

Certified



Corporation

B Corp Recertification Guide: Navigating the Standards

SEISMIC



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Welcome Back To B Corp

As an existing B Corp, you understand the value of certification, have proven your commitment to better business, and have experienced first hand the journey of balancing profit with purpose. You joined a global community of businesses committed to being a force for good.

Now it's time to rectify, and this time, it looks a little different.

The B Corp standards are evolving to meet today's challenges and ensure consistency across the global B Corp community. If your recertification falls in 2026 or beyond, you'll be assessed under the **new framework**.

The good news? The mission stays the same, and your B Corp values remain at the heart of everything. The path forward is just clearer, more consistent – and yes, a little more demanding.

Note:

You can still recertify under the current standards if your recertification date is on or before **31st December 2025**. For those recertifying in 2026 or onwards you will need to recertify on the new standards.

What's Changed?

Key Differences at a Glance

Then:		Now:
B Impact Assessment (BIA)	➔	B Impact Platform
Earn 80+ points across 5 areas	➔	Meet detailed requirements across 7 impact topics + foundational criteria
Choose your strengths	➔	All criteria must be met; no flexibility
Internal verification by B Lab	➔	Third-party verification (from 2026 onward)
Track based on employees only	➔	Track based on whichever is higher: employees or revenue

Why this change matters

The shift from a flexible points system to mandatory requirements means every B Corp will meet the same minimum standards across all impact areas. While the previous system allowed you to choose your strengths and score points where you performed best, the new framework demands impact across governance, workers, community, environment, and customers, with no gaps.

It's complex, comprehensive and creates stronger consistency across the global B Corp community. It also means you can't rely on excelling in a few areas to offset weaker performance elsewhere.

Go Deeper:

If you want to understand more about the differences between the old and new standards, **sign up here** to join our next **How to B Corp session**.

Timeline & Planning: Give Yourself Two Years

Switching to the new framework takes time and planning early is non-negotiable.

Why two years?

- 1 Some actions (like stakeholder engagement or environmental impact reduction) need to be tracked for **12+ months**
- 2 Some standards are **sequenced** – you must complete one before starting another
- 3 The new standards are **prescriptive and detailed**. Interpreting them takes time and careful consideration
- 4 You'll likely need to implement new processes and collect different types of evidence than before

Planning Prompt:

Now:

Log in to the B Impact Platform to see what your standards are

Month 1:

Run a full gap analysis to find out which requirements you are, and aren't meeting

Month 2-3:

Build a two-year action plan with the right resources and owners assigned to it

Year 1-2:

Implement your plan, close your gaps and collect evidence

Final Quarter:

Submit your assessment and undergo verification process



Your New Recertification Pathway

1 Run a Gap Analysis

Understand where you stand against the **foundational requirements** and **seven impact topics**. This isn't about broad alignment anymore; you need to understand specific compliance criteria. Professional help is recommended here, as requirements are more nuanced than the previous points-based system.

2 Gather Evidence

You'll need robust documentation – think living wage audits, materiality assessments with specific stakeholder consultation requirements, and climate action plans with measurable targets. Assume the bar is higher and the evidence requirements more specific than before.

3 Build Your Implementation Plan

Map out your actions over two years, considering sequence, complexity, and internal resourcing. Some activities must be completed before others can begin, so careful planning is essential.

4 Embed Continuous Improvement

New standards require you to not only meet the bar but raise it. Prepare for **Year 0**, **Year 3**, and **Year 5** improvement cycles by making sure you embed sustainability resources within your team.

5 Navigate Third-Party Verification

Unlike the previous B Lab-managed verification process, your assessment will be conducted by an independent third party. Expect a more rigorous verification process given the specific compliance requirements.

Don't forget:

If your recertification is due on or **before 31st December 2025**, you can still certify under the current system. After that, the new standards apply.

Common Challenges (and How to Beat Them)

Evidence Gaps

Challenge:	Solution:
You'll likely need evidence types you've never submitted before.	Start evidence collection early. Use stakeholder engagement logs, policy documentation, and impact metrics. Don't wait until year two; some evidence needs to be tracked over extended periods.

Time and Resource Planning

Challenge:	Solution:
You can't wing this. Sequenced requirements and 12-month track records mean last-minute action isn't an option.	Budget for a two-year timeline. Build in capacity across teams. Don't assume existing systems are enough; you may need new processes and documentation approaches.

Understanding Compliance

Challenge:	Solution:
The new standards are detailed, and compliance isn't always intuitive. It's easy to miss nuances that could derail certification.	Use expert guidance to avoid costly missteps. Interpret the nuances early to avoid failing at verification.



"This is a shift from flexibility to a model where you need to meet minimum requirements across all areas. It's about raising the bar and having faith in the standards we're meeting."

Amy Bourbeau, Seismic

FAQ'S

Can I still recertify under the old standards?

Yes, if your recertification date is on or before 31st December 2025.

How are the new standards different?

They replace the 80-point scoring system with minimum requirements across every area. There is no pick-and-mix approach; all foundational requirements and impact topic criteria must be met.

Why does it take two years?

Some standards require 12+ months of tracked action; others must be completed in sequence, and you may need time to build new processes and collect different types of evidence.

What if I already started under the old system?

You may still be able to submit under the points-based framework. Check your recertification date and consult with B Lab about your options.

What's the difference between foundational requirements and impact topics?

Foundational requirements cover basic eligibility criteria that all B Corps must meet. Impact topics focus on your specific performance across the five key impact areas, with detailed requirements based on your business model and sector.

Resources & Support

Webinar:

Evolving B Corp Standards: What Your Business Needs to Know

Gap Analysis Services:

Find out where you stand and where to focus your efforts

Small Group Sessions:

Join a **"How to B Corp"** discussion with other recertifying companies

Your Dashboard:

Access the B Impact Platform and explore your requirements

Talk to Seismic:

Ready to map your recertification plan? We're here to guide you

Your B Corp values remain the same, but the path forward has shifted.
Let's navigate the change together.



Why Choose Seismic?

You're not starting from scratch, but you are stepping into new territory. If you're considering professional support for your recertification, here's why companies choose to work with Seismic:

Track record of success:

100% first-time success rate versus **52%** industry average, with particular expertise in complex, international businesses.

Strategic partnership approach:

We work alongside your team to embed changes over the two-year timeline rather than just checking compliance boxes

Deep systems experience:

We understand the points-based framework you're familiar with and the new requirements framework you're moving toward.

Transition challenges understanding:

As Europe's largest team of B Corp specialists, we've helped hundreds navigate both frameworks.

B Lab expertise:

Seismic has partnered closely with B Lab for years. Co-founders Amy and Andy have trained over **360** B Corp Leaders and helped hundreds of businesses successfully use the B Corp framework.

Ready to navigate your recertification with confidence?

Let's work together.

What to Do Next

Don't leave it too late. This isn't a light refresh; it's a meaningful evolution that requires strategic planning.

- 1 **Log in to the B Impact Platform** to explore the new requirements
- 2 **Book a gap analysis** with Seismic or your preferred partner
- 3 Join a **"How to B Corp" session** to ask questions and hear how others are tackling the transition
- 4 **Watch our "Navigating the New B Corp Standards"** webinar to dive deeper and hear how others are tackling it
- 5 **Build a two-year roadmap** based on required actions and evidence
- 6 **Sign up to our newsletter** to stay up to date with B Corp news.
- 7 **Plan ahead** for the 2026 standards shift

We are Seismic - an international team of sustainability experts on a mission to help businesses prosper by becoming increasingly impactful and influential forces for good.



Sustainability Strategy



Reporting & Disclosure



B Corp



Carbon & Net Zero



Capacity Building



Communications

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