



BainCapital

DOUBLE IMPACT

Partnership with B Labs

Guide to the B Impact Assessment

May 2021

In a world where ESG, SDGs, SRI, and CSR have grown in importance, how can customers, investors, and employees identify which companies deliver outcomes consistent with these social and environmental goals? How can investors further support these companies in their journey?

A Force for Good.

B Lab, a nonprofit founded in 2006, administers the B Corp certification to companies that “meet higher standards of verified social and environmental performance, public transparency and legal accountability.” B Corp Certification requires a minimum verified total score of 80 on their B Impact Assessment (BIA), a legal requirement to consider all stakeholders in decision-making, and public transparency around their impact. This rigorous, yet concise, framework helps companies measure and manage their positive impact on their workforce, community, customers and environment, as well as identify unintended negative consequences. As heard from our Management teams, the combination of better transparency, accountability, and governance ultimately leads to better decision making.

Impact Blueprint

Through our Strong Start process, our portfolio companies follow a disciplined approach to driving value creation and impact.

The BIA is one tool of several in our Impact Blueprint process. We require all actively managed companies to complete the B Impact Assessment annually. The results are reviewed with Board members and Management teams, and results are reported transparently. We collaborate closely with management teams to establish goals and improve results. Importantly, management incentive compensation is tied to achieving impact goals.

The BIA provides a comprehensive assessment covering a broad range of ESG topics, and notably, places all stakeholders at the center of the business strategy. Furthermore, the BIA allows for benchmarking across our portfolio, as well as the industry –motivating companies to strive for leading positions!

Strong Start

Strong Foundations Build Lasting Companies

100 DAY PLAN

Hit the ground running

- Governance and compliance
- Quick wins
- Metrics and reporting

BUSINESS BLUEPRINT

Roadmap for strategy & long-term value creation

- Strategic growth opportunities
- Financial & operating capabilities
- Cybersecurity
- Technology & Infrastructure

TALENT BLUEPRINT

How we build High Performance Organizations

- Strong Leadership
- Talent management & incentives
- Employee engagement
- Culture
- Diversity, equity, & inclusion

IMPACT BLUEPRINT

Accelerating ESG & Impact Potential

- Mission statement
- Impact drivers and metrics
- B Impact score
- Stakeholder Toolkits

See Bain Capital Double Impact website for a full list of investments

New to the BIA and wondering where to begin?

No matter where you are on your ESG or impact journey, there is always opportunity to improve. Regardless of size, sector, or geography, BCDI has found that the structure of the assessment allows for continuous improvement.

How to begin:



Results to Date¹

At BCDI, we have seen firsthand how this tool can help drive change, particularly when coupled with our BCDI playbooks and toolkits. As an example, during our first year of ownership, we typically drive close to 30% improvement from the initial BIA baseline score.

Company	Inv. Date	B Impact Assessment ²		
		2019 Score (A)	2020 Score (A)	% Improvement
Held more than a year				
Living Earth	Mar - 2017	85	92	+8%
Arosa	Aug - 2018	50	60	+21%
HealthDrive	Dec - 2018	90	104	+16%
RSI	Mar - 2019	54	95	+77%
Rodeo Dental	May - 2019	82	108	+31%
Broadstep	May -2019	77	94	+22%
Held less than a year				
Presence Learning	May - 2020	-	72	-
MSHC	Dec - 2020	-	42	-
TeachTown	Dec - 2020	-	100	-
Hand in Hand	Mar - 2021	-	In progress	-

* Scores in **green** surpass the 80 score threshold to consider B Corp Certification.

1 29% improvement is calculated based on straight average for Arosa, Broadstep, Healthdrive, Rodeo Dental, Living Earth, RSI.
 2 These scores are self-reported and have not been verified by B Lab. Rodeo Dental is verified through the B Corp certification process.



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