

Business for Good ACT



Brought to you by





What is Business for Good?

Overview

Business for Good is an impact management program delivered collaboratively between Yellow Edge and B Lab AANZ, the non-profit organisation behind the global Certified B Corporation (B Corp) movement.

The program is designed to help businesses become better and more future-fit, while having a positive impact on people and the environment.

With easy-to-use, globally recognised tools and resources created by B Lab, you'll learn how to:

- Accelerate your organisation's sustainability journey.
- Measure your social and environmental impact through a proven international framework.
- Identify areas for impact-led innovation and growth.

What is **Business** for Good?

As a result, you will:

- Boost the resilience of your business.
- Reduce risks linked to changing expectations of business.
- Connect with a group of like-minded organisations to share knowledge, challenges and best practice.

Who should join the program?

ACT and Capital region exporters (and potential exporters) who:

- want to position themselves positively and proactively when looking to enter key international markets where sustainability credentials are becoming compulsory for doing business;
- want to build a roadmap to improve their positive social and environmental impact; and
- can commit to participating in the full program, represented by up to two attendees - a decision-maker and an implementer.

What is involved?

This cohort program is delivered over the course of 2 months. It involves a total time commitment of 16-20 hours including:



Workshops

3 x 2 hour face-to-face workshops to help you assess your impact and build your improvement roadmap.



Completion of B Impact Assessment

The B Impact Assessment (BIA) is a free-to-use impact measurement tool which takes around 8 hours to complete. It's important you can commit to completing this during the first half of the program as it is central to discussions.



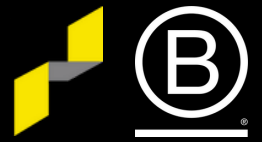
Coaching sessions

1:1 consultation with a trained B Consultant. You will go through your BIA and identify priority areas to improve your social and environmental impact.



Peer to peer network

A valuable peer-to-peer network of like-minded businesses.



Testimonial

“

B Corp certification is a journey that opens your eyes to a whole new way of doing business.

Capital Brewing Co



”

It's a mind expanding exercise on how you can better deliver for your people, for the planet, and for purpose.

Who is **involved?**



Brooke Anderson, B Consultant

Program Facilitator

Brooke is Head of Research, Sustainability & Social Impact at Yellow Edge, a Canberra B Corp dedicated to shaping human potential. As a company shareholder and business consultant, Brooke understands what it takes to be a sustainable, high performing business. She specialises in strategy, stakeholder engagement, and evaluation.

Brooke is a trained B Consultant and has worked with a number of businesses to support them on their B Corp journey. She will lead the facilitation of the Business for Good workshops and provide 1:1 sessions with each of the participating businesses.



B Lab Australia & Aotearoa New Zealand

Co Facilitator

B Lab is the global nonprofit network transforming the global economy to benefit all people, communities, and the planet. B Lab certifies businesses, known as Certified B Corporations, or B Corps, which meet high standards of social and environmental performance, transparency, and accountability.

B Lab AANZ developed the Business for Good program to support more businesses to develop impact management capabilities and will co-facilitate the workshops along with Brooke.



Join the movement of businesses for good



Workshop 1

Wednesday 11th Oct
4 - 6 pm

Yellow Edge Offices:
8/9 Sydney Ave,
Barton, ACT



Workshop 2

Wednesday 8th Nov
4 - 6 pm

Yellow Edge Offices:
8/9 Sydney Ave,
Barton, ACT



Workshop 3

Wednesday 6th Dec
4 - 6 pm

Yellow Edge Offices:
8/9 Sydney Ave,
Barton, ACT

Cost

Businesses pay \$750+GST for up to 2 participants to join the program, plus any additional costs related to their participation (such as travel).

This is a significantly reduced rate thanks to funding from ACT TradeStart, a partnership between the ACT Government and AusTrade to support small and medium sized exporters to access Austrade's global networks.

Book now



**To register for the program scan the QR code
above or visit bit.ly/B4G-ACT**

For more information, please contact:

Brooke Anderson

B Consultant at Yellow Edge

0433909108

brooke.anderson@yellowedge.com.au

Robert Holgate

Assistant Director | Office of International Engagement

TradeStart Adviser | Austrade

0262055287

robert.holgate@act.gov.au

