***Does a company's impact score improve or worsen over the course of their tenure of certification?***

Our dataset contained a two types of certification data: 1) the company’s initial or “date first certified” and 2) their most recent certification date. Currently, recertification happens every 3 years; however, until 2018 B-Corps were required to recertify every two years.

First, we’ll look at average overall score by year, then as average score by certification cycle.

fig1A close up of a mans face

Description automatically generated fig2A picture containing person, table

Description automatically generated

While the first graph shows a deterioration in average score year over year. The second makes it clear that b corps on average do improve significantly at each certification cycle. This paradox may be explained by graph 3. From 2011 through 2016 new b corps were added at a much faster pace than existing b corps were being recertified. The lower score of the first time certifications may have been enough to pull down the entire average.

fig3A screenshot of a cell phone

Description automatically generated

***What industries tend to have higher impact scores?***

Another variable we explored was the effect of “sector” on the average over-all score. B corps are subdivided into 6 different categories or “Sectors” ('Agriculture/Growers', 'Manufacturing', 'Service', 'Service with Minor Environmental Footprint', 'Service with Significant Environmental Footprint' and 'Wholesale/Retail' ). The minimum score needed to maintain certification is 80 and the maximum score possible is 200. Sectory categories from smallest to largest are as follows: “Service”, “Agriculture” “Service with significant environmental impact”, “Manufacturing”, “Wholesale/Retail” and “Service with minor environmental impact”.

fig4A close up of a map

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fig5 A screenshot of a cell phone

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***What industries tend to improve their impact score over multiple certification cycles? What industries tend to worsen their impact score over multiple certification cycles?***

All sectors with the exception of “Service” (our smallest category) show significant improvement at each successive certification cycle.

fig6A close up of a map

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