



greenher
consulting

ANNUAL IMPACT REPORT
2018/2019

At GreenHer, we are proud of what we've accomplished this year to improve our impact. This year we decided to embark on an amazing adventure and join thousands of other businesses in becoming B-Corp Certified. Once we complete our B-corp certification, we will be eager to learn from our peers in the B Corp community about how we can do even more. This is an essential contribution toward a vision of business that works for people, the planet, and the bottom line

B Corporations are companies that have been certified to have met rigorous standards of social and environmental performance, accountability, and transparency. Worldwide, there are more than 2,500 Certified B Corporations across 140 industries and 60 countries working together toward 1 unifying goal: using business as a force for good. We decided to become a Certified B Corp for several reasons:

Being Part of a Community of Leaders with Shared Values: We believe that the strength of the B-Corp community—and the sense of being part of something bigger than our individual business—is one of the best reasons to become a B Corp.

Protecting Our Mission for the Long Term: Certified B Corporations, in addition to meeting rigorous standards of social and environmental performance, amend their governing documents to be more supportive of maintaining their social and environmental mission over time.

Identifying Areas for Improvement: B Corp certification is an independent, rigorous, third-party standard that evaluates every aspect of our business—from how we treat our workers, to our community involvement, to our overall effect on the environment. We believe this will help us continue to create social, environmental, and financial value.

Attracting and Retaining Top Talent: Many studies have shown that the best people want to work for a company with a larger purpose. B Corp certification helps us signal to prospective and existing partners that we are committed to using business for good.

Building Collective Voice: Many of the movements taking place around the globe—from cleantech, microfinance, and sustainable agriculture to the buy local and cooperative ownership movements—are manifestations of the same idea: how to use business for good. The B Corporation organizes and amplifies the voices of this diverse marketplace behind the power of a unifying brand.



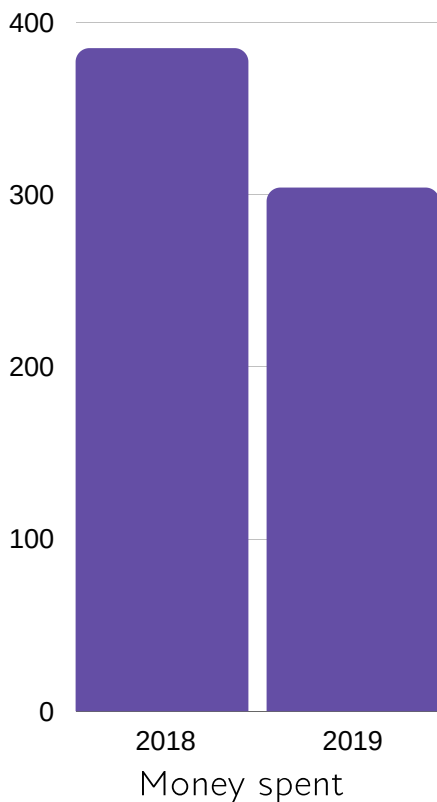
Measuring Our Impact

Historically, we have used physical Metrics to measure our impact. We've found that it can be confusing and labor intensive to do so. As we are transitioning into our B-corp certification, that will shift into the use of the B Impact Assessment (BIA), a third-party standard created by B Lab (the non-profit behind the B Corp movement), to measure our impact. The BIA is the most widely-used impact measurement and management tool in the world. More on the BIA and B Lab can be found at bimpactassessment.net.

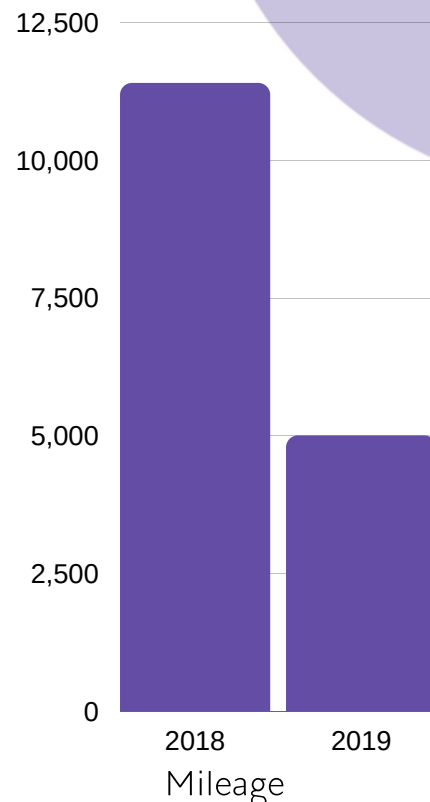
As such this will be the final year that our metrics will be published as individual measurements. We will continue to track our KPIs within the company to be used in our yearly assessment and these numbers can be requested for review by anyone in writing.

See our metrics for 12 month period of 2018/2019 below.

Electric Usage



Miles Driven



Measuring Our Impact

The BIA is used by more than 50,000 businesses to measure, compare, and improve their overall social and environmental performance, as well as by an increasing number of investors, business associations, and government entities serious about understanding and benchmarking the impact of the companies in which they invest and with which they do business.

The BIA scores companies on a 0-200 point scale. The average score on the assessment is between 40 and 60 points. Companies interested in becoming Certified B Corporations are required to score 80 points or higher. Companies that earn 130 points or higher are in the top 10% of all B Corps worldwide.

The major sections and subsections on the BIA include:

Environment:

Land, Office, and Plant

Inputs (e.g., energy efficiency, water conservation, etc.)

Outputs (e.g., GHG emissions, waste, etc.)

Transportation, Distribution, & Suppliers

Workers:

Compensation and Wages

Benefits

Training and Education

Worker Ownership

Management and Worker Communication

Job Flexibility and Corporate Culture

Occupational Health and Safety

Measuring Our Impact

Community:

Job Creation

Diversity and Inclusion

Civic Engagement and Giving

Local Involvement

Suppliers, Distributors, and Product

Governance:

Mission and Engagement

Corporate Accountability

Ethics

Transparency

Benefit Corp Governance

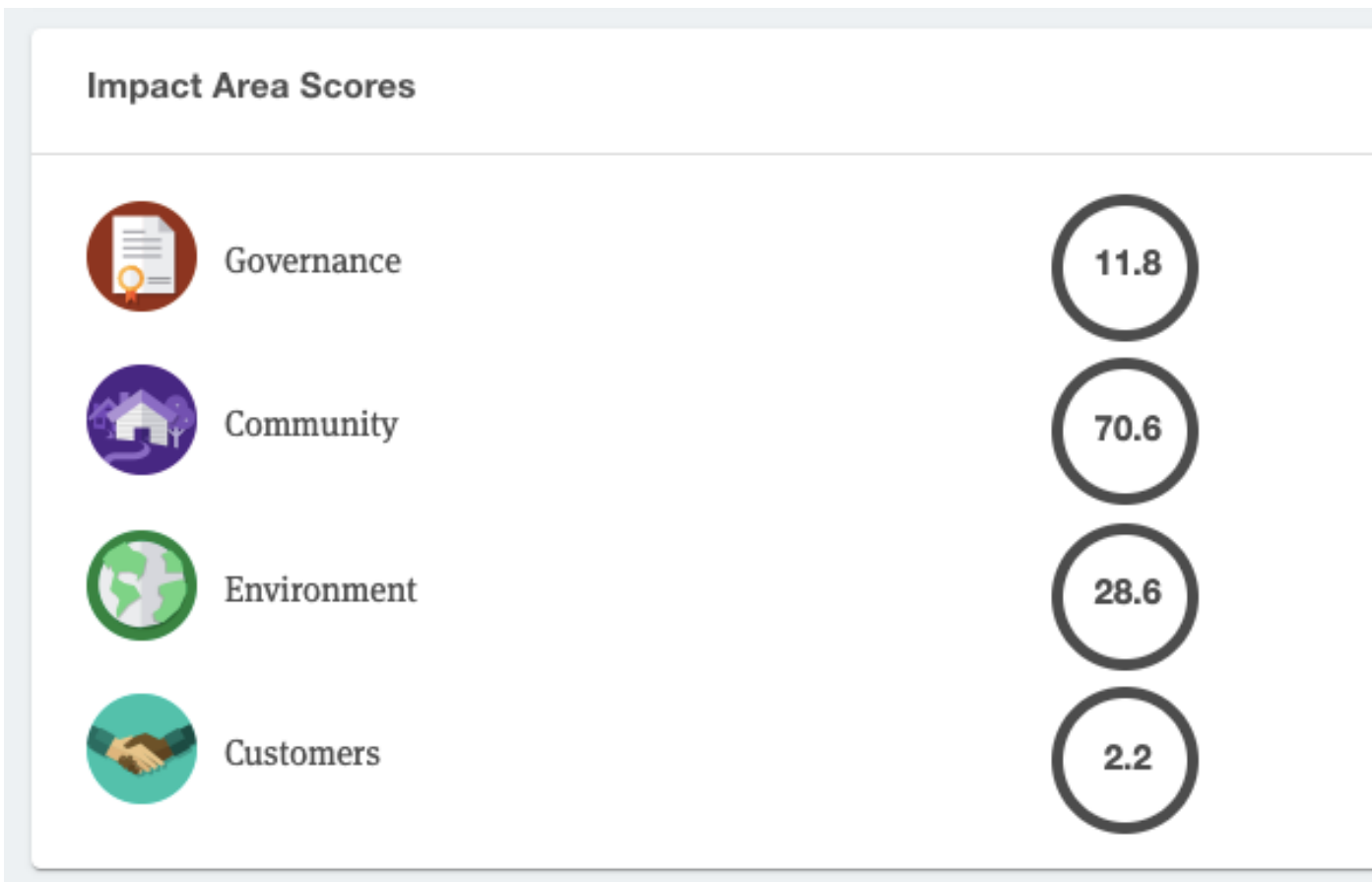
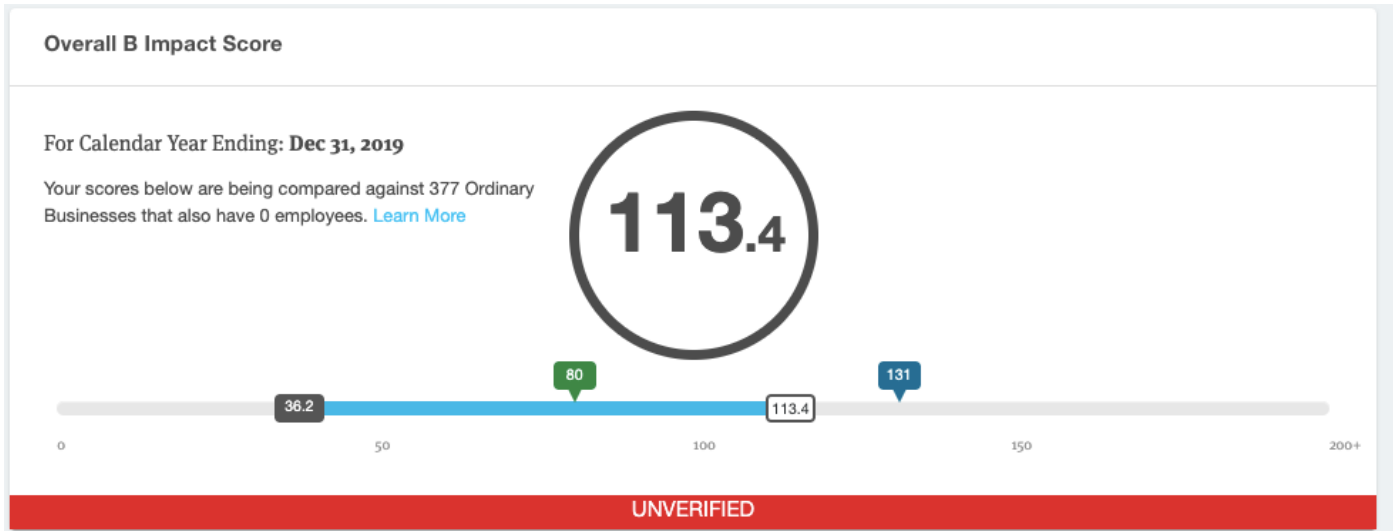
Customers

Addressing a social and/or economic problem for customers



OUR B IMPACT REPORT

The B Impact Report is a summary of our overall social and environmental performance as assessed by the BIA. Here is our most recent score on the assessment (please note that this score is pending as we are still completing the certification):



OBJECTIVES & TARGETS

Going forward, we have a goal of increasing our BIA score by at least 5% every time we recertify as a B Corporation, which is every 3 years. Our goal is to increase our BIA score by up to 2% each year. In addition, we have identified the following targets to help us continue to improve our social and environmental performance:

- Offsetting 100% of carbon emissions by 2030
- Increasing our suppliers to consist of mostly local and independently operated firms as available.
- Increasing the amount of energy we consume from renewable sources by 50% by 2025
- Diverting 80% of waste from landfill by 2025
- Fostering an environment that encourages employees to volunteer their time to causes they see as important
- Integrating environmental mission-related responsibilities into all job descriptions
- Hiring more women and people of color
- All suppliers and sub-contractors must operate in accordance with rules set forth in ISO 14001

