



DISCLOSURE MATERIALS

Certified B Corporations must complete a Disclosure Questionnaire to identify potentially sensitive issues related to the company (e.g. historical fines, sanctions, material litigation, or sensitive industry practices).

This component does not affect the company's score on the B Impact Assessment. If the company answers affirmatively to any items in the Disclosure Questionnaire and B Lab deems them to be material, the company must:

- 1) Be transparent about the disclosure issues identified on the company's public B Impact Report
- 2) Describe how the company has addressed this issue.
- 3) Demonstrate that management systems are in place to avoid similar issues from arising in the future.

In all cases, the Standards Advisory council reserves the right to refuse certification if the company is ultimately deemed not to uphold the spirit of the community.

In addition to the voluntary indication of sensitive issues in the Disclosure Questionnaire, companies pursuing Certification also are subject to background checks by B Lab staff. Background checks include a review of public records, news sources, and search engines for company names, brands, executives/founders, and other relevant topics.

Sensitive issues identified through background checks may or may not be within the scope of questions in the Disclosure Questionnaire, but undergo the same review process and are subject to the same possible review by the Standards Advisory Council, including ineligibility for B Corp Certification, required remediation, or disclosure.

This document contains a copy of the company's completed Disclosure Questionnaire and related disclosure documentation provided by the company.



DISCLOSURE QUESTIONNAIRE

Company Name: The Lab Insight & Strategy
Date Submitted: 02/09/2023

Industries & Products	Yes	No
Please indicate if the company is involved in production of or trade in any the following. Select Yes for all options that apply.		
Animal Products or Services		✓
Biodiversity Impacts		✓
Chemicals		✓
Company Explanation Of Disclosure Item Flags		✓
Disclosure Alcohol		✓
Disclosure Firearms Weapons		✓
Disclosure Mining		✓
Disclosure Pornography		✓
Disclosure Tobacco		✓
Energy and Emissions Intensive Industries		✓
Fossil fuels		✓
Gambling		✓
Genetically Modified Organisms		✓
Illegal Products or Subject to Phase Out		✓
Industries at Risk of Human Rights Violations		✓
Monoculture Agriculture		✓
Nuclear Power or Hazardous Materials		✓
Payday, Short Term, or High Interest Lending		✓
Water Intensive Industries		✓
Tax Advisory Services		✓

Supply Chain Disclosures	Yes	No
Please indicate if any of the following statements are true regarding your company's significant suppliers.		
Business in Conflict Zones		✓
Child or Forced Labor		✓
Negative Environmental Impact		✓
Negative Social Impact		✓
Other		✓

Outcomes & Penalties	True	False
Please indicate if the company has had any formal complaint to a regulatory agency or been assessed any fine or sanction in the past five years for any of the following practices or policies. Check all that apply.		
Anti-Competitive Behavior		✓
Breaches of Confidential Information		✓
Bribery, Fraud, or Corruption		✓
Company Explanation Of Disclosure Item Flags		✓
Company has filed for bankruptcy		✓
Consumer Protection		✓
Financial Reporting, Taxes, Investments, or Loans		✓
Hazardous Discharges Into Air/Land/Water (Past 5 Yrs)		✓
Labor Issues		✓
Large Scale Land Conversion, Acquisition, or Relocation		✓
Litigation or Arbitration		✓
On-Site Fatality		✓
Penalties Assessed For Environmental Issues		✓
Political Contributions or International Affairs		✓
Recalls		✓
Significant Layoffs		✓
Violation of Indigenous Peoples Rights		✓
Other		✓

Practices	True	False
Please indicate if the following statements are true regarding whether or not the company engages in the following practices. Check all that apply. If the statement is true, select "Yes." If false, select "No."		
Animal Testing		✓
Company/Suppliers Employ Under Age 15 (Or Other ILO Minimum Age)		✓
Company Explanation Of Disclosure Item Flags		✓
Company prohibits freedom of association/collective bargaining		✓
Company workers are prisoners		✓
Conduct Business in Conflict Zones		✓
Confirmation of Right to Work		✓
Does not transparently report corporate financials to government		✓
Employs Individuals on Zero-Hour Contracts		✓
Facilities located in sensitive ecosystems		✓
ID Cards Withheld or Penalties for Resignation		✓
No formal Registration Under Domestic Regulations		✓
No signed employment contracts for all workers		✓
Overtime For Hourly Workers Is Compulsory		✓
Payslips not provided to show wage calculation and deductions		✓
Sale of Data		✓
Tax Reduction Through Corporate Shells		✓
Workers cannot leave site during non-working hours		✓
Workers not Provided Clean Drinking Water or Toilets		✓
Workers paid below minimum wage		✓
Workers Under Bond		✓
Other	✓	



B Corp Certification - Disclosure Questionnaire Documentation

PROVIDED BY:

The Lab Insight & Strategy

UPDATED AS OF:

02/09/2023

DISCLOSURE QUESTIONNAIRE CATEGORY	Disclosure Industries
TOPIC	Clients in Controversial Industries - Alcohol & Gambling
SUMMARY OF ISSUE	<p>The Lab Insight & Strategy offers the service of Brand strategy & positioning, Semiotics, Qualitative Insights, behavioral science, and cultural insight. All services are aimed at helping the client improve their organization. The company operates in Australia and has customers operating in the Gambling and Alcohol industries on an ongoing basis</p> <p>The same product and service provided by The Lab Insight & Strategy can be sold to clients in non-controversial industries. The company has not designed a specific solution for controversial industry clients. In addition, the billing structure and charge-out rate for all clients is the same.</p>
SIZE/SCOPE OF ISSUE (e.g. \$ financial implication, # of individuals affected)	For the last 5 years <3% of the company's total revenue was derived from clients in the Gambling Industry and 2% of the company's total revenue was derived from clients in the Alcohol Industry.
IMPACT ON STAKEHOLDERS	<p>Companies that work with clients in controversial industries can indirectly increase the harmful impact to stakeholders by enabling business growth. Therefore, companies that work with clients in these industries should have practices in place to ensure that their impact is aimed at decreasing the negative impacts of the industry.</p> <p>B Lab has flagged the involvement of companies with clients in controversial industries as a material issue and new standards will be created to address possible risks related to this matter."</p>
MANAGEMENT PRACTICES	<p>As standard practice, The Lab Insight & Strategy adheres to The Research Society's Code of Professional Behavior, which ensures that they do not engage with or speak to people who are vulnerable or at risk, or are specifically targeted by communications from clients. Prior to engaging with a client, the company reviews their CSR policies and Codes of conduct to ensure their standards are aligned.</p> <p>The company states the ways in which their services contribute to mitigating the increase or growth of the controversial aspects of their clients:</p> <ol style="list-style-type: none"> 1. Responsible Marketing: in line with The Research Society (TRS) code of professional conduct – the company ensures that they do not engage with or target vulnerable groups, such as young people, heavy drinkers, problem gamblers 2. Development of zero & low alcohol alternatives: the company partners with clients in helping the development and promotion of zero and low alcohol products, to continue driving the moderation trend 3. Education & support for treatment & prevention programs: <ul style="list-style-type: none"> - The company's primary client in the alcohol category is one of the founding members and largest contributors to Drinkwise - an organization that's dedicated to changing the culture around alcohol consumption in Australia. https://drinkwise.org.au/ Additionally, they are signatories to the Alcohol Beverage Advertising Code, ensuring that they adhere to the highest standards of responsible marketing - a practice that the company endorses http://www.abac.org.au/



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	<ul style="list-style-type: none">- Their main client in the Gambling Category has a Customer Care mission that endeavors to protect customers and minimize harm, by placing restrictions and exclusions on products and services when either; a customer wishes to self-exclude, or, when customer data indicates the customer is displaying signs of problem gambling behavior that presents an unacceptable risk. The company has worked with this client to develop harm minimization strategies and developing gambling management tools to minimize harm and enable customers to make informed choices
MANAGEMENT COMMENTS	<p>"One of our primary NFP clients is the The Alcohol and Drug Foundation (ADF) - Australia's leading organization committed to inspiring positive change and delivering evidence-based approaches to minimize alcohol and drug harm. We have been partners of ADF for over 4 years and continue to play a key strategic role in the delivery and development of their programs. In Addition, we have recently completed our strategic plan for 2030 which includes big growth targets within Government, NFP and Social Impact work. Our intention is to drive consulting work in these categories to truly establish and embed our B Corp credentials."</p>