



**B Lab Convenes Publicly-Traded Multinationals in New B Movement Builders Initiative to Redefine the Role of Business in Society**

*Founding Members are Bonduelle, Gerdau, Givaudan and Magalu  
Mentored by Danone and Natura &Co*

**New York, September 10, 2020** - In pursuit of its mission for economic systems change, B Lab today announces the launch of the B Movement Builders initiative.

Inspired by the leadership of the global Certified B Corporation community, B Movement Builders is a coalition of purpose-driven, multinational, publicly-traded companies with a vision of transforming the global economy to support long-term value creation for all stakeholders. This initiative is the first of its kind, and the program's founding cohort has collective revenues of ~\$60bn USD and 250,000 employees.

The founding B Movement Builders are vegetable processing company **Bonduelle**, steelmaker **Gerdau**, flavors and fragrance company **Givaudan**, and the retailer **Magalu**, with health-focused food and beverage maker **Danone** and beauty company **Natura &Co** serving as mentors. While this is not a certification of their performance, B Movement Builders undergo an initial screen for eligibility and their ongoing efforts as part of the program will be overseen by B Lab's independent Standards Advisory Council.

B Movement Builders may already have B Corp subsidiaries, be on the path to Certification themselves, or aspire to use their business as a force for good by following in the footsteps of and collaborating with B Corps. All B Movement Builders have at least \$1bn USD in revenue, and are committed to the principles of the B Corp movement as well as company-level actions and collective actions that bring these principles to life. Mentors are also multinational, publicly-traded companies which have certified at least 30% of their global business and will coach B Movement Builders about how to adopt and live the principles of the B Movement: performance, transparency, and accountability.

Maintaining B Lab's commitment to strict criteria and transparency, at minimum B Movement Builders commit their company to: CEO signature of B Lab's Declaration of Interdependence; use the B Impact Assessment to measure and manage social and environmental impacts; produce and share publicly a materiality assessment; and, set goals and show progress toward achieving at least three aspirational goals tied to the Sustainable Development Goals. Collectively the companies must: share publicly each company's commitment to meet the three core principles; support the B Movement; collaborate with other companies and stakeholders working toward Sustainable Development Goals; sign a joint statement with other

B Movement Builders about stakeholder governance; and engage with key shareholders and policymakers on the broader topic of stakeholder governance.

Transforming the operating principles and governance of large public companies takes time, commitment, and courage. Companies undergoing this evolution of governance, policies, and practices need support and peer collaboration—and businesses helping other businesses is at the heart of the B Movement Builders program.

Co-founder and B Lab Global CEO, Andrew Kassoy: “The COVID-19 pandemic and consequential economic crisis have proven that our economic system is not as resilient as we need it to be. To get there, we must reset to an inclusive, equitable, regenerative economy that works for all and for the long term. And to accelerate this change we need large multinationals on board, too. I’m proud of the leadership and boldness of the B Movement Builders—it’s the kind of leadership we need in the public markets if we’re going to make stakeholder capitalism meaningful and lasting.”

CEO of Bonduelle, Guillaume Debrosse: "We hope that we will embark more multinational companies in this Movement, emphasizing the necessity and importance to have a clear governance with a strong and powerful alignment from shareholders to management to associates and stakeholders. Business can be a powerful force of positive change and collective commitment. Doing good is no longer a nice to have but a must do."

CEO of Gerdau, Gustavo Werneck: “Being part of the B Movement Builders is one more step in Gerdau’s commitment to sustainable development. Sustainability is part of the foundation for our future and reflects the company’s purpose, empowering people and the industry to leave a positive legacy for society,”

CEO of Givaudan, Gilles Andrier: “Alongside Givaudan's ambition to become a certified B Corp we believe in the importance of businesses working together to create change. We are proud to be a founding member of this progressive movement, reinforcing our commitment to be a successful, purpose-led company using business as a force for good.”

CEO of Magalu, Frederico Trajano: "Throughout its 60-plus years, Magalu has always been a company concerned with generating positive impact for its stakeholders. Still, being part of the B Movement is helping us raise the bar, and improving our sustainability standards is imperative not only for Magalu but also for other businesses that have us a source of inspiration"

CEO of Danone, Emmanuel Faber: "For five years, Danone has partnered with B Lab to advance the B Corp movement for large public companies which aim to make a positive impact in their business model while creating value for all. We applaud this cohort of B Movement Builders and encourage other businesses to follow."

CEO of Natura &Co, Roberto Marques: "Now more than ever, we need to bring others onboard to help all of us on this journey to create positive economic, social and environmental impact while promoting systemic change. Being part of the B Movement Builders allows us all to share and co-create new and disruptive solutions for a more sustainable economy."

More than ever, companies need to work collectively and interdependently toward a system that is truly inclusive, equitable, and empowers all people. The world is calling on companies to act in meaningful and authentic ways to address the rampant inequality and climate crises which are becoming more acute and threaten the most basic of systems on which all of life and business depend: nature and human interdependence.

The B Movement Builders initiative was developed with generous support from Partners for a New Economy, Porticus, The Prudential Foundation, and the Skoll Foundation.

Other publicly-traded multinational companies are encouraged to learn more about joining the B Movement Builders initiative and to join the movement for economic systems change. Please visit <https://bcorporation.net/b-movement-builders> or email Tatiana Mendizabal, [tmendizabal@bcorporation.net](mailto:tmendizabal@bcorporation.net), for more information.

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**About B Lab:** B Lab is transforming the global economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, and tools for business, and we certify companies—known as B Corps—who are leading the way. To date, our community includes over 3,500 B Corps in 70 countries and 150 industries, over 8,000 benefit corporations, and more than 100,000 companies manage their impact with the B Impact Assessment and the SDG Action Manager. Learn more at [BInterdependent.org](http://BInterdependent.org).

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