

2018 Annual Impact Report

As a Certified B Corp, Heather Paulsen Consulting (HPC) remains dedicated to helping purpose-driven businesses create an economy (and a world) that works better for everyone: owners, employees, suppliers, customers, our communities and the environment. I realize that as a sole proprietor in my fourth year of business, I certainly cannot do this alone. However, I also know that goals of this depth and breadth are only possible if people like me commit our time and talent to seeing them through.

Working with clients and colleagues dedicated to this same goal, I am encouraged by the improved social and environmental impacts I see. To document these impacts, I proudly present the HPC 2018 Impact Report.



A joyous 2018 Champions Retreat moment with Rhino Foods' CEO Ted Castle, my colleague Erica Harrold, and yours truly: beignets and coffee at Cafe Du Monde in New Orleans.

GROWING THE B CORP MOVEMENT



Certified B Corps are for-profit companies certified by the nonprofit B Lab to meet the highest standards for social and environmental performance, accountability and transparency. The B Corp framework measures a company's performance in the areas of governance, workers, community, environment and customers. It is the best tool we have found for helping clients develop deep insights into the impacts of all of their decision-making, and to encourage long-term goal setting and improvements for the good of all stakeholders.

HPC is dedicated to growing the B Corp movement by supporting client certifications and by spreading the word far and wide.

Key Performance Indicators

HPC received B Lab's Best for the World: Changemaker Award. To ensure that we're walking the talk, HPC became a Certified B Corp in 2015, and successfully recertified in late 2017. Because our score jumped significantly in this recertification, we were delighted to be included on B Lab's Best for the World: Changemaker honor roll. Changemakers score increases are among the top 20% of all B Corps globally.



Along with partners Erica Harrold Consulting, NoeDesigns, and Jendi Coursey Communications, **HPC formed the Dream Team and was selected by B Lab to work with some of the largest Certified B Corps in the world to create a Large Company Best Practices Guide to B Corp Certification.** This guide will help large organizations navigate the challenges inherent in meeting the strictest standards for social and environmental stewardship and sustainability.



B Corp Consulting

Certifications

HPC supported seven companies along their journeys to certify or re-certify as B Corps, including The FruitGuys, Bark Media, Clear Blue Commercial, and Avocado Green Mattress.



Employee Engagement Initiatives

HPC conducted an employee satisfaction survey with B Corp Clover Sonoma to assess areas of success and opportunities for improvement.



Annual Impact Reporting

HPC helped Harvest Market, North Coast Brewing Co., and Clover Sonoma complete their annual impact reports, streamlining data collection, collating data with internal teams, analyzing data, and formulating a compelling story about each organization's good-for-the-world work using the B Corp framework.



Heather Paulsen was a featured speaker promoting the B Corp movement at several events, including Rotary Clubs in Ukiah, Leadership Petaluma, B Corp Leadership Development Day – Bay Area, the Pet Sustainability Coalition "Impact Unleashed" Conference, and at the national B Corp Champions Retreat in a breakout session.



Dozens of B Corps participated in our "How to be a B Keeper" action planning workshop at the 2018 Champions Retreat in New Orleans.

ENVIRONMENTAL IMPACT

In addition to B Corp Certification, HPC uses other means to help clients to improve their environmental impact, including Zero Waste Certification and Non-GMO Verification.

Key Performance Indicators

Heather Paulsen became certified as a TRUE Zero Waste Advisor to help clients reach their zero waste goals.



HPC provided waste reduction consulting and training to several clients to help them redirect waste away from landfills through improved efficiency and resource usage.

Continued 1% for the Planet membership, donating at least 1% of revenues to environmental nonprofits



Maintained 100% post-consumer recycled office paper, or tree-free paper

Host HPC's website with a B Corp certified, wind-powered web host (Canvas Host)



HPC and the Harvest Market crew (Mendocino, CA) nearing completion of their 2018 waste audit.

STRATEGIC PLANNING

From time to time, HPC assists local charities and other non-profits with strategic planning and other project management endeavors.

Key Performance Indicators

HPC facilitated a strategic planning and visioning session with the Cancer Resource Centers of Mendocino County (CRCMC) that allowed them to identify ideal outcomes and develop a path to get there. CRCMC provides patient navigation services, support groups, and other resources to those diagnosed with cancer and their loved ones. CRCMC provides all services free of charge to all clients.



HPC CONTINUOUS IMPROVEMENT

HPC is committed to continually improving, learning and growing.

HPC launched a new website.

HPC engaged a business coach.

HPC implemented Xero bookkeeping software.

HPC IN THE NEWS



HPC was featured in Forbes.com and the Fort Bragg Advocate-News for our work on the HEAL (Helping Employees Access Loans) Program. Through HEAL, Certified B Corps and community-minded financial institutions partner to implement an innovative benefit program that helps employees avoid predatory lending, build credit and savings, and increase financial stability.



Heather Paulsen was featured in the NorthBay Business Journal and Medium's B the Change as a solo-preneur making an impact.