打造企業 B the change 勢力

獲利X公平X公益

指導/合辦單位：經濟部中小企業處 SMALL AND MEDIUM ENTERPRISE ADMINISTRATION, MINISTRY OF ECONOMIC AFFAIRS　星展銀行 DBS

主辦單位：中華徵信所　DOMI 綠然能源　The B-Lab　BCI2 活水社投 B Current Impact Investment

合作媒體：聯合報系 願景工程　BUSINESS WEEKLY 商業周刊

協辦單位：台灣公益團體自律聯盟 Taiwan NPO Self-Regulation Alliance　全國中小企業總會　社企流 SOCIAL ENTERPRISE INSIGHTS　法學院 國立政治大學 College of Law, National Chengchi University　KPMG cutting through complexity

1

打造企業 B the change 勢力
獲利X公平X公益

【專題一】

全球B型企業發展現況與挑戰

-為何世界需要更多B型企業?

美國B型實驗室 B Lab 合夥創辦人

Bart Houlahan 巴特胡拉翰

美國B型實驗室

國際合作部總監

Nathan Gilbert

Redefining Success in Business

Introducing the B Corp Movement

Our Vision

B Corps are leading a global movement of People Using Business as a Force for Good.

So that one day all companies compete to be not only the best in the world,
but the Best *for* the World.

And society enjoys a
shared and durable prosperity

Vision

Shared and Durable Prosperity

Mission

Redefine Success in Business / Use Business as a Force for Good

Change Agents

Companies

Strategies

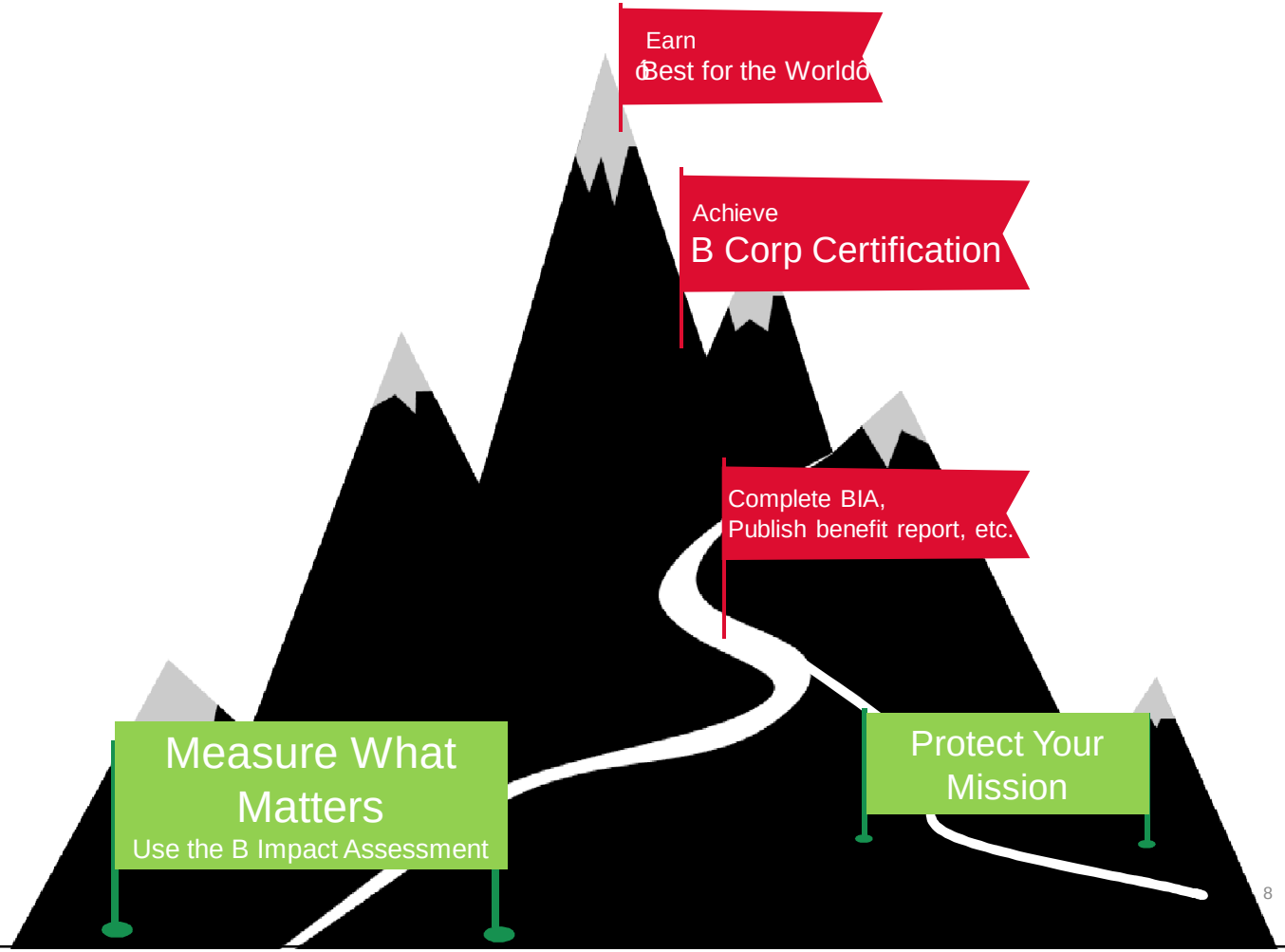
Lead a Movement
Certified B Corps

Measure What Matters
BIA and B Analytics

Adopt a Mission-Aligned Structure
Benefit Corp

Two starting points, same goal:

Help all achieve higher standards of performance, accountability, and transparency.



120+ Industries…One Unifying Goal

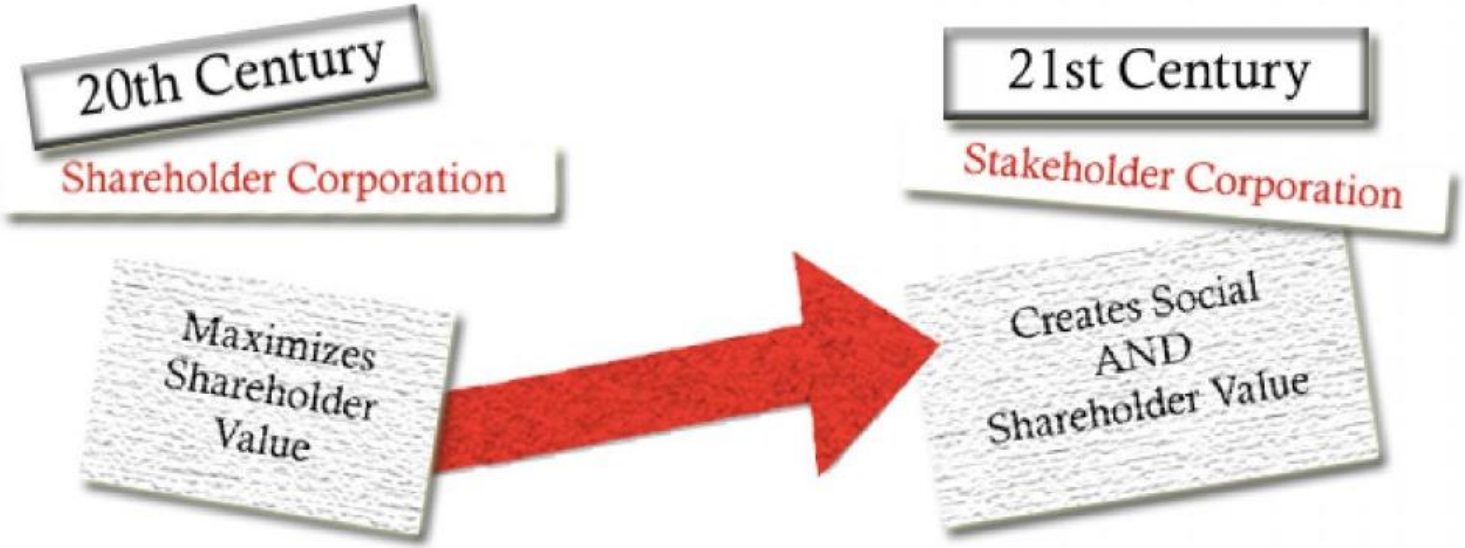
120+行業　　大家都有一個共同目標

Scaling Globally

1248 B Corps **41** Countries **1** Unifying Goal

1248 通過認證的 B 型企業
來自於41 個國家
1個共同的目標

449 B Corps **(36%)** outside the U.S.
449 家 (36%) B 型企業是在美國本土以外


20th Century
Shareholder Corporation
Maximizes Shareholder Value
21st Century
Stakeholder Corporation
Creates Social AND Shareholder Value

Building a Global Movement

Sistema B	B Lab Australia & New Zealand	B Lab Europe	B Lab Portugal & África Lusófona	B Lab United Kingdom
2012	2013	2014	2014	2015

Growing the movement to Asia!

greenlight planet

KAMDHENU

ecojum

DOMI

Servals

Delight Hearing Aid

tree planet

GB GENERAL BIO

IMPACT SQUARE

THE NEW MEDIA GROUP
Empower Human Centered Business

evain
Valuable life style

INSIGHT ROBOTICS

ONE EARTH DESIGNS

pots 'n pans