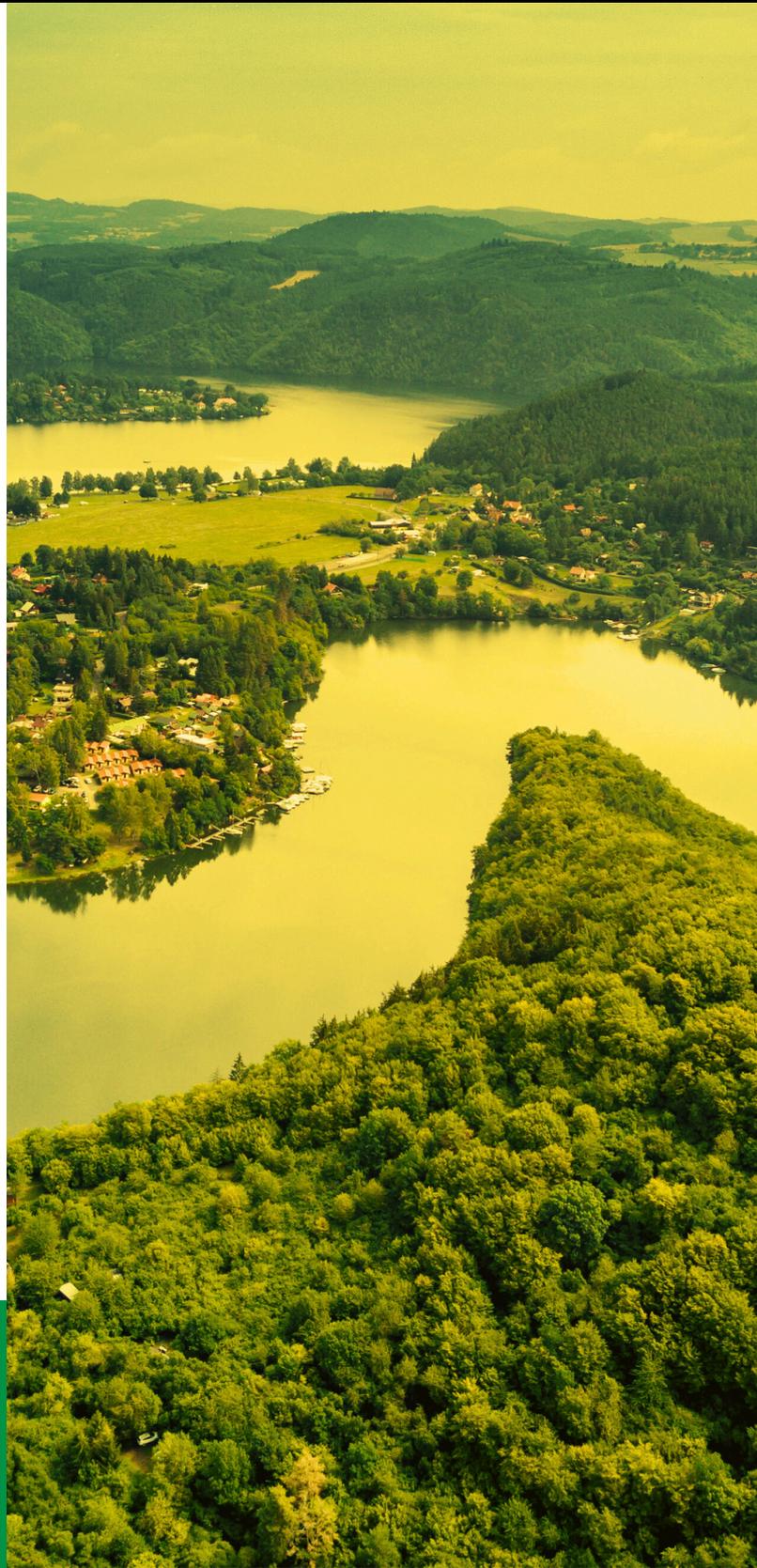




Your guide to certifying under the new B Corp standards

Practical insights and first steps for purpose-led businesses



What it takes to become a B Corp under the new standards



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Why the new standards matter

The B Corp movement is evolving. Are you ready to grow with it?

In 2025, B Lab introduced a new universal standard for B Corp certification, replacing the old points-based system with a more robust framework. The change brings greater consistency and rigour - with mandatory requirements across 10 core impact topics that every business must meet.

At ZeroBees, we help mission-led SMEs chart their B Corp journey and make impact actionable. In this short guide, we highlight what's new, what's expected, and how to start strong.

This means certifying for the first time as a B Corp is no longer about playing to your strengths. It's about showing minimum performance and policy alignment across all key areas.

B Corp Certification: Then vs Now



Category	Old Standards (Pre-2025)	New Standards (2025 Onward)
Assessment Format	B Impact Assessment (BIA) with a flexible scoring system	Fixed standards across 10 Impact Topics – all must be met
Minimum Score to Certify	80 points out of 200, with flexibility in how points were achieved	No point system – must meet baseline requirements in every area
Core Impact Areas	Five categories: Governance, Workers, Community, Environment, Customers	Ten topics: Purpose & Governance, Climate Action, Fair Wages, Human Rights, DEI, Supply Chain, etc.
Flexibility	Businesses could overperform in some areas to offset weaker areas	No exclusions – businesses must meet the standard in every topic
Legal Requirement	Requirement to amend legal documents to consider stakeholders, but varied by region	Standardised stakeholder governance requirement – must be embedded in legal docs
Climate Action	Optional points for carbon tracking and action	Mandatory disclosure of Scope 1 & 2 emissions, with a reduction plan
Living Wage	Points awarded for paying a living wage	Living wage payment is a minimum requirement for all employees and core suppliers
DEI (Diversity, Equity, Inclusion)	Optional – points for DEI policy, training, and metrics	Mandatory DEI policy, representation data, and inclusion measures
Supply Chain Oversight	Optional points for ethical sourcing and supplier practices	Minimum requirement to manage risks in the supply chain (e.g., modern slavery, environmental harms)
Reporting & Improvement	No formal expectation to improve over time beyond recertification every 3 years	Ongoing improvement expected; policies must evolve and show measurable progress
Certification Review Cycle	Every 3 years, with updates based on any B Lab changes	Still every 3 years, but standards now apply universally with tighter and clearer guidance

7 Key Actions to Certify with Confidence

1. Understand the 10 Impact Topics

B Lab's new standards revolve around 10 mandatory impact topics:

- Purpose & Stakeholder Governance
- Climate Action
- Fair Wages
- Human Rights
- DEI (Diversity, Equity, Inclusion)
- Risk Management
- Supply Chain Stewardship
- Impact Management
- Employee Wellbeing
- Customer Stewardship

2. Purpose is Non-Negotiable

You'll need to embed purpose in your company's legal framework (e.g., updating Articles of Association to reflect stakeholder governance). This is now a required entry point.

3. Climate Reporting is Mandatory

Businesses must disclose Scope 1 and 2 emissions and show progress towards reduction goals, in line with science-based targets. Scope 3 emissions will soon be phased in. Start measuring now.

4. Supply Chain Due Diligence is Key

From modern slavery risks to living wages, you'll need to demonstrate how you manage social and environmental risks across your suppliers.

5. DEI Requires Action, Not Just Intention

A written policy, goals, and data on representation are all expected. Inclusion practices should be embedded.

6. Employee Wellbeing is Central

You'll be asked to show fair treatment, flexible working, staff development, and workplace safety measures.

7. It's About Progress, Not Perfection

The new model focuses on minimum standards + ongoing improvement. You'll need to report progress and update your approach regularly with clear evidence and accountability.

Stages for your Certification 



The 10 Impact Areas + What They Cover

The 10 Impact Topics in the
2025 B Corp Standards



Impact Topic	What It Covers
1. Purpose & Stakeholder Governance	Embedding purpose into governance structures and decision-making
2. Climate Action	Measuring and reducing carbon emissions (Scope 1 & 2 mandatory, Scope 3 coming)
3. Fair Wages	Paying a living wage to all employees and key suppliers
4. Human Rights	Safeguarding human rights in operations and supply chains
5. Diversity, Equity & Inclusion (DEI)	Building equitable practices, inclusive culture, and tracking representation
6. Risk Management	Identifying and mitigating key environmental and social risks
7. Supply Chain Stewardship	Ensuring suppliers uphold environmental and labour standards
8. Impact Management	Embedding impact goals, tracking progress, and improving performance over time
9. Employee Wellbeing	Supporting physical, mental, and financial health; providing fair, flexible work
10. Customer Stewardship	Delivering products/services responsibly and protecting customer interests



Your B Corp Readiness Pathway

Here's a simple roadmap to help you get started

1. **Discover** – Understand the new standards and what they mean for you
2. **Diagnose** – Run a gap assessment across the 10 impact topics
3. **Plan** – Create a roadmap, set goals, and allocate resources
4. **Deliver** – Implement key policies, processes and culture shifts
5. **Submit** – Complete the B Impact Assessment + submit supporting evidence
6. **Improve** – Track progress and iterate over time

Quick Readiness Checklist

- Articles of Association reflect stakeholder governance
- Scope 1 & 2 emissions reported
- DEI policy + representation data
- Supplier risk assessment complete
- Living wage audit complete
- Public impact reporting available

Start early, You may need new policies, data systems, or governance approvals.



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How ZeroBees Can Help

We've designed a free B Corp Rapid Appraisal Process to help SMEs quickly:

- Understand the new requirements
- Benchmark current performance
- Get stakeholders engaged
- Prioritise the steps to certification

Book a discovery call to:

- **Get expert guidance tailored to your business**
- **Avoid common pitfalls**
- **Turn the standards into a strategic asset**

We can also support across other areas to help your B Corp journey:

- Greenhouse gas measurement and reduction planning
- Impact frameworks, theory of change and evidence
- Impact reporting and communications
- Project management for recertification

Book a discovery call to discuss how we can support with your roadmap to certification - or to find out about our other supporting services.



Work with a trusted partner for your B Corp certification and sustainability journey.

Book a free discovery call to discuss how we can support your roadmap to B Corp