



Take 10

Celebrating 10 years of the UK B Corp movement



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1. Foreword: Deborah Meaden

A note from Deborah Meaden, investor and entrepreneur.

Since B Lab UK was founded in 2015, the UK B Corp movement has grown from a bold idea into a diverse and powerful movement calling for meaningful change.

This reflects the challenges and opportunities facing businesses today. Expectations have changed, urgency has risen, and there is a growing realisation that having purpose is not an impediment, but rather an asset.

A perfect business doesn't exist. I've seen first-hand that good businesses come in all shapes and sizes. And while being one isn't always easy, I've never been more convinced that it's the right thing to do. We've seen the consequences of a system in which, for too long, success has only been measured by profit.

Over time, we've come to realise that the future-fit businesses we need in order to endure are ones that innovate, attract and retain talent, treat their customers with dignity, and play their part in protecting our planet.

B Corps are a model of this approach, demonstrating that profit and purpose go hand in hand, showing what's possible for the wider business ecosystem when you commit to ensuring that your actions speak louder than words.

Politics can be slow. But business, when it sets its mind to something, can create impact at speed and scale.

It's here where B Corps and other like-minded organisations can lead the way at a time of uncertainty, as this impact report comprehensively sets out.



The B Corp movement is enabling customers, employees, business leaders, and investors to make their voices heard through action and intent. This points to a future that benefits us all, one where every business is a force for good by default, not by exception.

2. Take10 Chris Turner, B Lab UK's CEO

As we approach the end of 2025, we're living through a period of particular uncertainty. It is easy to feel as if progress is slowing on crucial issues that impact us all—inequality, human rights, and protecting the health of our planet.

Yet there is cause for optimism. The B Corp movement has real momentum, demonstrating what's possible when companies lead with purpose. Collectively, B Corps are now beginning to shift the culture of business.

This year, we were deeply saddened to say goodbye to one of our movement's founders, Andrew Kassoy. Andrew always reminded us that capitalism is careless when left to its own devices. It encourages us to prioritise individual success rather than embrace our interdependence—as humans, and with the natural world. The B Corp movement shows us that an alternative is possible: that as business leaders, we can demonstrate care for people and the planet while running resilient and future-facing organisations.

This report shows that this more human approach to business is also good business. B Corps are outperforming ordinary businesses and proving more resilient, showing that a long-term view of success enables better decisions for the here and now.

Our movement is about to take another leap, to a new set of B Lab standards that set an even higher bar for positive impact and once again redefine better business. We know that this is the progress we need and that B Corps are up for the challenge.

So, consider this report a celebration and a dose of inspiration as we set out on the journey ahead. In the following chapters, you'll find stories from pioneering businesses, perspectives from leading thinkers, and striking data demonstrating how impactful our movement has been and will continue to be in the years ahead.

It is a privilege to work with the extraordinary leaders within the B Corp



community. As we grow, I am more excited than ever about what we can achieve with our collective ambition and shared purpose. It's clear that our economy needs every business to think and act like B Corps—we all have a role to play in making this happen.

In these pages, you'll find out how you can be part of this change.

I hope you'll join us.

Chris Turner's highlights



3. Why business matters: Then and now

When B Lab UK launched 10 years ago, the world's social and environmental challenges were advancing. Attempts to build new business models to address these issues in the UK had yet to take off.

“

It is becoming increasingly clear that government and charities cannot singlehandedly solve the world's problems either, especially not in the context of the capital that is available to them.⁶

James Perry, B Lab UK co-founder, in *Pioneers Post*, 2015

B Corps provided an answer: a new way to do business that balances purpose and profit. Today, many pioneering businesses have embraced the challenge of becoming B Corps. Most importantly, they've shown that a different model works.

Yet the last decade has seen business as a whole become even more damaging. 'Convenience capitalism' is atomising local communities, and powerful multinational companies have created precarious, poorly paid jobs en masse.

Less than 1% of UK companies are registered living wage employers;⁷ even fewer have set science-based targets to limit their impact on the climate crisis.⁸ At the root of these problems is the drive for profit that benefits shareholders at the expense of all stakeholders.

Business is powerful and can do **so much more**. It's time to move from individual adoption to collective, system-shifting action.



Globally, dividend payments to shareholders grew 14 times faster than worker pay between 2020 and 2023.⁹



Take10 Colin Mayer

Emeritus Professor of Management Studies, University of Oxford

“ Business is the source of social and environmental problems, but it's also the solution. It's the source because it's contributed to a rise in global emissions, pollution, biodiversity loss, and widening social exclusion. It's the solution because business can do what other institutions can't: it can mobilise capital, people, and supplies to address those problems.

Recognition of this has changed over the last decade. Until about five years ago, business was widely accepted as a lever for positive social and environmental change. Now, that's dwindling significantly. We're seeing a reemergence of rhetoric that business should stick to its knitting: making money. But business is failing to recognise the needs of profit without creating harm. The UK must learn from those who have got it right.

Denmark has one of the highest levels of GDP per capita, one of the lowest levels of inequality, strong employee relations, and is one of the happiest countries in the world. That reflects widespread adoption of the 'enterprise foundation'. These are businesses owned by foundations and trusts. That ownership has enabled a long-term vision, allowing those companies to pursue enlightened purposes of creating financial value by solving social and environmental problems rather than profiting from creating them.

This will be the source of success for business leaders going forward and it's great to see B Corps being leaders in this shift.



4. At a glance: A decade of UK B Corps

How it started

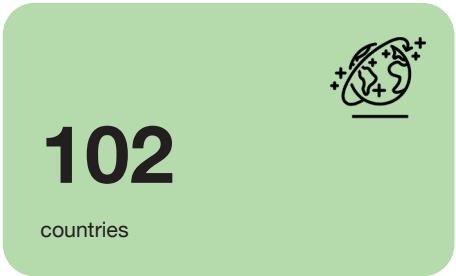
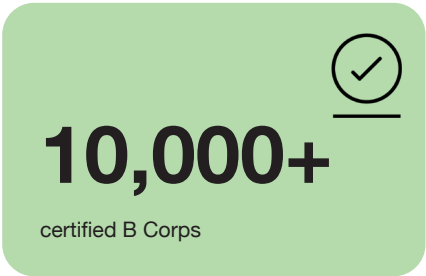
In 2015, the UK's 62 founding B Corps followed in the footsteps of other countries where B Corps were already thriving: the US, Australia, New Zealand, Argentina, Brazil, and Uruguay. 'Business for good' wasn't a new concept in the UK, though it had yet to be adopted at scale. The UK's brand new B Corps stood on fertile ground.



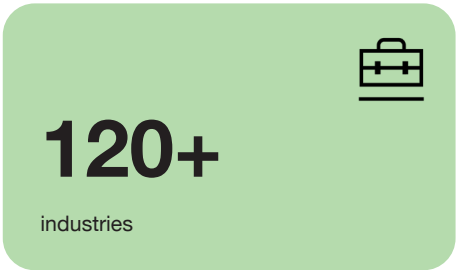
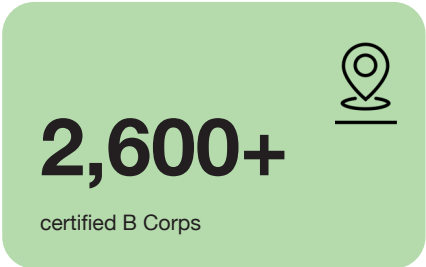
How it's going

Today, B Corps are working in all parts of the economy and ready to scale. On the next page, you'll see some of the big moments from 10 years of the UK B Corp movement.

Globally...



In the UK...



2015

- B Corp launches in the UK with 62 founding B Corps and the promise that “change is coming”



2017

- Our second community retreat takes place in Ashburnham Place, East Sussex
- B Corps celebrate the first-ever B Corp Month campaign
- Danone Dairies UK joins the B Corp community



2016

- Our first community retreat brings together B Corps in Fernhill Farm, Bristol
- We run the first B Leaders training programme for consultants
- Ella's Kitchen and JoJo Maman Bébé become B Corps

2018

- 43 B Corps are Best For The World honourees in B Lab's annual campaign
- We host Learn to B: Tackling Transparency in Fashion
- B Corps come together for a festive online giveaway

2019

- The B Corp shop launches on Waitrose.com
- 600 people attend B Inspired London
- B Corp billboards across London support the global climate strikes



2020

- B Lab launches the SDG Action Manager in partnership with the United Nations Global Compact
- B Corps take action to support local communities in Covid-19
- B Corp CEOs take joint action on Justice, Equity, Diversity and Inclusion (JEDI)

2021

- We launch our flagship policy campaign, the Better Business Act
- The B Corp community gathers in Glasgow for COP26
- B Corp Finance Coalition UK calls for legal change to finance companies' governance frameworks



2022

- The B Corp Shop opens off Oxford Street for B Corp Month
- Mary Portas joins as Chair of the Better Business Act and leads a mass lobby in parliament
- The B Beauty Coalition launches to affect change across the industry

2023

- We launch the Equitable Growth Advisory Group, to grow a representative B Corp community
- The Wake Up To Better Business campaign launches in Westminster
- Our first online training course has over 2,000 sign ups



2024

- We host 'Louder Than Words' in Oxford, the largest ever gathering of B Corps
- There are 18 B Locals around the UK, creating place-based connections and impact
- The Liberal Democrats and Green Party include the Better Business Act in their manifestos



2025

- The Better Business Act reaches 3,000 coalition members
- We partner with Channel 4 to bring B Corps to TV advertising for the first time
- B Lab launches new standards for certification

The UK B Corp community

We asked three companies that have certified over the last 10 years, “What does B Corp Certification mean to you?”



2015

We were initially sceptical that the B Corp movement would take off in the UK. But after going to a big B Corp event in Colorado, we realised what made it work: community. On launch night in September 2015, the crackle of energy and optimism in the room was electric. This was what it felt like to be the change.

Rosie Brown, Co-CEO at COOK, a founding B Corp

2020

Our Victorian distillery was resurrected in 2001, and since then, our purpose has been bigger than making and selling single malt Scotch whisky and gin. We have always been motivated by doing what is right—for our people, our island, and the planet. Being certified by B Lab was recognition of this work. It was a reminder that everything we do, no matter how difficult, is worthwhile.

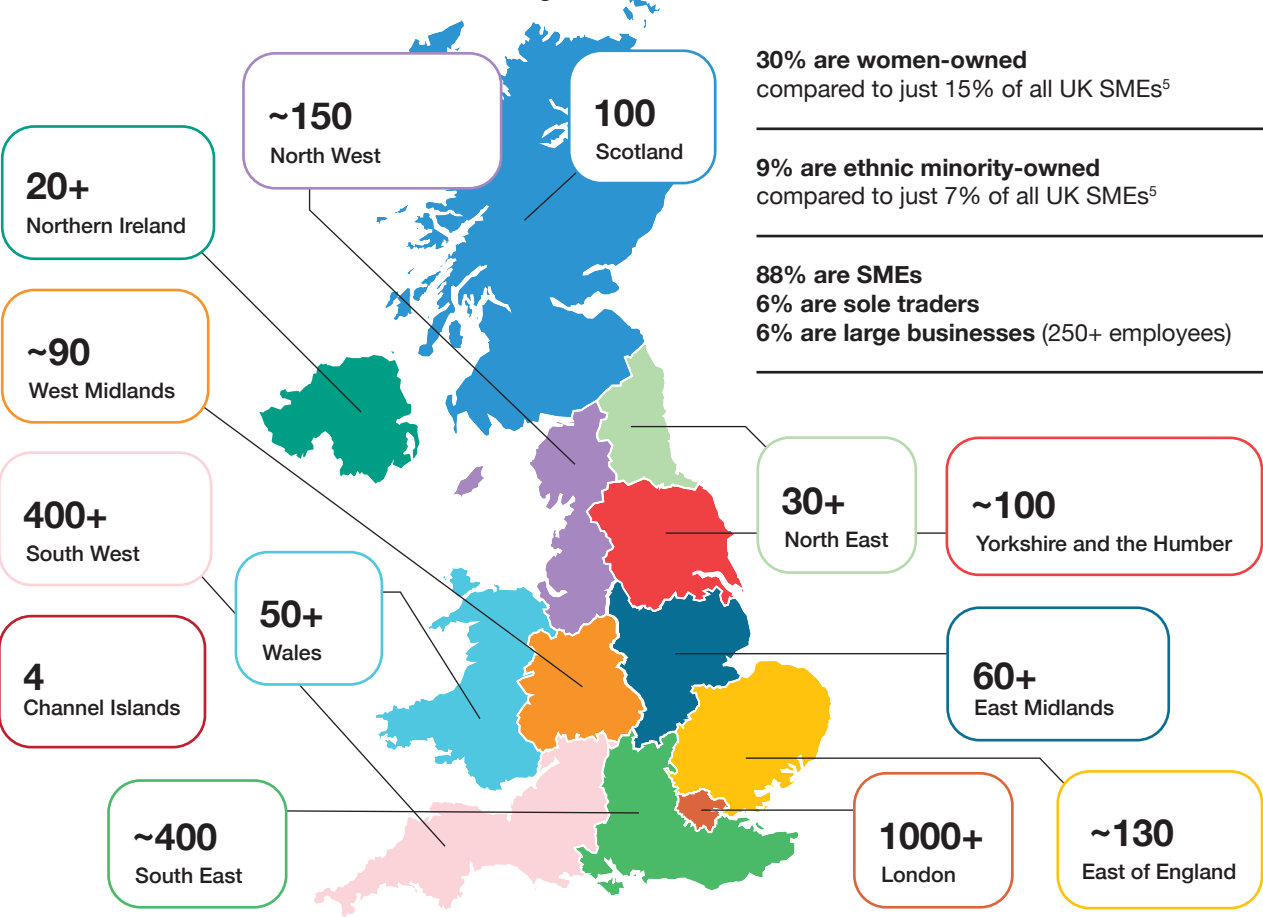
Douglas Taylor, CEO of Bruichladdich Distillery, certified in 2020

2025

At Omni, we’ve always believed that doing right by pets should go hand in hand with doing right by the planet. With B Corp Certification now firmly in the mainstream, it feels like a no-brainer that businesses must be a force for good. The framework keeps us accountable and ensures we grow with purpose.

Shiv Sivakumar, Co-Founder at Omni, a recently certified B Corp

A breakdown of the community



5. The story so far: Empowering people, protecting the planet

Empowering people

New research shows that B Corps are leading the way in employee treatment by providing higher quality jobs, with job quality positively correlated with employee satisfaction.¹⁰

Compared to ordinary businesses*, UK B Corps are:



26% more likely to pay the family living wage
To all their workers.



31% more likely to limit wage gaps
Between the highest and lowest earners to less than 5:1.

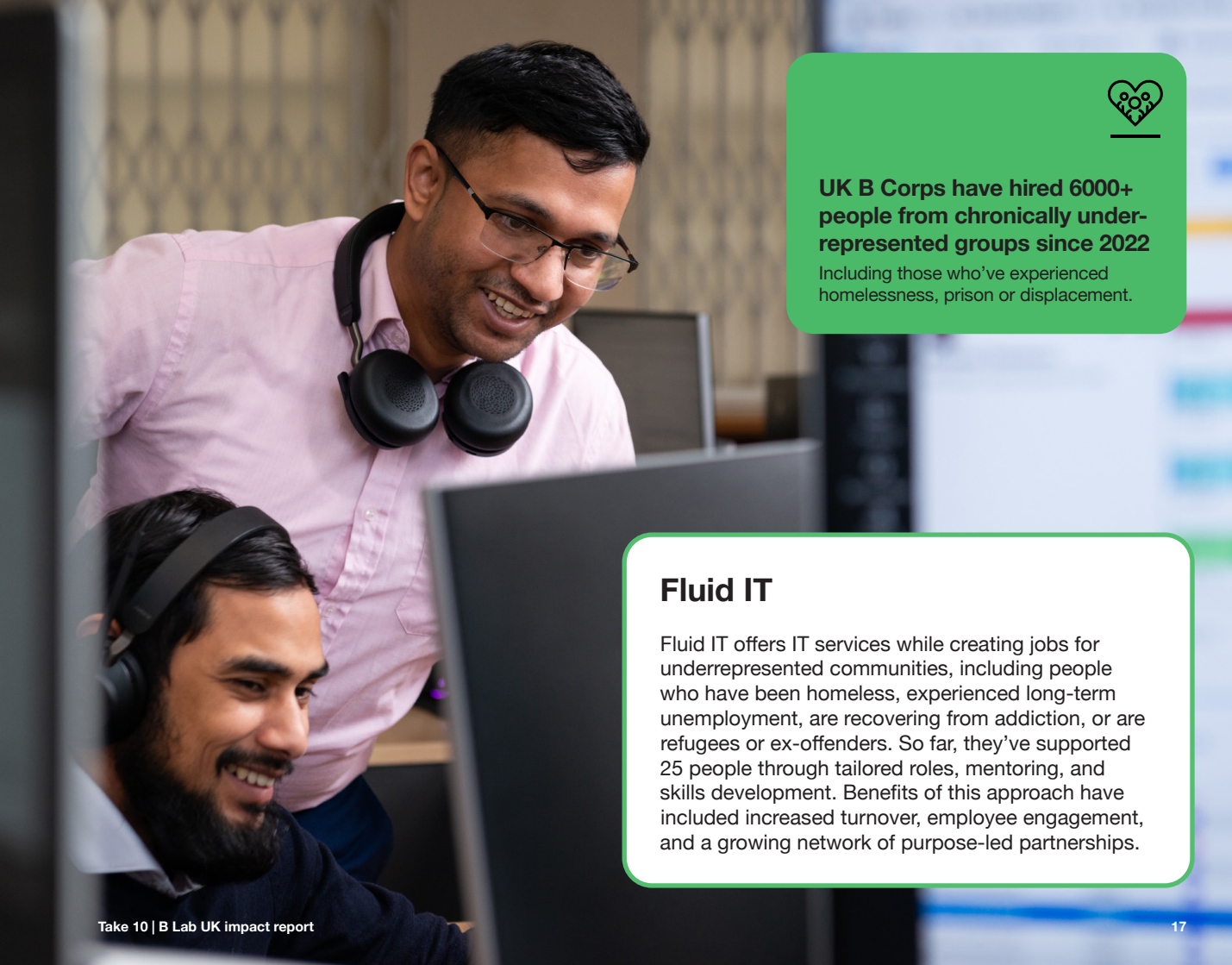


14% employee-owned
Compared to less than 1% of all UK businesses.¹

*UK companies that have completed at least some of the B Impact Assessment (BIA) but indicate a lesser focus on impact management. See Appendix: Methodology for full details on the classification criteria and statistical comparisons.



UK B Corps have hired 6000+ people from chronically under-represented groups since 2022
Including those who've experienced homelessness, prison or displacement.



Fluid IT

Fluid IT offers IT services while creating jobs for underrepresented communities, including people who have been homeless, experienced long-term unemployment, are recovering from addiction, or are refugees or ex-offenders. So far, they've supported 25 people through tailored roles, mentoring, and skills development. Benefits of this approach have included increased turnover, employee engagement, and a growing network of purpose-led partnerships.

Stride Treglown

Stride Treglown is an architecture and design practice with a history of pioneering employee ownership. The practice has transitioned to an Employee Ownership Trust, placing all shares in trust for the benefit of current and future employees. This ensures decisions are guided by values rather than external shareholders. It's strengthened employee voices, enhanced accountability, and enabled fairer distribution of rewards.

Take10 Katherine Chapman

Executive Director, The Living Wage Foundation

“The living wage will be even more vital in the years ahead. At its core, it's a way to ensure people have a decent standard of living and aren't burdened by the stresses a low wage can bring. So far, the living wage has put nearly £4 billion back into the pockets of low-paid workers in the UK.

There's also lots of evidence to suggest it's good for business, with stronger employee recruitment internally and across supply chains, which has real financial impact. As a result, we see the living wage as an investment rather than a cost.

Finally, it's good for society and the economy more broadly. If a quarter of jobs were lifted onto living wage rates, it would generate £1.2 billion to the UK economy through increased consumer spending, productivity

gains, and savings to the exchequer. At a community level, people spend more locally and have more time to foster positive relationships. So the potential ripple effect to strengthen the social fabric of communities is huge.

16,000 companies are living wage employers across the UK, some of which have done so through B Lab's standards. The Living Wage Foundation is proud to align with B Lab on our mission to ensure business is a force for good.



Protecting the planet

The UK’s commitment to net zero by 2050 is enshrined in law, alongside protecting 30% of land and sea for nature by 2030, but there remains a need to go further and faster.

Compared to ordinary businesses*, UK B Corps are:



Nearly twice as likely to only use renewable energy

Over 1.6 billion kWh used since 2022—enough to power around **600,000 homes** for a year.²



4x as likely to identify biodiversity risks

By conducting an analysis of their value chain—including suppliers, services and materials.



Over twice as likely to use sustainable materials

That means using at least 50% recycled or sustainable materials to make their products.



1.5x as likely to set environmental targets



4.5x as likely to screen suppliers for biodiversity

*UK companies that have completed at least some of the B Impact Assessment (BIA) but indicate a lesser focus on impact management. See Appendix: Methodology for full details on the classification criteria and statistical comparisons.



Plus, UK B Corps have saved over 20bn litres of water since 2022

Equivalent to **over a week** of UK non-household water use.¹¹

PANGAIA

PANGAIA combines circularity, innovative materials science, and ambitious carbon reduction commitments to create materials and products that are better for people and the planet. Their GAIA Bag, for example, is made from a 100% bio-based, animal and plastic-free leather alternative, alongside Climate Beneficial™ cotton which is grown using regenerative practices that enhance soil and biodiversity. This earth-positive approach has inspired industry-wide dialogue on the future of fashion.



Embedding purpose

B Corps embed purpose and representation into their governance structures so that their decisions can benefit all stakeholders.

54% led by gender-balanced teams



In 2023, over half of UK SME B Corps had management teams that were at least half women, compared to just 25% of all UK SMEs.⁵

Compared to ordinary businesses,* UK B Corps are:



Over twice as likely to embed impact in decision-making

Meaning their board reviews social or environmental performance during decision-making.



Nearly 3.5x as likely to incorporate impact in job descriptions

Explicitly including social and environmental performance in managers' job descriptions.



Nearly 3x as likely to have climate experts on the board



Twice as likely to donate 1%+ of their turnover to charity

“

Doughnut Economics has a vision of a thriving future, one that meets the needs of all people within the means of our living planet. We believe this ambition is being held back by mainstream ownership models and extractive forms of capital. Emerging models like steward ownership, nature-based governance, employee ownership, cooperatives, and social enterprises are helping reshape business priorities and their relationship to finance. A growing number of B Corps are part of this new wave of redesigned businesses, paving the way for others to follow.

Doughnut Economics Action Lab

*UK companies that have completed at least some of the B Impact Assessment (BIA) but indicate a lesser focus on impact management. See Appendix: Methodology for full details on the classification criteria and statistical comparisons.



Faith In Nature

In 2022, Faith In Nature became the first company in the world to put a Nature Guardian on its Board of Directors, giving Nature a voice and vote in all board decisions. Their two Nature Guardians—Brontie Ansell of Lawyers for Nature and Dr. Juliet Rose of the Eden Project—have voted on issues ranging from reformulated products to recycled packaging. They also encourage other businesses to recognise the Rights of Nature, with a step-by-step guide freely available.

6. The story so far: Boosting business & the economy

Business growth

B Corps have the potential to drive major economic growth. Despite sluggish growth in the wider UK economy, B Corp performance has been strong. Between 2024 and 2025, UK SME B Corps saw:



20% turnover growth

Almost **7 times higher** than all UK SMEs (3%).^{3,4}



11% employee headcount growth

Compared to **just 2%** for all UK SMEs.^{3,4}

This follows 23% turnover growth for UK SME B Corps compared to 17% for all UK SMEs between 2023 and 2024,^{4,12} showing that B Corps have **sustained stronger growth** even as the wider market has slowed.



£149bn boost to the economy

A nationwide shift towards purpose-led business could add £149bn to the UK's GDP each year—a 7% increase.¹³

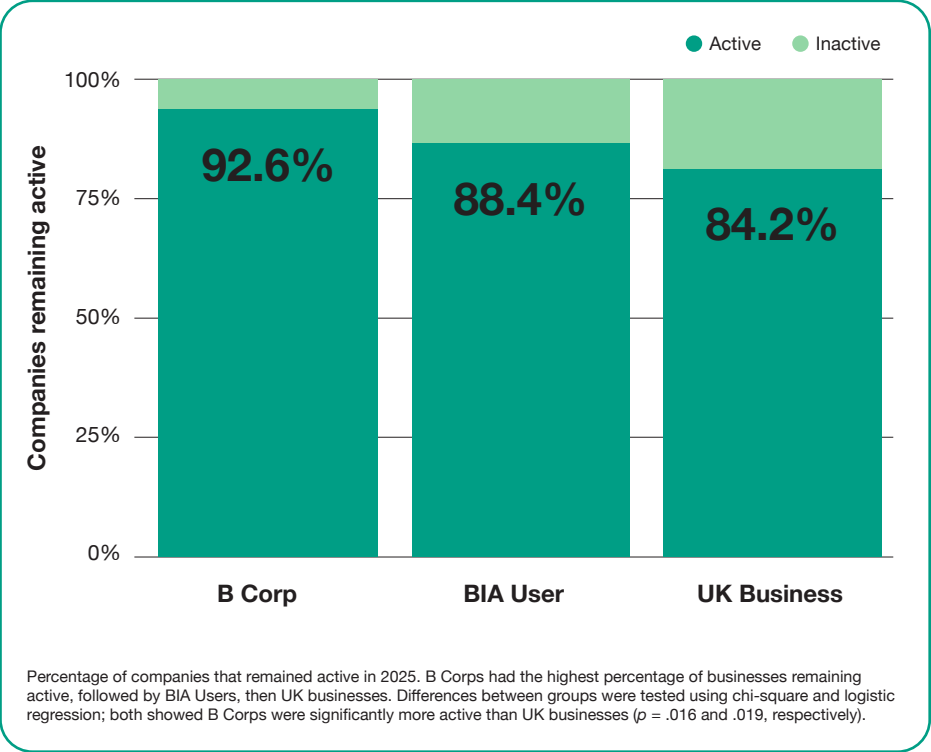


COAT Paints

COAT Paints knows growth means more when it's driven by purpose. In the last few years, they've achieved a compound annual growth rate of over 80%, earning a place on The Sunday Times 100 list of the UK's fastest-growing private companies. This growth has been fuelled by their focus on building a business that's kind to people, the planet—and profit. From sourcing locally to creating climate-positive products and following made-to-order production that eliminates waste, they've attracted customers who care, retained talented employees, and nurtured trade partners who trust their approach.

Business resilience

UK B Corps are more likely to have weathered the storm of the COVID-19 pandemic. Our analysis found that **B Corps had the highest proportion of businesses remaining active (93%)** since 2020, compared to BIA users (88%) and UK businesses (84%).*



What predicts whether a business survives?

Our statistical analysis** shows that when controlling for other factors such as company age, the **type of business** was a key predictor of survival.

Specifically, B Corps had higher chances of survival than BIA Users, and **significantly higher chances** than UK businesses—suggesting that B Corps demonstrate greater resilience.

*BIA users correspond to ‘Ordinary Businesses’ described elsewhere in the report—UK companies that have filled out at least some of the B Impact Assessment and indicated a lesser focus on impact management. UK businesses are companies that have not engaged with the BIA.

**See Appendix: Methodology for full details.



Take10 Mary Portas

Founder of Portas Agency and Co-Chair of the Better Business Act

“For too long, the UK has treated purpose and profit as opposing forces—an either/or choice. But that mindset is outdated, and frankly, it’s holding us back. The future belongs to businesses that embrace purpose not as a sacrifice, but as a superpower. When companies put people and planet on equal footing with profit, they don’t just do good—they do better. They build trust. They attract and keep the best talent. Customers stay loyal. Investors take notice. And in a world shaken by climate crisis and deepening inequality, these are the businesses that stay standing—resilient, adaptable, and ready for what’s next.

The UK B Corp movement has shown us the way: purpose isn’t a nice-to-have, it’s the new baseline. This is about leading with vision, courage, and long-term thinking. So really, the question isn’t why would you do this—it’s why on earth wouldn’t you?



Attracting investment

Increasingly, investors are interested in well-governed businesses that have real-world impact.¹⁴ Their funding can help tackle the UK's most pressing problems.



18%

more growth funding

Over the past ten years, UK B Corps attracted a median of £1.5M in growth funding from external investors—18% more than other UK businesses (£1.3M).*

*Of businesses that received funding. Includes seed, angel, venture capital, and private equity funding. See Appendix: Methodology for full details.



Olio

Olio exists to tackle food waste, a \$1 trillion global problem responsible for 10% of greenhouse gas emissions. By addressing a previously neglected issue, they've tapped into a vast market opportunity that's proved appealing to investors. Their app, which helps people rescue everyday food items from people local to them, has attracted over \$50 million in investment from world-class venture capital firms, angels, corporates and impact investors. Olio has found that being a B Corp has acted as a useful shorthand for investors to quickly understand their commitment to balancing profit with purpose.



Octopus Investments

Octopus Investments is an asset manager backing the people, ideas and industries that are changing the world. To date, they have £9.2 billion assets under management, 62% of which is contributing to building a sustainable planet, empowering people, and revitalising healthcare. By partnering with Housing Associations, for example, they're building homes that improve people's quality of life and create thriving communities.

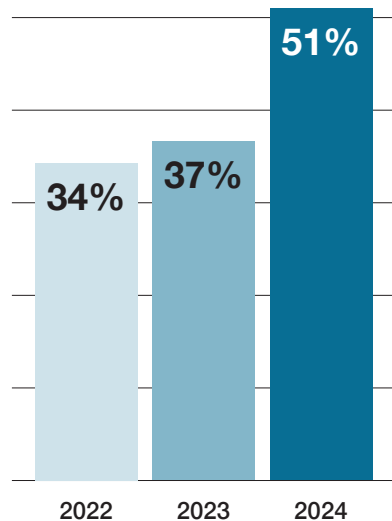
7. The story so far: Loud voices, visible change

The influence of the B Corp movement goes far beyond 2,600 certified companies.

27-fold



In 2015, B Corp was mentioned 500 times in the media. In 2024, it was mentioned 13,500 times—a 27-fold increase.



Between 2022 and 2024, public awareness of the B Corp brand grew from 34% to 51%.¹⁵

More awareness and deeper engagement are leading to meaningful changes in:

Habits



63% of the UK public surveyed in 2024 use certifications to help them decide which businesses to buy from or work for, up from 58% in 2023 and 56% in 2022.¹⁵

Partnerships



In 2024, Pip & Nut joined fellow B Corp Tony's Chocolonely's Open Chain to meet high environmental and ethical sourcing standards.¹⁶

Regulations



The Financial Conduct Authority (FCA) now uses B Corp Certification standards to illustrate sustainability disclosure requirements.¹⁷



Take 10 | B Lab UK impact report

Take10 Rak Patel

Channel 4, Chief Commercial Officer

“ Now more than ever, the world needs inspiration and joy through powerful storytelling. Channel 4 was set up to tap into this by amplifying unheard voices and challenging with purpose, in turn driving positive societal change.

That's why when we work with businesses, we want them to tell the stories that matter to create trust with our audiences, convey feeling, and influence positive behaviour. Partnering with B Lab UK is a no-brainer and a prime example of this, giving five B Corps free advertising airtime to show the UK public what it means to be a truly purposeful business.

We know this is what the UK public wants. From our research into Gen Z, their desire for authenticity, particularly from business, stood out. Is this a business that's true to what it says? Does it align with my values? We're proud to spotlight B Corps—authentic businesses driving societal change, creating a sustainable future, and who exemplify values we should amplify.





The B Beauty Coalition

The **B Beauty Coalition** is a global alliance of over 60 B Corp-certified beauty companies. They use their collective expertise and voice to address systemic challenges in the industry and influence policymaking. They currently have five working groups exploring actionable insights around sustainable ingredients, B Corp best practice, regulation, and advocacy campaigns. This has led them to launch their first-ever global advocacy campaign at COP30, where they'll spotlight coalition case studies.

The Better Business Act

Every B Corp amends their legal articles to balance the impact of people and the planet with profit. What if this were the default for all companies, not just B Corps? In 2021, the Better Business Act campaign launched to make this change a reality. Led by a coalition of 400 businesses, it has been backed by over 3,000 organisations and was included in 2024 manifesto commitments from the Liberal Democrats and the Green Party. It has since inspired a Private Members' Bill that could be a first step towards wider adoption.

3,000+
coalition members



Including more than **100 large businesses** now back the Better Business Act. The coalition has met with **60 MPs** from six parties to build cross-party support for better business.



↳ I support the
Better Business Act
campaign



8. The next chapter: Impact at scale

A bold new strategy

B Corps have shown that future-fit business models are possible, impactful, and scalable. Our aspiration is not for every business to become a B Corp but for every business to *behave like a B Corp*. We know this is ambitious—it has to be if we're to redefine the role of business in society and tackle the greatest challenges of our time.¹⁸



In just four months since the new standards launched, over a third of UK B Corps had engaged with B Lab's new standards self-assessment

Alongside hundreds of other UK businesses.

“

Businesses must lead the way as the architects of a net-zero economy. B Lab's new standards call on B Corps to contribute to a sustainable future by setting science-based targets using the SBTi's rigorous standards, tools, and guidance. It's another step forward in driving a universal climate movement.

Tracy Wyman, Chief Impact Officer, the Science Based Targets Initiative (SBTi)

Ambitious new standards

The new B Lab standards, launched in 2025, are the biggest evolution in B Lab's nearly two-decade history.¹⁹ They mark a step forward for purposeful business, with major changes including minimum requirements across seven Impact Topics and a requirement to demonstrate continuous improvement.



26,000
pieces of feedback

From businesses, the public, and experts helped shape B Lab's new standards—released in 2025 after four years of development and two public consultations.

Take10

Sarah Schwimmer

Co-Lead Executive, B Lab Global

“

We are in a period of radical uncertainty, and so doing business is currently challenging. The way we meet this moment is together.

Around the world, I've seen business leaders increasingly recognise what has always been true: we are all interconnected. Business doesn't operate within borders, and so our solutions can't either. It's because of this interdependence that I believe collective action is integral to the future of the B Corp movement.

The rapid growth of our global community means this is now possible and meaningful, and B Lab is adapting to understand how we can better facilitate this connection at scale. Taking the groundbreaking step to include Collective Action as its own 'Impact Topic' in our new standards is recognition of this. It's been exciting to see the B Corp movement scale internationally already, with other countries, most notably in parts of Asia, taking a similar trajectory to the UK.



9. The next chapter: Breaking new ground

We know that progress isn't straightforward. What once felt like a growing consensus towards sustainability is now more contested, and our movement's extraordinary growth has raised tough questions.

With larger and more complex businesses pursuing B Corp status, some are asking whether they can trust that certification is driving meaningful change or is right for them. And while we have seen tremendous growth in London, we have yet to maximise our potential in other regions of the country. There is so much more still to do.

Our goal for the next 10 years is for every UK business to become a force for good.

To do this, we must unleash the potential of the UK B Corp movement. Whether you're a B Corp, run a company, shape policy, guide others, or make everyday choices as a consumer, your role matters more than ever.

It won't be easy, because we know that while the destination is clear, the journey is not. Progress, not perfection, will get us there.

So how can you play your part?



Get familiar with B Lab's new standards

B Lab's newly launched standards¹⁹ are the most ambitious yet, with new Impact Topics and minimum requirements. Whether you're a business leader, an employee, or a consultant, we want you to join us in breaking new ground.

Engage with the B Corp movement

The B Corp movement in the UK is growing in influence and impact, making the importance of collective action for achieving our goals greater than ever. Engage with a B Local, join a working group, and embrace collaboration with like-minded B Corps.

Back the Better Business Act

The Better Business Act²⁰ could fundamentally change how businesses in the UK operate, for the better. Tell your colleagues and friends about our campaign, and write to your local MP²¹ to tell them why you support it.

Support businesses that support you

As consumers, everyone has the power to influence the future of business. Choose to shop from B Corps,²² and tell your friends about them—your support tells other businesses and politicians it's time for change.

Share this report

These pages tell the story of B Corps' real, positive impact on the economy, environment, customers, employees, and bottom line. Help us spread the word by sharing this report with your peers—on email, on LinkedIn, or wherever makes sense for you.

10. Appendix

FAQs

What is a B Corp?

Certified B Corporations (B Corps for short) are businesses that meet high standards of verified social and environmental performance, public transparency and legal accountability.

How do you become a B Corp?

B Corp is the only certification that requires companies to measure and improve their impact across a broad range of areas. Until 2026, B Lab’s standards spanned: governance, workers, customers, communities, and the environment. B Corps amend their Articles of Association to consider the interests of all stakeholders, not just shareholders.

Who is B Lab?

B Lab is a nonprofit transforming the global economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, tools, and programs for business, and we certify companies, known as B Corps, who are leading the way. To date, our community includes 1 million workers in over 10,000 B Corps across 102 countries and 161 industries. To learn more, visit bcorporation.net.

Who is B Lab UK?

As part of this global non-profit B Network, B Lab UK’s purpose is to redefine success in business through building a community of engaged businesses, raising awareness of the B Corp movement and influencing change in the UK economy. To learn more, visit bcorporation.uk.

Methodology

B Lab’s B Impact Assessment (BIA)²³ is a publicly available impact measurement tool where any company can measure and manage their ESG performance. Some of these companies become B Corps following a lengthy review process, while the vast majority do not.

‘Ordinary Business’ classification

Where possible, we use national statistics as our comparator group. For data not available through external sources, we leverage a comparator group within our BIA data, referred to as ‘Ordinary Businesses’.

A common bias in our data is that companies that seek out and decide to answer questions in an impact assessment tool, such as the BIA, tend to be more focused on their impact than a typical business. To help counteract this bias, the first question of the BIA asks businesses to describe the extent to which their company considers its social and environmental impact. Companies indicating a lesser focus on impact

management are categorised as ‘Ordinary Businesses’.

B Corp vs Ordinary Business comparisons

The ‘Ordinary Business’ classification becomes a valuable reference point for comparative analyses that assess how B Corps perform. In this report, our comparisons between UK B Corps and UK Ordinary Businesses (Table A1) utilise BIA data from V1.6 of the standards, from 2019 to 2025 (the most recent assessment for each company, if they have more than one within this timeframe).

While B Corp data is reviewed by standards analysts in the process of verification, Ordinary Business data is not. However, data collected on the verification process indicates that during the verification process scores tend to be corrected downwards. This means that our comparisons are more likely to underestimate than overestimate any differences between B Corps and Ordinary Businesses.

Similarly, because Ordinary Businesses have voluntarily chosen to measure at least some of their

impact through the BIA, they may still be more impact-focused than typical businesses. Our business resilience findings in Chapter 5 are consistent with this—BIA Users (Ordinary Businesses) were less likely to have remained active than B Corps, but more likely to have remained active than UK businesses (companies that had not engaged with the BIA). This suggests that our comparisons between B Corps and Ordinary Businesses may underestimate the differences between B Corps and the UK business population.

Statistic	% of B Corps	% of Ordinary Businesses	B Corp sample size	Ordinary Business sample size	p value
26% more likely to pay family living wage	85	67	2418	2454	< .001*
31% more likely to limit wage gaps	69	52	2418	2179	< .001*
Nearly twice as likely to use only renewable energy	27	15	2590	2138	< .001*
1.5x as likely to set environmental targets	34	24	2129	1985	< .001*
Over twice as likely to use sustainable materials	44	18	905	564	< .001*
4x as likely to identify biodiversity risks	25	6	555	430	< .001*

4.5x as likely to screen suppliers for biodiversity	25	5	555	429	< .001*
Over twice as likely to embed impact in decision-making	77	34	2418	3453	< .001*
Over 3x as likely to incorporate impact in job descriptions	62	18	2418	3453	< .001*
Nearly 3x as likely to have climate experts on the board	11	4	1420	1235	< .001*
Twice as likely to donate 1%+ of their turnover to charity	15	7	2204	1300	< .001*

Table A1. B Corp vs Ordinary Business statistics and sample sizes. Percentages have been rounded for simplicity. All statistics were significant at the $p < .001$ level.

Business growth

For the comparisons between UK B Corps and national statistics, our analysis draws on responses to six questions within Version 1.6 of the BIA: *Revenue Last Year*, *Revenue Year Before Last*, *Number of Full Time Workers*, *Number of Full Time Workers Last Year*, *Number of Part Time Workers* and *Number of Part Time Workers Last Year*. B Corps that had responded to these questions in 2025 were included in the analyses (1,133 and 614 B Corps for employee count and turnover, respectively). Small- and medium-sized B Corps are defined as B Corps with 0-249 employees, in line with national statistics.

For both the current and previous years, total turnover (revenue) was summed across all B Corps. The turnover growth rate was calculated as the percentage change in total turnover in the current year compared with the previous year.

The numbers of full-time and part-time workers were combined to determine the total number of employees for each B Corp, consistent with the approach used in the Business Population Estimates.²⁴ For both the current and previous years, these totals were summed across all B Corps. The employment growth rate was then calculated as the percentage change in total employees in the current year compared with the previous year.

While the same set of B Corps was used to compare current and previous years, the Business Population Estimates²⁴ represent the entire business population, meaning the companies included in those national statistics are not necessarily the same across years. Nevertheless, the Business Population Estimates provide the most comprehensive official source of data on the UK business population, making them an appropriate benchmark for comparison.

Business resilience

Our analysis consisted of three comparison groups, each containing 190 companies:

- B Corps
- BIA Users (companies that have filled in at least part of the BIA, but indicated a lesser emphasis on social or environmental impact)
- UK businesses (companies that have not engaged with the BIA)

All companies were UK-based, listed as active on Companies House in March 2020 (pre-COVID), and for the B Corps, were Certified B Corps in March 2020. All businesses had at least one employee. In the ‘UK business’ group, all had reported their financial information and/or number of employees to Companies House at least once since 2019 (sourced from Data City, September 2025).²⁵ These criteria were applied to avoid the inclusion of dormant or ghost companies.



Figure A1. Number of business in each sector and size (number of employees) group for B Corps, BIA Users and UK businesses.

Pairwise chi-square tests were performed to look for significant differences between groups. These were chosen over t-tests due to the binary dependent variable (Active = 1, Inactive = 0). The tests revealed a significant difference between B Corps and UK Businesses ($p = .016$), but not B Corps and BIA Users ($p = .220$).

To create a multiple logistic regression model to assess which factors had an effect on company status, a Spearman coefficient test was first conducted to explore potential non-linear relationships between the numeric variables (Table A2). While there is a slight negative correlation between Year Founded and Size (number of employees), we can consider the variables largely independent of each other.

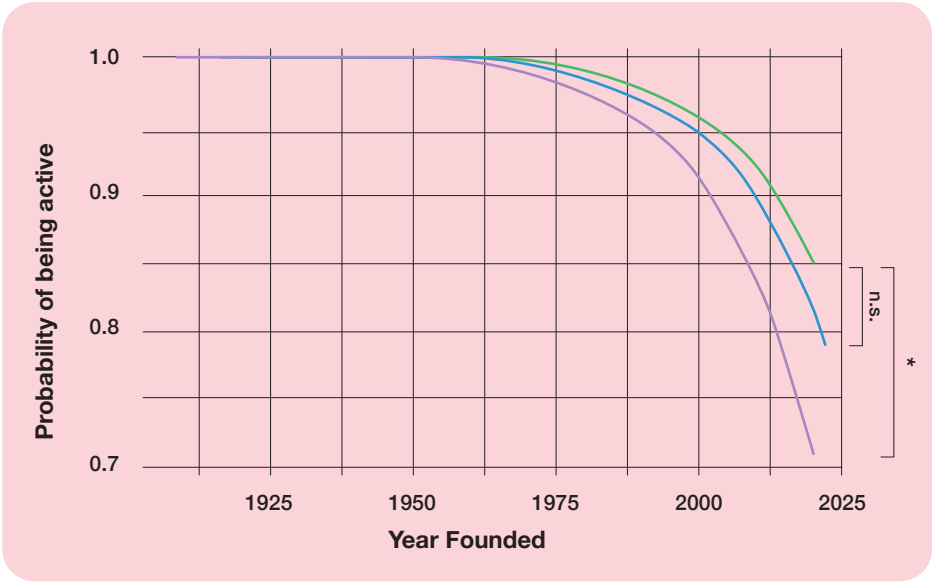
Figure A2 (right). Predicted probability of being active by year founded and group. Coloured lines show the results of the regression model. Newer companies are less likely to be active overall. After accounting for company age (Year Founded), BIA Users and UK businesses have lower chances of being active than B Corps. The asterisk represents a statistically significant difference.

	Size (number of employees)	Year Founded	Status
Size (number of employees)	1	-0.35	0.14
Year Founded	-0.35	1	-0.17
Status	0.14	-0.17	1

Table A2. Correlation matrix showing the relationships between the numeric variables within the logistic regression.

Predicted probability by Group and Year Founded

● B Corp ● BIA User ● UK Business



Next, a stepwise regression was performed. This iterative process involved adding or removing predictors to identify the optimal subset explaining the most variance. The outcome variable was company status (Active = 1, Inactive = 0) and the predictor variables were Group (B Corp, BIA User, UK business), Year Founded, Sector, and Size. Sector and Size did not predict company status, giving a final model of:

Status ~ Group + Year Founded

The model's predictions for each Group (B Corp, BIA User, UK business) are plotted in Figure A2 and the coefficients in Table A3. The regression revealed a significant effect of Year Founded ($p < .001$), where older companies were significantly more likely to be active.

There was also a significant difference between B Corps and UK businesses ($p = .019$), indicating that B Corps were significantly more likely to have remained active. B Corps had higher odds of being active than BIA Users, but this difference was not large enough to reach statistical significance ($p = .344$).

	Estimate Std.	Error	z value	p value
Intercept	3.30	0.37	8.93	< .001 *
Group – BIA User	-0.35	0.37	-0.95	.344
Group – UK Business	-0.81	0.35	-2.34	.019 *
Year Founded	-0.08	0.02	-3.78	< .001 *

Table A3. Model coefficients for the logistic regression. Asterisks indicate statistical significance ($p < .05$).

Investment

Our analysis consisted of two comparison groups:

- B Corps: 1,710 UK B Corps that we have CRNs (Registered Company Number) for, about two thirds of the community
- UK businesses: A random sample of 40,000 active UK businesses provided by Data City²⁵

All companies had at least one employee. Data City²⁵ calculates employee count using reported figures—if not enough data are available from the past few years to make a reliable estimation, employee count is assumed to be zero. Therefore, by filtering for businesses

with at least one employee we are unlikely to include dormant or ghost companies.

Data on external funding rounds and amounts (funding received by businesses) were sourced from Data City (August 2025).²⁵ As we were interested in funding related to growth, we included the following funding types in our analysis: Angel, Seed, Venture Capital (early and late, Series A–F), and Growth Equity.

References

Scan the QR code to access all references in the report



