

colart

Certified



®

Corporation

BCORP UPDATE

OCTOBER 2021

Bcorp – what is it?

- Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to **balance profit and purpose**
- The B Corp community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high-quality jobs with dignity and purpose
- B Corp Certification doesn't just evaluate a product or service; it assesses the overall positive impact of the company that stands behind it. And increasingly **that's what people care most about**

WATERBOMB



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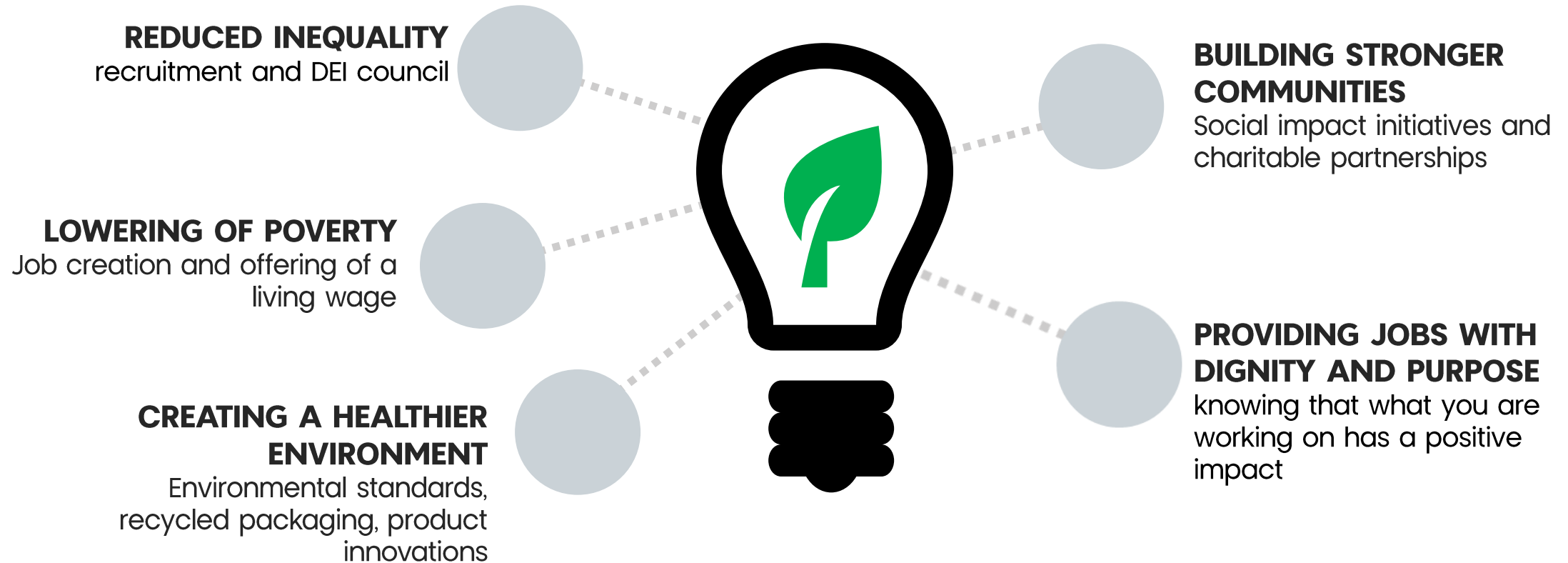


Corporation

Over 3,500 Certified B Corporations in more than 70 countries...

The why

- Bcorp provides us with integrity as a business, and verifies our social and environmental governance
- Create a business that is purpose driven, as required by our owners



The how

- First stage = completing the Bcorp Impact Assessment
- This will measure our current progress across a range of areas:



GOVERNANCE

how Colart is structured and run



WORKERS

how Colart supports all of its employees



COMMUNITY

how Colart contributes to the economic and social wellbeing of local communities



ENVIRONMENT

how Colart manages its environmental impacts



CUSTOMERS

how Colart creates value to direct customers & consumers

Completing the Impact Assessment:

- Allows us to conduct gap analysis
- Provides us with a platform to plan for the future

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Timeline – Estimated

June 2021
Meeting with B lab for them to understand better the relationships between our entities

Aug 21 – Sept 21
Categorise areas of the business to complete B impact assessment

**WE ARE
HERE**


Dec 21 / Jan 22
Build Team
Recruit Project Manager

June 2021
Board presentation – intro to B Corp

November 2021
Board approval

Q1 22
Kick off Certification Process

Complete B Impact assessment. Complete Legal test. Internal communications. Director Training

Q2 23
Certification process complete

Why does it matter to you?

We all have a role to play, being a part of a bcorp means you are a part of the movement...



EVERY EMPLOYEE

you now become a stakeholder in the sustainable development of Colart



BRAND

certifies and gives added value to our brands, being a leader in our space/industry



FINANCIAL

value creation (incorporation of ESG metrics into business performance), added commercial value



COMMERCIAL

story telling possibilities. Validates our sustainability claims & differentiates us within our industry