

Name _____

B Corporations: The Champions of Responsible Business

Open-Ended Response Answer Key

1. Answers may vary, but choosing to become a B Corporation might be a good option if you want to prioritize social and environmental impact alongside profits, as it provides a clear framework and mission-driven structure.
2. Transparency and accountability are crucial because they build trust with customers and partners. When B Corps openly share their actions and impact, it reinforces their commitment to making a positive difference.
3. Someone interested in becoming a certified B Corporation could seek guidance from existing B Corps, legal professionals, or consultants with expertise in the certification process to navigate its complexities.
4. Becoming a certified B Corporation can lead to long-term benefits such as increased customer loyalty, improved employee morale, and the satisfaction of making a positive impact on society and the environment, which can enhance a company's reputation and success over time.

