



# Impact Business Models in the B Impact Assessment - V6

Impact Business Models (IBM) are business models designed by a company that create a specific positive benefit/outcome for one or more of its stakeholders. They may be based on a company’s product, a particular process or activity, or structure and are a unique component of the B Impact Assessment.

While traditional companies will not have an IBM, and most companies will have no more than one or two. Below is a list of the different Impact Business Models that are featured and evaluated in the BIA.

Business Model	Description
<b>GOVERNANCE</b>	
Mission Locked	Recognizes companies that protect their mission and ability to formally consider stakeholders in decision making through their corporate structure or corporate governing documents
<b>WORKERS</b>	
Worker Owned	Recognizes distributive ownership models that empower employees, including cooperatives and ESOPs
Workforce Development	Recognizes providing quality jobs and job training for chronically underemployed populations
<b>COMMUNITY</b>	
Supply Chain Poverty Alleviation	Recognizes supply chain strategies that reduce poverty through trade terms, positive labor conditions, and support for underserved suppliers
Micro-Enterprise Poverty Alleviation	Recognizes micro-entrepreneurship opportunities for underserved individuals via franchising or product distribution
Local Economic Development ( only for Developed Markets)	Recognizes strategies to strengthen local economies through procurement, ownership, banking, customers and charitable giving
National Economic Development ( only for Emerging Markets)	Recognizes strategies to strengthen national economic development via privatization or import substitution in underdeveloped markets
Producer Cooperative	Recognizes supplier owned structures that empower suppliers by organizing production, decision making, and profit distribution
Designed to Give (Charitable Giving)	Recognizes standing commitments to provide significant portions of company profits, revenue, equity, or time to charitable causes



Business Model	Description
<b>ENVIRONMENT</b>	
Renewable/Cleaner Burning Energy	Recognizes products/services that reduce GHG emissions through the provision of renewable or cleaner burning energy
Resource Conservation (Reduces Waste and Energy/Water Efficiency)	Recognizes products/services that reduce resource use and/or limit waste to landfill
Land/Wildlife Conservation	Recognizes products/services that preserves or restores natural environments and/or protects animals
Toxin Reduction/ Remediation	Recognizes products/services that reduce or remediates toxins or pollution
Environmental Information and Education	Recognizes products/services that promote awareness about important environmental issues and facilities conservation
Environmental Innovative Process (Manufacturing, Wholesale, Ag)	Recognizes comprehensive environmental practices that redesign traditional processes to conserve natural resources
<b>CUSTOMERS</b>	
Basic Services for the Underserved	Recognizes products/services that provide or assist in the provision of fundamental basic services to individuals without prior access
Economic Empowerment for the Underserved	Recognizes products/services that provide or assist in the provision of income generating activities for underserved individuals
Health and Wellness	Recognizes products/services that promote the health and wellness of individuals
Education	Recognizes products/services that enhance the skills and knowledge of individuals
Support for Underserved/Purpose Driven Enterprises	Recognizes products/services that enable the financial or operational success of businesses that are purpose driven or underserved
Impact Improvement	Recognizes products/services that drive positive changes in organizations to improve their social or environmental impact
Arts, Media, & Culture	Recognizes products/services that promote or preserve artistic, cultural, or civic engagement
Infrastructure/ Market Access Building	Recognizes products/services that provide necessary infrastructure to communities that were previously inaccessible
Serving In Need Populations	Recognizes social product models that are targeted to or benefits traditionally in need and underserved populations