

Get Ahead of the B Corp Standards Change



SEISMIC

Certified



Corporation

Are you ready to B Corp?

B Corp isn't just a certification, it's a powerful framework for change, driving business growth and enabling a more inclusive economy.

In this guide we simplify B Corp's globally recognised method to highlight how you can measure and manage your company's impact. With over 280,000 businesses worldwide using B Corp as the backbone of their sustainability journey, you're in good company.

ACTION RECOMMENDED

A seismic shift is imminent. B Corp is undergoing its most significant evolution to date, with new standards set to redefine corporate responsibility in 2026. By starting your B Corp journey today, you can secure certification under the current standards, giving you a strategic edge in an increasingly competitive market.

Don't wait - position your company at the forefront of positive change before the bar is raised even higher. The time for action is here, and the benefits of certification are clear; transform your business into a force for good with B Corp.

Key benefits of pursuing B Corp certification:

- Driving business growth:** B Corps experience an average growth rate of 26%, compared to the national average of 5%
- Attracting purpose-driven talent:** Create an inclusive culture that resonates with today's workforce
- Building a comprehensive sustainability strategy:** Use the B Impact Assessment (BIA) as a credible tool beyond certification

B Corp standards are evolving

The time to start your B Corp journey is now. With the upcoming changes to the standards proposed to come into effect in 2026, businesses that delay may find certification more challenging in the future.

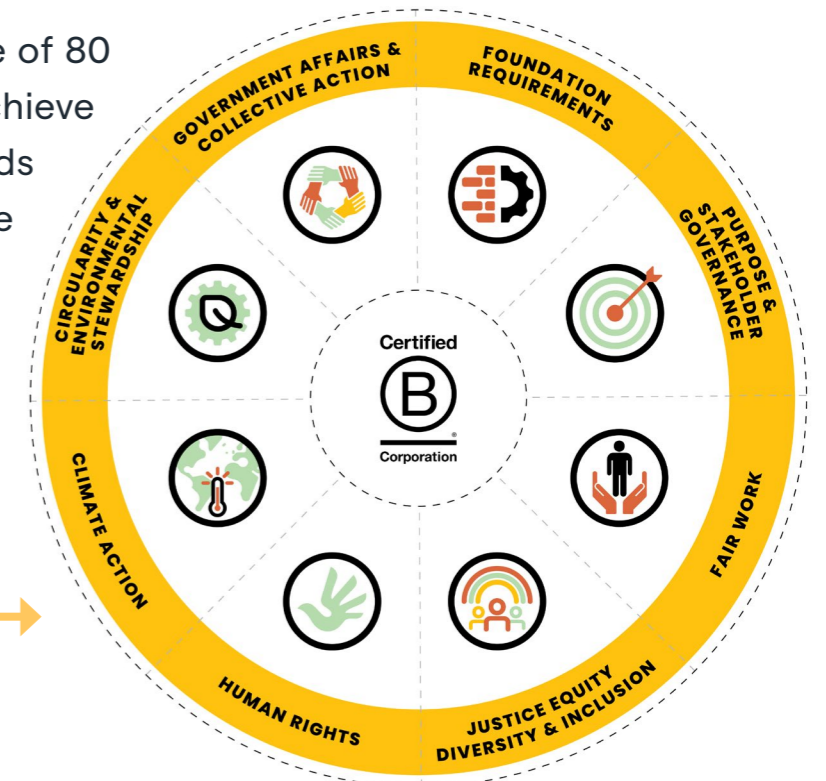
How are the standards changing?

Currently, you need a total score of 80 points across the entire BIA to achieve certification. In the new standards there will be minimum performance requirements to meet in each impact area in order to certify.

80pts

CURRENT PERFORMANCE REQUIREMENTS

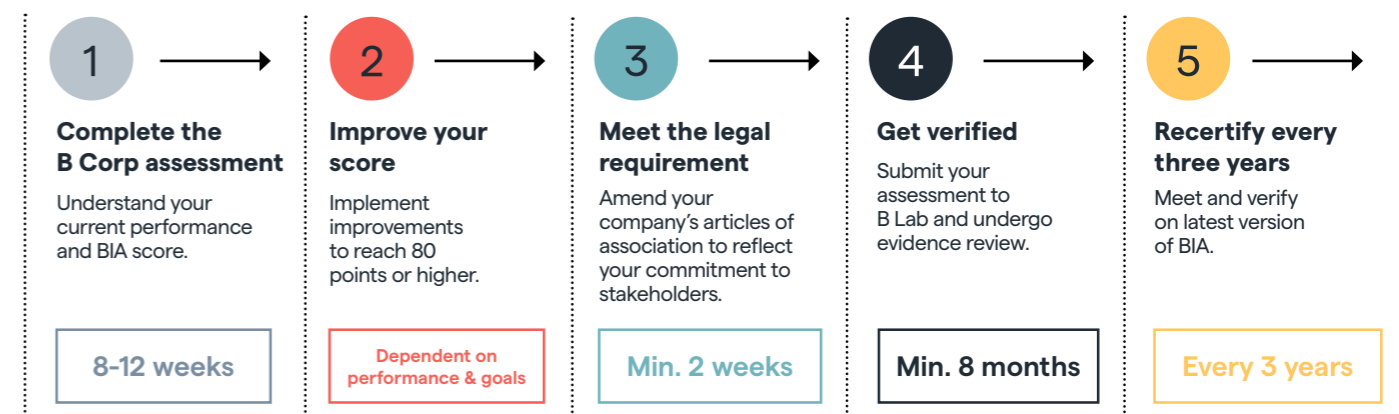
PROPOSED NEW PERFORMANCE REQUIREMENTS*



*Information based on the current information in B Lab's Second Consultation Summary Report

Your Certification Process

Starting today gives you the time to complete certification before the 2026 changes. The window of opportunity is closing, so don't miss it.



Why start your B Corp journey now?

- 1 **Evolving standards:** B Corp is raising the bar. As standards become stricter, getting started now gives businesses an advantage as they come into effect
- 2 **Competitive edge:** Stand out in a crowded market by demonstrating your commitment to sustainability and social responsibility
- 3 **Future-proofing:** Position your business well against emerging global priorities and consumer expectations



“Seismic has been an integral part of embedding our B Corp efforts and our certification success.”

Karina O’Gorman, European Head of Force for Good, innocent Drinks

Your partner for success

52%

of companies do not achieve B Corp certification on their first attempt

100%

of our clients who we have supported throughout the process have certified on their first attempt

As Europe’s largest and most experienced team of B Corp specialists, we’re uniquely positioned to guide you through the certification process. Our deep understanding of the B Corp framework and our finger on the pulse of changing standards mean you’ll always be ahead of the curve.

Our approach includes:

- 1 Expert navigation of the B Impact Assessment (BIA), avoiding common pitfalls
- 2 Tailored strategies to improve your impact across all areas
- 3 Support in gathering robust evidence for your claims
- 4 Identification of quick wins and long-term improvements

We’ve guided hundreds of businesses, including [innocent Drinks](#), [Faversham House](#), [Avon](#), [The White Company](#) and [Tenzing](#), through the complexities of B Corp certification requirements.

We don’t just aim for certification, we help you embed sustainable practices that drive lasting positive change.

Five things you can do right now:

- 1 **Discover more** about the changing standards and why now is the time to certify
 - 2 Speak to an **expert** to arrange a B Corp Diagnostic
 - 3 Watch this video from **B Lab** or read our **B Corp FAQs**
 - 4 Join the Seismic Community – **sign up** to our newsletter for more advice and to hear about our events, to make your B Corp journey a success
 - 5 **Watch our Breakfast Briefing** with B Lab Europe's Head of Certification & Standards
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Start your B Corp journey today

Download our in-depth Are You Ready To B Corp? Guide

Seismic are an international team of sustainability experts on a mission to help businesses prosper by becoming increasingly impactful and influential forces for good. We pinpoint the most credible and commercially viable frameworks to bring about environmental and social change for our partners around the world. Bringing together world-leading B Corp experts, Net Zero advisors, communications consultants and sustainability strategists to help businesses lead the shift.

Lead the shift with Seismic as your sustainability partner