

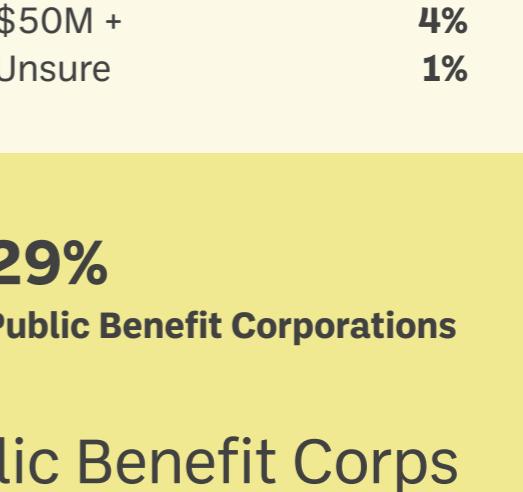
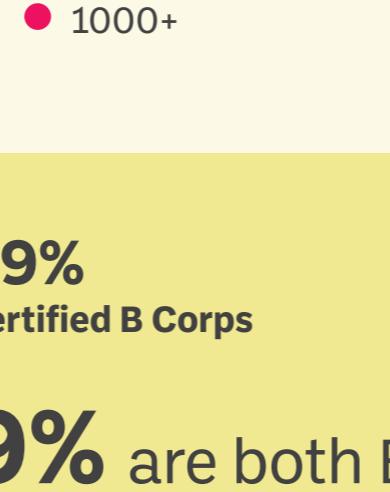
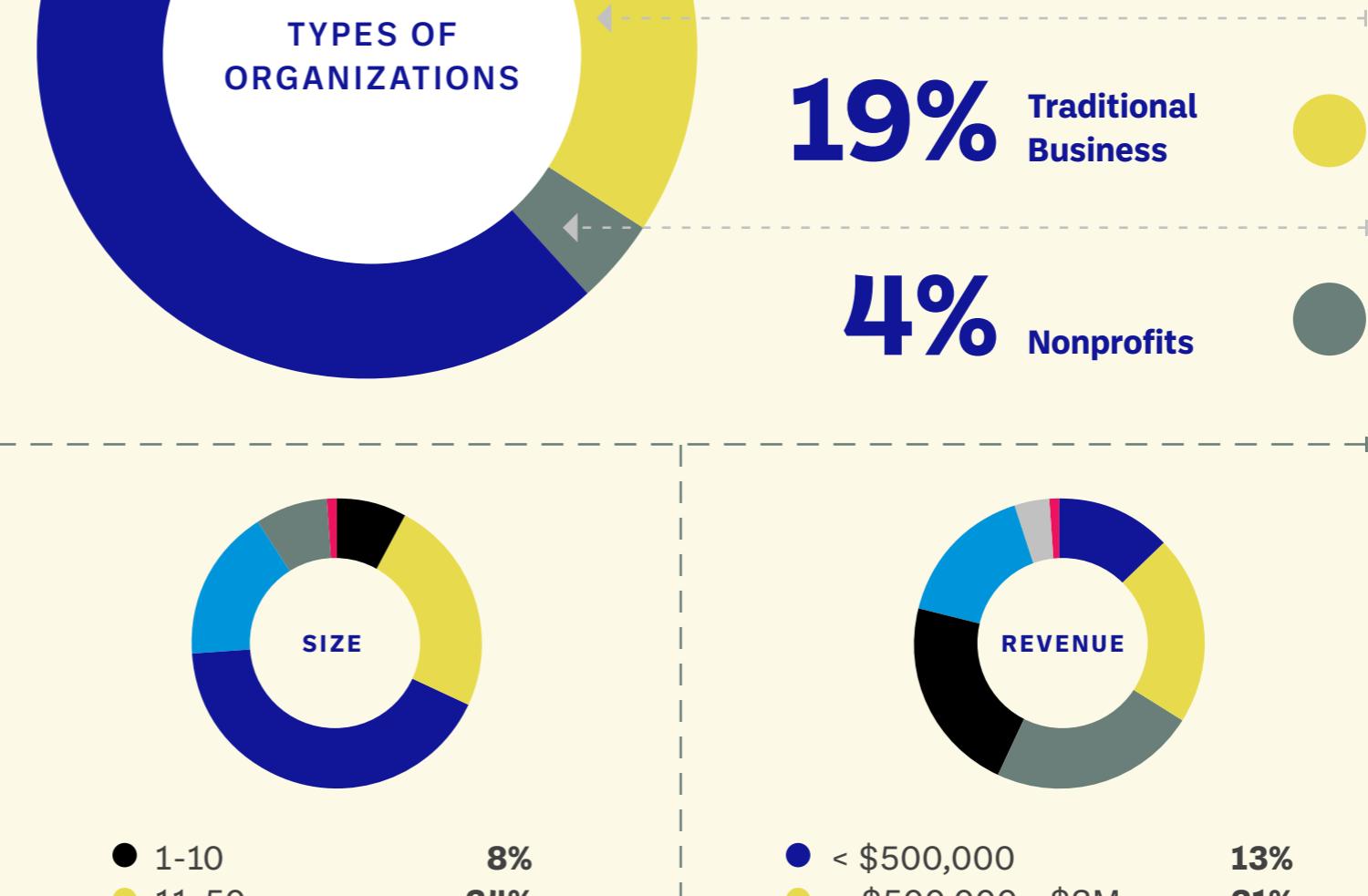


2023 Impact Survey Results

Who took the survey?

545
Respondents

100%
Based in North America



Mission-driven organizations are comprised of

39%
Certified B Corps

32%
Cooperatives

29%
Public Benefit Corporations

9% are both B Corps and Public Benefit Corps

What is being tracked?

#1
Energy Use
13%

#2
Carbon Emissions
12%

#3
Recycling
11%

#4
Water Use
10%

#5
Volunteer Hours
9%

#6
Donations
8%

3 Most Important Facets of Social Responsibility*

#1
Worker Satisfaction

#2
Diversity, Equity, Inclusion

#3
Community Enrichment and Involvement

* To the survey respondents



Primary responsibility for impact reporting

Sustainability department	31%
Marketing department	28%
Executive team	26%
Human Resources	13%
Other	1%

What tools do you use to track and measure your impact?

64%
Task-Specific Software

19%
Spreadsheets

17%
B Impact Assessment

How do you use your impact report?

#1
Employee Training
22%

#2
Recruitment
20%

#3
Board and Investor Comms
18%

What are the top challenges?

#2
Data Analysis and Collection

#3
Planning

#1
Budget Restraints

#1
Establishing and living our corporate values

#2
Annual Impact Report Development

#3
Strategic Corporate Giving



Which tools and resources would be most beneficial to your organization?