenko & Co.	Preserve	The TYF Group
Bettr Barista	Enie.nl	Kruz, Toca Madera	Primal	Thinkshift Communications
BGift	Enviro-Mark Solutions Limited (trading as Toitū Envirocare)	Kyklos	Proa Consulting para OSC S.A.	Third Sun Solar
BIKO	EQ Investors	L&Co	Profile	Tiger Grass Capital
BIKOnsulting, S. Coop	Espacio Arroelo	La Cristina	PROPER Snacks (Propercorn)	Toast Ale
Bio Wash	Espantapajaros	La Tercera Mirada S.A.S.	Proqualitas	Today
BIOGAR ECO SAS	Ethical Profit Agency Inc.	Laboratoires Expanscience	Provenance	Tonka S.A.
Biogran	Ethikos 3.0	Landserv Pty Ltd	Provoc	Toovalu
Biome Living	Eurocompany srl sb B Corp	Las Tacuaras	Próxima Servicios	Traditional Medicinals
Biomimicry 3.8	Everoot Consulting	Latinlingua	Proyecta SpA	Travesia100 (Pending B Corp)
BioPak	Evolution Marketing, llc	LD Constructora	Pukka Herbs Ltd.	Travolution Travel
Biopsa	evolve environment :: architecture	Leap	Pulperia Quilapan	Trebuchet Group
Biorigen	Except Integrated Sustainability	Legacy Vacation Resorts	Pur Projet	Tree Planet
Biourbanismo - By Botanik	Experience Momentum	Lendahand	Pura	Treedom srl
Birus	Farmacia A. Colutta	LIBELULA	Qero Ecovasos	TriCiclos
BMyA / Bruno Matarazzo y Asoc.	FC Bola	little genius international spa sb	Quiip	Tricordant
BOA	Fireclay Tile	Living Alive	Rainbow Collection	TripZero
Bodhi Surf + Yoga	Flooglebinder	Locus Agricultural Solutions (Locus AG)	Raisely	Twine Fair Trade Company
Boomerang Viajes	Florex	Looptworks	RAW Travel	Twist SA Sweet Rebels
Bottega Filosofica	Flow	Loyco SA	Rayito de Luna	Unboxed

[Under Embargo until 11 December 2019, 16:30 CET (10:30 EST)]

Bowlpark	Flow Hive	Lulea Mindful Athletes SA	RDA Renting SA	Universo Eco (Pending B Corp)
Brains on Fire	Form Nutrition	Lumo	Re-Vive	Uplight
Brand Geek (Law Office of Lara Pearson)	Forster Communications	MaCher	reciclarg recycling technology	Urbani Ltda
BRM PROJECTS	Freestar Drinks Ltg (Pending B Corp)	Mad Fish Digital	Reclamoweb SAS (Pending B Corp)	Utopies
Broota	Fruticola Olmue S.P.A.	Mamotest	RecycLivre	Venturetec
Buin Zoo	FUTERRA	Management Resources	Red Apis	Vera Solutions
Bulb	Future Super	Managing Sustainable Business, S.L.	Rede Asta	Verco Advisory Services Ltd.
Burn to Give SpA (Pending B Corp)	GeCo	Mandalah	Redvespa Consultants Ltd	Veritas
Business Performance Improvement	GEDES	MapleMama Beverages	Reflect Studio	Vistage Argentina
BWD	Gelfand Partners Architects	Maria Farinha Filmes	Reho Travel	Vivejar
Byconn	Gemma	MäRK	RET Eco Textiles	Volans Ventures Ltd.
C-Level	Genashtim Innovative Learning	Marketgreen	Retalhar	VSS
Cambará Eco Hotel	Generøs	Marlin Communications	ReUrbi	WakaWaka Europe
CANVAS Estrategias Sostenibles	Generous Minds	Más Verde Comunicaciones	Revitaliza Consultores	Waterbomb
Carbon Analytics	Genetica Del Este S.A.	Me Motivador De Experiencias SAS	Right Lane Consulting	Way2Global
Carbon Credit Capital	Gestiones Solidarias SRL	Measure Meant	Rising Sun Chile	Wekiwi
Catalyst Partners	global beauty corporation	Metis Consulting Group	Roots for Sustainability (R4S)	WeNow
Cause	Global Forest Bond (Pending B Corp)	METROPallets	Rosario Bio Energy	Wessanen
ChaTzuTang	GMF Latinoamericana S.A.	Meu Corpo Eco	Sair da Casca	WHEB Asset Management
ChicoBag & To-Go Ware	Gong Communications	MiaLuna	Sales Srl	Wholegrain Digital
Chiesi	Good For Growth	MiaSpa	Salommon Ideas en Acción	Wildwood Ecology
Circulab	Goodr, Inc.	MiiR	Salt Palm Development	Wilkinson Mazzeo PC
Ciudad Luz	Goodsmiths	Mind & Process	Save the Duck SPA	Win & Winnow Language Services
ClarkeHopkinsClarke	Goodwings	Mind & Process SA	Scale Up Fund	Winker Partners
ClimateCare	Green Commuter	Mindful Chef	Scout Books	WS Badger Company
Codalís	Green Dinosaur, Inc.	Misteli Creative Agency	Seated Massage Pty Ltd	WZ Advogados

[Under Embargo until 11 December 2019, 16:30 CET (10:30 EST)]

Coffee Circle	Green Element	Mkt. Communications	Seed Systems	Yulu Public Relations Inc.
Coffee Collective	Green Factory	moddo marketing lab	Seepje BV	Yunnus Negocios Sociais Brasil
Comaco	green glass	mondora srl sb	Semantrica Ltd trading as tiscreport.org	Yuxta
Combio	Green Media Lab	Montanaro Asset Management	Sempli	Zambo/Envoys
Comercial Epullen Limitada	Green Moves Aust Pty Ltd	Montanya Distillers	Sendle	Zordan S.r.l. sb
Community Services.net	Green Retirement. Inc	Moyee Coffee	Sense-Lab	

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