

Unlock a New Profit Pool with B Corp Certification™

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The Association of
Accountants and
Financial Professionals
in Business

Webinar Features and CPE Credit

Q&A

Asking Questions



Closed Captioning



Help



CPE Credit

CPE Status

Criteria for Partial Credit Option 1

- Minutes to Watch: 50
- Number of Completed Polls required: 3

Criteria for Full Credit

- Minutes to Watch: 75
- Number of Completed Polls required: 5



The Association of
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Moderator

Yvonne Barber
Fractional CFO



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in Business

Featured Presenters



Jian Xiao, CMA, CPA, CGMA
Founder

Turning Point Solutions
Lecturer & Faculty Entrepreneur Fellow
Queens College, CUNY

Jennifer Cantero, SEA
Founder & Director of
The Sensiba Center
for Sustainability

Sensiba San Filippo LLP

Sarah Whale, FCCA
Founder & Financial
Sustainability Consultant

Profit Impact Limited

Aleena Kareem, FCCA
Co-Founder and Lead Trainer
SHAOOR Trainings and
Consultancy

Jian Xiao's Biography

- Jian Xiao, CMA, CPA and CGMA, is a practitioner and an educator in strategic financial management. After acquiring extensive experience in developing, communicating, and implementing Data Driven Strategies, KPIs, and Internal Control Processes while serving as an International Controller for MetLife, ABN AMRO and Merrill Lynch, Jian founded Turning Point Solutions, a consulting boutique helping clients make distinctive, substantial, and sustainable improvements in their performance. . In January 2019, Jian was featured in the Journal of Accountancy, "From Controller to Consultant".
- Since 2017, Jian's TPS has managed a portfolio of \$100M+ for the largest Public Administrator of NYC and provided technical training and CFO advisory services for over 200+ MWBEs under the Mentorship program of NYC Small Business and School of Construction Authority. Jian is an advocate of MWBEs and contributed to NYS's extension of Article 15-A (2019) increasing business economic opportunities for MWBE's.
- She's been selected as a member of IMA Global Small Business Committee since 2020 and was named Faculty Entrepreneur Fellow of Blackstone LaunchPad by Queens College, City University of New York (CUNY) at October 2021. At January 2022, the U.S. Department of Commerce welcome Jian to the 2022-2023 term of the District Export Councils (DECs). Jian will be working alongside with 1,500 Secretarial appointees to help DECs to execute US National Export Strategy in achieving our economic goals by engaging and supporting U.S. exporters, especially small and medium-sized businesses.
- Jian Xiao joined Queens College at 2012 as a Accounting Adjunct Lecturer and teach "Data Analytics for Accountants" and "GNP Accounting and Auditing" for both undergraduate and graduate classes. She has been selected as Faculty Advisor of IMA QC Student Chapter since 2021.

Jennifer Cantero's Biography

- Jennifer Cantero brings more than 20 years of business and marketing experience to her role as the leader for the Sensiba Center for Sustainability at Sensiba San Filippo. She leads the firm's core sustainability efforts and consults with small to medium size business clients assisting with their sustainability strategy.
- Jennifer led the firm's B Corporation certification process, resulting in SSF becoming the first California accounting firm certified as a B Corporation. In 2020, she launched the firm's Sensiba Center for Sustainability, to help companies move to a purpose-driven, sustainable business model that includes social and environmental performance, accountability, and transparency.
- In addition to her sustainability practice, Jennifer hosts the Rebooting Capitalism podcast that digs into why traditional capitalism is broken and what people are doing to fix it. She also as honored in 2021 by the San Francisco Business Times as one of the 100 Most Influential Women in Businesses.

Sarah Whale's Biography

- Sarah Whale is passionate about creating long-term value through sustainability. Sarah leads on sustainability matters for ACCA in The Practice Room – a global peer-to-peer community dedicated to supporting small and medium-sized practices.
- She is a trained B Leader and specializes in guiding professional service businesses through the B Corp certification journey. Sarah is the founder of Profit Impact which supports small and medium-sized businesses to measure and grow positive social, environmental, and financial impacts.

Aleena Kareem's Biography

- Aleena Kareem is an FCCA and Oxford Brookes University-UK graduate, Business Reporting expert, International Trainer (Face-to-face and Online), Climate leader and Sustainability enthusiast.
- With over a decade's experience, she is currently working as Co-founder & Lead Trainer at SHAOOR Trainings and Consultancy, an SDGs focused social enterprise and as Vice Principal & Trainer/Tutor at SKANS School of Accountancy. Kareem is also working as Consultant/Trainer for Financial Management of SMEs and Youth Entrepreneurship program by National Business Development Program - Small and Medium Enterprises Development Authority, and Public Financial Management, Professional Accreditation Program, a joint initiative of two Provincial Governments and World Bank for capacity building in public sector.
- She is volunteering as Climate Reality Leader, Climate Ambassador at Global Youth Climate Network (an initiative of World Bank), #TeachSDGs Ambassador, Wikipedia Editor, UN Volunteer, ACCA Women in Finance subcommittee member and Global Schools Advocate.

Learning Objectives

1. Summarize the B Corp Certification™ and sustainability reporting landscape for 2023 and beyond
2. Discuss B Corp best practices in the U.S. and the U.S. outlook on mandatory sustainability reporting for 2023 and the future
3. Explain B Corp best practices in the U.K. and the U.K.'s R&D incentive policy beginning in 2023
4. Identify return on investment opportunities and challenges beginning in 2023

Agenda

1. Introduction
2. Section 1 - Overview
3. Section 2 - Best practices in the U.S.
4. Section 3 - Best practices in the UK
5. Section 4 - Opportunities in South Asia
6. Conclusion
7. Key take away



Poll Question 1:

Does your firm plan to be B Corporation Certified™ for 2023?

- a. Yes
- b. No
- c. We want to find out if B Corporation Certification will add value.

Poll Question 1 Results: (Placeholder)

Overview

Jian Xiao, CMA, CPA, CGMA

Founder,

Turning Point Solutions

Lecturer and Faculty Entrepreneur Fellow

Queens College, CUNY

Agenda

1. Small Business at a glance
2. Global Challenges
3. United Nation's Sustainable Development Goals
4. Strategic Framework on developing "the future we want"
5. B Corp Certification: To Be or Not To Be?
6. B Corp Certification: Case Study
7. B Corp Global Movement

Overview - SMEs at a Glance - Classification

1. **SMEs** - Small and mid-size enterprises, which make up more than 90% of the total worldwide
2. Governments regulation and support incentive: favorable tax treatment on R&D, capital access (SBA's loan guarantee program), workforce development, contracting and advocacy service, etc.
3. Definition, which impact SME's receipt of government program, varies by country on revenue, industry and employment



U.S.: Small Business Size Standard is identified by North America Industry Classification System (NAICS) Code



Australia: Australian Bureau of Statistics (ABS) – less than 20 FTs
Australian Taxation Office (ATO) - \$2 million in aggregated turnover

NAICS codes	NAICS U.S. industry title	Size standards in millions of dollars	Size standards in number of employees
Sector 11 - Agriculture, Forestry, Fishing and Hunting			
Subsector 111 - Crop Production			
111110	Soybean Farming	\$2.0	
111120	Oilseed (except Soybean) Farming	\$2.0	
111130	Dry Pea and Bean Farming	\$2.5	
111140	Wheat Farming	\$2.0	

Source: [Table of size standards \(sba.gov\)](#)

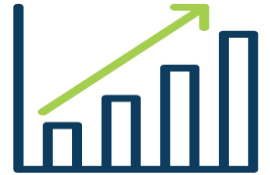
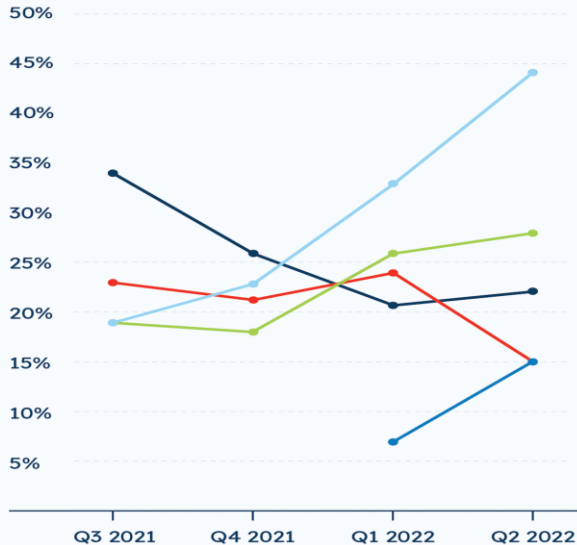
Overview - SMEs at a Glance – Backbone of the Economy

Country	Largest New Business Formation Growth in 2020	% of Nation's Business Population	% of People employed in Private Sector
1. United Kingdom	101%	99.9%	60%
2. United States	86%	99.9%	47.1 %
3. Australia	73%	99.8%	68%
4. Germany	62%	99%	63.2%
5. Canada	58%	99.8%	90%

Overview – Top Challenges facing U.S. SMEs

Top 5 biggest challenges facing small business owners

- Inflation costs
- Supply chain issues
- COVID-19 safety protocols/compliance
- Revenue
- Interest rates rising (added Q1 2022)



Source: latest MetLife & U.S. Chamber of Commerce Small Business Index

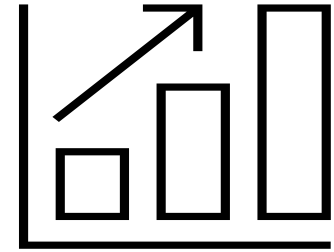
Overview - SMEs Challenges - Sustainable Growth



1. McKinsey: SMEs account for 99% of firms, 70% of jobs and more than 50% of GDP in high-income countries. But between February 2020 and April 2021, 70 to 80 percent of SMEs across 32 countries lost between 30 and 50 percent of their revenues.



2. McKinsey: The Global Productivity Gap between SMEs and large companies: 7 percent of global GDP or \$15 trillion



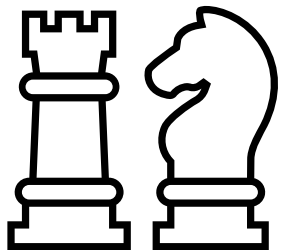
3. Harvard Business Review: The Performance Gap - ROA Between SMES and large companies increased from 15% to 35%

Overview - UN's Global Challenges and 17 Goals

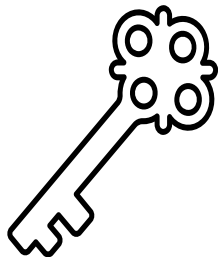
U.N.'s Global Challenges:

- Poverty
- Inequality
- Climate change
- Environmental degradation
- Peace
- Justice



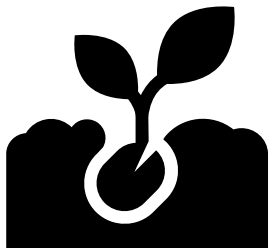


Global Challenges – Achieving Sustainability and Net Zero

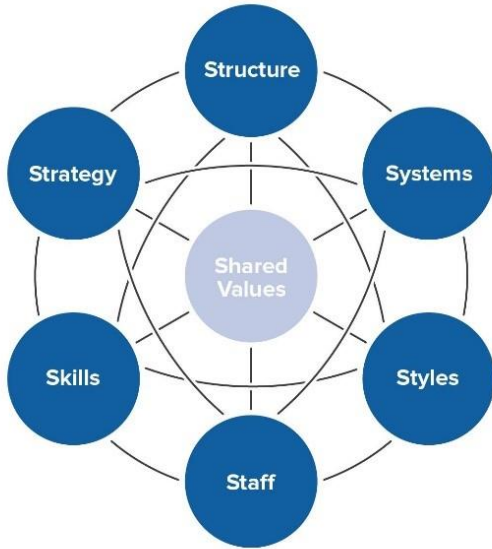


Essentials to the future success of organizations:

- Insurance – Risk Management
- Competitors – Strategic Direction
- Banks and Investors: Cost of Capital and Capital Acquisition
- Suppliers and buyers: Supply-Chain Logistics
- Consumers: Market Demand



The Need for a Thriving Business Sustainability Ecosystem



McKinsey's 7s



C O R P

Triple Bottom Line



A New Business Structure – Public Benefit Corporation vs. Certified B Corporation



According to SBA Website:

Certified B Corporation: also called B Corps, is a third-party certification bestowed by the nonprofit B Lab.

Public Benefit Corporation: sometimes called a Benefit Corp or PBC, is a for-profit entity type bestowed by several U.S. States.

Benefit Corps are similar to C Corps in tax structure. However, they differ in the inclusionary language of taking all stakeholders into account when making business decisions. This language preserves an organization's social mission over time and holds them to high levels of purpose, accountability, and transparency within their governance documents. There are a few U.S. States that now offer a Benefit LLC structure as well.

Source: <https://www.sba.gov/business-guide/launch-your-business/choose-business-structure>

B Lab's B Corp Certification and Recertification Process: A rigorous, holistic certification

According to B Lab: B Corp Certification, is a designation that a business is meeting high standards of verified performance, accountability, and transparency.



B Corp Certification Assessment on GWCEC

Five Assessment Scores stood out as essential to the future success of organizations:

- 1. Governance:** What portion of your management is evaluated in writing on their performance with regard to corporate, social, and environmental targets?
- 2. Workers:** What % of the company is owned by full-time workers (excluding founders/executives)?
- 3. Community:** What % of management is from underrepresented populations? (This includes women, minority/previously excluded populations, people with disabilities, and/or people living in low-income communities.)
- 4. Environment:** Does your company monitor and record its universal waste production?
- 5. Customers:** How do you verify that your product improves the impact of your client organizations?



B Corp Certification – Best for the World



Case Study – African Clean Energy (ACE): The Score: 179.8 in 2021 vs. 148.9 in 2018



African Clean Energy BV

African Clean Energy (ACE) is an international energy company currently operating in the Netherlands, Lesotho, Uganda, Kenya and Cambodia. We manufacture our renewable energy access products in Lesotho and Cambodia and sell them directly to our customers through inclusive financing models.

Headquarters
Noord-Holland,
Netherlands The

Certified Since
February 2018

Industry
Solar power generation

Sector
Manufacturing

Operates In
Cambodia, Kenya, Lesotho,
Netherlands The, South
Africa, Uganda, United

Overall B Impact Score

Based on the B Impact assessment, African Clean Energy BV earned an overall score of 179.8. The median score for ordinary businesses who complete the assessment is currently 50.9.



Governance

Workers

Community

Environment

Customers

Case Study – African Clean Energy (ACE): The Vision & Mission



[HOME](#) [ACE ONE](#) [OPERATIONS](#) [STORIES](#) [ABOUT](#) [JOBS](#)

AFRICAN CLEAN ENERGY

Our Vision & Mission

Our vision is a world where clean energy and connectivity is for everyone.

Our mission is to eliminate the worst forms of poverty on a platform of clean energy and smartphone technology.

As a certified B-Corp, we commit to reinvesting most of our profits into our social mission.

Case Study – African Clean Energy (ACE): alignment line with UN SDGs



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AFRICAN CLEAN ENERGY

United Nations Sustainable Development Goals

The Sustainable Development Goals (SDGs) were adopted by all UN Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that everyone enjoys peace and prosperity by 2030. ACE's activities stimulate impact across 12 different SDGs, with direct, measurable outcomes for poverty alleviation, environmental preservation, gender equality and health.



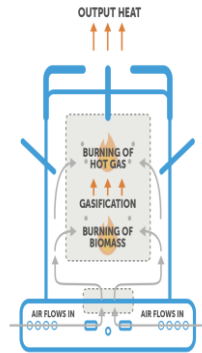
Case Study – African Clean Energy (ACE): The Challenge vs. Solutions

The Energy Challenge

- Accessibility
- Health: Household Air Pollution (HAP)
- Carbon Emissions
- Deforestation

The Industry Challenge

- Solar Energy Systems
- Improved Cookstoves



THE ACE ONE



Solutions

- Hardware
- Digital Infrastructure
- Physical Infrastructure



Case Study - African Clean Energy (ACE): The ROI

The Score:

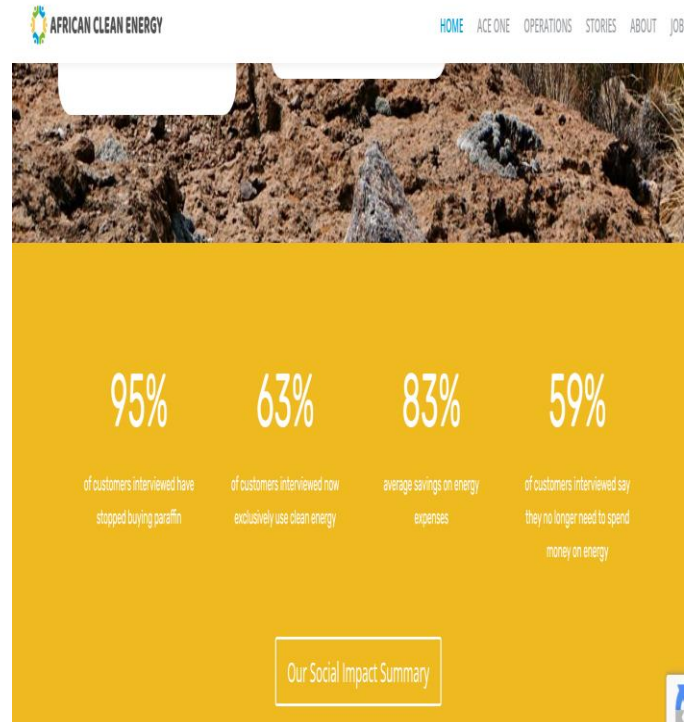
- ACE's Score 2017-2020: 148.9
- Highest Score in Europe 2020: 153.8
- ACE's Score 2021: 179.8

The Business Model:

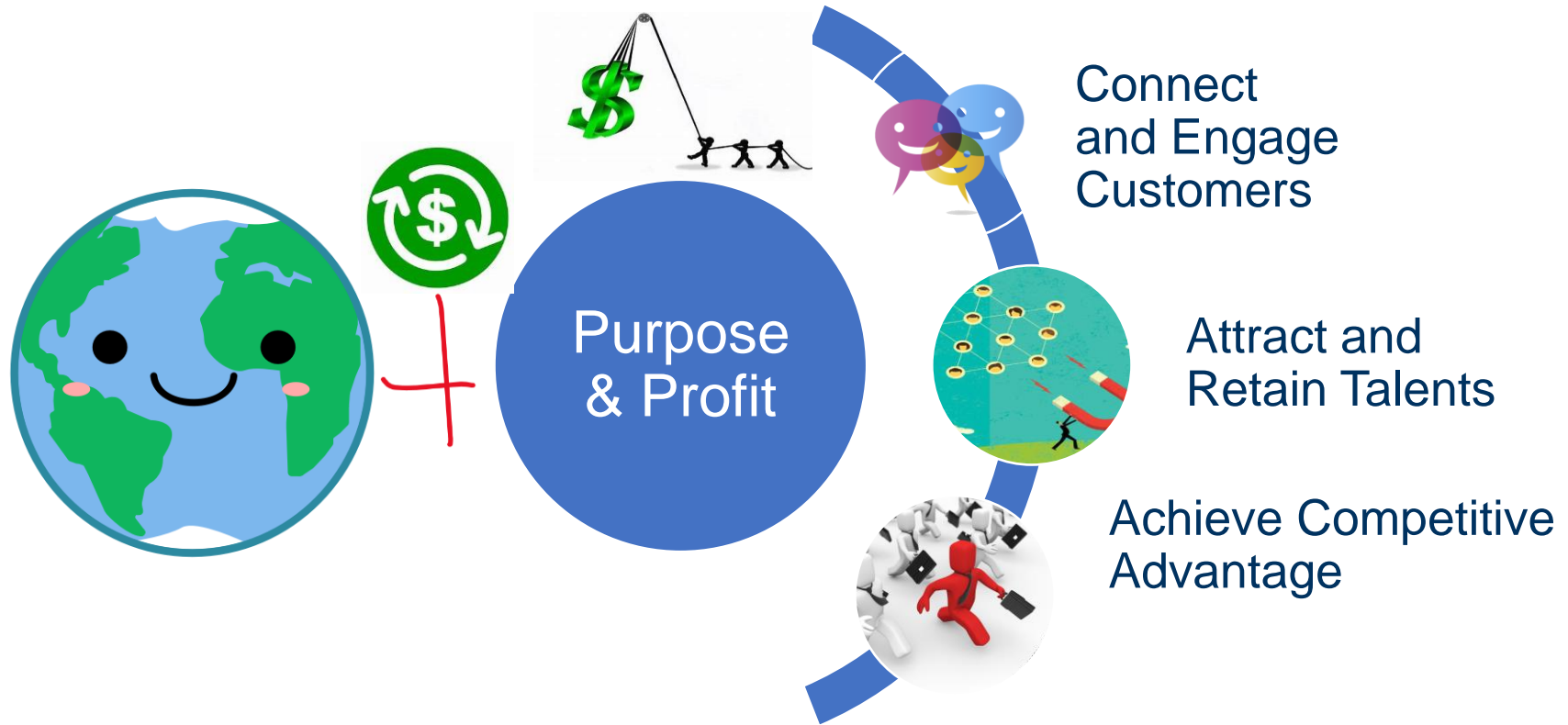
Direct sale via an instalment-based payment

The Payoff:

- Funding: €3.5M equity investment received at 5/19/2022 enables ACE to bring its energy access model into the climate fintech space
- Sales: 60,000 units sold
- Market Potential : 900 Million households



B Corp Certification: A Winning Strategy to Unlock a New Profit Pool?!



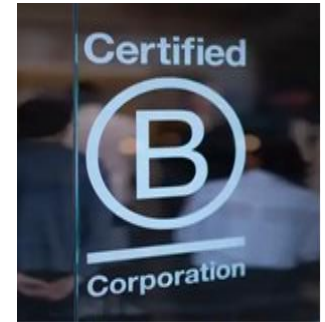
B Corp Global Movement

“Today, there are more than **5,000** B Corps across **80** countries and **155** industries, unified by one common goal: building an inclusive, equitable, and regenerative economic system.”



“Compete not only to be the best in the world, but the best for the world”

<https://vimeo.com/651234509>



Sources

1. <https://startups.co.uk/analysis/small-business-statistics/>
2. <https://ustr.gov/trade-agreements/>
3. <https://www.statista.com/statistics/818691/small-and-medium-sized-enterprises-germany>
4. <https://www.tatsachen-ueber-deutschland.de/en/global-trade-partner/power-smes>
5. [Trade and small and medium-sized enterprises \(international.gc.ca\)](https://international.gc.ca/trade-commerce/trade-commerce.aspx?lang=eng)
6. [Helping small and medium-size enterprises thrive | McKinsey](https://www.mckinsey.com/industries/technology-digital-media-telecommunications/our-insights/helping-small-and-medium-size-enterprises-thrive)
7. <https://www.bcorporation.net/en-us/programs-and-tools/b-impact-assessment>
8. <https://africancleanenergy.com/ace-one/>

Poll Question 2:

Which country will attract more B Corporation certifications during 2023 and beyond?

- a. U.S.
- b. UK
- c. Vatican City
- d. Others

Poll Question 2 Results: (Placeholder)

B CorpTM Best Practices – U.S.

Jennifer Cantero, SEA
Founder & Director of
The Sensiba Center for Sustainability
Sensiba San Filippo LLP

B Corp™ Process Best Practices

1. ASSESS

- Gain a baseline score to assess your starting point
- Review assessment, understand your gap, set improvement goals

2. ACT

- Identify and engage the team you will need to pull documentation and implement new processes
- Implement any improvement goals, process, or policies
- Gather documentation to verify all your answers

3. AUTHENTICATE

- Submit your BIA to B Lab for review and verification
- Gather and submit any additional documentation B Lab Evaluation Analyst or Verification Analyst requests
- Prepare for a possible verification interview call
- Sign the B Corp Declaration of Independence
- Shift legal designation (*if still needed*)
- Pay fee to B Lab

4. ARTICULATE

- Celebrate your new B Corp status with your employees and clients!

Top B Corp™ Process Challenges

- Engaging your team or leadership
- Finding time to complete the B Impact Assessment (BIA)
- Completing documentation requirements
- Meeting the legal requirement



Best Practices for Improving Your Score



- Formalize policies your company may have never written down
- Start tracking metrics
- Engaging with your suppliers opens several opportunities for more points in the Community section
- Measure your carbon footprint and offset it
- Embed your company's commitment into your governing documents (*This one earns 2.5 - 10 points on the Assessment!*)

U.S. Outlook on Mandatory Sustainability Reporting

SEC Proposed Disclosures

- New rule that would require publicly listed companies to include certain climate change disclosures in their registration statements and periodic reports
- Include disclosing a company's direct and indirect greenhouse gas emissions
- SMEs that supply products to publicly traded companies should expect this demand for standardized and verified emissions reporting to trickle down to them sooner than later
- A similar ruling is expected this fall on Human Capital Disclosures



Proposed California State Bill 260

SB 260 would require companies to measure their greenhouse gas emissions beginning January 1, 2024, and annually publicly disclose those measurements starting January 1, 2025.

- Would apply to:
 - Businesses formed within the U.S. or U.S. Territories
 - Businesses in California or that does business in California
 - Have annual revenues of \$1B or more
- 1. These regulations will likely go beyond what is required by SEC disclosures, but more details are needed
- 2. Scope 3 requirements are currently extremely unclear without more guidance
- 3. Exempts businesses formed under the laws of other countries, even if they do business in California



Proposed California State Bill 449

- Requires large corporations, banks, and insurance companies to report the financial and other risks they face from climate change and its effects
- SB 449 did not advance through the CA legislator
- Highly likely that revisions to SB 260 will include the SB 449 rules before passage, which are not anticipated to be broadly addressed in the new SEC rules

Given the size of the California market, the requirements of SB 260 can have a broad national and international impact that could go far beyond what the new SEC rules will require.



Poll Question 3:

What do you foresee being your biggest challenge to undertaking B Corp certification?

- a. Engaging your team or leadership
- b. Finding time to complete the B Impact Assessment (BIA)
- c. Completing documentation requirements
- d. Meeting the legal requirement

Poll Question 3 Results: (Placeholder)

B Corp Best Practices – UK

E

Sarah Whale, FCCA

Founder & Financial Sustainability Consultant

Profit Impact Limited



“I know of no single formula for success. But over the years, I have observed that some attributes of leadership are universal and are often about finding ways of encouraging people to combine their efforts, their talents, their insights, their enthusiasm, and their inspiration to work together.”

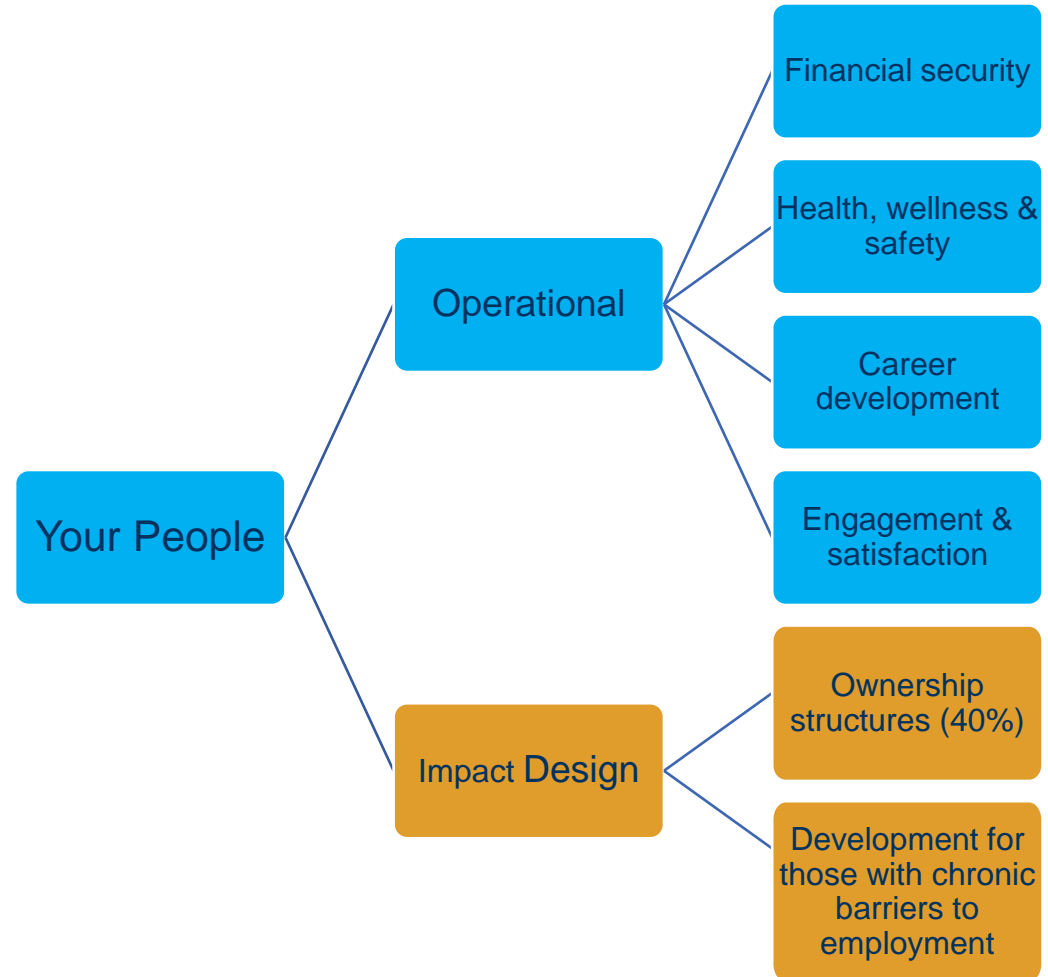
- Queen Elizabeth II

Best for the World™ UK

- B Lab's BFTW™ program recognizes the B Corps globally that have achieved the highest verified scores in the five impact areas
- 165 (20%) of UK B Corps sit within the BFTW
- Perform especially strong in governance (68) and employees (54)



Workers Pillar – what does this increased impact mean for UK employees?



Research & Development

Research and Development (R&D) reliefs support companies that work on innovative projects in science and technology.

- It can be claimed by a range of companies that seek to research or develop an advance in their field.
- It can even be claimed on an unsuccessful project
 - Deduct an extra 130% of their qualifying costs from their yearly profit, as well as the normal 100% deduction, to make a total 230% deduction
 - Claim a tax credit if the company is loss making, worth up to 14.5% of the surrenderable loss

B Corp R&D

Higher levels of innovation, as measured by applications for Research and Development (R&D) tax credits and introductions of new goods and services.

1. 45% B Corp SMEs have applied for, or received, R&D tax credits in the past 3 years, compared to 6% of the wider SME population;
2. 84% B Corp SMEs claim that they have introduced new or significantly improved goods or services in the last three years, versus 41% of all SMEs.



Poll Question 4:

What is the best opportunity B Corp presents for your business?

- a. Brand reputation
- b. Risk management
- c. Financial gains
- d. Customer and talent acquisition and retention
- e. Other

Poll Question 4 Results: (Placeholder)

Opportunities and Challenges - South Asia

Aleena Kareem, FCCA
Co-Founder and Lead Trainer
SHAOOR Trainings and Consultancy

Environmental Crisis – A Global Challenge

- Climate risk is a financial risk
- Compounding existing problems
- Sustainable future of humanity at stake
- Impact on employees, customers, supply chain, community, and environment
- Move towards a sustainable circular bioeconomy is a need, rather than a choice
- Countries and organizations committing to becoming Net Zero or Carbon neutral
- Greenwashing for improved public image



Environmental Crisis in South Asia

- Front line of the global climate crisis
- 750 million people in eight countries affected in the last two decades
- **Afghanistan** – worst climate-induced drought in decades
- **India** and **Bangladesh** – In 2020, tropical Cyclone Amphan, displaced nearly five million people
- **Afghanistan, Bhutan** and **Nepal** - Temperatures and droughts intensifying across the mountainous ranges.
- **Maldives** - may be submerged in the not-too-distant future



Challenges for South Asia

- Global south more vulnerable
- Major socio-economic and environmental problems
- Not the major contributor
- Lack of mandatory ESG reporting requirements
- Lack of awareness
- Situation of Pakistan – Flash floods, urban floods, smog, locust attacks, droughts



Where Pakistan currently is:



Pakistan is ranked in the top ten of the countries most affected by climate change

Impact of Climate Crisis in Pakistan - 2021

Smog



Flash floods



*Images were taken from the internet

Impact of Climate Crisis in Pakistan - 2021

Urban floods



Locust attacks



*Images were taken from the internet

May 2022 – Heatwave, Drought & Glacier Lake Outburst



**Pakistan Meteorological Department
Sat, May 14, 2022 (Maximum Temperatures)**

Station	Maximum
JACOBABAD	51.0°C
NAWABSHAH	50.5°C
MOHENJO DARO	50.0°C
D G KHAN	49.5°C
SAKRAND	49.0°C

*Images were taken from the internet

August 2022 – Deadly flooding across Pakistan



*Images were taken from the internet

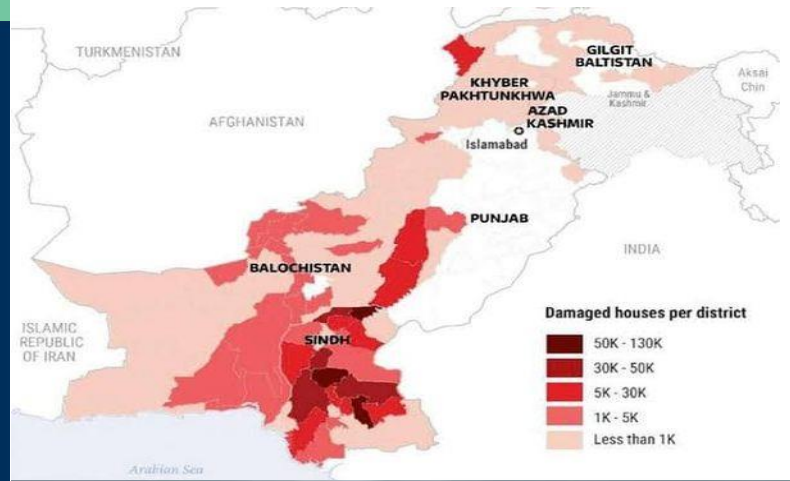
August 2022 – Deadly flooding across Pakistan

- One-third of Pakistan under water at the moment
- 33 million people impacted
- Including approximately 16 million children
- More than 1,200 people have lost their lives
- Around 400 children deceased
- Over 3 million children in need of humanitarian assistance and at increased risk of waterborne diseases, drowning & malnutrition



August 2022 – Deadly flooding across Pakistan

- Severe infrastructural damage
- Around 300,000 houses have been fully, and 700,000 partially, destroyed
- Estimated cost of recovery – above \$10 billion
- Recovery could take years!



Pakistan contributes less than 1% of
global greenhouse gas emissions!

What is the need of the hour?

- Environmental concern has risen by 128% among Generation Z in a year
- Investors looking for evidence of ESG measures
- ESG reporting - a crucial step towards achieving the Paris Agreement and the Sustainable Development Goals
- Reorientation of capital flows to support a long-term, sustainable, just, and circular bio-economy.



Perspective of Qualified Accountants in Pakistan

Awareness about
climate change –
100%

SME's should report
on ESG – 86%

Knowledge of B Corp
– 3%

Current SMEs
reporting on ESG –
0%

B Corp certified
local business – 0



If it cannot be measured,
it cannot be managed.

- Peter Drucker

The Solution for Pakistan

- Awareness campaigns
- Action-driven learning
- Education for sustainable development
- Legal requirement for ESG reporting
- Qualified accountants with ESG reporting expertise
- Incentives for sustainable business practices

Environment, Social, and Governance Reporting



MOVINGWORLDS

The Solution for Pakistan

- B Corp – vision of an inclusive, equitable, and regenerative world
- Focus on not just shareholders — an equal responsibility to the community and to the planet
- Collaboration to innovate, share resources, and drive forward economic systems change
- Programs and tools to understand environmental and social impact
- Access to green financing
- Creation of green jobs
- Balance profit with purpose



The Solution for Pakistan

B Corp certification – one of the best ways forward



Poll Question 5:

Are you ready to be part of the B Corp movement?

- a. Yes
- b. No
- c. We are considering it.

Poll Question 5 Results: (Placeholder)

Questions and Answers



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Founder

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Final Reminders

- ▶ **Complete the Evaluation poll** – 2 options
 - On your screen
 - Evaluation Survey icon at the bottom of your console
- ▶ **Access to your CPE Certificate** – 2 options
 - Click the “CPE” icon at the bottom of your console
 - or
 - Click the link in your post-event e-mail
- ▶ Please print a copy of the CPE certificate for your records.
- ▶ Your CPE credit will be automatically recorded in your transcript.

Thank you!



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Financial Professionals
in Business