



Re_Set and Springwise Certify as B Corporations

[2 September 2020]: [Re_Set](#), the boutique strategy consultancy for disruption, innovation and sustainability, and the innovation platform [Springwise](#), today announce that both companies are certified as B Corporations. We join a growing group of companies reinventing business by pursuing purpose as well as profit. Re_Set and Springwise have been certified by B Lab, the not-for-profit behind the B Corp movement, as having met rigorous social and environmental standards which represent its commitment to goals outside shareholder profit.

Re_Set is part of an ecosystem of businesses on a mission to create the future in a disrupted world, which includes Springwise — the global source for innovation intelligence that drives positive and sustainable change — and [capital D](#) the private equity fund investing in disruptive mid-market companies across Europe. Re_Set, Springwise and capital D are also members of [1% For The Planet](#).

James Bidwell, Co-founder of Re_Set and Chair of Springwise, says “We are thrilled to announce that Re_Set and Springwise are now certified as B Corp members. This is no mean feat, as the bar to join is very high. There is no better time for us to join this important, global movement and be amongst businesses who commit to being a force for good in the world. We find that our CEO and Board-level clients are increasingly asking us to work with them on environmental and social programmes which are driving differentiation and customer engagement in an uncertain world.”

The B Corp certification addresses the entirety of a business’ operations and covers five key impact areas of Governance, Workers, Community, Environment and Customers. The certification process is rigorous, with applicants required to reach a benchmark score of over 80 by providing evidence of socially and environmentally responsible practices relating to energy supplies, waste and water use, worker compensation, diversity and corporate transparency. To complete the certification, the company legally embeds the commitment to purpose beyond profit in the articles of association.

Re_Set joins a small club of B Corp-certified consultancies and is now part of a community of over 3,500 businesses globally who have certified as B Corps. The B Corp community in the UK, representing a broad cross-section of industries and sizes, comprises over 360

companies and include well-known brands such as The Guardian, innocent, Patagonia, The Body Shop, and organic food pioneers Abel & Cole.

Kate Sandle, Director of Programmes and Engagement of B Lab UK, says “We are delighted to welcome Re_Set and Springwise to the B Corp community. This is a movement of companies who are committed to changing how business operates, who believe business really can be a force for good. We know that Re_Set and Springwise are going to be a fantastic addition to the community and will continue driving the conversation forward”.

About Re_Set

Re_Set is a London-based boutique strategy consultancy for disruption, innovation and sustainability whose mission is to ensure its clients thrive in a disrupted world. Re_Set specialise in understanding what’s next, and how to make change happen at pace, with positive, sustainable impact.

Re_Set client work ranges from creating strategies and governance for innovation and non-linear growth, catalysing strategies and building business cases for sustainability and the climate crisis, running innovation and digital transformation programmes, and delivering cultural and organisational change; all with a clear focus on positive impact and value creation, at pace. Re_Set is a member of 1% For The Planet.

For more info, visit: www.thisisreset.com

About Springwise

At Springwise, the world’s largest idea-spotting network, we have been spotting and publishing the most interesting innovations since 2002. Our mission is to be the place of record for innovations that matter — to spot the innovators, the entrepreneurs, the original thinkers, the disrupters and the outliers from across the developed and developing world and to bring these new ideas to a wide readership. Springwise is a member of 1% For The Planet.

Access to Springwise’s daily innovations, and extensive database of over 10,000 solutions, is now free for all, via its website, daily and weekly email newsletters, and the new [Springwise Innovation smartphone app](#).

For more info, visit: www.springwise.com

About B Lab UK

B Lab UK is a non-profit established in 2015 to serve a growing community of 360 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.

For more info, visit: www.bcorporation.uk