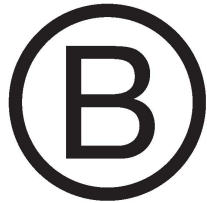


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B Lab

Standards Advisory Council Guidelines & Application

Introduction

B Lab is a nonprofit organization dedicated to using the power of business to solve social and environmental problems.

B Lab drives systemic change through three interrelated initiatives:

1. Building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and just good marketing
2. Promoting legislation creating a new corporate form that meets higher standards of purpose, accountability and transparency
3. Accelerating the growth of the impact investing asset class through use of B Lab’s GIIRS Ratings & Analytics by institutional investors.

GIIRS (the Global Impact Investing Ratings System) will provide impact investors with ratings for the social and environmental impact (but not the financial performance) of companies and funds. GIIRS is expected to become the standard by which institutional and high net worth investors measure the impact of their investments.

Standards Advisory Council (SAC)

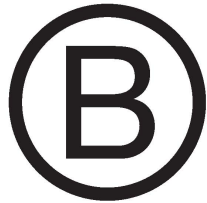
The SAC oversees the development of the Impact Ratings System. The Impact Ratings System is an assessment tool that measures companies’ social and environmental performance in the impact areas of governance, workers, community, and environment. Using the Impact Ratings System companies can assess their performance, benchmark their performance relative to comparable businesses, and use the tool to increase their social and environmental impact.

Impact Ratings System Users

There are three main user groups for the Impact Ratings System:

1. Companies interested in B Corporation certification;
2. Companies or funds interested in receiving a GIIRS Rating;
3. Investors and supply chain decision makers, who use the data generated by the Impact Rating System to make investment and other resource allocation decisions.

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<u>Standards Advisory Council</u>	
Role	Oversees the development of the content and weightings for the Impact Surveys
Members	18 – 20
Composition	Reflects the geography (developed and emerging Markets), stakeholder interests (community, employees, environment, social enterprise) leading sectors (energy, health, consumer goods, agriculture, finance), stakeholder groups (entrepreneurs, investors, ngo/academic, standards, and practitioners)
Appointment Length	4 year minimum term, with a 8 year maximum
Meeting Frequency	Quarterly, 1 in-person meeting per year (may require travel)
Time Requirement	~32 hours annually

The Standards Advisory Council (SAC) is comprised of 18 - 20 thought leaders, investors, and practitioners with expertise in social enterprise, community development, employee engagement, and environmental impact. The group is tasked with making recommendations to the B Lab Board of Directors.

The SAC will make specific recommendations to B Lab Board of Directors regarding:

- The contents and weightings in the Impact Ratings System;
- Verification standards;
- Accreditation of ratings partners.

A 2/3 vote of the B Lab Board of Directors is needed to overturn the recommendations of the SAC.

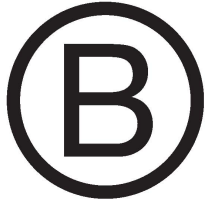
The SAC will also:

- Ensure that best practices are integrated continuously into the Impact Ratings System and,
- Be reference-able ambassadors of B Lab, making introductions to various potential partners, investors, etc.

The SAC will not:

- Have fiduciary responsibility for any recommendations or perceived recommendations made by B Lab regarding any business practices or other matters to existing or potential B Corporations or GIIRS rated companies or any other parties who obtain information from B Lab or any of B Lab's representatives.

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SAC members will be recognized as advisors on all B Lab communication materials regarding the Impact Ratings System. SAC members will receive no financial compensation other than for travel costs.

Application for Term Beginning January 2012

Please provide the information requested below and a copy of your CV/resume/bio and email application to Stephanie Nieman at snieman@bcorporation.net. Applicants who are currently enrolled as students are not eligible to apply. B Lab will follow up with finalist applicants by January 1, 2012.

Name:

Organization:

Role/Title:

Geographic expertise (check all that apply):

Developed Markets Emerging Markets

Impact Area expertise (check all that apply):

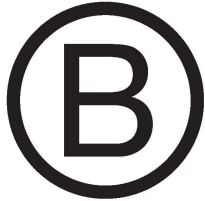
Governance Workers Community
 Environment Other (specify): _____

Sector/Industry expertise (check all that apply):

Manufacturing Wholesale/Retail Services
 Agriculture Consumer Goods Education
 Energy Finance Food
 Health IT/Software/Tech
 Other (specify): _____

Which stakeholder group(s) do you represent?

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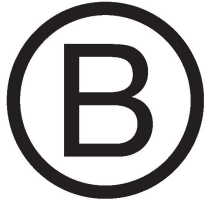


Certified B Corp Other mission-driven company Investor (Fund)
 Investor (Other) Academics NGO/non-profit
 Standards organization Other (specify): _____

Briefly describe why you'd like to join the B Lab Standards Advisory Council.

Briefly describe any specific relevant expertise you can bring to the SAC.

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Please also attach a copy of your CV/resume or brief bio with your application. Thank you.