

**Best  
for the  
World  
2022**

TM  
**Community**

# Participation Toolkit

Not for use until July 13th 2022, 10:00 am UTC



# Congratulations

## Your B Corp will be part of the Best for the World™ 2022 lists!

You have put in the effort to positively impact all your stakeholders and that work has had wonderful results: your B Corp score in the **Community** impact area, evaluated on the B Impact Assessment and later on verified by the verification team, is one of the **top 5% in your size group worldwide!**

Being recognized as a “Best for the World” B Corp is so much more than just a badge of honor. It represents the opportunity to share your business’s top-scoring knowledge, learnings, and best practices with the rest of the community. You’re helping the B Corp movement make progress towards our collective goal and vision: to transform the global economic system to benefit all people, communities, and the planet.

In the next few pages we are providing you with some resources and ideas on how to celebrate your recognition with your audiences, and we are also keen to hear if you would be interested in taking part in activities that can help disseminate your knowledge and best practices with the rest of the community and beyond.

**!**

# **IMPORTANT NOTE**

**The public announcement and publication of the BFTW 2022 lists will take place on **July 13th 2022 at 10:00 am UTC.****

**Please use the following resources to plan your communications activities around your B Corp recognition, but do not make any announcements or publish any materials before that date and time.**

1

**Ready-to-use Images for Social Media**

2

**Elements and guidelines to create your own graphics**

3

**Suggested copy to announce the recognition through social media**

4

**Recommendations / guidance to write blog posts, emails or other announcements**

5

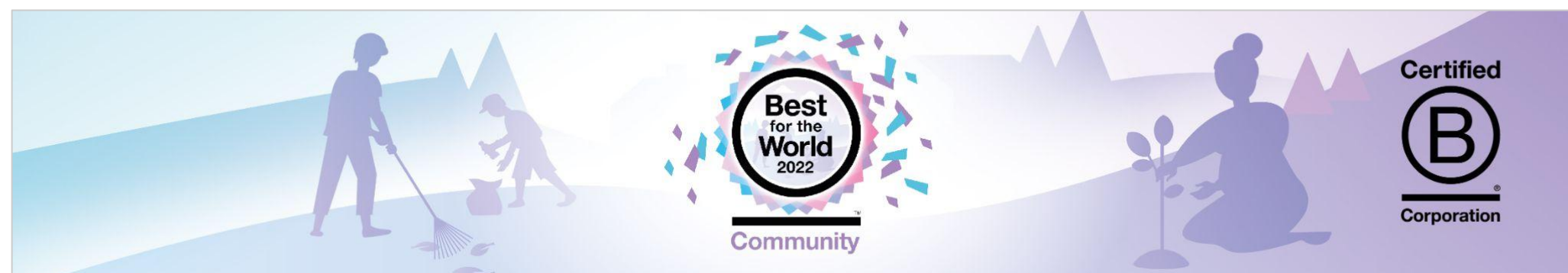
**Top-level tips to pitch your story to the media**

6

**Online form to manifest interest in sharing best practices through webinars, video panels, case studies, etc.**

## Social Covers

Being named a Best for the World company is a great source of pride and a recognition worth celebrating. We have prepared images ready to use as covers for your social media channels. As your covers will be displayed next to your profile picture, there is no need to include your own logo here.



## Newsfeed / Timeline

We have created a wide range of assets to use directly on your Facebook, Instagram, LinkedIn and Twitter channels. There's a space for you to include your logo and make these graphics ownable to your brand. You can find some inspiration for your accompanying texts on page 9. Don't forget to use the hashtags [#bftw2022](#) & [#BCorp](#)



[Download all the assets here.](#)

## Stories

Instagram and Facebook Stories provide a creative opportunity not only to announce the recognition, but also to involve your audiences by asking questions and interacting with the supporting information you provide.




## Stickers / Badges

Stickers are mostly used for Instagram Stories, but we invite you to be creative and try out different things like adding the badges to your email signature, newsletters, and anything else you can think of! You can find these and other versions by looking for “BFTW” or “Best for the World” when crafting your Instagram stories from 13 July.

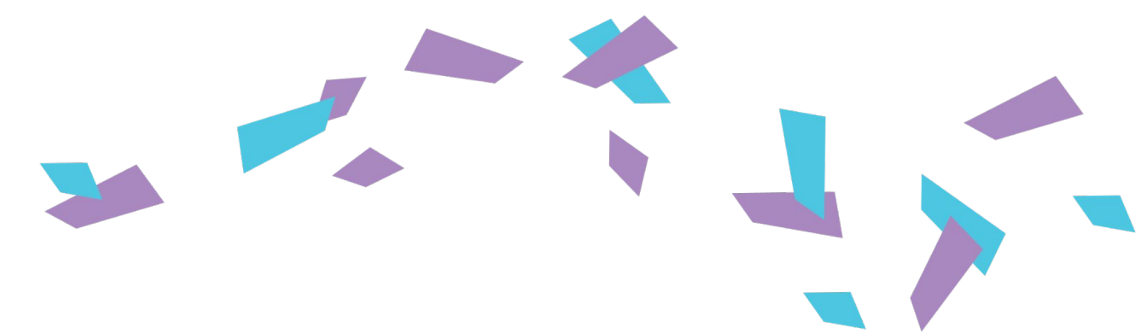


[Download all the assets here.](#)

## Creative Elements

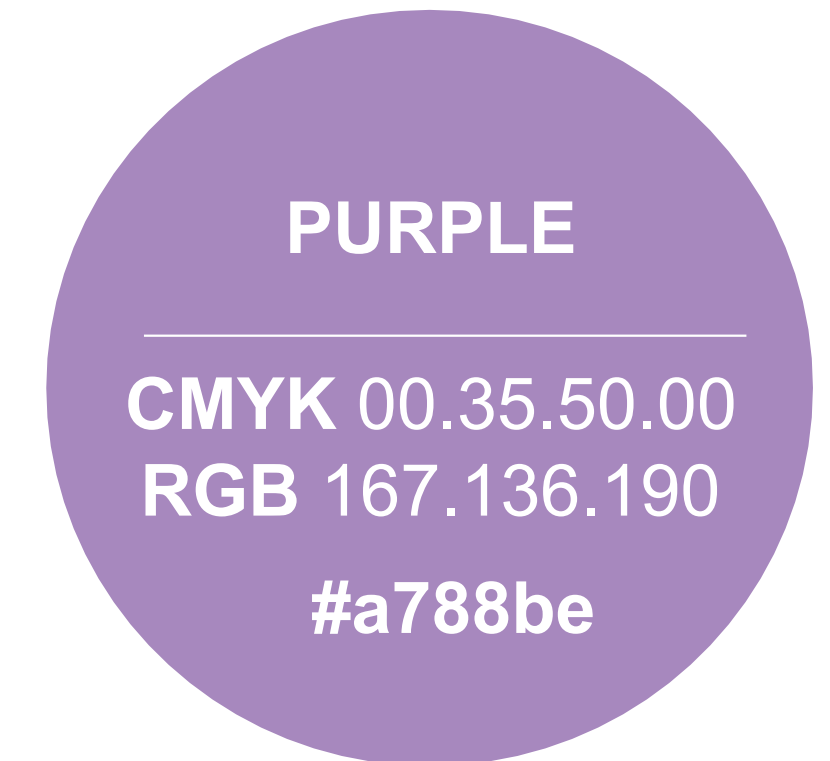
You are welcome to create your own graphic assets to continue celebrating your recognition. You can download the key elements of the master graphics below and let your creative juices flow using Canva or any other design apps or software. **Please always adhere to the visual guidelines!** You can find them on the next slide. 

[Download all the assets here.](#)



## Guidelines

1. The trademark symbol (™) needs to be used when you write the name of the program Best for the World™ for the first time
2. Use **ONLY** the images and graphic elements related to the impact area(s) in which you're being recognized
3. Make sure that the Certified B Corporation logo and the Best for the World logo are both always present in the graphic
4. The Certified B Corporation logo should be of the same size, and never smaller than your company or brand logo, if you include it
5. Use primarily the recognition colors detailed here, but feel free to also include your brand colors and graphic elements
6. Always keep enough space between elements and never overlap them





## Generic

We are beyond happy to share that we've been recognized as one of the Best for the World™ B Corps of 2022!

To be #BestForTheWorld, B Corps must have scores in the top 5% of one or more of the five impact areas assessed towards the certification.

As all #BCorps are already businesses that meet high standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose, this is a recognition that makes us incredibly proud!

And we're just getting started! We will continue collaborating with the global #BCorp community to improve and positively impact all our stakeholders.

Check out the full #BFTW2022 lists on [bcorporation.net/best-for-the-world](https://bcorporation.net/best-for-the-world)

## Customisable

At *{company name}* we are beyond happy to share that we've been recognized as one of the Best for the World™ B Corps of 2022!

To be #BestForTheWorld, B Corps must have scores in the top 5% of one or more of the five impact areas assessed towards the certification. At *{company name}* we have been recognized for our efforts in the Community *{+ any additional impact areas}* area.

As all #BCorps are already businesses that meet high standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose, this is a recognition that makes us incredibly proud!

And we're just getting started! We will continue collaborating with the global #BCorp community to improve and positively impact all our stakeholders.

Check out the full #BFTW2022 lists on [bcorporation.net/best-for-the-world](https://bcorporation.net/best-for-the-world)

## Generic 2

Out of 5,000 Certified B Corporations worldwide, we are among the top 5% #BCorps in one of the five impact areas assessed as part of the certification process! Our continuous commitment towards our Community paved the way for this achievement. We are proud to be one of the Best For The World™ this year and congratulate all our fellow #BFTW2022

## Generic 3

We're excited to announce that we've been recognized as a Best For The World™ B Corp! 🎉 This means our score on the Community impact area assessed as part of the certification process is in the top 5% of our size group worldwide. We're proud to be a #BFTW2022 and part of the global #BCorp community 🙌

## Customisable 2

Out of 5,000 Certified B Corporations worldwide, *{name of company}* is among the top 5% #BCorps in the Community *{+ any additional impact areas}* impact area!

Our continuous commitment towards our Community paved the way for this achievement. We owe our success to *{e.g.: specific projects or efforts to highlight}*. *{name of company}* is proud to be one of the Best For The World™ and we congratulate all our fellow #BFTW2022

1. Make reference to the initiatives and best practices that contributed to you achieving BFTW. Remember to point to **best practices that align with the impact area of the recognition** and that earned you points in the B Impact Assessment during the (re)certification process.
2. Highlight any **goals to continue improving** your B Corp's performance and scores in the impact area you're being recognized for as well as other impact areas.
3. Celebrate fellow BFTW companies in your industry or region. Mention what you admire and **what you want to learn** from them.
4. Point your audience to **your B Corp public profile on [bcorporation.net](https://www.bcorporation.net)** which will list your current BFTW recognition as well as any recognitions from previous years.

## Recommendations

1. Prioritize your pitching efforts to local media, trade media (e.g. food and beverage outlets), and journalists who cover B Corps news and other sustainability and social impact beats.
2. Tell a story:
  - a. Incorporate other BFTW companies in
    - i. Your sector to indicate a trend in your industry.
    - ii. Your country, state or region to showcase impact in your region.
    - iii. Your impact area to highlight the breadth of companies focused on this stakeholder.
  - b. Point to concrete examples of work your company has done that aligns with your BFTW impact area.
  - c. Share your plans to continue improving your B Corp's performance and scores in the impact area you're being recognized for as well as other impact areas.
3. Writing a contributed article that highlights the need for impact leadership in your industry or region.

## Template Press Release

We encourage you to publish a press release of your recognition on your website and share the release with the media. You are welcome to take inspiration from [this template press release](#), but please make sure to tailor the contents to reflect your unique circumstances.



# Your example helps the whole B Corp movement step forward.

Even though Best for the World is not an award, by exchanging the best practices that allow you to achieve your top score, **the whole B Corp movement wins**. Knowledge shared is knowledge squared!

In the true spirit of interdependence and collaboration, the B Global Network (which are the collective B Lab and Sistema B regional entities around the world) will work with the BFTW 2022 to carry out diverse public activities as part of the program's celebrations. The primary intention of these initiatives is to spread best practices that could help other businesses make a positive impact for their stakeholders.

Let us know if you would be interested in taking part in these activities by filling out **[this form.](#)**



**2022**

