



Main Standards Advisory Council Member Role Description

February 2022

Introduction

B Lab is a nonprofit organization that serves a global movement to redefine success in business so that all companies compete not only to be the best in the world, but the best for the world. At the core of B Lab's work is a set of rigorous performance-based principles and standards designed to differentiate high-performing mission-driven companies, educate and inspire companies towards meaningful continuous improvement, and maintain the integrity and credibility of the movement in its pursuit of a shared and durable prosperity for all. These principles and standards are used to certify companies as B Corporations.

The [Standards Advisory Council](#) is an independent governing body tasked with developing and overseeing the application of these standards. As such, it is an opportunity for a qualified and diverse set of expert stakeholders to utilize their knowledge and experience to support B Lab and the B Corp Movement.

About the Standards Advisory Council

B Lab's Standards Advisory Council consists of two subcommittees, one focused on the overall certification requirements and standards (the Main SAC), and another focused on specific application of the standards for large companies (the Multinational Company Subcommittee).

The Main Subcommittee oversees the overall performance requirements for B Corp Certification, the content and scoring of the [B Impact Assessment](#), the development of position statements on [Controversial Issues](#), and Disclosure Review eligibility cases for companies under \$1B in revenue. They are also responsible for approving addenda to the BIA created by expert working groups, and adjudicating any appeals regarding interpretation of the BIA.

The Main SAC is composed of 10-12 multi-stakeholder members from around the world with specific expertise in responsible and sustainable business. They come from backgrounds in business, government, academia, and the nonprofit sector, with a diverse range of experience and expertise on a broad range of topics related to using and evaluating business as a force for good. The SAC is supported by B Lab's Standards Management team, and overseen by B Lab's independent Board of Directors, who may overturn SAC recommendations with a $\frac{2}{3}$ vote.

The SAC does not have fiduciary responsibility for any recommendations or perceived recommendations made by B Lab or the Council, including determinations of eligibility or ongoing participation into relevant programs, or regarding any business practices or other matters to existing or potential B Corps or any other parties who obtain information from B Lab or any of B Lab's representatives. All SAC members will be publicly recognized as such in B Lab's communications materials.

Appointment Length: Four-year terms, with opportunity to serve up to two terms.

Meeting Frequency: One in-person meeting per year (usually two days; note that no in person meetings are planned for 2022); one to two teleconference meetings per quarter, with additional consultations / meetings as necessary.

Expected Time Commitment: ~40 hours per year.

Compensation: All participants can have travel costs reimbursed; an optional honorarium of 3000 USD is also offered per year.

Specific Responsibilities for the Main SAC:

- Performance Requirements Development: The B Impact Assessment has historically been revised every two to three years. Council members will advise on priority topics for improvement within the BIA, support the development of draft revisions, review drafts and feedback, and approve any changes to the standards (including industry addenda developed by working groups). B Lab is also undergoing a process to explore other approaches to the Performance Requirement which will also be supported by the SAC in the coming year.
- Controversial Issue Development, Disclosure Reviews, and Complaints: The SAC reviews materials presented by the Standards Management team to determine overarching positions on how controversial issues should affect a company's eligibility for certification. They will also apply these positions as necessary to individual companies, as well as review other material issues that may affect a company's eligibility identified through our Disclosure Review processes and [Complaints](#) procedures, for companies with less than \$1B in revenue.
- Appeals: Companies may appeal decisions made by B Lab's Standards Review team regarding the application of the standards during the verification process to the Standards Advisory Council.

Desired Qualifications and Skills:

As the stewards of the B Corp movement, and an important voice in defining standards for ethics and impact for all businesses, representatives on the Standards Advisory Council are expected to have relevant expertise, impartial judgment and integrity, and diverse and inclusive experiences and viewpoints. For the two openings currently available on the Standards Advisory Council, we are currently seeking individuals with the following profile:

- Individuals who identify as women, trans, nonbinary, or gender non-conforming
- Individuals from Latin American and Europe (priority will be given to candidates from Spanish speaking Latin America, France, and Southern Europe)
- Individuals with specific experience in either sustainability assurance or comprehensive ESG standards expertise

In addition to these specific qualifications, other general qualifications for participation include:

- 5+ years experience in topical areas at the intersection of business and social and environmental issues
- Ability to analyze and exercise judgment on controversial and complex social and environmental issues affecting eligibility for certification
- Willingness to listen and understand different perspectives and experiences, and serve as an independent expert rather than an advocate for a particular point of view
- Ability to bring a diversity of expertise, experience, and perspective
- Demonstrated commitment to the principles of the B Corp movement, including those regarding Justice, Equity, Diversity, and Inclusion and B Lab's own commitment to being an [anti-racist organization](#)
- Ability to travel for one in person gathering per year (when health and travel restrictions allow)
- Fluency in English

Members of Regional Standards Advisory Groups are eligible to apply and will be given priority consideration.