
Press Release

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B Corp announcement: AdvantiKA GmbH

15.07.2021: The global boutique consultancy and advisory office for sustainable business, AdvantiKA GmbH today has announced its certification as a registered B Corporation.

B Corporations (or B Corps) are a growing group of companies who are reinventing business, by pursuing purpose as well as profit.

AdvantiKA GmbH has been certified by B Lab as having met rigorous social and environmental standards which represent its commitment to goals outside of shareholder profit.

The B Corp Certification is for the whole of your business and covers five key impact areas of Governance, Workers, Community, Environment and Customers. The certification process is rigorous, a company must score over 80 and provide evidence of socially and environmentally responsible practices - including energy supplies, waste and water use, worker compensation, diversity and corporate transparency. AdvantiKA GmbH certified with over 120 points and above industry average. To complete the certification, the company will legally embed their commitment to purpose beyond profit in their company articles.

AdvantiKA GmbH is now part of a community of over 4000+ businesses globally who have certified as B Corps. The B Corp Community is reflective of the European economy with businesses from a cross section of industries and sizes. These include well-known brands like Innocent, Patagonia, Natura &Co, The Body Shop, Alpro, Triodos Bank, Alessi, and Ecoalf.

Recent attention on the fact that more investing groups are seeking for proved ESG strategies as a key factor for investment decisions makes a consultancy on exactly such topics as AdvantiKA B Corp Certification a notable step, creating a higher-level referral to its services. It also signals a shift towards greater accountability and transparency by all its customers.

Jonathan Normand, Director of B Lab Switzerland, says “B Lab is delighted to welcome AdvantiKA GmbH to the B Corp Community. AdvantiKA GmbH has been a pioneer in business transformation consultancy.” AdvantiKA is also proud of its Designed to Give approach and the success of their customers in causing positive impact in the world. I look forward to seeing AdvantiKA GmbH inspire other businesses, and many of its customers, to join the B Corp™ community and use business as a force for good.

There are currently 600+ certified B Corps in the Europe and 4000+ worldwide. Other Consultancy B Corps include 3Degrees, Terra Carbon, Climate Neutral Group, Way Carbon and Haatch.

Date: 15.07.2021

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About B Lab

B Lab is a non-profit organization that serves a global movement of people using business as a force for good™. Their initiatives include B Corp Certification, administration of the B Impact Management programs, and advocacy for governance structures like the benefit corporation. B Lab's vision is of an inclusive and sustainable economy that creates a shared prosperity for all.

About B Lab Switzerland

B Lab Switzerland is the Swiss branch of a global non-profit organisation that supports a community of people using business as a force for good.

About B Corporations®

Certified B Corporations are for-profit companies that use the power of business to build a more inclusive and sustainable economy. They meet the highest verified standards of social and environmental performance, transparency, and accountability. To date, there are more than 4000 B Corps in 153 industries and 77 countries around the world

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