

Town Hall Meeting 15th September-20230915_142238-Meeting Recording

September 15, 2023, 12:03PM

2h 18m 31s

● started transcription

👤 **Gareth Meredith** joined the meeting

👤 **Elliott Maguire** joined the meeting

👤 **Guy Peeke-Vout** joined the meeting

👤 **Guy Peeke-Vout** left the meeting

👤 **Guy Peeke-Vout** joined the meeting

👤 **Guy Peeke-Vout** left the meeting

👤 **Maria Gottfried** joined the meeting

👤 **Maria Gottfried** left the meeting

👤 **Andrés Raborg** joined the meeting

👤 **Debbie Bryan** joined the meeting

👤 **Maria Gottfried** joined the meeting

👤 **Guy Peeke-Vout** joined the meeting

👤 **Annette Ewers** joined the meeting

👤 **Jean-Bernard Devos** joined the meeting

- 👤 **Lucas Da Silva** joined the meeting
- 👤 **Cris Cosgrave** joined the meeting
- 👤 **Estelle Wang** joined the meeting
- 👤 **Angélique Beury** joined the meeting
- 👤 **Duane Romanell** joined the meeting
- 👤 **Palakshi Naha** joined the meeting
- 👤 **Training1** joined the meeting
- 👤 **Jimmy Leslie** joined the meeting
- 👤 **Amanda Hermann** joined the meeting
- 👤 **Ann McCarthy** joined the meeting
- 👤 **ANTOINE BERTINOTTI** joined the meeting
- 👤 **Johny Meghames** joined the meeting
- 👤 **David Baker** joined the meeting
- 👤 **Carole K. Guzman** joined the meeting
- 👤 **Megan Pontier** joined the meeting
- 👤 **Neesha Jetha** joined the meeting
- 👤 **Vincent Mallah** joined the meeting

 **STEPHANE DEVOYE** joined the meeting

 **Adrian Ryan** joined the meeting

 **Giuliano Riosa** joined the meeting

 **Kyle Daniele** joined the meeting

 **Jasen Sherer** joined the meeting

 **Carlo Palombo** joined the meeting

 **Steve Chamberlain** joined the meeting

 **Helly Summerly** joined the meeting

 **Adrian Moorcroft** joined the meeting

 **Bhavna Savani** joined the meeting

 **Julia Zuccaro** joined the meeting

 **Nicole Decher** joined the meeting


















 **Jennifer Bonaccolta** joined the meeting

 **Juan Prada** joined the meeting

 **Noemie CROGUENNEC** joined the meeting

 **AMANDINE LE COSSEC** joined the meeting

 **Jevgenij Fiodorov** joined the meeting

-  **Diane Craggan** joined the meeting
-  **Sophie Cooper Pozsonyi** joined the meeting
-  **Michel Ritz** joined the meeting
-  **Jonathan Spight** joined the meeting
-  **Hansa Kerai** joined the meeting
-  **DAVID QUANTIN** joined the meeting
-  **Kim Stylides** joined the meeting
-  **Prosper Habineza** joined the meeting
-  **LUCIA DESSART** joined the meeting
-  **Sarah Menard** joined the meeting
-  **Anne Elisabeth Loks** joined the meeting
-  **Erwin Brodmann** joined the meeting
-  **STEPHANIE JACONO-HERNANDEZ** joined the meeting
-  **Pierre Sanchez** joined the meeting
-  **SONIA BERGEOT** joined the meeting
-  **Damien Tergella** joined the meeting
-  **Hayley Griffiths** joined the meeting

 **Chevelle Sands** joined the meeting

 **Jodie Dixon** joined the meeting

 **BRUNO LEGOUET** joined the meeting



Gareth Meredith 26:55

When we start now.

 **Joe Davis** joined the meeting

 **NICOLAS DUPUIS** joined the meeting

 **Anton Vergier** joined the meeting

 **Marco Perini** joined the meeting



Gareth Meredith 26:58

Hello everyone.

 **Aaron Bachmeyer** joined the meeting



Gareth Meredith 26:59

Hi everyone I hope you all had a very good summer.

 **Muriel Marais** joined the meeting

 **Cesar Mendez** joined the meeting

 **PIERRE MOLAC** joined the meeting

 **Alexandra Clement** joined the meeting



Gareth Meredith 27:04

Well, you know that the court topic of the temple meeting today will be picked up with a very special guest, but I wanted to start with some very brief information on business and on our strategic road map business firsts.

 **Sally Marshall** joined the meeting

 **Ceylan Kirim** joined the meeting

 **Coralie Janvier** joined the meeting

 **Jessie Kuo** joined the meeting

 **John Mendryk** joined the meeting

 **GREGORY MALET** joined the meeting

 **Vladislav Ličko** joined the meeting

 **KEVIN BESNARD** joined the meeting

 **Loic Chaumont** joined the meeting

 **Torkel Tellefsen** joined the meeting

 **Andrew Kimball** joined the meeting

 **Benjamin Hodgson** joined the meeting

 **Ryan Testa** joined the meeting

 **Martyn Symes** joined the meeting

 **Daniel de la Fuente** joined the meeting

 **ANAIS GUZMAN** joined the meeting

 **Kim Granger** joined the meeting



Gareth Meredith 27:22

Just to tell you that the sales environment overall continues to be tough with the particular challenge in two regions, Southern Europe and the international zone.

 **Amelia Betivu** joined the meeting

 **Eduardo Harris** joined the meeting



Gareth Meredith 27:35

Situation is relatively solid in Northern America, thanks to Michaels and Amazon.

 **Lydia Fuller** joined the meeting

 **Stephane Baudet** joined the meeting

 **Rebecca Smith** joined the meeting

 **Alex Ou** joined the meeting

 **Marion BACH** joined the meeting

 **Matilda Lamberts** joined the meeting

 **Bhargav Janga** joined the meeting



Gareth Meredith 27:40

But not only we're on track there and All in all, if we look at the performance of the company by end of August, we are a little bit below the original target.

 **EMMANUELLE BULOT** joined the meeting

 **Christina Yoder** joined the meeting

 **Liam O'Sullivan** joined the meeting

 **GUILLAUME LAWSON** joined the meeting

 **Justina Gomes** joined the meeting

 **VINCENT LEDRU** joined the meeting

 **Melissa Nassimiha** joined the meeting

 **Elena Woerner** joined the meeting

 **Paula Fernandez Pais** joined the meeting

 **Jo Ann Senia** joined the meeting



Gareth Meredith 27:51

The original project in terms of net revenue, but we're still growing compared to 2022, it's a tiny increase, but it's still significant.

 **Anisha Masih** joined the meeting

 **Pat Shaw** joined the meeting



Gareth Meredith 28:01

We are growing across 3 1/2% compared with 2022.

 **Jorge Miró Sánchez** joined the meeting

 **Margherita Imburgia** joined the meeting

 **Piet van Nassau** joined the meeting

 **Abraham Ly** joined the meeting

 **Allison Corrigan** joined the meeting



Gareth Meredith 28:08

The good news is that on top of a, let's say, social business, the management of margin is very solid.

 **Elodie Pluchet** joined the meeting

 **Arnaud Coudray** joined the meeting

 **Sarah Larbiose** joined the meeting

 **Vicente Chicote Fuentes** joined the meeting

 **Lauren Oliver** joined the meeting



Gareth Meredith 28:17

You have managed to recover three points compared to last year and we are also very cautious when come to expense management which is the result of a very efficient collective work.

 **Safeer Ahmed** joined the meeting

 **Stephane Lafontan** joined the meeting

 **Manasi Jagtap** joined the meeting

 **Frederic Godefroy** joined the meeting



Gareth Meredith 28:29

So thank you.
Congrats for that.

 **Andrés Raborg** joined the meeting



Gareth Meredith 28:32

This enables us to be on track in terms of profit recovery.



Kelly Kline joined the meeting



Sabine Siegel joined the meeting



Gareth Meredith 28:37

You may remember that we were lost making last year at the same time, but this year we are positive, slightly positive and or a bit which is the many indicator of profitability for a company is likely be only four million, which is not enough in the frame of what we want.



Ellie Deakin joined the meeting



Canna Liu joined the meeting



Francois Mareau joined the meeting



ELISE BARBOT joined the meeting



Clemence Blanc joined the meeting



Barbara Perez joined the meeting



Gareth Meredith 28:56

We need to deliver to build the future, but which is still a very positive bounce back and slightly better than what we had in mind when we did the budget at the beginning of the year.



Annie Lu joined the meeting



Bowen Lee joined the meeting

 **Veronika Urminska** joined the meeting

 **Joseph Avis** joined the meeting

 **Stela Ivanova** joined the meeting

 **ELISE GERAULT** joined the meeting



Gareth Meredith 29:09

Better management also of inventory, we are less overstocked than last year.

This is positive.

This is helping also for the cash situation by brands.

 **Pamela Gamboa** joined the meeting

 **Katelyn Wagner** joined the meeting



Gareth Meredith 29:19

These contrasted situation where growing on one way, if we look at the.

 **Stela Ivanova** left the meeting

 **CINDY LEVACHER** joined the meeting



Gareth Meredith 29:25

A snazaroo and liquitex, we are relatively stable on Winsor Newton which is by far the biggest brand, but we keep on suffering on the front bourgeois and I just wanted to let you know I'm sure some of you really had the information that only from both work we welcome in Girls Team a new brand director a couple of weeks ago.

 **Andrés Raborg** joined the meeting

 **Tim DePack** joined the meeting

 **Stuart Yemm** joined the meeting

 **THIERRY COLLOT** joined the meeting

 **Amandine Pouillet** joined the meeting

 **Stela Ivanova** joined the meeting

 **Ruben Nunkoo** joined the meeting

 **Mathilde Monnerie** joined the meeting

 **Sandrine Vaidie** joined the meeting



Gareth Meredith 29:47

So the team is now almost complete to work with us on refining what we started to do in the past quarter, which is so that the definition of the way we want to reposition Laframboise in the future in order to relaunch in positive trend.

 **Nadine Fortin** joined the meeting

 **Michael Janmaat** joined the meeting



Gareth Meredith 30:05

This very great prompt a word on strategy and I'm not gonna disclose any crucial information now, but some of you may have seen an asking legitimate question that we had two very intensive days last week in the month with the leadership teams.

 **Isabelle Brouard** joined the meeting

 **Stela Ivanova** left the meeting

 **Ellie Deakin** left the meeting

 **Michael Janmaat** left the meeting

 **Destine Moore** joined the meeting

 **James Whelan** joined the meeting



Gareth Meredith 30:24

So combination of the GLT and the ELT approach 25 people from all over the world and it's natural to have accusative.

 **Adya Daswaney** joined the meeting



Gareth Meredith 30:34

What the hell app we've been doing?

Why did we decide to meet?

 **Liza Kindon** joined the meeting



Gareth Meredith 30:37

So you'll have to wait.

A little bit more, but I wanted to say that first, what was really important and interesting for most of them was to have the appointed to visit Lemon or biggest factory, and for most of them it was maybe the first time or the first time it a long period they hadn't had visit this this factory.

 **Jean-Francois Emery** joined the meeting

 **VINCENT LEDRU** left the meeting

 **Michael Janmaat** joined the meeting

 **Stela Ivanova** joined the meeting

 **Annie Lu** left the meeting



Gareth Meredith 30:58

But this was first and foremost, the foremost, a great opportunity to work together and to construct what we want to build as a new chapter for colart.

 **VINCENT LEDRU** joined the meeting

 **Manon Roucan** joined the meeting



Gareth Meredith 31:10

It's been honestly very energizing, very proactive, very cohesive with the constant commitment of all, let's say, the leadership team members during these two days.

 **Jean Brooke Sumner** joined the meeting

 **Michael Grosskreutz** joined the meeting



Gareth Meredith 31:21

On the one we focus mostly on the ways of working as a team and decision making that call out which is from my point of view very important topic.

We looked at it through, obviously the length of the last customer survey engagement survey.

 **Stéphane Joly** joined the meeting



Gareth Meredith 31:38

Sorry, but also with the ID to build a new, efficient and more agile decision making framework at Colart and during the second day on the second day we reviewed mostly the headlines of what we're gonna call our strategic midterm plan.

 **ISABELLE HERRISSON** joined the meeting

 **Catherine Baudry** joined the meeting



Gareth Meredith 31:57

The SMTP which is to make it simple the vision about what strategy should bring colart to the next chapter for the years to come.

 **Marie Vincent** joined the meeting



Gareth Meredith 32:08

I started working on it before summer break.

 **Ellie Deakin** joined the meeting

 **Guenael Cice** joined the meeting



Gareth Meredith 32:13

We at the appointed to share this obviously at GLT level, but these two days were also about working with the ELT members on the way to transform this new strategic priorities into something concrete, something that we can activate concrete actions and we add 4 very exciting workshops during this day a conducted with, I would say first good outcomes initiatives.

 **Anne Zayatz** joined the meeting



Gareth Meredith 32:41

This strategic plan is going to be discussed with the board within a couple of weeks on the September 26th.

They're gonna be long with the GLT and what's agreed.

Obviously the ID is to communicate the key messages.

The key initiatives or vision of what we want to become as of mid October to all the teams, we obviously plan to shape before with the work on sales because they have to be in the group and this is normal.

 **Agostina Capria** joined the meeting



Gareth Meredith 33:08

But all this, as you may imagine, is gonna have impact with some continuity topics.

 **Christine Man** joined the meeting



Gareth Meredith 33:14

Some changes also in delivers.

We want to activate, not to believe for a budget 2024, that we're gonna prefer and where we'll have to be ready by November.

 **Charlotte Blanc** joined the meeting



Gareth Meredith 33:25

All these with the ID to help us regain performance and also proximity with the markets now back to the hot topic of the day B Corp and I just wanted to remind you that our purpose at COLART is to drive a global creative change.

We want to unite artist of all abilities in a sustainable movement towards a more beautiful, more inclusive and environmentally conscious world and be called being B Corp satisfied this year is a key milestone in this great journey with obviously further sustainable ambitions in the future.

 **Natalia Flindall** joined the meeting

 **Jane Grier** joined the meeting



Gareth Meredith 34:07

And that's why I'm really delighted to have Catherine.

Is it Catherine or Catherine?

I don't know Catherine Catherine Draper from B Corp UK join us here today in her role as a strategic engagement manager.

 **Stephanie Casertano** joined the meeting



Gareth Meredith 34:21

She works with certified B Corps such as Colart to ensure that not just organization but also our people understand how we can use business as a force for good.

 **NICOLAS DUPUIS** left the meeting

 **NICOLAS DUPUIS** joined the meeting



Gareth Meredith 34:34

Catherine is hosted by Gareth and Ajita.

 **Sean Conway** joined the meeting

 **Arthur Saunders** joined the meeting



Gareth Meredith 34:37

I leave them the floor.

Thank you very much and the wonderful Elliott will be moving our camera.

So, so nicely across.

Thank you.

Here we are.

So yeah, Ajita and I are also equally as pleased to have you here, Catherine.

 **John Mendryk** left the meeting



Gareth Meredith 34:54

So as Ramon had alluded, Catherine Draper is from the lab UK.

 **Jean-Francois Emery** left the meeting

 **Kelly Lyman-Kerekes** joined the meeting

 **Gerd Kappes** joined the meeting

 **Dominique Bourganeuf** joined the meeting



Gareth Meredith 35:01

She's been with B Corp for over 6 1/2 years across a variety of roles, but primarily

focused around community engagement and movement building.

So from here on in, she is that goes through person.

Yeah.

So I also understand congratulations are in order as you've just moved into a recently new role as strategic engagement manager, which obviously takes your your interactions after a few notches, which is great.

 **Vicente Chicote Fuentes** left the meeting



Gareth Meredith 35:29

So Congrats, before we start, I mean, let me talk, sorry.

And we are gonna go straight into some poles.

 **Helene Pointier** joined the meeting



Gareth Meredith 35:38

So everybody I know we've got some people here in in London hub with their mobile phones that happens.

But I have your mobile devices, your laptops, your desktops ready.

I'm and this is just sort of familiarity with Big B Corp.

So the first poll is why does B equal exist?

Umm, so we have got four different options there.

So if you want to.

If you want to submit your your option and then we'll start having a look at the results.

 **Joshua Hart** joined the meeting

 **Jasen Sherer** left the meeting



Gareth Meredith 36:16

So we can start to see got 16 responses so far.

 **Ruben Nunkoo** left the meeting



Gareth Meredith 36:23

40 responses like it just went up this like that, which is fantastic.
59 responses, 72 it does it.



PATRICIA LE MAUFF joined the meeting



Gareth Meredith 36:35

Let's see when we kick name, maybe we can kick 100 and then we'll start talking about it.

How does that sound?

There we go.

We're 97.

So.

Umm.

Umm, not 107.

OK.

So Catherine, 94% of the people has said to transform the global economic system so that businesses work for people and the planet as well as profit, is that the right answer?



Piet van Nassau joined the meeting



Ryan Testa left the meeting



Gareth Meredith 36:59

That is the correct answer.

Yay, we threw some red herrings in there about is it to get every company to have a CSR department.

Is it to make every company be B Corp?



Erwin Brodmann joined the meeting



Gareth Meredith 37:09

But it really is about the kind of bigger picture of systems change and and so yeah,

maybe it's useful if I introduce myself.

Hello to in the room.

Online and I'm Catherine Draper.

I've, as you said, I've been with the B lab team since 2017, and so when I first joined the team, we had about 100 B Corps in the UK and as of today, I think we're at 1600.

 **YOANN BRANJONNEAU** joined the meeting

 **Jean-Bernard Devos** left the meeting



Gareth Meredith 37:34

So we've seen an amazing amount of growth, especially over the last two to three years in the pandemic especially I think that's when we kind of saw the number of beeps really grow and and and gain a lot of momentum.

And so in London, London is actually the beacopp capital of the world.

So it's the highest concentration of certified B Corps in one place, which is really exciting.

 **Ryan Testa** joined the meeting



Gareth Meredith 37:58

And obviously, as our Community grows, our Community team needs to grow and so my role as strategic engagement manager in the Community team is really about bringing together all of the B Corps that we've got in our community.

 **Arthur Saunders** left the meeting



Gareth Meredith 38:11

We've got an incredible amount of diversity from tiny startups.

One person companies to big multinational large enterprises as well.

So my role is about bringing people together and I'm really encouraging best practice sharing, knowledge sharing, but also hopefully collective action realizing that you've got lots of companies who are very committed to their purpose and committed to the goal of using business as a force for good.

But really, it's about thinking if we bring all of these companies together, we can

actually hopefully see a massive shift across the whole economic system.

Antastic great Milan show there.

Thank you very much.

Catherine, if it's possible.

Shall I ask a few more questions?

I'm just to just to wrap that up.

So so the next one, I'm going to launch is which country company has the most B Corps?

Umm, so you can hear my ping going because it's also asking me the same question.

So is it the USA?

Is it Brazil?

Is it Australia or is it UK?

Feel like we're on the Eurovision Song Contest or something.

I love a good poll.

You can really see if people like have done their homework and they know about the cops.

Yeah, they're off.

They're just guest.

And so, thank you.

You're hearing may have enjoying music.

 **James Whelan** left the meeting



Gareth Meredith 39:37

Yeah, it's weird.

So don't we've gone over 100 and what so we're looking at 22%, say USA, 1%, Brazil 7%, Australia 71% of UK.

And what is?

The answer is actually the USA.

 **Mary Ellen Schaffner** joined the meeting



Gareth Meredith 39:51

So the B Corp movement started in the US back in 2006.

I'm.

I went delve into the entire story.

We've got really great video about how the bigot movement started, which was from from 3 entrepreneurs who actually ran basketball, brand called, and one you might recognize.

They're like a really cool basketball brand back in the 90s and they built the company to really have all of the good stuff they were doing, working with communities, the environment at the heart of the business.

They sold the company and then all of this good stuff was gone within about three months of sale.

And so they thought, wouldn't it be great if we could build a movement where companies can actually embed all of this great stuff they're doing into the heart of their business?

 **April Edwards** joined the meeting



Gareth Meredith 40:35

And so that's where the big movement began.

And then the UK team we only launched in 2015.

 **Katie Butler** joined the meeting



Gareth Meredith 40:42

So the UK is the second highest community of B Corps, but now we're actually the fastest growing, which is really exciting.

We're not competitive.

OK, that's all.

That's all.

It's exciting to be part of the UK team because we see what some of our US continues to think of this as well.

Question before we go into a bit of a discussion.

 **Sabine Siegel** left the meeting



Gareth Meredith 41:03

So which countries?

GDP is.

It's equivalent to that.

Sorry, I'm losing.

My voice is equivalent to that at the Global B Corp communities combined revenue.

So is it China, Sri Lanka, Tanzania or Iceland?

And.

I love to see how quickly the responses come through.

We went from.

We jumped from 19 to 51 and two seconds.

I umm.

So it looks like.

So let's have a look.

We're having a look at China and Iceland.

They're coming in at China 41, Iceland 37, Sri Lanka 14 and Tanzania 6%.

What is the answer?

So it's Sri Lanka and I love.

I'm very impressed if people know the GDP of all these countries off the top of their head.

So Sri Lanka is about 80 billion U.S.

Dollars as a GDP of that country, and that is the combined revenue of the Global B Corp community.

So often people think of B Corps and you think you know small companies, large companies.

But when you actually think about the combined revenue being that other entire country, it's really inspiring when you think about the impact that we can have collectively in the the you know the the opportunity for collective action when it's a a really kind of big collective of companies with a lot of influence and power.

Great.

Thank you for that and thank you for providing the the poll questions, because it really good to done and provides some good food for thought.

 **Francois Mareau** left the meeting



Gareth Meredith 42:37

I'm gonna stop talking.

Pass it over to agency for a while.

No, everyone.

You've answered your first question.

Who?

You know that it was about your role and what you do.

So I think to clarify and as our audience today is global, you work for B Lab UK.

So how is this different from a global event?

The global entity.

Yeah, great question because it's very confusing.

There's lots of different fees everywhere, so B Lab, the organization I work for is a global global charity, a global not for profit.

That works with companies across the world, so we create standards and tools and policies to help companies improve their social environmental impacts.

 **Guy Peeke-Vout** left the meeting



Gareth Meredith 43:19

And then also we certify companies.

So the part of our our organization that certifies companies is very separate from my team.

So we can't influence any scores and any decisions and then B Lab UK is part of a global not for profit with about 10 different hubs.

So we've got the UK, Europe, the US and Canada, East Africa, all across South and Central America.

 **Guy Peeke-Vout** joined the meeting



Gareth Meredith 43:44

So it really is a global movement.

So we're a team of about 35 in the UK, but three kind of three, 400 globally.

 **Bhavna Savani** left the meeting



Gareth Meredith 43:51

All over the world.

So that means our colleagues, for example in the US can be linking with the Community and US not necessarily here.

 **Jane Grier** left the meeting



Gareth Meredith 44:01

Yeah, definitely.

So as I said, we've got loads of beehives in the UK, but we've got a lot of different beehives all across the US, France, China, yeah, all across the world is definitely log on to the beehive, see where you're local, be got beat.

 **Amelia Macdonald** joined the meeting



Gareth Meredith 44:14

Cops are as well, and I'm just going above and here, if that's alright.

So we spoke about the B5 and we have promoted it in the last sustainability newsletter.

A GTA also put a post up on the wall about the beehive, and we'll also be communicating a little bit more about that.

I can't remember there were asking this question, but I think it's good to talk about it right now.

What is the beehive?

What is behind?

Yeah.

Beehive is our global community platform, so a bit like Facebook in terms of the UX, but hopefully more ethical.

And so the beehives are chance for everyone.

If you work at colart, if you work for one of the brands, you can just log on to the Beehive with your email address and it's a chance to get to meet and talk with join.

 **Canna Liu** left the meeting



Gareth Meredith 44:57

Different discussion groups join the event calendar and really get to feel like you're part of the community that you are now part of.

And if there's no other reason to get on the Beehive, it's got a discount section, which is great.

People are like ohh discount on 6 messaging discount on baby food, you know whole different range of distance on there.

So it's a nice place to move on and read through.

They also do socials and I went to my first one on Wednesday night and they're all invited.

You just have to sign up.

So I'm really good.

I'm so sticking with the UK, I think we're gonna do a few more live poll questions specifically about B Corp in the UK.

OK, I think we've answered the first question.

Yeah.

So that was the first question was about how many B hooks are there in the UK and you had that in your intro.

So I'm just going to skip that, but it's the next one.

Umm uh, how many sectors does the UK B Corp community cover?

Is it 233058 or 40?

 **Julie Exon** joined the meeting



Gareth Meredith 46:09

And it's nice to see everyone.

I love these poles.

Everyone's life gets into it really quickly.

So, umm, so we're looking at at the moment the score of 58 thing, 38% uh, 30 being 32 percent, 40 being 24% and 23 being 6%.

The numbers have changed as we looked umm and the right answer is Catherine.

We need a drum roll.

Yeah, it's like it's getting close, but the the 58 is the correct number.

And so as I mentioned earlier, the community is incredibly diverse from kind of skin care to fashion to law firms, accountancy firms.

So often people think of B Corp or they recognize the logo and they think of like food and drink brands because they often have the logo, you know, front and centre of the packaging.

But it really is every different type of business in the UK, which is really exciting and I'd like to act that we are still the only fine operand in there.

It's only been four months, but it was still, you know, kudos to us for getting there the next next and last question is a really important question is that leads into what I hope it's going to be some a really interesting discussion between AG through and Kevin.

So what is the most commonly achieved B impact score in the UK community now? This is gonna be a really good test to see if you've been really all your communications about about our big call certification.

There's a lot of you might be going, huh?

What is he talking about?

So let's see.

Is it AC to 1921 to 100 hundred and one to 100 and 10111 to 120 or you haven't got a clue what we're talking about?

And it looks like that's just wrap that one up.

So it looks like we're looking at 91 to 100 being the most common thought mine thought, followed by 101 to 110 and then the 80 to 90.

 **Neesha Jetha** left the meeting



Gareth Meredith 48:14

Umm, so I can't wait to hear you talk very shortly.



Marie Vincent left the meeting



Gareth Meredith 48:18

So Catherine the answer and then the two over to you too.

Yeah, the answer is actually in between 80 and 90.



Francois Mareau joined the meeting



Gareth Meredith 48:24

So I'll probably talk about this more than a little bit, but to become a B Corp, you need to score 80 points on the the B impact assessment and in the UK, the average score of it really almost does that change every day because we and so many

certifications.

But it's normally kind of in between that 80 to 90, which it's very much when you become a people, we say it's the the start of your journey because certify you need to get 80 points, but you also need to recertify every three years.

And so that is when you go back in, you update all the answers and you get reverified for your score.

 **Jillian Knechtel** joined the meeting



Gareth Meredith 49:00

So what I often get really inspired by is the amazing score jumps that we see in the UK community.

A company called Milk and Honey PR PR firm in the UK recertified and they gained 70 points on the assessment, which is amazing.

So you do get these amazing examples of companies getting 818586 and then really focusing on continuous improvement and goal setting, which is really exciting.

It's just saying that one of their reasons is because they became employee owned.

Yeah.

Yeah, just state.

So I'm keen to demystify 2 things, probably by myself and you are over an overall be impactful was 87.9 and what does this mean in real terms?

 **David Pallino** joined the meeting



Gareth Meredith 49:43

Yeah.

For instance, how would cells person in who goes into Cass art here in London or Michaels and you do as well?

What does that mean to them and and what do we do that.

Yeah.

So I often like to think about becoming three different ways.

So the first one is the certification and so that is the really rigorous assessment that your company has passed and that has we verified all of those answers.

So with the assessment, it's very much about being audited by a third party.

You are not just saying we're brilliant.

We're doing all these things.

It's actually been proved that you're setting yourselves to these higher standards.

You're holding yourself accountable.

And what your score that you're scoring on the BM pack assessment is actually available on our website for everyone to see, so it's incredibly transparent.

And then secondly, it's a community.

So often companies certify and they're like we did it, we're in and then that's where the real fun starts, because we've got a community of so many different companies, so many different team members, that everyone's really collectively coming together with a shared goal to use business as a force for good.

And so as you mentioned, we do socials.

We do webinars, we've got lots of different working groups and it's really about coming together and not just thinking, OK, I've got to solve this problem about packaging or about employees, you know, Wellness packages on my own.

It's actually realize when you're part of a community is over 1000 companies in the UK and nearly 7000 globally who are actually also on the same journey and probably a bit biased because I work for the Community team, but I love it.

 **Jim Carter** joined the meeting



Gareth Meredith 51:22

And then finally, it's the movement piece.

And so it's actually thinking it's not just your company working in a silo, you're not just a community, it's a global movement about transforming the whole economic system, which is always a really big goal thinking, OK, we want to, you know, reinvent capitalism.

We want to shift their system, but it's realizing that there's so many challenges in the world.

There's so many social inequalities we're in the climate emergency and actually to to change this and to see change, we have to think about it in the bigger picture that it's not just governments and not for profits actually thinking, OK, how can business be part of this solution?

And this global solution that we need.

So, to summarize, certification community movement and I think the most important

thing is talking about it in your own tone of voice and your own messaging and your own examples.

 **Stephanie Casertano** left the meeting

 **Stephanie Casertano** joined the meeting



Gareth Meredith 52:16

So as you mentioned earlier about the mission, it's really thinking, OK, if colart's purpose is to build a world where artists and communities can thrive, really thinking, OK, what does that look like in the bigger picture?
How can we link that in to be equal from the community and the movement as well?
Testing and then can you explain the scores that are broken down so governance?
We scored 16.2 workers, 22.6 and community 14.1 Environment 19.1 and customers 15.6, and I've got button for it.

Yeah.

So that's probably like, oh, that's a lot of numbers.

What does that mean?

So when you go on to the B impact assessment, which is the the assessment that every company has to go through to become a B Corp, you get asked lots of questions and you're marked positively.

So for example, governance asks you about are your bored measuring and discussing your social environmental initiatives?

 **Jillian Knechtel** left the meeting

 **Angélique Beury** left the meeting



Gareth Meredith 53:15

Is it built into people's job roles and then also in the UK we ask all of our B Corps to change your articles of association, which is the legal article, the legal structure behind your company, to actually embed this commitment to people, planet profit into your legal articles.

So it means if your ownership changes, if you're management teams change it embedded into the heart of your business.

So that's a really powerful one.

And then what's interesting about COLLOT score is your scoring quite well across all the different areas.

Sometimes you have companies who are doing amazing in environment for example, but need to set more goals in other areas.

So it's nice to see that you're kind of scoring across the board and so community, for example, is a really great area that I know you're doing lots of partnerships with art therapists with hospitals and really thinking about the way that you can benefit the the people around you and your local communities.

 **Neesha Jetha** joined the meeting



Gareth Meredith 54:11

And then the environment section for example, I loved the example that one of your brush making factories collects rainwater and they're actually thinking really holistically about the way that you're using water and the way that you're using those materials.

And then the customer section Colart is actually scoring an impact business model.

So the way we measure on the impact assessment is operational points.

I what energy sources are you using?

What policies?

What practices do you have and then the impact business model is, is there an inherent positive impact as part of the business model of your company?

And so when we assess cola, we realize that the the business model of your company and the inherent positive impact around art and art and wellbeing and art and the positive impact that it has on people is actually really amazing and really incredible.

 **Ceylan Kirim** left the meeting



Gareth Meredith 55:04

So we kind of recognize that within your score.

And we said, OK, this is an impact business models section here.

So you can definitely will probably share links to a.

 **Agostina Capria** left the meeting



Gareth Meredith 55:13

Read more about all of this, but it is really recognizing both your score as something to be really proud of, but also it's the beginning of a journey and when you look forward to reset application, can you come up with new ways to improve your environmental impact?

For example, embed more in your local communities and kind of set goals around that as well.

Yeah.

And and kind of following on from what you said, environment and community is where we do you know, yes we scored well but we we can always do better.

I'm just saying, but enough.

And also I just wanted to you talked about the big business impact model and the extra score of the goal and you just I know you've talked about it before G3 and other sessions, but just for the benefit of everybody, especially some new people have joined the business.

 **John Mendryk** joined the meeting



Gareth Meredith 55:59

The significance of that too?

Yeah.

So.

So what what B lab recognized is that we manufacture materials that create original art.

Are you know the arts, whether it's drama or music or art, materials are fading through school curriculums, so it's something that we allowed recognized for us and it helped us really get us over the line.

 **Ryan Testa** left the meeting



Gareth Meredith 56:20

And and that comes back to why I'm fine.

Art plans.

We can use the the B Corp logo, but we can't on snazaroo because it doesn't fall into

that.

All Colart employees are be are be for company but the brands are specifically Fine Arts so we need to capitalize on that a little bit more and and we will work with our key stakeholders in the next three years to to improve that score and and then so if any of our colart people wanted to engage more what what should they do?

 **Pascale Fradin** joined the meeting



Gareth Meredith 56:50

Yeah.

So I think they kind of I mentioning lots and buzzwords about Beehive and about bee socials, but I think the B Corp movement and the community really comes to life when people think about it in terms of their own roles.

So we've got about 10 different working groups in the UK and there's lots of different working groups globally trying to kind of bring it to life in your role.

 **Shane Williams** joined the meeting



Gareth Meredith 57:11

So we've got a marketing and communications working group, finance directors, working group and regenerative agriculture, plastics and packaging.

 **Dominique Bourganeuf** left the meeting



Gareth Meredith 57:21

And this is where collectives of our B Corps come together and they say, OK, I'm also looking at how to reduce our packaging footprint, for example, or I'd love to learn about.

 **STEPHANE DEVOYE** left the meeting



Gareth Meredith 57:32

I'm talking about B Corp within our recruitment marketing or we want to switch pensions, for example, for the finance directors.

 **Michael Grosskreutz** left the meeting



Gareth Meredith 57:40

And so it's really thinking about, OK, I might just be one person in a team and be might not have anything to do with my role, but actually it can have something to do with your role and it can really bring it to life in the decisions that you're making and the conversations that you're having.

 **Loic Chaumont** left the meeting

 **Pascale Fradin** left the meeting



Gareth Meredith 57:55

And the other companies you're partnering with, for example, so definitely get involved and on the on the Beehive and in the working groups.

And we've also got be locals.

So if any of you are based across the UK and different places are be cook, some come together locally to do little field trips.

 **David Baker** left the meeting



Gareth Meredith 58:14

For example, come together to talk about local issues such as homelessness, and really it's it's about that collective.

It's thinking about the collective impact and the collective action that the beeps can have when they come together.

 **David Baker** joined the meeting



Gareth Meredith 58:25

So definitely get on the Beehive, sign up to our newsletter, and come along to some of our events and connect them with community as well.

 **Sally Marshall** left the meeting



Gareth Meredith 58:33

Fantastic, right?

And we have a final yes question we're gonna do.



Frederic Godefroy left the meeting



Gareth Meredith 58:38

I know we're a bit overtime so I'm hopefully some of you can stay on.

So if not, we are recording this and so you can watch the recording afterwards.

So last whole question, so which of the following celebrities does not have a B Corp certified company?



Katie Butler left the meeting



Gareth Meredith 58:59

Is it background?

This is it.

Jamie Oliver, is it legal?

Really cold.

Jaden Smith, Ed Sheeran.

There are also so many other celebrities and so many other celebrities, yeah.



GREGORY MALET left the meeting



Clemence Blanc left the meeting



Gareth Meredith 59:18

And.



Elodie Pluchet left the meeting



Gareth Meredith 59:23

The I'll I'll give you.

I'll give you an explainer when I tell you who doesn't.

Yeah.

OK, so looks like we are looking at Jayden Smith as being the the top one for this at 43% followed by Ed Sheeran and then Lily Colin and Jamie Oliver and background sleep well.

 **Carole K. Guzman** left the meeting



Gareth Meredith 59:42

No, it's changing as we speak, but the the real answer is that there's about the real answer is Ed Sheeran doesn't own a beep and all of the others do.

So Bear Grylls is a adventurer.

Is he kind of an explorer adventure?

He owns a a training organization in the community called becoming X, which is really interesting, and Jamie Oliver.

Of course, we will know Jamie Oliver's food brand he certified and his company a couple of years ago.

Lily Cole is a supermodel, but she's also doing amazing stuff in the tech industry and and her her company is certified as well.

 **Michael Grosskreutz** joined the meeting

 **Amelia Macdonald** left the meeting



Gareth Meredith 1:00:17

Jayden Smith, that might have been the one who we didn't know is Will Smith's son, but he also owns a a company called I'm just water.

And so there are water company and they make them in cardboard and and kind of very recyclable cardboard bottles and cardboard kind packaging.

 **Jennifer Torres** joined the meeting



Gareth Meredith 1:00:35

And then, yeah, Ed Sheeran, I apparently owns a pub in Norfolk and we used to do this question.

Yeah, they're not certified.

They're not certified, but we used to do this question and Jamie Oliver wasn't certified and I'd keep on doing this question and then it worked.

And Jamie Oliver became a beep.

So yes, anyone on the call knows Ed Sheeran Pen and aware he did.

He did come to allow stock battery once as a child.

Ohh that the child not just me.

Check out you did.

Yeah.

And that's what.

Yeah.

Catherine, can you finish with a a motivated call to action for our audience?

 **Ceylan Kirim** joined the meeting

 **Michael Grosskreutz** left the meeting

 **Ellie Deakin** left the meeting



Gareth Meredith 1:01:14

Yes, I've got a great call to action as my favourite quote.

 **Jonathan Spight** left the meeting



Gareth Meredith 1:01:17

So I think often when people think about social inequality, climate change, it's incredibly depressing.

 **DOMINIQUE MURZEAU** joined the meeting

 **Stuart Yemm** left the meeting



Gareth Meredith 1:01:24

And you think this is really overwhelming?

I can't have an impact on this and and I think what the B Corp community does really well and the way that I kind of tried to motivate myself quite often is actually

thinking about it in a more optimistic way and using the power of business to innovate, to scale and to come up with solutions.

And so my favourite quote is by one of our B Corps called Toast Ale, who they make beer from surplus bread.

 **CINDY LEVACHER** left the meeting

 **Gerd Kappes** left the meeting



Gareth Meredith 1:01:53

And they say to change the world, you've gotta throw a better party than those destroying it.

And I love that.

So that is my of course of action to change the world.

You've gotta throw a better party than those destroying it.

Fantastic and such a great way to close.

Thank you very much, Catherine.

For me, that just resonates loud and clear about how proactive as a business that we need to be to be part of the speech, what community that we continue on.

 **Ceylan Kirim** left the meeting

 **Prosper Habineza** left the meeting



Gareth Meredith 1:02:19

So on behalf of Roman, a GTA, Catherine and myself, thank you very much.

 **DOMINIQUE MURZEAU** left the meeting

 **Helene Pointier** left the meeting



Gareth Meredith 1:02:24

Have a lovely weekend everybody.

We will be following up with the questions that we covered on here and some of

them that we didn't in the news, nothing today and we'll be sending you links to the Beehive communities.

 **GUILLAUME LAWSON** left the meeting

 **Piet van Nassau** left the meeting

 **Steve Chamberlain** left the meeting

 **Joe Davis** left the meeting



Gareth Meredith 1:02:37

Don't forget to go on to the sustainability page to get your subfamilies up with the impact scores.

Thank you very, very much everybody.

 **Barbara Perez** left the meeting

 **Christina Yoder** left the meeting



Gareth Meredith 1:02:44

Have a great weekend.

Thank you.

 **Matilda Lamberts** left the meeting

 **Stela Ivanova** left the meeting

 **April Edwards** left the meeting

 **John Mendryk** left the meeting

 **Gareth Meredith** left the meeting

 **Isabelle Brouard** left the meeting

 **Chevelle Sands** left the meeting

 **Amanda Hermann** left the meeting

 **Kelly Kline** left the meeting

 **Natalia Flindall** left the meeting

 **Kim Granger** left the meeting

 **Duane Romanell** left the meeting

 **Anne Elisabeth Loks** left the meeting

 **Torkel Tellefsen** left the meeting

 **Neesha Jetha** left the meeting

 **Amandine Pouillet** left the meeting

 **Jessie Kuo** left the meeting

 **Manon Roucan** left the meeting


















 **Alex Ou** left the meeting

 **Ann McCarthy** left the meeting

 **Damien Tergella** left the meeting

 **Megan Pontier** left the meeting

 **Aaron Bachmeyer** left the meeting

-  **Estelle Wang** left the meeting
-  **Carlo Palombo** left the meeting
-  **ELISE BARBOT** left the meeting
-  **Julia Zuccaro** left the meeting
-  **Diane Craggan** left the meeting
-  **Marion BACH** left the meeting
-  **Amelia Betivu** left the meeting
-  **Elliott Maguire** left the meeting
-  **Benjamin Hodgson** left the meeting
-  **Hansa Kerai** left the meeting
-  **Tim DePack** left the meeting
-  **Safeer Ahmed** left the meeting
-  **Giuliano Riosa** left the meeting
-  **PIERRE MOLAC** left the meeting
-  **Noemie CROGUENNEC** left the meeting
-  **Rebecca Smith** left the meeting
-  **DAVID QUANTIN** left the meeting

 **Jennifer Bonaccolta** left the meeting

 **Stephane Baudet** left the meeting

 **AMANDINE LE COSSEC** left the meeting

 **Michel Ritz** left the meeting

 **Bowen Lee** left the meeting

 **NICOLAS DUPUIS** left the meeting

 **Justina Gomes** left the meeting

 **Sandrine Vaidie** left the meeting

 **Anisha Masih** left the meeting

 **Adya Daswaney** left the meeting

 **Jean Brooke Sumner** left the meeting

 **Coralie Janvier** left the meeting

 **Charlotte Blanc** left the meeting

 **Kim Stylides** left the meeting

 **Jo Ann Senia** left the meeting

 **ISABELLE HERISSON** left the meeting

 **BRUNO LEGOUET** left the meeting

 **Jodie Dixon** left the meeting

 **Adrian Moorcroft** left the meeting

 **Mathilde Monnerie** left the meeting

 **Debbie Bryan** left the meeting

 **ANAIS GUZMAN** left the meeting

 **Liam O'Sullivan** left the meeting

 **Stéphane Joly** left the meeting

 **Cesar Mendez** left the meeting

 **ELISE GERAULT** left the meeting

 **Sophie Cooper Pozsonyi** left the meeting

 **Kyle Daniele** left the meeting

 **Helly Summerly** left the meeting

 **Maria Gottfried** left the meeting

 **Joshua Hart** left the meeting

 **Abraham Ly** left the meeting

 **Lucas Da Silva** left the meeting

 **Sarah Menard** left the meeting

 **YOANN BRANJONNEAU** left the meeting

 **Jennifer Torres** left the meeting

 **Lauren Oliver** left the meeting

 **Erwin Brodmann** left the meeting

 **Mary Ellen Schaffner** left the meeting

 **Liza Kindon** left the meeting

 **LUCIA DESSART** left the meeting

 **Jim Carter** left the meeting

 **Sean Conway** left the meeting

 **Cris Cosgrave** left the meeting

 **SONIA BERGEOT** left the meeting

 **Francois Mareau** left the meeting


















 **Nicole Decher** left the meeting

 **Katelyn Wagner** left the meeting

 **Juan Prada** left the meeting

 **Vladislav Ličko** left the meeting

 **Jevgenij Fiodorov** left the meeting

-  **Lydia Fuller** left the meeting
-  **VINCENT LEDRU** left the meeting
-  **Jimmy Leslie** left the meeting
-  **Sarah Larbiose** left the meeting
-  **Anton Vergier** left the meeting
-  **Christine Man** left the meeting
-  **Margherita Imburgia** left the meeting
-  **Training1** left the meeting
-  **David Pallino** left the meeting
-  **Catherine Baudry** left the meeting
-  **Muriel Marais** left the meeting
-  **Andrew Kimball** left the meeting
-  **Palakshi Naha** left the meeting
-  **Adrian Ryan** left the meeting
-  **Melissa Nassimiha** left the meeting
-  **Anne Zayatz** left the meeting
-  **PATRICIA LE MAUFF** left the meeting

 **Annette Ewers** left the meeting

 **Guenael Cice** left the meeting

 **Nadine Fortin** left the meeting

 **Guy Peeke-Vout** left the meeting

 **ANTOINE BERTINOTTI** left the meeting

 **Michael Janmaat** left the meeting

 **Alexandra Clement** left the meeting

 **KEVIN BESNARD** left the meeting

 **Veronika Urminska** left the meeting

 **Destine Moore** left the meeting

 **Martyn Symes** left the meeting

 **Vincent Mallah** left the meeting

 **Allison Corrigan** left the meeting

 **EMMANUELLE BULOT** left the meeting

 **Elena Woerner** left the meeting

 **Jorge Miró Sánchez** left the meeting

 **Marco Perini** left the meeting

 **Hayley Griffiths** left the meeting

 **Kelly Lyman-Kerekes** left the meeting

 **Paula Fernandez Pais** left the meeting

 **Andrés Raborg** left the meeting

 **Arnaud Coudray** left the meeting

 **STEPHANIE JACONO-HERNANDEZ** left the meeting

 **David Baker** left the meeting

 **Shane Williams** left the meeting

 **Joseph Avis** left the meeting

 **David Baker** joined the meeting

 **David Baker** left the meeting

 **Eduardo Harris** left the meeting

 **Pamela Gamboa** left the meeting

 **Julie Exon** left the meeting

 **Manasi Jagtap** left the meeting

 **Bhargav Janga** left the meeting

 **Daniel de la Fuente** left the meeting

 **Stephane Lafontan** left the meeting

 **Johny Meghames** left the meeting

 **Pierre Sanchez** left the meeting

 **Anthony Taylor** joined the meeting

 **Anthony Taylor** left the meeting

 **Wei Li Jing** joined the meeting

 **Wei Li Jing** left the meeting

 **Myriam Ait Salem** joined the meeting

 **Myriam Ait Salem** left the meeting

 **Stephanie Casertano** left the meeting

 **Gareth Meredith** joined the meeting



Gareth Meredith 2:14:22

You told it.

 **Gareth Meredith** left the meeting

 **Gareth Meredith** joined the meeting



Gareth Meredith 2:14:47

I can't.

I'm still a bloody what?

What are those two doing on that?

I can't.

I can leave it.

I can't end.

 **Gareth Meredith** left the meeting

 **Gareth Meredith** joined the meeting



Gareth Meredith 2:17:53

But it's very fat.

We just.

Don't kick them out, man.

So the message of maybe that's gonna be our only option.

That is ridiculous though, isn't it?

 **Pat Shaw** left the meeting




Gareth Meredith 2:18:22

Says leaving leaving now remove from meeting.

There you go.

 **THIERRY COLLOT** left the meeting

 stopped transcription