



TEA

with the

CHANGEMAKERS



OUR JOURNEY TO BECOMING A B-CORP

IN CONVERSATION WITH KELLY EVANS

This week Kelly Evans, your usual host, joins Megan our Marketing Executive for a chat about how Social Change became a B-Corp.

Social Change, founded by Kelly Evans, became a B-Corp in March 2022 and was awarded a B Corp score of 109. Most businesses score between 40 and 100, with 80 points required to become certified. Social Change is a behavioural insights and marketing company, and they exist to help people understand human behaviour and design campaigns and programmes that will positively impact or change people and communities.

For anyone who hasn't heard of B Corp before, it represents a new kind and way of doing business. Instead of focusing on just making money, a B-Corp certified business is conscious of its impact on people and the planet. There are already over 4000 Certified B Corporations in more than 70 countries across the globe, with over 900 of them located in the UK. Together they are building a network of businesses that are committed to building an inclusive and sustainable economy that benefits all.

So this week on this special episode of Tea with the Changemakers hear all about Social Change's journey to becoming a B-Corp.

SOCIAL CHANGE UK

<https://social-change.co.uk/>