













What the media say about B Corp

As Allegro 234 is a Certified B Corp®, we believe that you may be interested on reading what others have to say about B Corp™, especially the media.

	"Benefit corporations are brilliant because they allow companies to pursue profit - for which no-one should apologise - and at the same time have a positive impact on society"
	"Becoming a B Corp involves transforming the very foundations of the company, so that is passed exclusively from defend the interests of shareholders to defend all stakeholders"
	"Saving Capitalism from Itself: Inside the B Corp Revolution"
	"20 Moments From The Past 20 Years That Moved The Whole World Forward: Dawn of the do-gooders in the wake of the great recession, a new kind of company gained traction"
	"Cash will not always be king. In the new economy, purpose rules the day"
	"...even the giant corporation Unilever (is) publicly discussing becoming one, smart leaders should turn B Corp guidelines into a checklist to drive their business in 2016 and beyond"
	"Still, what the corporation was to baby boomers the B Corp is to millennials: the place to work"

	"Taken as a whole, Kickstarter, Green Mountain and Natura represent a shift in the size and scope of B Corps' businesses"
	"To qualify as a B Corp, a firm must have an explicit social or environmental mission, and a legally binding fiduciary responsibility to take into account the interests of workers, the community and the environment as well as its shareholders"
	"The success of some of today's most beloved brands - like fellow B Corps Warby Parker, Etsy, Patagonia, Ben & Jerry's - has not been despite their social and environmental missions, it's been because of them"
	"Right now social capitalism is a more creative and dynamic place to spend a life"
	"B corporations are for-profit companies that pledge to achieve social goals as well as business ones. Their social and environmental performance must be regularly certified by a nonprofit called B Lab, much the way LEED buildings have to be certified by the U.S. Green Building Council"
	"We wanted to find a way to marry the power of markets with the purpose and mission of the nonprofit sector"
	"Executive Education: Schools, Firms Gauge Social Impact"

To read more, just go to [News & Media | B Corporation](#)