

# B CORP MONTH

# 2022

Community video

BEHIND THE



# Campaign & Key messages

This B Corp Month, let's invite everyone **behind the scenes** to uncover what makes a B Corp a better business.

## Campaign theme: Behind the B

It's become increasingly common for people to distrust businesses. Who knows what's really going on behind closed doors? The Behind the B campaign aims to bring back that trust.

To do this, we're asking the B Corp community to open their doors to show what makes a B Corp different. So let's share stories of the positive impact we're creating, because we want everyone to understand the big B isn't just for show.

By going Behind the B, we'll reveal how companies of all shapes and sizes are making business a force for good. We'll also peek behind the curtain at B Lab, for a glimpse into the future of better business. In short, Behind the B will showcase how this new way of doing business is changing the world — one B Corp at a time.

# B Corp community video

Join us in celebrating B Corp month 2022 by submitting a short video about how your B Corp does business better. The videos will be compiled with other responses from the community, then shared across our social media channels throughout March.

Choose any of the following 5 questions to answer in a video. *Please keep each response to 30 seconds or less!*

1. What's one thing your business does that you are proud of?
2. What's was the biggest change you've made to improve your business' impact?
3. Who leads B Corp certification in your business? Tell us about the different people you engage to measure and manage your impact.
4. What is one way your business supports your local community?
5. 8 March is International Women's Day! How does your business support gender equality?

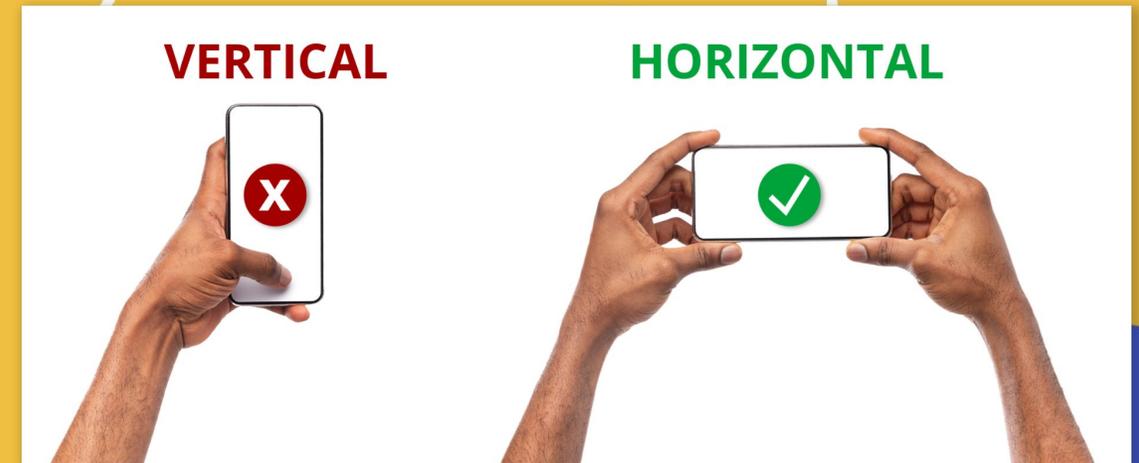
# How to record your response

## Smartphone or tablet:

- Place your smartphone or tablet on a sturdy surface to avoid shaky footage.
- Turn your device horizontal (landscape). If possible, use the camera on the back of the phone to record to increase the quality of the video. Otherwise, use your front (selfie) camera.
- Head to your camera app and choose the video option and hit record.

## Laptop:

- If using a Mac, open the Photo Booth app.
- If using a PC, open your camera app.
- Switch to video mode and hit record.



# How to submit your video

Submit your video by **Friday 18 February**.

Choose from the following options:

- Share via [WeTransfer](#) with [katie.whittaker@bcorporation.com.au](mailto:katie.whittaker@bcorporation.com.au). Please include your name and B Corp in the message field.
- Upload to your Google Drive, then share the video file with [katie.whittaker@bcorporation.com.au](mailto:katie.whittaker@bcorporation.com.au)

## Consent

By submitting your video, you consent for B Lab Australia & Aotearoa New Zealand to use your video for promotional activities during B Corp Month in March 2022. B Lab may also use the video for future promotional activities about B Corp certification, not relating to B Corp Month 2022.

If you have any questions or concerns about the use of this video, or would like to specify the permissions for this video content, please contact Communications Coordinator [Katie Whittaker](#).

Certified



Corporation