



*We are creating a Wheaton Sustainable Innovation Zone. Our goal is to cultivate and maintain a sustainable innovation ecosystem for climate and energy technologies, while reducing barriers to equal opportunity in the Wheaton community.*

## *The Wheaton Sustainable Innovation Zone will bring..*

### GREEN OPPORTUNITY

Increasing jobs and income through development of businesses and expanding markets for resource efficiency, sustainability, and clean technologies.



### GREEN SAVINGS

Cutting costs for businesses, families, communities, and governments by efficiently using renewable resources and by reducing and reusing waste while leveraging public/private funding for business growth.

### GREEN PLACES

Establishing sustainable transportation and infrastructure and protecting the natural and built environment, to create more healthy, vibrant, prosperous, and resource-efficient areas and communities.



### GREEN TALENT

Investing in fundamental assets such as education, research, technological innovation, and modern entrepreneurial skills, because people are now the world's most vital green economic resource.

*..to Wheaton, and make Wheaton a stronghold of B Corp Certified businesses in Montgomery County.*



For more information on becoming a B Corp, visit [bethesdagreen.org](http://bethesdagreen.org) or contact us at [info@bethesdagreen.org](mailto:info@bethesdagreen.org).

**Find out how your company can become a B Corp today!**

## What is B Lab?

B Lab is the nonprofit network transforming the global economy to benefit all people, communities, and the planet. B Lab manages the B Corp Certification process.

## What is a B Corp?

A B Corp is a company that has passed the B Corp certification process. Certified B Corporations are leaders in the global movement for an inclusive, equitable, and regenerative economy.

## Why certify your business?

- Reduced liability and expanded stockholder rights
- Increased access to private investment capital
- Build trust with your customers, suppliers, peers, and the Wheaton community
- Establish and advertise your business as a leader in social and environmental responsibility – customers will know you're making a difference
- Attract like-minded employees and investors

## How can I get certified?

To achieve certification, a company must:

- Demonstrate high social and environmental performance by achieving a B-Impact Assessment (BIA) score of 80 or above to qualify and complete a review process to verify answers.
- Make a legal commitment by changing their corporate governance structure to a MD Benefit Corporation in order to be accountable to all stakeholders (i.e., the entire community), not just shareholders.

## Other B Corps include:

*allbirds* WARBY PARKER



Etsy

TOMS

patagonia®

KICKSTARTER

### within Montgomery County



## Our resources for you:

- Bethesda Green is committed and well-positioned to help Wheaton businesses achieve B Corp Certification
- There are some relatively basic steps that many businesses can take to improve their BIA scores, including formalizing certain policies and tracking impact metrics.
- Bethesda Green can guide business owners through the certification process and help ensure that they are taking advantage of the many benefits afforded by B Corp status and other local green business certifications.
- We offer information group workshops and one-on-one consulting for any company interested in becoming a B Corp

## Links for further information

Bethesda Green Consulting

Best for DMV Workshops

Maryland Benefit Corporation Handbook

WSIZ

