Articulate Marketing recognised as a 2022 Best For The World™ for exceptional impact on its Governance

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London, 19th July 2022 -- Articulate Marketing, digital marketing agency and builder of difference engines for B2B technology companies, has been named a 2022 Best for the World™ B Corp™ in recognition of its exceptional positive impact on its Governance. Best for the World is a distinction granted by B Lab to Certified B Corporations (B Corps) whose verified B Impact Scores in the five impact areas evaluated in the B Impact Assessment — community, customers, environment, governance, and workers — rank in the top 5% of all B Corps in their corresponding size group.

Articulate Marketing earned this honour because of initiatives such as transparent communication within the business about finances and HR objectives, detailed scorecards, forecasting and HR data management (thanks to Chief Financial Officer Mirela Mart!) and a careful, considered emphasis on process and openness, manifested in our Notion intranet policies and internal messaging.

“This is a feather in our cap and well done us! With this award, we're getting a third-party view and acknowledgement of the exceptional work we’ve put into our mission, engagement, ethics and transparency. It’s a real honour. Thank you, B Corp!”

– Matthew Stibbe, CEO, Articulate Marketing

Every year, Best for the World recognises the top-performing B Corps creating the greatest positive impact through their businesses. More than a badge of honour, Best for the World provides an opportunity for recognised companies to share knowledge, learnings, and best practices with the B Corp community and businesses outside of the community to encourage innovation and transformation across the business sector. The full lists are available at bcorporation.net.

The Best for the World recognition is administered by B Lab, the global nonprofit network that certifies and mobilises B Corps, which are businesses that meet high standards of positive social and environmental performance, accountability, and transparency. Today, there are more than 5,000 B Corps across 80 countries and 155 industries, unified by one common goal: building an inclusive, equitable, and regenerative economic system.

"Each Best for the World edition is an opportunity to raise the bar for how businesses can and should operate to create real and lasting positive impact for their workers, customers, communities, and the environment," said Dan Osusky, Head of Standards and Insights at B Lab Global. "While no company is perfect and even the best companies can and should continue to strive to improve, the B Corps recognised as Best for the World can provide us all — standards setters, B Corps, non B Corps, and sustainability advocates — with inspiration on what true leadership in business can look like to make progress on addressing our current global challenges.”

B Corp Certification doesn’t just evaluate a product or service, it assesses the overall social and environmental impact of the company that stands behind it. To achieve B Corp Certification, a company must meet a score of at least 80 points on the B Impact Assessment, an evaluation of a company’s positive impact, and pass a risk review, an evaluation of a company’s negative impact; change their corporate governance structure to be accountable to all stakeholders, not just shareholders; and exhibit transparency by allowing information about their B Corp Certification performance to be publicly available on their B Corp profile on B Lab’s website.

About Articulate Marketing: Articulate Marketing is a digital marketing agency, HubSpot Diamond Solutions Partner and proud B Corp. Our team offers a range of marketing, website and HubSpot services for ambitious B2B technology companies. The mission? To build a difference engine into your business. That is, we use marketing strategies, tools and expertise to create momentum in your organisation and propel it into the future. By differentiating your business, you will stand out from the crowd, connect with new customers, build trust, manifest thought leadership, inspire action and accelerate your sales.

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B Corp :: B Lab :: Governance :: Best For The World :: Environment :: Marketing :: HubSpot ::

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About B Lab: B Lab is transforming the global economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, tools, and programs for business, and we certify companies — known as B Corps — who are leading the way. To date, our community includes 400,000 workers in over 5,000 B Corps across 80 countries and 155 industries, and more than 200,000 companies manage their impact with the B Impact Assessment and the SDG Action Manager. B Lab has created and led efforts to pass over 50 corporate statutes globally that enable stakeholder governance, with over 10,000 companies using the legal framework. To learn more and join the movement, visit www.bcorporation.net.

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