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Company/Organization: ReVision Energy

### Challenge or Opportunity: Achieving B Corp Certification

Two years ago the founders of ReVision Energy decided it would be worthwhile to pursue B Corp Certification, which is an intentional global effort to redefine success in business. The rapidly growing B Corp movement is a large and growing group of businesses that are challenging themselves to be the best FOR the world, rather than the best IN the world. For example, B Corps are generally companies that prioritize people and the planet over the traditional focus on generating profits for shareholders. By voluntarily meeting higher standards of transparency, accountability and performance, more than 1,330 Certified B Corporations are distinguishing themselves in a cluttered marketplace, offering a positive vision of a better way to do business with an increasingly discerning and skeptical public.

### Approach or Solution:

Since inception in 2003, ReVision Energy's founders have tried to build a mission-driven and values-led organization. During that time, the founders of a highly successful and values-led athletic apparel company called "And 1" sold their business to some larger investors. After the sale, they were disappointed to see some of the original values discarded in the pursuit of profits, so the And 1 founders decided to create [www.bcorporation.net](http://www.bcorporation.net) to promote the idea of businesses being specifically designed to create maximum positive social change.

ReVision Energy dedicated a handful of key employees who spent the better part of six months working through B-Labs' rigorous questionnaire about all aspects of business operations: Treatment of Employees, Environmental Footprint, Supply Chain Choices, Product Offerings, Customer Service, Financial Transparency and Stakeholder Accountability. The questionnaire involves several hundred questions and we were delighted to achieve a score of 84 on our first attempt (a minimum score of 80 out of a possible 200 points is required to achieve B Corp Certification).

### Impact:

The most profound immediate impact occurred within our organization, with nearly all of our 100 employees cheering enthusiastically during our pursuit of B Corp Certification and celebrating loudly and proudly when we achieved our goal. Externally, we received unanimously positive feedback from customers, prospects and suppliers. We also received press coverage regarding our B Corp Certification, which sparked additional positive feedback both internally and externally. Going forward, we will be

working hard to improve on our initial score of 84 out of 200 possible points, with a goal of achieving high triple digits in the next three to five years. At the same time, we plan to extoll the benefits of our own successful B Corp Certification to other businesses in our region to try and help accelerate the movement to redefine business success.

**Email this document to [michelle@nhbsr.org](mailto:michelle@nhbsr.org) by July 31, 2015!**