

Madrid, May 26th, 2016

Press Release

Allegro 234 is proud to announce it is now a Certified B Corporation®



B Corp™ is a global certification which ensures that a company voluntarily meets higher standards of transparency, accountability, and performance.

B Corps redefine success in business through the creation of a positive social impact.

Allegro 234 is the first strategic branding Company in Europe that becomes a Certified B Corporation®.

[Allegro 234](#), a company focused on building brands with a conscience, is the first strategic branding firm in Europe that obtains the B Corp™ certification.

[B Corporation®](#) is an international seal which certifies companies that aim to respond, through its business model to certain social, cultural and environmental challenges.

B Corps are companies with a common goal: **Use the power of business as a force for good**. These companies integrate into their daily decisions the achievement of economic, social and environmental results. They redefine the concept of business success promoting interdependence. B Corps are companies with people who achieve their goals through shared values.



B Corps respond to the trend of an increasingly involvement of the private sector in the development of sustainable goals. The notion that companies deal with the market and operational efficiency while non-profit organizations engaged in community care is an old idea: both have to cover both aspects.

Day after day, people in any role (employee, customer, supplier, etc.) choose to work with companies that go beyond the economic benefits.

B Corps are change agents that allow greater fluidity between talent and businesses because:

- They care for their employees, creating higher quality jobs
- They care for their communities, improving their quality of life
- They protect and improve the environment
- They inspire others to measure what really matters

B Corp™	
more than 1.700	certified companies
more than 50	countries
more than 130	Industries
1 common goal	"use business as a force for good"

As a B Corp, Allegro 234 sends a clear message to its audiences –clients, partners, employees, media and peers: **Allegro 234 is focused on a new paradigm for what it means to be a successful business.** Companies like Patagonia, Ben & Jerry's, Etsy, Natura, Triodos Bank, Hootsuite or 1000friends, are already part of this community.

B Corps are important because they inspire all companies to compete, not just to be the best in the world, but also to be the best **for** the world

Roberta Larocca, Founding Partner, **Allegro 234**: "We are a family business in which ownership and management are in the same hands. We were looking for new business formulas with more collaborative schemes to scale and continuously improve and we discovered the B Corps. We share with them the values of cohesion, significance and long-term vision".

Cristián Saracco, Founding Partner, **Allegro 234**: "Having obtained the B Corp certification allows us to show explicitly consistency between what we think, say and do, and also to generate a positive impact being the preferred partner of those who want to care for and improve a sustainable value chain".

4x	More likely to provide opportunities for professional development
68%	More likely to donate at least 10% of profits
47%	More likely to use renewable energy in their facilities
18%	More likely to use providers from low-income communities

Allegro 234 is focused on building brands with a conscience, creating sustainable long-lasting social, environmental and economic value through developing and revitalizing brands.



About Allegro 234

[Allegro 234](#) is based in Madrid and founded in 2003. Its purpose is to shape compelling businesses, creating sustainable long-lasting social, environmental and economic value through developing and revitalizing brands.

Cosentino, Casa del Libro, Codorníu, Bodegas Torres, Repsol, Uriach, AEBrand and Medinge Group are among its clients.

About Certified B Corps

Certified B Corporations are leaders of a global movement of people using business as a force for good. They meet the highest standards of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems.

[B Corporation](#)[®] was born in 2006, in the USA. There are more than 1,700 Certified B Corporations in over 130 industries and 50 countries with 1 unifying goal: **to redefine success in business**

About B Lab

B Lab is a non-profit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the **Best for the World**[®] and as a result society will enjoy a more shared and durable prosperity.