



BBB4Good
Purpose + Profit

Our Definition of a Better Business is Evolving

Better Business Bureau Launches BBB4Good Initiative—Purpose + Profit

For more than 100 years, the Better Business Bureau has been recognizing businesses that deliver high-quality service with integrity. Our definition of a better business is evolving. More businesses are integrating social impact into their business plans. By connecting purpose to their bottom lines, social impact businesses are reshaping economies and reinvigorating communities.

The research is clear. Social impact will affect businesses in 2019. *(Forbes, January 2019)*

- ✓ Companies will be forced to embrace social impact—or fall behind.
- ✓ Social pressure will encourage companies to speak up about social issues.
 - ✓ Social impact goals and metrics will be more transparent.
 - ✓ Impact will increase exponentially.

The Better Business Bureau and BBB Institute for Marketplace Trust launched the BBB4Good Initiative to address the growing segment of consumers seeking to support businesses that deliver outstanding service to customers and give back in their communities. Through our network of BBBs located in communities throughout North America, BBB4Good will:

- Empower consumers to identify social impact businesses in their communities by creating an online directory of social impact businesses.
- Spotlight, celebrate and recognize organizations that integrate social impact into their business plans.
- Expand our reach through partnerships with like-minded organizations that are providing critical support to social impact organizations.

Mapping this Exciting New Sector

Through the BBB4Good Initiative, we are collecting data about social impact businesses in communities across North America to provide timely information for consumers. This information will bolster the data BBB already provides about businesses and charities via the BBB.org website. Social impact businesses will have the opportunity to upload their organizations to our platform so consumers can locate them in their communities.

Spotlighting, Celebrating & Recognizing Social Impact Businesses



BBBs have recognized ethical businesses for many years with the International Torch Award for Ethics. This year, we launched the BBB Spark Award, which recognizes business owners 35 and under or business owners of any age operating for less than three years who demonstrate a higher level of character, a culture that is authentic about its mission, and a deep connection with their community.

Delivering Community-based Programs

BBB4Good programs are driven by local Better Business Bureaus across North America. BBBs understand their communities and develop meaningful relationships with local stakeholders. These connections enable us to create powerful programs that are making a critical difference locally and nationally.

Expanding Our Reach through Partnerships

The BBB4Good team is working with national and local organizations that are leading critical initiatives to expand and uplift social impact organizations. We believe we can do more by combining our expertise with the strengths of other organizations. As we expand those collaborations, we invite others working in the space to join us as we work to support businesses doing good in their communities.

About BBB Institute

The BBB Institute for Marketplace Trust (BBB Institute) is the 501(c)(3) foundation of the Better Business Bureau (BBB). We work with our network of BBBs across North America to build marketplace trust through educational programs that empower consumers and help businesses be better.

Contact BBB Institute

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