Inbound marketing agency, Articulate Marketing, has announced today its certification as a registered B Corporation

Monday 29 October, 2018

B Corporations (or B Corps) are a growing group of companies who are reinventing business, by **pursuing purpose as well as profit.** Articulate Marketing has been certified by B Lab as having met rigorous social and environmental standards which represent its commitment to goals outside of shareholder profit.

Liz Fielder, the Chief Happiness Officer at Articulate, says, 'We are totally thrilled to have certified as a B Corp and are delighted to be joining this growing movement of companies with a heart.

When I first heard about B Corp, I realised it was going to be a challenge for us as a marketing company to get our certification, but felt the ethos of the movement was very much aligned with the way we were already working, having transparency and care for our team at the very core of what we do.

Becoming a B Corp is a natural extension of our values and certifying is just the start of us working on, improving and continuing to be a force for good in the business world. It is also wonderful and inspiring getting to know other B Corp companies who are striving to have integrity in business, reduce their negative impact and are always looking for new ways to have a positive impact on the world.'

Articulate Marketing's B Corp certification is a notable step, and signals a shift towards greater accountability and transparency in the sector.

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

Articulate Marketing is now part of a community of over 2600 businesses globally who have certified as B Corps. The B Corp community is reflective of the UK economy with businesses from a cross section of industries and sizes. These include well-known brands like innocent, Patagonia, Pukka Herbs, Ella's Kitchen, Divine, and JoJo Maman Bebe.

Matthew Stibbe, CEO of Articulate Marketing, says, 'Articulate made a formal commitment to reducing our environmental footprint and making a more positive impact on society at the beginning of 2017. We want Articulate to be force for good and positive change in the world.

Since then we have been working towards certification as a B Corporation. It has helped us plan our route and measure our progress. We became a Certified B Corporation on 17 October 2018.

As we pass this amazing milestone, it is time to take stock of what we have already achieved and how will continue to make progress.'

About Articulate Marketing

Articulate Marketing is a UK-based marketing agency that specialises in business-to-business marketing for ambitious technology companies. It is HubSpot

About B Lab UK

B Lab UK is a non-profit established in 2015 to serve a growing community of 175 UK-based companies using business as a force for good. B Lab measures and verify companies' environmental and social performance using the B Impact Assessment, and ensure rigorous standards are met by all UK B Corps. Together with B Lab teams from around the world, they link a global network of socially and environmentally responsible businesses and promote positive, action-led change towards a new approach to business.

Media:



Certified B Corporation — This company meets the highest standards of social and environmental impact

Related Sectors:

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Related Keywords:

B Corp :: Marketing :: Business :: Triple Bottom Line :: B Corporation :: Corporate Social Responsibility ::

Scan Me:

Company Contact:

Articulate Marketing

T. 0203 141 7887
E. matthew@articulatemarketing.com
W. https://www.articulatemarketing.com

Additional Contact(s):
Press contact: Matthew Stibbe

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