

Purpose				Certified B Corporation	
SCORE	COMPLETION	VERSION	NAME	SECTOR	COMPANY SIZE
81.1	100%	6	Active Assessment	Service	50-249

As wholly-owned subsidiary of **Capgemini America, Inc.**, **Purpose Global PBC** is required to make its full B Impact Assessment transparent. The PDF contains a completed B Impact Assessment that has been reviewed by B Lab with **Purpose Global PBC** as part of their certification as a B Corporation. Answers to questions that would reveal sensitive information (e.g. that would advantage competitors or prejudice litigation) are highlighted with a "Sensitive" textbox.

Sensitive

# Mission & Engagement

0.9

## Level of Impact Focus

Describe your company's approach to creating positive impact.

This is an unweighted question that will not impact your score and is asked only for research/benchmarking purposes.

- ☐ Creating positive social or environmental impact is not a focus for our business
- ☐ We occasionally think about the social and environmental impact of some aspects of our business, but not frequently.
- ☐ We frequently consider our social and environmental impact, but it isn't a high priority in decision-making.
- ☐ We consistently incorporate social and environmental impact into decision-making because we consider it important to the success and profitability of our business.
- ☒ We treat our social and environmental impact as a primary measure of success for our business and prioritize it even in cases where it may not drive profitability.

Points Available: 0.00

## Mission Statement Characteristics

Does your company's formal, written corporate mission statement include any of the following?

A formal written corporate mission statement is one that is either publicly facing or formally shared with the employees of the company.

Please check all that apply.

- ☐ No social or environmental commitment
- ☒ A general commitment to social or environmental responsibility (e.g. to conserve the environment)
- ☒ A commitment to a specific positive social impact (e.g. poverty alleviation, sustainable economic development)
- ☐ A commitment to a specific positive environmental impact (e.g. reducing waste sent to landfills through upcycled products)
- ☐ A commitment to serve a target beneficiary group in need (e.g. low-income customers, smallholder farmers)
- ☐ We have no written mission statement

Points Earned: 0.38 of 0.38

## Mission Statement

Please share the text of your formal mission statement here.

Purpose builds and supports movements to advance the fight for an open, just and habitable world. We use public mobilization and storytelling to help the leading organizations, activists, businesses, and philanthropies engaged in this fight, and we create campaigning labs and new initiatives that can shift policies and change public narratives where it matters most.

Points Available: 0.00

## Social and Environmental Decision-Making

How does your company integrate social and environmental performance into decision-making?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ Employee training that includes social or environmental issues material to our company or its mission
- ☐ Manager roles with job descriptions that explicitly incorporate social and environmental performance
- ☒ Performance reviews that formally incorporate social and environmental issues
- ☐ Compensation and job descriptions of executive team members that include social and environmental performance
- ☐ Board of Directors review of social and environmental performance
- ☐ We measure our externalities in monetary terms and incorporate them into our financial balances
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.15 of 0.75

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## Social and Environmental Management Reviews

What percentage of full-time managers had a formal written performance evaluation in the last year that included social or environmental goals?

- ☒ 0
- ☐ 1-49%
- ☐ 50-99%
- ☐ 100%

Points Available: 0.75

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## Stakeholder Engagement

Has your company done any of the following to engage stakeholders about your social and environmental performance?

- ☐ We have an advisory board that includes stakeholder representation
- ☐ We have a formal stakeholder engagement plan or policy that includes identification of relevant stakeholder groups
- ☐ We have created mechanisms to identify and engage traditionally underrepresented stakeholder groups or demographics
- ☒ We have formal and regular processes in place to gather information from stakeholders (focus groups, surveys, community meetings, etc.)
- ☐ We have formal procedures to address results from stakeholder engagement, with a designated individual or team responsible for appropriate follow ups.
- ☐ We report the results of stakeholder engagement on social and environmental performance to the highest level of oversight in the company, such as the Board
- ☐ We publicly report on stakeholder engagement mechanisms and results
- ☐ Other - please describe
- ☐ No formal stakeholder engagement

Points Earned: 0.09 of 0.38

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## Management of Material Social and Environmental Issues

How does your company identify, measure, and manage the most material social and environmental issues relevant to your operations and business model?

Answers 3-5 can only be selected if a materiality assessment has been conducted and answer 2 applies.

- ☒ We track impact metrics that we've chosen based on company mission or executive decision
- ☐ We have conducted a materiality assessment of our company using stakeholder engagement mechanisms or research
- ☐ We have identified and measure metrics based on the results of the materiality assessment we conducted for the company
- ☐ We have set performance targets for all identified material issues and measurements
- ☒ We measure the material social and environmental outcomes produced by our performance on our KPIs over time
- ☐ None of the above

Points Earned: 0.34 of 0.75

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## Identification of Material Issues

Based on the processes you have highlighted, what are the material issues that have been identified?

Racial equity, Global development, Climate change solutions, Misinformation, public health

Points Available: 0.00

## Ethics & Transparency

OPERATIONS

3.6

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## Governance Structures

What is the company's highest level of corporate oversight?

- ☒ Owner or Manager Governed (including Board of Directors with only owners/ executives)
- ☐ Management, Executive Committee, or Democratic Governance
- ☐ Non-Fiduciary Advisory Board
- ☐ Board of Directors (with at least one member who is not an executive or owner of the company)

Points Available: 0.75

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## Code of Ethics

What is required by your company's Code of Ethics?

- ☒ Prohibition of bribes in any form, including kickbacks or gifts, on any portion of contract payments or soft dollar practices
- ☒ Formal oversight policy covering direct or indirect political contributions, charitable donations, and sponsorships
- ☐ Public disclosure of financial and in-kind contributions to political parties, politicians, lobby groups, charitable organizations, and advocacy groups
- ☐ Other - please describe
- ☐ None of the above
- ☐ N/A - No Code of Ethics

Points Earned: 0.50 of 0.75

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## Instruction on Code of Ethics

How does your company instruct employees regarding your Code of Ethics on behavioral expectations, bribery, and corruption?

Please check all that apply.

- ☐ We instruct the Board of Directors on the Code at least annually
- ☒ We instruct all newly hired workers on the Code
- ☐ We instruct managers on the Code on an ongoing basis
- ☐ We instruct all non-managerial workers on the Code on an ongoing basis
- ☐ We communicate changes to the Code whenever it is updated
- ☐ Other - please describe
- ☐ No Code of Ethics or equivalent, or no training on the Code

Points Earned: 0.25 of 0.75

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## Anti-Corruption Practices

Which of the following anti-corruption reporting and prevention systems are in place?

- ☒ Written employee whistle-blowing policy with confidentiality policy
- ☒ Circulation of whistle-blowing policy to all employees and business partners
- ☐ Communication of the anti-corruption system at least annually to the relevant internal and external stakeholders
- ☐ Annual training on the anti-corruption system
- ☐ Providing supporting tools and guidance (e.g. self-assessment survey for high-risk departments)
- ☐ Anonymous mechanisms to report concerns and grievances
- ☐ Individual or department oversight with direct access to Board of Directors
- ☐ We take part of a collective action/coalition with governments, community-based organizations, NGOs and other businesses to act against corruption
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.30 of 0.75

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## Monitoring Ethics and Corruption

Does your company do any of the following with regard to monitoring and reporting on your anti-corruption programme?

- ☐ Responsibility for the monitoring has been clearly assigned and resources have been made available
- ☒ Mechanisms are in place for continuous monitoring (internal employee self-evaluations, automated controls monitoring)
- ☒ The management of the company (e.g. Board of Directors, Audit Committee) review the results of internal and external reviews and ensure that required changes are implemented in an appropriate and prompt manner
- ☐ External independent assurance is conducted to provide further security to management and stakeholders regarding the effectiveness of the anti-corruption programme
- ☐ Regular reporting announcements about the program are made at least annually to relevant internal and external stakeholders (workshops, CEO announcement, newsletter)
- ☐ None of the above

Points Earned: 0.30 of 0.75

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## Reviewed / Audited Financials

Does the company produce financials that are verified annually by an independent source through an Audit or Review?

- ☐ No
- ☐ Yes, through a review
- ☒ Yes, through an audit

Points Earned: 0.75 of 0.75

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## Financial Controls

Does your company maintain any of the following financial controls?

Please check all that apply.

- ☒ IT systems have different password protection systems that are changed periodically with different access levels according to the position of the staff member accessing the data
- ☒ Fraud risk assessment is conducted at least annually, with any identified internal control deficiencies communicated to Board of Directors and senior management
- ☒ Lines of financial reporting, responsibilities, and limits for the authorization, approval, and verification of disbursements are all documented in writing
- ☒ Financial control activities are documented, and at a minimum, cover controls around cash disbursement, accounts receivable, accounts payable, and inventory management
- ☐ None of the above

Points Earned: 0.75 of 0.75

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## Company Transparency

What information does the company make publicly available and transparent?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ Beneficial ownership of the company
- ☒ Financial performance (must be transparent to employees at minimum)
- ☐ Social and environmental performance (e.g. impact reports)
- ☒ Membership of the Board of Directors
- ☐ None of the above

Points Earned: 0.38 of 0.75

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## Financial Transparency with Employees

How does your company formally share financial information with full-time employees?

Exclude compensation data. Please check all that apply.

- ☐ We have no formal documented process to share financial information with employees
- ☒ Our company discloses all financial information (except salary info) at least yearly
- ☒ Our company discloses all financial information (except salary info) at least quarterly
- ☐ In addition to sharing financials, our company also has an intentional education program around shared financials
- ☐ In addition to sharing financials with employees, our company publicly reports its financial statements

Points Earned: 0.38 of 0.75

## Governance Metrics

OPERATIONS

0.0

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This section asks for your company to provide important financial information that will be referenced later in the assessment.

## Last Fiscal Year

On what date did your last fiscal year end?

If your company has not yet completed its first fiscal year, please put your anticipated fiscal year end date.

On what date did your last fiscal year end?

Points Available: 0.00

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## Reporting Currency

Select your reporting currency

☒ US Dollar - USD

Points Available: 0.00

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## Revenue Year Before Last

Total Earned Revenue

From the fiscal year before last

If your company has not yet completed its first fiscal year, please put \$0

From the fiscal year before last

Sensitive

Points Available: 0.00

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## Revenue Last Year

Total Earned Revenue

From the last fiscal year

This question will be used for scored calculation questions later in the assessment. Please complete for accurate scoring. If your company has not yet completed its first fiscal year, please put \$0

From the last fiscal year

Sensitive

Points Available: 0.00

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## Net Income Last Year

Net Income

From the last fiscal year

If your company has not yet completed its first fiscal year, please put \$0

From the last fiscal year

Sensitive

Points Available: 0.00

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## Net Income Year Before Last

Net Income

From the fiscal year before last

From the fiscal year before last

Sensitive

Points Available: 0.00

IMPACT BUSINESS MODELS

## Mission Locked - Impact Business Model

10.0

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Recognizes corporate forms and amendments that preserve mission and/or considers stakeholders regardless of company ownership

### Mission Lock

Separate from a mission statement, what has your company done to legally ensure that its social or environmental performance is a part of its decision-making over time, regardless of company ownership?

This question is related to the legal requirement for Certified B Corps. Click "Learn" for more information and resources about this requirement.

- ☐ Signed a contract or Board resolution committing to adopting a legal form that requires consideration of all stakeholders (e.g. signed B Corp Agreement)
- ☐ Adopted a specific legal entity or governance structure that preserves mission over time, but does not require consideration of all stakeholders in its decision-making (e.g. cooperative)
- ☐ As a company wholly owned by another company that has not done so, amended corporate governing documents or adopted a legal entity that requires consideration of all stakeholders in its decision-making (e.g. benefit corporation, completed B Corp legal amendment)
- ☒ As an independent or publicly-owned business, amended corporate governing documents or adopted a legal entity that requires consideration of all stakeholders in its decision-making (e.g. benefit corporation, completed B Corp legal amendment)
- ☐ None of the above

Points Earned: 10.00 of 10.00

# Workers Impact Area Introduction

**0.0**

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This section identifies who should be considered a "worker" in the B Impact Assessment and reports your worker-related metrics. It also identifies whether your company is designed to deliver a specific, material, positive impact for its workers, and if so, opens the Worker Impact Business Model section that is most applicable.

## Majority Hourly vs. Salaried Workers

Are the majority (greater than 50%) of your employees paid on a fixed salary or a daily or hourly wage?

This is a REQUIRED question that determines the set of additional questions your company will respond to regarding your employee impact.

- ☒ Fixed Salary  
☐ Daily or hourly wage

Points Available: 0.00

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## Use Of Contracted Labor

Is any of your company's labor performed by subcontracted organizations or individuals, such as outsourced staffing services or independent contractors?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ Yes, some of our labor is contracted to third party subcontractors that manage staff on our behalf  
☒ Yes, we hire individual independent contractors who are contracted to work greater than 20 hours per week for your company over an indefinite period or longer than 6 months  
☐ We utilize individual independent contractors who do not work greater than 20 hours per week for us over an indefinite period or longer than 6 months  
☐ None of the above

Points Available: 0.00

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## Independent Contractor Instructions

For the remainder of the Workers section, you should consider individual independent contractors who work greater than 20 hours per week for your company over an indefinite period or longer than 6 months as "employees" or "workers"

- ☒ Ok, I will consider all independent contractors that meet these specifications in my responses to the remaining questions in the Workers section.

Points Available: 0.00

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# Workers Impact Business Model Introduction

Is your company structured to benefit its employees in either of the following ways?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ Ownership structures that provide significant equity (>40%) and empowerment to all employees (e.g. employee-owned companies, cooperatives)
- ☐ Providing high quality jobs or professional development for individuals with chronic barriers to employment (workforce development programs)
- ☒ None of the above

Points Available: 0.00

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## # of Full Time Workers

Number of Total Full-Time Workers

Current Total Full-Time Workers

Please click "Learn More" to understand how to answer this question.

Current Total Full-Time Workers

☐ We do not track this

Points Available: 0.00

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## # of Full Time Workers Last Year

Number of Total Full-Time Workers

Total full-time workers twelve months ago

Please click "Learn More" to understand how to answer this question.

Total full-time workers twelve months ago

☐ We do not track this

Points Available: 0.00

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## # of Part Time Workers

Number of Total Part-Time Workers

Current Total Part-Time Workers

Please click "Learn More" to understand how to answer this question.

Current Total Part-Time Workers

☐ We do not track this

Points Available: 0.00

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## # of Part Time Workers Last Year

Number of Total Part-Time Workers

Total part-time workers twelve months ago

Please click "Learn More" to understand how to answer this question.

Total part-time workers twelve months ago

☐ We do not track this

Points Available: 0.00

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## # of Temporary Workers

Number of Total Temporary Workers

Current Total Temporary Workers

Please click "Learn More" to understand how to answer this question.

Current Total Temporary Workers

☐ We do not track this

Points Available: 0.00

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## # of Temporary Workers Last Year

Number of Total Temporary Workers

Total temporary workers twelve months ago

Please click "Learn More" to understand how to answer this question.

Total temporary workers twelve months ago

☐ We do not track this

Points Available: 0.00

Financial Security

OPERATIONS  
7.5

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## Lowest Paid Wage

What is the company's lowest wage as calculated on an hourly basis?

Please exclude students and interns in this calculation.

What is the company's lowest wage as calculated on an hourly basis?

Sensitive

Points Available: 0.00

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## % of Employees Paid Individual Living Wage

What percentage of employees on an FTE (Full Time Equivalent) basis are paid at least the equivalent of a living wage for an individual?

Please exclude students and interns in this calculation.

- ☐ <75%
- ☐ 75-89%
- ☒ 90-99%
- ☐ 100%
- ☐ N/A

Points Earned: 2.40 of 3.20

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## % of Employees Paid Family Living Wage

What percentage of employees on an FTE (Full Time Equivalent) basis are paid at least the equivalent of a living wage for a family?

Please exclude students and interns in this calculation.

- ☐ <75%
- ☒ 75-89%
- ☐ 90-99%
- ☐ 100%
- ☐ N/A

Points Earned: 1.07 of 3.20

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## % Above the Minimum Wage

What percentage above the legal minimum wage does your lowest-paid hourly employee earn?

Please answer this question ONLY taking into account hourly workers. If you do not have hourly workers, select N/A.

- ☐ 0% - Lowest wage is equivalent to minimum wage
- ☐ 1-9%
- ☐ 10-29%
- ☐ 30-49%
- ☐ 50-75%
- ☐ 75%+
- ☒ N/A - We do not employ hourly workers

Points Available: 1.60

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## Compensation Policies and Practices

Does your company offer any of the following additional financial benefits to non-executive workers?

Your answers determine which future questions in the assessment are applicable to your company.

- ☒ Cost of living adjustments that match inflation rates of the country
- ☒ Bonuses or profit-sharing
- ☐ Employee ownership opportunities
- ☐ None of the above

Points Earned: 1.07 of 1.60

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## Employees Receiving a Bonus

What percentage of full-time and part-time employees, excluding founders and executives, received a monetary bonus in the last fiscal year?

- ☐ 0%
- ☐ 1-24%
- ☐ 25-49%
- ☐ 50-74%
- ☐ 75-99%
- ☒ 100%
- ☐ N/A

Points Earned: 1.60 of 1.60

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## Significance of Bonuses

What was the equivalent percentage of profits that were distributed as bonuses to non-executive workers in the last fiscal year?

- ☐ No bonus payout, or no bonus plan
- ☐ 5% or less
- ☒ 5-10%
- ☐ 10-15%
- ☐ 15-20%
- ☐ >20%
- ☐ Bonuses were paid to non-executive workers, despite the company not earning a profit

Points Earned: 0.60 of 1.60

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## % Participation in Employee Ownership

What percentage of all full-time employees have been granted stock, stock options, or stock equivalents (including participation in an ESOP or other qualified ownership plans) in the company?

Select N/A if your company is a consumer/shared services cooperative, a producer cooperative or a nonprofit.

- ☒ 0%
- ☐ 1-24%
- ☐ 25-49%
- ☐ 50-74%
- ☐ 75-99%
- ☐ 100%
- ☐ N/A

Points Available: 1.60

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## Employee Retirement Plan

What kind of Employee Retirement Plan is available for all tenured workers at your company?

Retirement plans may include Pensions, Profit sharing, 401(k), etc.

- ☒ Retirement plan is available with no company match
- ☐ Partial match of 4% or less
- ☐ Partial match greater than 4%
- ☐ Full match of 4% or less
- ☐ Full match greater than 4%
- ☐ Plan includes Socially-Responsible Investing option
- ☐ Retirement plan is not available for all tenured workers

Points Earned: 0.40 of 1.60

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## Financial Services for Employees

What financial products, programs, or services does your company provide that help to meet financial health needs of hourly employees?

Please answer this question ONLY taking into account hourly workers. If you do not have hourly workers, select N/A.

- ☒ Direct deposit
- ☐ Access to free or affordable banking services or payroll cards (e.g. free ATM debit card)
- ☐ Financial management tools or coaching
- ☐ Emergency or short-term savings programs
- ☐ Low-interest or interest-free loans
- ☐ Debt management, refinancing, or loan payment contributions
- ☐ Employer match for deposits into savings accounts
- ☒ Paychecks issued off-schedule on a need basis
- ☐ Tax preparation services
- ☐ Other - please describe
- ☐ None of the above
- ☐ N/A - We do not employ hourly workers

Points Earned: 0.40 of 0.80

## Health, Wellness, & Safety

OPERATIONS

5.7

### Healthcare Plan

Your company's healthcare plan available to all full-time workers includes:

Select all that apply.

- ☒ Coinsurance of 80%+ covered by healthcare plan
- ☒ Company payment of 80%+ of individual premium
- ☐ Company payment of 80%+ of family coverage premium
- ☐ Out-of-pocket maximum for individual coverage of \$2000 or less (net of company HSA or equivalent contribution)
- ☒ Annual deductible for individual coverage of \$1000 or less (net of company HSA or equivalent contribution)
- ☒ Co-payment of \$20 or less per primary care visit paid for by worker
- ☐ Prescription drug coverage wherein workers pay \$10 or less for generic drugs, \$30 or less for brand name drugs, and \$50 or less for non-formulary drugs
- ☐ Explicit coverage of transgender-inclusive healthcare
- ☐ None of the above

Points Earned: 2.56 of 3.20



## Healthcare Eligibility for Part Time Workers

When do part-time workers become eligible to participate in healthcare plans offered by your company?

If applicable, please select one answer indicating tenure requirements (answers 1-2), and one answer indicating weekly hour requirements (answers 3-4).

- ☐ Part-time workers are not eligible at time of hire, but become eligible to participate within their first 6 months of employment
- ☒ Part-time workers are eligible to participate at time of hire
- ☐ Part-time workers are only eligible if they work more than 20 hours a week
- ☐ Part-time workers are eligible even if they work less than 20 hours a week
- ☐ Part-time workers are not eligible to participate in company-sponsored insurance plans
- ☐ N/A - We don't have part-time employees

Points Earned: 0.80 of 1.60

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## Workers Participating in Healthcare Plan

On an FTE basis, what percentage of your employees is enrolled in the healthcare coverage previously identified?

Select N/A if workers only receive health care through a national plan.

- ☒ <70%
- ☐ 70-79%
- ☐ 80-89%
- ☐ 90-99%
- ☐ 100%
- ☐ N/A

Points Available: 1.60

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## Supplementary Health Benefits

What additional benefits are offered to all full-time tenured workers?

Only select benefits the company pays the majority of costs to all full-time tenured workers. Select Other if the company covers less than 50% of the expenses for the benefits listed or other benefits offered.

- ☒ Dental insurance
- ☐ Short-term disability
- ☐ Long-term disability
- ☒ Structured account mechanism for qualified medical expenses (e.g. HSA, HRA, FSA)
- ☐ Domestic partner or civil union spousal benefits
- ☐ Life insurance
- ☐ No additional benefits
- ☐ Other - please describe

Points Earned: 0.96 of 3.20

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## Health and Wellness Initiatives

What health and wellness initiatives or policies does your company offer beyond insurer-provided programs?

Check all that apply.

- ☒ We sponsor and encourage workers to participate in health and wellness activities during the workweek (e.g. walking or steps programs)
- ☐ We offer incentives for workers to complete health risk assessments or participate in health and wellness activities (e.g., a fund for exercise equipment, subsidized gym membership)
- ☒ Employees have access to behavioral health counseling services, web resources, or Employee Assistance Programs
- ☐ Spouses, partners, or children of employees are provided access to behavioral health counseling services, web resources, or Employee Assistance Programs
- ☐ We have policies and programs in place to prevent ergonomic-related injuries in the workspace
- ☐ Over 25% of workers have completed a health risk assessment in the last twelve months
- ☐ Management receives reports on aggregate participation in worker wellness programs
- ☐ Other - please describe
- ☐ Company does not offer any formal health and wellness initiatives

Points Earned: 0.64 of 1.60

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## Indoor Air Quality Monitoring

Does the company monitor indoor environmental quality to ensure a healthy and comfortable work space and avoid "Sick Building Syndrome"?

Select N/A if you have no facilities.

- ☒ Yes  
☐ No  
☐ N/A

Points Earned: 0.80 of 0.80

## Career Development

OPERATIONS

4.9

### Professional Development Policies and Practices

Does your company provide any of the following training opportunities to workers for professional development?

Your answers determine which future questions in the assessment are applicable to your company.

- ☒ We have a formal onboarding process for new employees  
☒ We offered ongoing training on core job responsibilities to employees within the last year  
☒ We have a policy to encourage internal promotions and hiring for advanced positions (e.g. posting job openings internally first)  
☒ We provide cross-skills training for career advancements or transitions (e.g. management training for non-managers)  
☐ We provide non-career-specific life-skill training (e.g. financial literacy, English as a Second Language)  
☒ We facilitate or have an allocated budget for external professional development opportunities, (e.g. conference attendance, online trainings)  
☐ We provide reimbursements or programs for intensive continuing education credentials (e.g. college degrees, professional licensures)  
☐ None of the above

Points Earned: 0.56 of 0.71

### Amount of Training for New Hires

What was the average amount of training that a newly hired worker received in the past twelve months?

Use average of both full-time and part-time employees.

- ☐ No training  
☐ On-the-job training (one day to one week)  
☒ On-the-job training (one week to one month)  
☐ Apprenticeship or technical training (over one month)  
☐ N/A - No new hires during the last 12 months

Points Earned: 0.47 of 0.71

## Paid Professional Development Days

How many paid days of professional development do the majority of full time workers receive in a single year?

- ☐ 0 days
- ☒ 1-4 days
- ☐ 5-9 days
- ☐ 10+ days
- ☐ No formal policy

Points Earned: 0.24 of 0.71

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## Management Training

What management training and coaching do new and existing managers regularly receive?

Check all that apply.

- ☒ Providing ongoing praise and corrective feedback
- ☐ Conflict negotiation and resolution
- ☐ Group dynamics and optimal team functioning
- ☒ Performance evaluation systems
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.47 of 0.71

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## Employee Review Process

Which of the following is included or applies to your company's formal process for providing performance feedback to employees?

Check all that apply.

- ☒ Process has a regular schedule and is conducted at least annually
- ☒ Peer and subordinate input
- ☒ Written guidance for career development
- ☐ Social and environmental goals
- ☒ Clearly-identified and achievable goals
- ☒ A 360-degree feedback process
- ☒ All tenured employees receive feedback
- ☐ None of the above

Points Earned: 1.41 of 1.41

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## Internal Promotions

What percentage of employees has been internally promoted within the last 12 months?

Exclude material owners in your calculation.

- ☐ 0%
- ☐ 1-5%
- ☐ 6-15%
- ☒ 15%+

Points Earned: 0.71 of 0.71

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## Intern Hiring Practices

How does your company manage the hiring and treatment of interns?

Check all that apply. If there is no third party living wage calculated for your country of operations, please do not select "payment of a living wage."

- ☒ We have a formalized policy or program outlining the objectives of internships or internship programs for participants
- ☒ We partner with education institutions to provide internship opportunities or work-study programs
- ☒ We pay interns a living wage
- ☐ Our interns receive formal performance reviews
- ☒ Our interns have a formal opportunity to provide feedback on experience
- ☒ We have hired interns on as full-time permanent employees in the past two years
- ☒ Intern tenures are restricted to not exceed one year if interns are not currently enrolled in school
- ☐ None of the above
- ☐ N/A - Our company does not employ interns

Points Earned: 0.71 of 0.71

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## End of Employment Support

What are your formal company policies regarding employee termination and layoffs?

- ☒ We have a policy to provide written notice of employee performance prior to termination
- ☒ We have a policy to provide performance improvement plans or stated corrective time periods prior to termination
- ☒ We have a policy to provide at minimum 2+ weeks of severance per year of employment
- ☒ We provide outplacement services for terminated employees
- ☐ We don't have written termination or severance policies

Points Earned: 0.35 of 0.35

## Career Development (Salaried)

OPERATIONS

**0.7**

---

## Skills-Based Training Participation

Excluding newly hired workers, what % of full-time and part-time workers received the following types of formal training during the last 12 months?

Skills-based training to advance core job responsibilities

- ☐ 0%
- ☐ 1-24%
- ☐ 25-49%
- ☒ 50-74%
- ☐ 75%+
- ☐ Don't know

Points Earned: 0.19 of 0.25

---

## Cross-Job Skills Training Participation

Excluding newly hired workers, what % of full-time and part-time workers received the following types of formal training during the last 12 months?

Skills-based training on cross-job functions beyond regular responsibilities (e.g. public speaking training, management training for non-managers)

- ☐ 0%
- ☒ 1-24%
- ☐ 25-49%
- ☐ 50-74%
- ☐ 75%+
- ☐ Don't know

Points Earned: 0.06 of 0.25

---

## External Professional Development Participation

What percentage of full-time workers has participated in external professional development or lifelong learning opportunities in the past fiscal year?

Professional development should be paid for in advance, reimbursed or subsidized by the company.

- ☐ 0%
- ☐ 1-24%
- ☒ 25-49%
- ☐ 50-74%
- ☐ 75%+

Points Earned: 0.25 of 0.50

---

## Career Development Policies

What are your company's policies and practices around career development and promotion?

- ☒ Employees who seek to take a short-term leave or sabbatical will have their jobs guaranteed upon return
- ☒ Our company will make an effort to find a place for employees who seek to take a long-term leave or sabbatical upon their return
- ☒ Employees are able to make lateral moves or change career direction or pace when possible
- ☐ None of the above

Points Earned: 0.25 of 0.25

## Engagement & Satisfaction

OPERATIONS

4.3

### Employee Handbook Information

What is included in your company's written and accessible employee handbook?

- ☒ A non-discrimination statement
- ☒ An anti-harassment policy with reporting mechanisms, processes, and disciplinary procedures
- ☒ A statement on work hours
- ☒ Policies on pay and performance issues
- ☒ Policies on benefits, training and leave
- ☐ Grievance resolution process
- ☒ Disciplinary procedures and possible sanctions
- ☐ A neutrality statement regarding workers' right to bargain collectively and freedom of association
- ☐ Prohibition of child labor and forced or compulsory labor
- ☐ We have no written employee handbook

Points Earned: 0.43 of 0.43

### Paid Secondary Caregiver Leave

What secondary parental leave policies are available to your workers, either through your company or a government program?

Select all that apply, but only select one answer indicating the total amount of paid time equivalent (answers 2-4). See "Learn More" for further instructions.

- ☒ Workers receive unpaid time off for secondary parental leave
- ☐ Workers receive up to 2 weeks (or full pay equivalent) paid leave
- ☒ Workers receive between 2 to 5 weeks (or full pay equivalent) paid leave
- ☐ Workers receive greater than 5 weeks (or full pay equivalent) paid leave
- ☐ Policy does not distinguish between primary and secondary caregiving, or provides equivalent time and pay to both
- ☐ No secondary caregiver leave is offered to employees

Points Earned: 0.69 of 0.87

## Supplementary Benefits

What supplementary benefits are provided to a majority of non-managerial workers?

Including full time and part time employees. Please check all that apply.

- ☐ On-site childcare
- ☐ Off-site subsidized childcare
- ☐ Free or subsidized meals
- ☒ Policy to support breastfeeding mothers
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.87 of 1.73

---

## Worker Empowerment

How does your company engage and empower workers?

- ☒ We have formalized feedback and complaint mechanisms beyond direct reporting lines to address concerns and improve company practices
- ☒ We have processes in place to provide input from employees prior to operational and/or strategic policy or practice changes
- ☒ Employee complaint / input mechanisms are reviewed at least every other year, with input from employees themselves into the process
- ☐ Company tracks usage of input/ feedback / complaint mechanisms and resolution / implementation rates
- ☐ We have adopted open book management or self-management principles within the workplace
- ☐ Workers have opportunity to elect member(s) to the Board of Directors
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.65 of 0.87

---



# Surveying and Benchmarking Engagement and Attrition

Does your company monitor and evaluate your worker satisfaction and engagement in any of the following ways?

Your answers determine which future questions in the assessment are applicable to your company.

- ☒ We calculate employee attrition rate
- ☐ We benchmark employee attrition rate to relevant benchmarks
- ☒ We regularly (at least once a year) conduct employee satisfaction or engagement surveys
- ☐ We benchmark employee satisfaction to relevant industry benchmarks
- ☒ We disaggregate calculations based on different demographic groups to identify trends
- ☐ We outperform industry benchmarks on attrition
- ☐ We outperform industry benchmarks on satisfaction
- ☐ None of the above

Points Earned: 0.87 of 0.87

## Departed Employees

Number of full-time and part-time workers that departed or left the company in the last twelve months

Enter 0 if None.

Number of full-time and part-time workers that departed or left the company in the last twelve months

Sensitive

Points Available: 0.00

## Employee Satisfaction

What percent of your employees are "Satisfied" or "Engaged"?

Select N/A if satisfaction or engagement is not formally surveyed.

- ☐ <65%
- ☒ 65-80%
- ☐ 81-90%
- ☐ 90%+
- ☐ N/A

Points Earned: 0.87 of 1.73

## Engagement & Satisfaction (Salaried)

## Number of Paid Days Off

What is the annual minimum number of paid days off (including holidays) for full-time employees?

- ☐ 0-15 work days
- ☐ 16-22 work days
- ☐ 23-29 work days
- ☐ 30-35 work days
- ☒ 36+ work days

Points Earned: 0.70 of 0.70

---

## Paid Primary Caregiver Leave for Salary Workers

Which of the following describe the primary parental leave policies for salaried workers, either through the company or government program?

If applicable, please select one answer indicating total time off (answers 1-3), and one answer indicating fully paid time off (answers 4-7).

- ☐ Primary caregivers receive 4-12 weeks of time off for parental leave (including unpaid and paid leave)
- ☒ Primary caregivers receive 13 weeks to 6 months of time off for parental leave (including unpaid and paid leave)
- ☐ Primary caregivers receive more than 6 months of time off for parental leave (including unpaid and paid leave).
- ☒ 4-12 weeks of primary parental leave (or equivalent) is fully paid
- ☐ 13-18 weeks of primary parental leave (or equivalent) is fully paid
- ☐ 19-24 weeks of primary parental leave (or equivalent) is fully paid
- ☐ More than 24 weeks of primary parental leave (or equivalent) is fully paid
- ☐ Primary caregivers receive less than 4 weeks off or no time off for parental leave

Points Earned: 0.28 of 0.70

---

## Worker Flexibility Options

What job flexibility options does the company provide, whenever feasible, in writing and in practice for the majority of workers?

Please check all that apply.

- ☒ Part-time work schedules at the request of workers
- ☒ Flex-time work schedules allowing freedom to vary start and stop times
- ☒ Telecommuting (e.g. working from home one or more days per week)
- ☐ Job-sharing
- ☐ None of the above

Points Earned: 0.52 of 0.70

---

# Workplace Flexibility in Practice

Which of the following flexible workplace practices have been used in the past 12 months?

Please check all that apply.

- ☒ Managers or executives worked part-time or in a job-share
- ☒ Managers or executives are in a telecommuting position
- ☒ We hired new people into permanent positions that are telecommuting
- ☒ We hired new people into permanent positions that are part-time or job-share
- ☒ We have transitioned staff into part-time, job-share, or telecommuting positions
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.70 of 0.70

## Attrition Rate for Salaried Workers

What percentage of full-time and part-time salaried workers left the company during the last twelve months?

Calculation should include voluntary and involuntary separation, but exclude workers dismissed with cause.

Sensitive

Points Available: 0.70

### Community

	OPERATIONS
Community Impact Area Introduction	0.0

This section identifies whether your company is designed to deliver a specific, material, positive impact for its community, and if so, opens the Community Impact Business Model section that is most applicable.

## Community Oriented Impact Business Model

Does your company’s business model create a specific positive benefit for stakeholders such as charitable partners, vendors or suppliers in need, or your local community?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ Yes
- ☒ No

Points Available: 0.00

## Inclusive Hiring Practices

How does your company create an inclusive recruiting and hiring process?

- ☒ We include a statement in all our job postings with a commitment to diversity, equity, and inclusion
- ☒ We don't ask about incarceration history during our application process
- ☒ We conduct anonymous or "blind" reviews of applications or resumes without attaching names or identifiable characteristics
- ☒ We actively recruit through organizations or services that serve individuals from underrepresented populations
- ☒ We conduct analyses of our job description language and requirements to ensure they are inclusive and equitable
- ☐ None of the above

Points Earned: 0.91 of 0.91

## Diverse Ownership and Leadership

Is your company majority-owned or -led by individuals from any of the following underrepresented groups?

Please select all that apply.

- ☒ Led by a woman
- ☐ Led by an individual from an underrepresented racial or ethnic minority
- ☐ Led by another underrepresented individual (veterans, LGBT, etc.)
- ☐ Majority owned by women
- ☐ Majority owned by individuals from underrepresented racial or ethnic minorities
- ☐ Majority owned by other underrepresented individuals (veterans, LGBT, etc.)
- ☐ None of the above

Points Earned: 0.45 of 0.91

## Inclusive Work Environments

How does your company create an equitable and inclusive workplace for employees?

- ☒ We have designated an individual or group explicitly responsible for diversity, equity, and inclusion (i.e. a Diversity Manager or Inclusion Committee)
- ☒ We offer trainings for all employees on topics related to diversity, equity, and inclusion
- ☒ We have voluntary employee resource or affinity groups
- ☐ Our facilities are designed to meet accessibility requirements for individuals with physical disabilities
- ☒ Our facility restrooms are gender-neutral or gender-inclusive
- ☐ We have programs in place to provide mentorship, apprenticeships, or internships for individuals from underrepresented groups
- ☐ We accommodate learning or emotional disabilities in work processes and workplace policies
- ☐ None of the above

Points Earned: 0.73 of 0.91

---

## Management of Diversity, Equity, and Inclusion

How does your company manage and improve your workplace diversity and inclusivity?

- ☒ We anonymously survey employees on gender identity, race/ethnicity, disability status, and other demographic factors to track the diversity of our workforce
- ☒ We have set specific, measurable diversity improvement goals that are reviewed by senior executives or our Board of Directors
- ☒ We have conducted a pay equity analysis by gender, race/ethnicity, or other demographic factors and, if necessary, implemented equal compensation improvement plans or policies
- ☒ We analyze job categories, satisfaction, promotion, retention rates, or benefits by different demographic groups, and if necessary, have implemented corrective actions for inequitable results
- ☐ We specifically analyze diversity, equity, and inclusion data for individuals who are part of multiple underrepresented groups
- ☐ None of the above

Points Earned: 0.91 of 0.91

---

## Measurement of Diversity

What attributes of a diverse workforce does your company track, either through anonymous surveys or other methods legal in your jurisdiction?

If collecting this type of demographic data is not legal in your jurisdiction, select None of the Above.

- ☐ Socioeconomic status (as determined by low income residence, education level, etc.)
- ☒ Race or ethnicity
- ☒ Gender
- ☒ Age
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.68 of 0.91

---

## Workers from Ethnic or Racial Minorities

What percentage of your workforce identifies as being from a racial or ethnic minority?

- ☐ 0%
- ☐ 1-9%
- ☐ 10-19%
- ☒ 20-29%
- ☐ 30%+
- ☐ Don't Know

Points Earned: 0.76 of 0.91

---

## Women Workers

How many of your non-managerial workers identify as women?

- ☐ 0%
- ☐ 1-9%
- ☐ 10-24%
- ☐ 25-39%
- ☐ 40-49%
- ☒ 50%+
- ☐ Don't know

Points Earned: 0.91 of 0.91

---

## Age Diversity in Workforce

What percentage of your workforce is either under the age of twenty four or over the age of fifty?

- ☐ 0%
- ☒ 1-9%
- ☐ 10-19%
- ☐ 20-29%
- ☐ 30%+
- ☐ Don't Know

Points Earned: 0.15 of 0.91

---

## High to Low Pay Ratio

What multiple is the highest compensated individual paid, inclusive of bonus, as compared to the lowest paid full-time worker?

- ☐ >20x
- ☐ 16-20x
- ☐ 11-15x
- ☒ 6-10x
- ☐ 1-5x

Points Earned: 0.68 of 0.91

---

## Female Management

How many of your company managers identify as women?

- ☐ 0%
- ☐ 1-9%
- ☐ 10-24%
- ☐ 25-39%
- ☐ 40-49%
- ☒ 50%+
- ☐ Don't know
- ☐ N/A

Points Earned: 0.91 of 0.91

---

## Management from Underrepresented Populations

How many of your company managers identify as from another underrepresented social group?

If collecting this type of demographic data is not legal in your jurisdiction, select Don't Know.

- ☐ 0%
- ☐ 1-9%
- ☐ 10-19%
- ☐ 20-29%
- ☐ 30%+
- ☒ Don't know

Points Available: 0.91

---

## Supplier Diversity Policies or Programs

Does your company have any of the following policies or programs in place to promote diversity within your supply chain?

- ☐ We track diversity of ownership among our suppliers
- ☐ We have a policy to give preferences to suppliers with ownership from underrepresented populations
- ☐ We have formal targets to make a specific percentage of purchases from suppliers with diverse ownership
- ☐ We have a formal program to purchase and provide support to suppliers with diverse ownership
- ☒ None of the above
- ☐ N/A - Collecting supplier data or having preferential treatment policies is illegal in my country of operations

Points Available: 0.45

---

# Supplier Ownership Diversity

What percentage of your purchases were from companies that are majority-owned by women or individuals from underrepresented populations?

- ☐ 0%
- ☐ 1-9%
- ☐ 10-24%
- ☐ 25-39%
- ☐ 40-49%
- ☐ 50%+
- ☒ Don't Know

Points Available: 0.91

OPERATIONS

## Economic Impact

4.0

### Geographic Structure and Scope

We realize that for companies with more than one office, the definition of local involvement is a more complicated one to answer. Please tell us a bit about the structure of your company geographically.

Our company is headquartered in New York City. We have offices in London, Nairobi, New Delhi, Sao Paulo, and Sydney.

Points Available: 0.00

### New Jobs Added Last Year

Number of full-time and part-time jobs that have been added to your company's payroll. Enter 0 if none or if your company has no workers.

Last twelve months:

Last twelve months:

☐ We do not track this

Points Available: 0.00



## Job Growth Rate

What was your company's net job growth rate for full-time and part-time positions over the last 12 months? ONLY include newly created jobs that are paid a living wage.

If there is no living wage data available for your country of operations, include new jobs that pay 10% or more above a minimum wage.

- ☐ 0% (no growth on a net basis)
- ☐ 1-14%
- ☐ 15-24%
- ☒ 25%+

Points Earned: 4.00 of 4.00

---

## Non-accredited Investor Ownership

What percentage of the company is owned by individuals who would qualify as non-accredited investors?

- ☒ 0%
- ☐ 1-9%
- ☐ 10-24%
- ☐ 25-49%
- ☐ 50%+
- ☐ Don't know

Points Available: 2.00

---

## Local Ownership

Is the majority (over 50%) of the company's ownership located locally to at least two-thirds of the company's workforce?

"Local" is defined as being part of the same community. While the size and distance of a community may vary by context, they should generally be based on a small-scale economically and culturally connected area like a metropolitan area or a city/town.

- ☐ Yes
- ☒ No
- ☐ Don't know

Points Available: 2.00

---

## Local Purchasing and Hiring Policies

What written local purchasing or hiring policies does your company have in place?

"Local" is defined as being part of the same community. While the size and distance of a community may vary by context, they should generally be based on a small-scale economically and culturally connected area like a metropolitan area or a city/town.

- ☐ Written preference at each facility to purchase from local suppliers
- ☐ Formal targets or goals for the amount of local purchasing
- ☐ Ready-to-use lists of preferred local suppliers and vendors for specific facilities
- ☐ Written preference for hiring and recruiting local managers
- ☐ Incentives for staff to live within 20 miles of local company facility
- ☐ Other (please describe)
- ☒ No written local purchasing or hiring policies in place

Points Available: 1.00

---

## Spending on Local Suppliers

What percentage of your company's expenses (excluding labor) was spent with independent suppliers local to the company's headquarters or relevant facilities in the last fiscal year?

Please click "Learn More" to understand how to answer this question.

- ☒ <20%
- ☐ 20-39%
- ☐ 40-59%
- ☐ 60%+
- ☐ Don't know

Points Available: 2.00

---

## Impactful Banking Services

What characteristics apply to the financial institution that provides the majority of your company's banking services?

- ☐ Certified CDFI or national equivalent social investment organization
- ☐ Certified B Corporation
- ☐ Member of the Global Alliance for Banking on Values
- ☐ Cooperative bank or credit union
- ☐ Local bank committed to serving the community
- ☐ Independently owned bank
- ☒ None of the above

Points Available: 2.00

## Corporate Citizenship Program

How does your company take part in civic engagement?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ Financial or in-kind product donations (excluding political causes)
- ☐ Community investments
- ☐ Community or pro-bono service
- ☒ Advocacy for adopting improved social or environmental policies or performance
- ☒ Partnerships with charitable organizations or membership with community organizations
- ☒ Discounted products or services to qualified underserved groups
- ☒ Free use of company facilities to host community events
- ☐ Equity or ownership in the company granted to a nonprofit
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.74 of 0.83

---

## Charitable Giving and Community Investment Policies and Practices

What are your company's practices regarding donations or community investments?

- ☐ We have a formal statement on the intended social or environmental impact of our company's philanthropy
- ☐ We have a formal donations commitment (e.g. 1% for the planet)
- ☐ We match individual workers' charitable donations
- ☐ We allow our workers or customers to select charities to receive our company's donations
- ☐ We have screening practices for charitable contributions or impact measurement mechanisms for our community investments
- ☒ None of the above

Points Available: 0.83

---

## Policy Advocacy for Social and Environmental Standards

Has your company worked with policymakers to develop or advocate for policy changes explicitly designed to improve social or environmental outcomes in the past two years?

- ☒ Yes, company has offered support in name and/or signed petitions
- ☐ Yes, company has provided active staff time or financial support
- ☐ Yes, company has directly introduced, testified, made recommendations or provided expertise to advance standards
- ☐ Yes, and efforts resulted in a specific institutional, industry or regulatory reform
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.21 of 0.83

---

## Advancing Social and Environmental Performance

How has your company worked with its stakeholders (including competitors) to improve behavior or performance on social or environmental issues in the past two years?

- ☐ We have worked with other industry players on a cooperative initiative on relevant social and environmental standards for our industry
- ☒ We have provided data or contributed to academic research on social or environmental topics
- ☒ We participate in panel presentations or other public forums on social or environmental topics
- ☒ We provide public resources for other businesses or stakeholders on improving social or environmental performance
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.41 of 0.41

OPERATIONS

## Supply Chain Management

0.3

### Significant Supplier Descriptions

Please select the types of companies that represent your Significant Suppliers:

Significant Suppliers represent 80% of your company's purchases in currency terms (excluding salaries on payroll and bonuses, rent, utilities, and taxes).

- ☐ Product Manufacturers
- ☐ Professional Service Firms (Consulting, Legal, Accounting)
- ☒ Independent Contractors
- ☐ Marketing and advertising
- ☐ Office Supplies
- ☐ Benefits Providers
- ☐ Technology
- ☐ Raw materials
- ☐ Farms
- ☒ Other - please describe

Points Available: 0.00

### Social or Environmental Screening of Suppliers

Does your company screen or evaluate Significant Suppliers for social and environmental impact?

This question determines the set of supplier-focused questions your company will respond to.

- ☐ Yes
- ☒ No

Points Available: 0.00

## Outsourced Staffing Services

Does your company outsource support services (staffing) essential to the delivery of your services to other individuals or organizations?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ Yes
- ☒ No

Points Available: 0.00

---

## Improving Impact of Suppliers

Does the company have any of the following policies or programs to improve the social and/or environmental impact of suppliers, either in cases of noncompliance or more broadly?

- ☐ Company formulates corrective action or improvement plans with goals for continuous improvement of their supplier performance
- ☐ Company requires a specific time period for suppliers to make changes to remediate code of conduct non-compliance or otherwise terminates contract
- ☐ Company provides training and/or resources on improving social or environmental performance to suppliers, either from the company itself or through a third party
- ☐ Company provides training and/or resources to its own staff, focused on managing their own practices and relationships with suppliers to enable the suppliers to improve their performance
- ☒ Company has participated in collaborative initiatives with other companies to help improve the social or environmental impact of their supply chain
- ☒ Company incentivizes social and environmental performance or improvement through contract terms, prices, or other means
- ☐ Company has achieved quantifiable improvements on social or environmental performance of its supply chain
- ☐ Other
- ☐ None of the above

Points Earned: 0.13 of 0.38

---

## % of Suppliers with Programs to Improve Impact

For what % of your suppliers (on a currency basis) do the policies and programs selected in the previous question apply?

- ☐ 0%
- ☒ 1-20%
- ☐ 21-49%
- ☐ 50-74%
- ☐ 75-99%
- ☐ 100%
- ☐ N/A

Points Earned: 0.19 of 1.52

## Environment Impact Area Introduction

**0.0**

This section asks about your environmental footprint to determine which questions are applicable later on in the assessment. It also identifies whether your company's product/service is designed to deliver a specific, material, positive environmental impact, and if so, opens the Environmental Impact Business Model section that is most applicable.

### Type of Facilities

What kind of facilities does your business primarily operate in?

Your answers determine which future questions in the assessment are applicable to your company.

- ☐ Company-owned office space
- ☒ Leased office space
- ☐ Co-working Space
- ☐ Virtual or home offices

Points Available: 0.00

---

### Environmental Business Model

Are your company's products/services or processes structured to restore or preserve the environment in any of the following ways? (Please note: the environmental impact of your day-to-day operations will be assessed in the remaining sections of the Environment Impact Area. This question is specifically asking about your products/services or innovative production processes.)

Answering affirmatively will opt you into additional sections of the B Impact Assessment with more specific questions about this Impact Business Model.

- ☐ Through an innovative manufacturing, wholesale or agriculture process which is designed to significantly reduce environmental impact compared to typical practices for the industry
- ☐ Through a product or service that preserves, conserves, or restores the environment or resources
- ☒ None of the above

Points Available: 0.00

## Environmental Management

**1.1**

---

## Green Building Standards

What percentage of company facilities (by area, both owned by company or leased) is certified to meet the requirements of an accredited green building program?

- ☒ <20%
- ☐ 20-49%
- ☐ 50-79%
- ☐ 80%+
- ☐ N/A

Points Available: 1.17

---

## Facility Improvement with Landlord

If you lease your facilities, have you worked with your landlord to implement or maintain any of the following?

- ☒ Energy efficiency improvements
- ☐ Water efficiency improvements
- ☒ Waste reduction programs (including recycling)
- ☐ None of the above
- ☐ N/A - Company does not lease majority of facilities

Points Earned: 0.78 of 1.17

---

## Environmental Purchasing Policy Topics

Does the company have a written and circulated environmentally preferable purchasing (EPP) policy that includes any of the following?

- ☐ Building and construction
- ☐ Carpets
- ☒ Cleaning
- ☐ Electronics
- ☐ Fleets
- ☐ Food or food services
- ☐ Landscaping
- ☐ Meetings and conferences
- ☐ Office supplies
- ☐ Paper
- ☐ Product input materials
- ☐ Other - please describe
- ☐ We don't have an environmentally preferable purchasing policy

Points Earned: 0.39 of 1.17

---

## Virtual Office Stewardship

How does your company encourage good environmental stewardship in how employees manage their virtual offices?

- ☐ We have a written policy encouraging environmentally preferred products and practices in employee virtual offices (e.g. recycling)
- ☐ Our company shares resources with employees regarding environmental stewardship in home offices (e.g. energy efficiency)
- ☐ We have a policy in place for the safe disposal of e-waste and other hazardous materials purchased for employee home offices
- ☐ Employees are provided with a list of environmentally-preferred vendors for office supplies
- ☒ None of the above
- ☐ N/A

Points Available: 2.33

---

## Environmental Management Systems

Does your company have an environmental management system (EMS) covering waste generation, energy usage, water usage, and carbon emissions that includes any of the following?

Checkboxes 3-5 can only be selected if Checkbox 2 applies.

- ☐ Policy statement documenting our organization's commitment to the environment
- ☐ Assessment undertaken of the environmental impact of our organization's business activities
- ☐ Stated objectives and quantifiable targets for environmental aspects of our organization's operations
- ☐ Programming designed, with allocated resources, to achieve these targets
- ☐ Periodic compliance and auditing to evaluate programs conducted
- ☒ We have no environmental management system

Points Available: 1.17

## Air & Climate

OPERATIONS

0.9

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## Monitoring Energy Usage

Does your company monitor, record, or report its energy usage?

Include electricity and other energy consumption from heating, hot water, etc. Your answers determine which future questions in the assessment are applicable to your company.

- ☒ We do not currently monitor and record usage
- ☐ We monitor and record usage but have set no reduction targets
- ☐ We monitor usage and have set intensity targets (e.g. relative to dollars of revenue, volume produced, etc.) that are being monitored
- ☐ We monitor usage and have set absolute reduction targets regardless of company growth
- ☐ We have met specific reduction targets during the reporting period

Points Available: 0.48

---



## Renewable Energy Usage

What percentage of energy use is produced from renewable sources?

Include electricity and other energy consumption from heating, hot water, etc.

- ☐ 0%
- ☐ 1-24%
- ☐ 25-49%
- ☐ 50-74%
- ☐ 75-99%
- ☐ 100%
- ☒ Don't Know

Points Available: 0.24

---

## Low Impact Renewable Energy Use

What percentage of energy use is produced from low-impact renewable sources?

Include electricity and other energy consumption from heating, hot water, etc. Please include both purchased and onsite-generated renewable energy.

- ☐ 0%
- ☐ 1-24%
- ☐ 25-49%
- ☐ 50-74%
- ☐ 75-99%
- ☐ 100%
- ☒ Don't know

Points Available: 0.97

---

## Facility Energy Efficiency

For what systems has your company used energy conservation or efficiency measures for a majority of your corporate facilities (by square feet) in the past year?

- ☒ Equipment: Energy Star appliances, automatic sleep modes, after-hour timers, etc.
- ☒ Lighting: natural light, CF bulbs, occupancy sensors, daylight dimmers, task lighting, etc.
- ☒ HVAC: programmable thermostat, timers, occupancy sensors, shade sun-exposed walls, double-paned windows, etc.
- ☐ Other - please describe
- ☐ None of the above
- ☐ N/A - We utilize virtual office

Points Earned: 0.48 of 0.48

---

## Monitoring Greenhouse Gas Emissions

How does your company manage its greenhouse gas emissions for at least Scope 1 and 2?

Your answers determine which future questions in the assessment are applicable to your company.

- ☒ We do not currently monitor and record emissions
- ☐ We regularly monitor and record emissions but have not set any reduction targets
- ☐ We regularly monitor and record emissions and have set specific reduction targets relative to previous performance (e.g. a 5% reduction of GHGs from baseline year)
- ☐ We regularly monitor and record emissions and have set specific science-based targets necessary to achieve global goals to address climate change
- ☐ We have met the specific reduction targets set during this reporting period
- ☐ We have achieved carbon neutrality

Points Available: 0.48

---

## Greenhouse Gas Emissions Reduced

What percentage of Scope 1 and 2 GHG emissions has been saved due to efficiency improvements implemented by your company?

- ☐ 0%
- ☐ 1-4%
- ☐ 5-9%
- ☐ 10-14%
- ☐ 15-20%
- ☐ 20%+
- ☒ Don't Know

Points Available: 0.97

---

## Reducing Impact of Travel/Commuting

Does your company have any programs or policies in place to reduce the environmental footprint caused by travel/commuting?

- ☒ Employees are subsidized/incentivized for use of public transportation, carpooling, or biking to work
- ☒ Facilities are designed to facilitate use of public transportation, biking, or cleaner burning vehicles (e.g. electric chargers)
- ☒ Employees are encouraged to use virtual meeting technology to reduce in person meetings
- ☐ Company has a written policy limiting corporate travel
- ☐ None of the above

Points Earned: 0.48 of 0.48

---

## % GHG Emissions Offset

If your company purchased certified carbon credits in the reporting period, what % of Scope 1 and 2 GHG emissions were offset?

- ☐ 0%
- ☐ 1-24%
- ☐ 25-49%
- ☐ 50-74%
- ☐ 75-99%
- ☐ 100%
- ☐ Don't know
- ☒ N/A - No carbon offsets purchased

Points Available: 0.48

OPERATIONS

## Water

0.3

### Monitoring and Managing Water Use

Does your company monitor and manage your water usage?

Your answers determine which future questions in the assessment are applicable to your company.

- ☒ We do not currently monitor and record water usage
- ☐ We regularly monitor and record water usage but have not set any reduction targets
- ☐ We monitor and record water usage and have set specific reduction targets relative to previous performance (e.g. a 5% reduction of water usage from baseline year)
- ☐ We regularly monitor and record emissions and have set science-based targets necessary to achieve sustainable usage linked to our local watershed
- ☐ We have met specific reduction targets set during this reporting period

Points Available: 1.00

## Water Conservation Practices

What water conservation methods have been implemented at the majority of your corporate offices or plant facilities:

Please check all that apply.

- ☒ Low-flow faucets, taps, toilets, urinals, or showerheads
- ☐ Grey-water usage for irrigation
- ☐ Low-volume irrigation
- ☐ Harvest rainwater
- ☐ Other - please describe
- ☐ None of the above
- ☐ N/A - Our company has a virtual office

Points Earned: 0.33 of 1.00

OPERATIONS

## Land & Life

0.5

### Monitoring and Reporting Non-hazardous Waste

How does your company monitor and manage your waste production?

Please select one answer option indicating if the company monitors waste production and potentially sets targets (answers 1-4). If the company sets targets, answers 5 and/or 6 may apply in addition.

- ☒ We do not currently monitor and record waste production
- ☐ We regularly monitor and record waste production but have not set any reduction targets
- ☐ We regularly monitor and record waste production and have set specific reduction targets relative to previous performance (e.g. a 5% reduction of waste to landfill from baseline year)
- ☐ We regularly monitor and record waste produced and have set a zero waste target
- ☐ We have met the specific reduction targets set during this reporting period
- ☐ We produce zero waste to landfill / ocean

Points Available: 1.00

# Recycling Programs

Does the company have a company-wide recovery and recycling program that includes the following?

Please check all that apply.

- ☐ Paper
- ☐ Cardboard
- ☐ Plastic
- ☐ Glass & metal
- ☐ Composting
- ☒ None of the above

Points Available: 1.00

# Hazardous Waste Disposal

Can your company verify that your hazardous waste is always disposed of responsibly?

This includes batteries, paint, electronic equipment, etc.

- ☐ Yes
- ☒ No
- ☐ N/A - We have eliminated hazardous waste

Points Available: 1.00

# Chemical Reduction Methods

Which of the following environmentally preferred products have been purchased for the majority of your corporate facilities?

- ☒ Non-toxic janitorial products
- ☒ Unbleached / chlorine free paper products
- ☐ Soy-based inks or other low VOC inks
- ☐ Recycled/environmentally preferred office supplies (paper, pens, notebooks, etc.)
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.50 of 1.00

# Customers

## Customers Impact Area Introduction

OPERATIONS  
0.0

This section identifies whether your company's product/service is designed to deliver a specific, material, positive impact for its customers (beyond the value normally provided from goods or services), and if so, opens the Customer Impact Business Model section that is most applicable.

## Customer Impact Business Model Introduction

Do any of your company's products/services address a social or economic problem for your customers and/or their beneficiaries?

Your answers determine which future questions in the assessment are applicable to your company.

☒ Yes

☐ No

Points Available: 0.00

---

## Customer Focus of Product or Service

Is the social or economic problem addressed by your product/service one that is faced directly by your customers and/or your clients' beneficiaries?

If you answer “No” here, be sure to revisit the Environment and/or Community sections to ensure your business model impact is appropriately captured.

☒ Yes

☐ No, customers support in our ability to produce a positive social/economic impact, but the primary beneficiaries are other stakeholders (i.e. we donate to charities based on sales to customers, we sell fair trade products to our customers, we sell environmentally beneficial products to our customers)

Points Available: 0.00

---

## Positive Impact of Product/Service

How would you describe the positive outcome for customers created by your product/service?

Our projects drive toward creating a more open, just, and habitable world. Our campaigns advocate for underserved communities, build awareness for social issues, and create policy change outcomes that benefit communities. We use public mobilization and storytelling to help the leading organizations, activists, businesses, and philanthropies engaged in this fight, and we create campaigning labs and new initiatives that can shift policies and change public narratives where it matters most.

Points Available: 0.00

---

## Beneficial Product Type

Which of the following most closely matches the outcome and/or problem solved for your customers as defined above?

Only select multiple answer options if your company sells various products or services with distinct outcomes, or if a single product or service achieves multiple outcomes.

- ☐ Access to products/services that fulfill basic human needs for individuals without prior access (e.g. providers of electricity or clean drinking water to rural poor communities, affordable housing projects, waste and sanitation systems or disposal)
- ☐ Improved or maintained health and wellness (e.g. medical equipment, medical services and medicines, preventative health services or products, healthy living products, exercise and sporting products, prescription eyeglasses)
- ☐ Improved education or skills development (e.g. schools, textbooks, tutoring services, career leadership training, education tools, games and software)
- ☐ Increased economic opportunity for underserved groups (e.g. financial or insurance services or benefits consulting for the underserved, new mechanisms to connect products to market)
- ☒ Increased operational success or capital for purpose driven or underserved enterprises (e.g. impact investing or fundraising platforms, nonprofit accounting services)
- ☐ Increased social and/or environmental impact for businesses or other organizations (e.g. sustainability consulting)
- ☐ Increased access to arts, media, or culture (e.g. independent media, artisanal crafts, photography, information services)
- ☐ Improves market access through physical or technological infrastructure (e.g. mobile telecommunications, business technologies or software, roads, bridges, railways, ports, building and construction materials not previously available)
- ☐ None of the above

Points Available: 0.00

---

## Flow of Capital Overview

Please tell us more about how your product or service increases the flow of capital and/or provide capacity building to purpose driven enterprises.

We work with organizations to identify the goals, issues, audiences, theories of change, and supporter journeys that can drive people-powered change and increased capacity in their initiatives. We increase their capacity by amplifying and accelerating their campaigns to reach their goal, and help them to put Purpose at the core of what they do.

Points Available: 0.00

---

## Direct Impact on Supporting Purpose Driven / Underserved Businesses

For your products and/or services that are focused on increasing the success of purpose driven or underserved enterprises, did you select several answer options in the question "Beneficial Product Type"?

Only select multiple answer options in "Beneficial Product Type" if your company sells various products or services with distinct outcomes, or if a single product or service achieves multiple outcomes.

- ☐ Yes, I selected several answer options in the question "Beneficial Product Type" even though the products/services sold do not achieve a multitude of outcomes.
- ☒ No, I did not select several answer options or I selected several answer options in the question "Beneficial Product Type" because the products/ services sold achieve multiple outcomes.

Points Available: 0.00

---

## Impact on Underserved Populations

Does your product or service benefit underserved populations, either directly or by supporting organizations that directly serve them?

Answering affirmatively will opt you into additional sections of the B Impact Assessment with more specific questions about this Impact Business Model.

- ☐ Our products or services directly support underserved populations
- ☒ Our products or services support organizations that directly support underserved populations
- ☐ Don't know
- ☐ None of the above

Points Available: 0.00

---

## Total Customer Organizations

Total Number of Customers

Organizations served in the last 12 months:

Organizations served in the last 12 months:

- ☐ We do not track this

Points Available: 0.00

---



## Total Customer Individuals

### Total Number of Customers

Individuals served in the last 12 months:

Individuals served in the last 12 months:

☒ We do not track this

Points Available: 0.00

OPERATIONS

## Customer Stewardship

1.2

### Managing Customer Stewardship

Does your company do any of the following to manage the impact and value created for your customers or consumers?

- ☐ We offer product / service guarantees, warranties, or protection policies
- ☐ We have third party quality certifications or accreditations
- ☐ We have formal quality control mechanisms
- ☒ We have feedback / customer service feedback or complaint mechanisms
- ☐ We monitor customer or consumer satisfaction
- ☒ We assess the outcomes produced for our customers through the use of our product or service
- ☐ We have written policies in place for ethical marketing, advertisement, or customer engagement
- ☒ We manage the privacy and security of client / customer data
- ☐ None of the above

Points Earned: 0.28 of 0.56

### Managing Product Impacts

Does the company do any of the following with regards to managing the potential impact their products have on customers / beneficiaries?

- ☒ Company regularly monitors customer outcomes and well-being
- ☒ Company has formal program to incorporate customer testing and feedback into product design
- ☒ Company has formal programs in place to continuously improve outcomes produced for customers (including reducing negative effects or increasing positive effects)
- ☐ Other
- ☐ None of the above

Points Earned: 0.56 of 0.56

## Data Usage and Privacy

Does your company have any of the following to address data usage and privacy issues?

- ☒ Company has a formal publicly available data and privacy policy
- ☒ Company makes all users aware of information collected, length of time it is preserved, how it's used, and whether and how it is shared with other entities (public or private)
- ☐ All customers have option to decide how their data can be used
- ☐ Company's all email list building and email marketing strategies are GDPR compliant
- ☐ Other
- ☐ None of the above
- ☐ N/A - Company does not collect sensitive data

Points Earned: 0.28 of 0.56

---

## Data Security Management

Does the company have any of the following practices to ensure security of private data?

- ☐ Data privacy is included in company wide risk management compliance processes
- ☐ All employees with access to data are trained on data privacy policies
- ☒ Company has a formal code of conduct that defines unauthorized uses of data
- ☐ Internal audits of data security
- ☐ External audits of data security
- ☐ Simulated hacks on data security
- ☐ Other
- ☐ None of the above
- ☐ N/A - Company does not collect sensitive data

Points Earned: 0.14 of 0.56

## Support for Underserved/Purpose Driven Enterprises

### - Impact Business Model

IMPACT BUSINESS MODELS

**14.1**

---

This IBM section is applicable if your company's products/services enable the financial or operational success of businesses that are purpose driven or underserved (e.g. accounting services for nonprofits, impact investing or fundraising platforms)

## Flow of Capital Product Description

Which of the following product or service descriptions best fit your company?

This question is used to calculate your base impact business model score.

- ☒ Products or services support the operations of purpose driven enterprises or organizations (e.g. accounting services for nonprofit organizations)
- ☐ Products or services support the operations of underserved enterprises, such as women/ minority owned or small to medium sized community businesses that lack access to services (e.g. incubators for urban businesses)
- ☐ Products or services that directly raise capital for purpose-driven enterprises or underserved businesses (e.g. fundraising campaigns for a social service agencies)
- ☐ These descriptions do not apply to our company's product/service (Skip the remainder of this section)

Points Available: 0.00

---

## Revenue from Flow of Capital

What were your total revenues last fiscal year from the previous products or services?

Your answer to this unscored question is combined with other answers to automatically calculate your score in this section of the assessment.

What were your total revenues last fiscal year from the previous products or services? **Approx. 92.56%**

☐ We do not track this

Points Available: 0.00

---

## Tracking Beneficiaries

Does your company track the amount of any of the following beneficiary categories served?

You will be asked to report the # of beneficiaries reached for each category selected

- ☐ Individuals
- ☐ Households
- ☐ Communities
- ☒ Businesses or nonprofit organizations
- ☐ Governments
- ☐ None of the above

Points Available: 0.00

---

## Organizations Served

How many beneficiaries from the beneficiary category listed below received operational support or capital through the provision of your products/services in the last 12 months? Estimates within +/- 5% acceptable. Do not double count across different beneficiary categories.

Businesses and nonprofits

Businesses and nonprofits

☐ We do not track this

Points Available: 0.00

---

## Client Tracking Methods

Please provide a brief description of how you track your customer/client/beneficiary figures.

Every engagement has a formal statement of work.

Points Available: 0.00

---

## Management of Support for Underserved/Purpose Driven Enterprises

How does your company measure and manage the results, outcomes, effects, or impact of your product or service?

Select all that apply.

- ☒ We have formally defined the outcomes sought by our product or service and have developed a theory of change for them
- ☐ We have based our impactful product or service business model on established secondary research that demonstrates potential impact
- ☒ We have directly and formally engaged stakeholders in understanding their desires and needs when developing, refining, and or delivering our products or services
- ☐ We are verified to meet third-party standards for impact (e.g. we have impact-related product certifications)
- ☒ We measure near-term outcomes of the product or service to determine whether it is meeting the needs and expectations of our beneficiaries
- ☐ We measure long-term outcomes in order to assess whether the results of our product produce lasting positive impacts for our beneficiaries
- ☐ We have identified and measure and manage the unintentional or potential negative impacts of the product or service in addition to intentional positive effects
- ☐ We have identified and managed potential causes that could lead to a failure to deliver the positive outcome, to do so less efficiently than possible, or to produce other negative effects
- ☐ None of the above

Points Earned: 1.07 of 1.07

---

## Outcome Measurement

How has your company measured outcomes or determined whether your product or service contributes to the positive outcomes previously identified in the question "Flow of Capital Product Description"?

- ☒ We surveyed beneficiaries to understand outcomes created
- ☐ We used non-randomized control groups to compare performance
- ☐ We used randomized control groups to determine the level of causality of our product or service
- ☒ We used aggregated third-party data to benchmark and compare impact performance
- ☐ Our selected methods determined that the product or service contributed to the outcome
- ☐ Other - please describe
- ☐ None of the above

Points Earned: 0.80 of 1.07

---

## Efficacy of Flow of Capital

For what percentage of your beneficiaries can you verify your positive impact on the outcome stated above?

- ☐ 0%
- ☐ 1-25%
- ☒ 26-49%
- ☐ 50-74%
- ☐ 75-99%
- ☐ 100%
- ☐ Don't know

Points Earned: 0.40 of 1.07

---

## Innovative Support for Underserved/Purpose Driven Enterprises

Is there something different or innovative about the company's product/service that support flow of capital that has changed the industry? Is this something that is replicable, unique at the time that it was created, and that has been emulated by other organizations?

When founded in 2009, Purpose was one of the first of its kind in social impact campaigning. Our business model, split between agency model and labs, is unique. Purpose focuses exclusively on social impact work – every project we undertake is designed to create positive impact in the world. Other organizations have emulated this model of campaigning in the years after Purpose was founded.

Points Available: 0.00

## Serving Underserved Populations (Indirect) - Impact Business Model

IMPACT BUSINESS MODELS

7.3

---

This IBM section is applicable if your company has qualified for a previous Customer IBM, and you can verify that your positive product/service impact benefits organizations that serve low income or traditionally underserved populations.

## Underserved Beneficiaries Overview

Describe the beneficiaries or end-users of your products or services and how you characterize them as underserved.

Our campaigns work across a variety of different social issues, and therefore a variety of underserved groups. For example, Our Purpose Climate Lab campaigns in India and Brazil serves low socioeconomic communities who are disproportionately affected by air pollution and climate change. Our work with the LEGO Foundation on the Together for Play Lab is focused on children who are underserved in terms of access to play and education, in Mexico, Brazil, Colombia, South Africa, and beyond. Our Verified campaign with the United Nations works to reach communities around the globe who are targeted with misinformation with factual, life-saving information around COVID and vaccines.

Points Available: 0.00

---

## Tracking Underserved Beneficiaries

In what ways do you determine whether the organizations you serve directly support underserved populations?

- ☐ We collect demographic data about the beneficiaries of the organizations that we work with (e.g. income level) that might qualify them as traditionally underserved
- ☒ We review the mission of the organizations or projects that we work with to determine whether a core part of their mission specifically identifies underserved individuals
- ☐ Other - please describe
- ☐ None of the above

Points Available: 0.00

---

## Underserved Beneficiary Types

Based on the results of how you track the demographics that you serve, which of the following best describe the populations that the organizations you serve work with?

Select the option that most accurately reflects the majority of underserved beneficiaries. Your answer to this unscored question is combined with other answers to automatically calculate your score in this section of the assessment.

- ☐ Low-income, poor, or very poor individuals
- ☒ Other individuals without access to positive outcomes delivered by the product or service
- ☐ Individuals at the bottom of the pyramid
- ☐ Don't know
- ☐ N/A

Points Available: 0.00

---

## Impact on Underserved Populations Description

Which of the following best describes how your product or service benefits underserved populations described above?

Your answer to this unscored question is combined with other answers to automatically calculate your score in this section of the assessment.

- ☒ Our product or service directly helps purpose-driven enterprises improve positive impact for their underserved beneficiaries and is specifically designed to benefit that underserved population (e.g. teacher training or curriculum specifically designed to address challenges of teaching low income students)
- ☐ Our product or service directly helps purpose-driven enterprises improve positive impact for their underserved beneficiaries, but it is not designed specifically for that underserved population (e.g. general teaching curriculum sold to low income schools)
- ☐ Our product or service helps the financial viability of purpose-driven enterprises, which in turn allows them to continue to serve their underserved target population above (e.g. marketing or accounting services for a social service agency)
- ☐ None of the above

Points Available: 0.00

---

## Underserved Group Demographics

If relevant, which of the following beneficiary groups is your product/service targeting?

Not all beneficiary populations are themselves under-served groups.

- ☒ Young children (younger than 5 years old)
- ☒ Children and adolescents (5 years of age or older but younger than 18)
- ☒ Adults
- ☒ Elderly/older adults
- ☐ Persons with disabilities
- ☒ Minority/previously excluded populations
- ☒ Women
- ☐ Pregnant women
- ☒ Other at risk populations
- ☐ None of the above

Points Available: 0.00

---

## Revenue from Serving In Need Populations

How much revenue was generated in the last fiscal year from products/services that benefited the underserved populations identified in the question "Underserved Beneficiary Types"?

How much revenue was generated in the last fiscal year from products/services that benefited the underserved populations identified in the question "Underserved Beneficiary Types"? **Approx. 27.19%**

- ☐ We do not track this

Points Available: 0.00

---

## % of Customers In-need

What percentage of your revenues in the last fiscal year were generated from products/services that benefited the underserved populations identified in the question "Underserved Beneficiary Types"?

Your answer to this unscored question is combined with other answers to automatically calculate your score in this section of the assessment.

What percentage of your revenues in the last fiscal year were generated from products/services that benefited the underserved populations identified in the question "Underserved Beneficiary Types"?

☐ We do not track this

Points Available: 0.00

---

## Tracking Beneficiaries

If tracked, which unit of measure do you use to measure the amount of beneficiaries reached?

You will be asked to report the # of beneficiaries reached for each category selected

- ☐ Individuals
- ☐ Households
- ☐ Communities
- ☐ Businesses and nonprofits
- ☐ Governments
- ☐ Other - please describe
- ☒ None of the above

Points Available: 0.00

---

## Underserved Client Tracking

How would you calculate the total number of underserved beneficiaries that your company has reached?

- ☐ Most clients continue with us year by year, and the figures reported for the last 12 months roughly reflect the total number of beneficiaries to date
- ☐ The figures reported for the last 12 months are in addition to previous beneficiaries and the total number served should be calculated by adding together the numbers for each year
- ☒ Don't know - We don't track the number of underserved beneficiaries reached through our clients

Points Available: 0.00

---



## Increasing Accessibility for Underserved Groups

Does your company do any of the following to improve the access or impact of your product for the underserved populations that you serve?

- ☐ We use a cross-subsidization model whereby higher pricing for traditional organizations allows for lower or subsidized pricing for financially-constrained organizations serving the underserved
- ☐ We provide specific training or support to organizations on how to best serve underserved populations
- ☐ We engage with underserved beneficiaries who are served by client organizations in order to incorporate their perspective in product offerings and design
- ☒ None of the above

Points Available: 1.76

---

## Innovative Practices to Increase Accessibility

Use the field below to describe any innovative technology, distribution or pricing models selected previously.

Purpose has developed data and technology enabled campaigning tools and methodologies to engage and mobilize underserved populations online and offline. For example, using social media listening and digital targeting we can effectively distribute information directly to target audiences and individuals through social media platforms, offering life saving information and opportunities to participate in social impact campaigns to advance policy change, ecosystem change, or other programmatic goals. We design our content and dissemination approaches to meet audiences where they are online and offline, in their own language and on their own terms. We work closely with community leaders, local organizations, and other trusted voices to co-create content and campaigning approaches, and to support them with data and technology tools to become effective messengers to spread the word among their community and increase their scale and depth of impact. Finally, we train these groups and other civil society, government, and non-profit organizations in these tools and practices to help them serve the underserved communities they are seeking to support with effective communications and public mobilization.

Points Available: 0.00

## Disclosure Questionnaire

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## Disclosure Industries

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Disclosure questions on specific production and trade.

## Disclosure Alcohol

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Alcohol

Please also select "Yes" if your company serves clients in this industry

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Tobacco

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Tobacco

Please also select "Yes" if your company serves clients in this industry

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Gambling

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Gambling

Please also select "Yes" if your company serves clients in this industry

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Firearms Weapons

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Firearms, weapons or munitions

Please also select "Yes" if your company serves clients in this industry

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Pornography

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Pornography

Please also select "Yes" if your company serves clients in this industry

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Payday, Short Term, or High Interest Lending

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Payday, short-term, or high-interest lending

Please also select "Yes" if your company serves clients in this industry

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Fossil Fuels

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Fossil-fuel-based oil, natural gas, or coal extraction, distribution, sale, etc.

Please also select "Yes" if your company serves clients in this industry

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Mining

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Mining

Please also select "Yes" if your company serves clients in this industry

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Nuclear Power or Hazardous Materials

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Nuclear power, radioactive materials or hazardous waste

Please also select "Yes" if your company serves clients in this industry

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Prisons

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Prisons

Please also select "Yes" if your company serves clients in this industry

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Whole Life Insurance

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Whole life insurance products

Select "Yes" only if the company earns 80%+ of its revenue from whole life insurance products.

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Volunteer Placement to Orphanages

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Organizing volunteer programs to orphanages or child care organizations

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Tax Advisory Services

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Tax advisory services

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Animal Products or Services

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Animal-based products or services (including seafood)

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Genetically Modified Organisms

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Genetically modified organisms

Please also select "Yes" if your company serves clients in this industry

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Illegal Products or Subject to Phase Out

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Products or activities that are illegal under country laws or regulations where they have operated, banned in international conventions or agreements, or subject to international phase-out or regulation

☐ Yes

☒ No

Points Available: 0.00

---

## Disclosure Industries at Risk of Human Rights Violations

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Industries reliant upon materials at high risk of human rights infringements (e.g. conflict minerals)

☐ Yes

☒ No

Points Available: 0.00

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## Other Disclosure Industries

Please indicate if your company is involved in the production, operation, trade, or sale of any the following:

Other industries that may cause social or environmental harm or are subject to stakeholder criticism or concern

☐ Yes

☒ No

Points Available: 0.00

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## Company Explanation Of Disclosure Item Flags

If you selected "Yes" to any of the "Disclosure Industries" listed above, please provide a detailed explanation of the company's involvement for each affirmative response:

If this does not apply to you, please enter "Does not apply" in the text area below.

Does not apply

Points Available: 0.00

## Disclosure Practices

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Disclosure questions on sensitive practices.

### No formal Registration Under Domestic Regulations

Please indicate if your company engages in any of the following practices:

Company is not formally registered in accordance with all relevant regulations and requirements

If your company is a formally registered business, select "No."

☐ Yes

☒ No

Points Available: 0.00

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### Tax Reduction Through Corporate Shells

Please indicate if your company engages in any of the following practices:

Company uses corporate shells or other structural means, such as establishing multiple corporate entities, to minimize tax payments

☐ Yes

☒ No

Points Available: 0.00

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## Operates in conflict zones

Please indicate if your company engages in any of the following practices:

Company operates in conflict zones

☐ Yes

☒ No

Points Available: 0.00

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## Sale of Data

Please indicate if your company engages in any of the following practices:

Company sells or provides access to consumer or user data

☐ Yes

☒ No

Points Available: 0.00

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## Facilities located in sensitive ecosystems

Please indicate if your company engages in any of the following practices:

Company facilities are located adjacent to or in sensitive ecosystems

☐ Yes

☒ No

Points Available: 0.00

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## Marketing of Breastmilk Substitutes

Please indicate if your company engages in any of the following practices:

Marketing of breastmilk substitutes

☐ Yes

☒ No

Points Available: 0.00

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## Activities against freedom of association/collective bargaining

Please indicate if your company engages in any of the following practices:

Company has taken a public stance against unionization, has engaged in activities that may be perceived as taking a stance against union organizing, or prohibits workers from freely associating and bargaining collectively for the terms of one's employment

☐ Yes

☒ No

Points Available: 0.00

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## Employs Individuals on Zero-Hour Contracts

Please indicate if your company engages in any of the following practices:

Company employs individuals on zero-hour contracts

☐ Yes

☒ No

Points Available: 0.00

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## Company workers are prisoners

Please indicate if your company engages in any of the following practices:

Company uses workers who are prisoners

☐ Yes

☒ No

Points Available: 0.00

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## Company Employs Workers Under Age 15 (Or Other ILO Minimum Age)

Please indicate if your company engages in any of the following practices:

Company employs workers under the age of 15 (or other minimum work age covered by the International Labour Organization Convention No. 138 ) and/or company does not keep personnel records that include evidence of the date of birth of each

☐ Yes

☒ No

Points Available: 0.00

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## Overtime For Hourly Workers Is Compulsory

Please indicate if your company engages in any of the following practices:

Overtime work is compulsory and exceeds 48 hours in a week

☐ Yes

☒ No

Points Available: 0.00

---

## Other Disclosure Practices

Please indicate if your company engages in any of the following practices:

Other sensitive practices that may cause social or environmental harm, or are subject to stakeholder concern

☐ Yes

☒ No

Points Available: 0.00

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## Company Explanation Of Disclosure Item Flags

If you selected "Yes" to any of the "Disclosure Practices" listed above, please provide a detailed explanation of the company's engagement in each practice marked in the affirmative:

If this does not apply to you, please enter "Does not apply" in the text area below.

Does not apply

Points Available: 0.00

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## Disclosure Outcomes & Penalties

Disclosure questions concerning litigation, relocation of communities, accidents, and on-the-job fatality.

### On-Site Fatality

Please indicate if your company has experienced any of the following in the past 5 years:

Company has had an operational or on-the-job fatality

☐ Yes

☒ No

Points Available: 0.00

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## Litigation or Arbitration

Please indicate if your company has experienced any of the following in the past 5 years:

Litigation or arbitration against company either ongoing, settled, or found against the company

☐ Yes

☒ No

Points Available: 0.00

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## Company has filed for bankruptcy

Please indicate if your company has experienced any of the following in the past 5 years:

Company has filed for bankruptcy

☐ Yes

☒ No

Points Available: 0.00

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## Bribery, Fraud, or Corruption

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Bribery, fraud, or corruption

☐ Yes

☒ No

Points Available: 0.00

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## Anti-Competitive Behavior

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Anti-competitive behavior

☐ Yes

☒ No

Points Available: 0.00

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## Financial Reporting, Taxes, Investments, or Loans

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Financial reporting, tax payments, investments, or loans

☐ Yes

☒ No

Points Available: 0.00

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## Political Contributions or International Affairs

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Political contributions or international affairs

☐ Yes

☒ No

Points Available: 0.00

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## Labor Issues

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Labor issues (including safety and discrimination)

☐ Yes

☒ No

Points Available: 0.00

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## Breaches of Confidential Information

Please indicate if your company has experienced any of the following in the past 5 years:

Breaches of individual privacy and/or losses of individual confidential data

☐ Yes

☒ No

Points Available: 0.00

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## Significant Layoffs

Please indicate if your company has experienced any of the following in the past 5 years:

Company has had layoffs of more than 20% of the workforce

☐ Yes

☒ No

Points Available: 0.00

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## Hazardous Discharges Into Air/Land/Water (Past 5 Yrs)

Please indicate if your company has experienced any of the following in the past 5 years:

Company sites have experienced accidental discharges to air, land or water of hazardous substances

☐ Yes

☒ No

Points Available: 0.00

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## Large Scale Land Conversion, Acquisition, or Relocation

Please indicate if your company has experienced any of the following in the past 5 years:

Construction or operation of company involved large scale land acquisition, convergence, or degradation (including the construction or refurbishment of dams), or resulted in the resettlement or economic displacement of 5,000 or more people

☐ Yes

☒ No

Points Available: 0.00

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## Penalties Assessed For Environmental Issues

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Environmental management penalties, including animal welfare

☐ Yes

☒ No

Points Available: 0.00

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## Violation of Indigenous Peoples Rights

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Infringing on indigenous people's rights, for instance by utilizing lands owned or used by indigenous peoples without full documented consent of such peoples

☐ Yes

☒ No

Points Available: 0.00

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## Other Disclosure Outcomes & Penalties

Please indicate if your company has had a formal complaint to a regulatory agency or been assessed a fine or sanction in the past five years for any of the following:

Other penalties, complaints, or grievances filed or levied against the company for negative impacts on local communities, human rights, or other stakeholder concerns

☐ Yes

☒ No

Points Available: 0.00

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## Company Explanation Of Disclosure Item Flags

If you selected "Yes" to any of the "Disclosure Outcomes & Penalties" listed above, please provide a detailed explanation of the company's experience related to each affirmative response:

If this does not apply to you, please enter "Does not apply" in the text area below.

Does not apply

Points Available: 0.00

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## Supply Chain Disclosure

Disclosure questions concerning the significant suppliers of the company

### Suppliers in Conflict Zones

Please indicate if any of the following statements are true regarding your company's suppliers:

Operation in conflict zones

☐ Yes

☐ No

☒ Don't Know

Points Available: 0.00

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## Suppliers Negative Social Impact

Please indicate if any of the following statements are true regarding your company's suppliers:

Practices or outcomes that produced substantial negative impacts regarding human rights, labor conditions, or local communities

- ☐ Yes
- ☒ No
- ☐ Don't Know

Points Available: 0.00

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## Suppliers Negative Environmental Impact

Please indicate if any of the following statements are true regarding your company's suppliers:

Practices or outcomes that produced substantial negative environmental impact

- ☐ Yes
- ☒ No
- ☐ Don't Know

Points Available: 0.00