

# "Capitalism: Time for a Reset. Le B Corp come paradigma di business per il XXI secolo»

NATIVA con Istituto per i Valori di Impresa  
Eric Ezechieli - Nativa Cofounder - B Lab Europe Liaison

<https://nativalab.com/en/>

<https://bcorporation.net/>

# Charting the path for those who lead the change

We help companies evolve toward a higher goal. Because the future belongs to those who create a positive impact on society and on the planet.



The Purpose of Nativa, the first Società Benefit and Certified B Corp in Europe, is to contribute to a positive transformation of paradigms - economic, productive, consumer, and cultural - moving them to a systematic regeneration of social and natural systems.

## WHY

Nativa is a Sustainable Innovation Company. The economy and business are the world's most powerful technologies, and we can leverage them to create more profit while contributing to the improvement of social and environmental systems, to create a shared and durable prosperity. Our goal is to help evolve economic paradigms adapted to the priorities and challenges of the 21st century.

## HOW

Nativa transforms existing businesses and creates new ones, incorporating environmental and social sustainability in their DNA. We accelerate business evolution processes to help them become a regenerative force for people, society, and the biosphere.

## WHAT

We help companies incorporate sustainability principles and concepts of exponential innovation in their DNA, to improve economic results and create a lasting and shared prosperity.

We develop entrepreneurial projects and Benefit Units that are regenerative “by design” for people and planet.

## EVOLVING PARADIGMS

From 2012 we have introduced the B Corps model and the Benefit Corporation legal form in Europe.

Today in Europe, there are 800+ B Corps and 500+ Benefit Corporations.

# Nativa is B Lab Country Partner in Italy



**Certified**



This company meets the  
highest standards of social  
and environmental impact

Corporation



**NOi** abbiamo un  **SOGNO**

[https://youtu.be/HABJn2\\_fY7U](https://youtu.be/HABJn2_fY7U)

# Using Business as a Force For Good.

One day all companies will compete to be best *for* the world and, as a result, society will enjoy a more shared and durable prosperity.

## An historical cultural change



## DICHIARAZIONE DI INTERDIPENDENZA

La nostra Visione è un'economia globale che usa il Business  
come forza positiva.

Questa economia comprende una nuova forma di azienda  
- la B Corporation -  
che ha uno scopo più alto e crea un beneficio per tutti i portatori  
d'interesse, non solo gli azionisti.

Come B Corporation e leader di questa economia emergente  
crediamo che:

Dobbiamo essere il cambiamento che vogliamo vedere nel mondo,

Tutte le aziende dovrebbero essere gestite in modo da creare  
benessere per le persone e il pianeta,

Attraverso i propri prodotti, servizi, pratiche e profitti le aziende  
dovrebbero ambire a non causare danno e creare un beneficio  
per tutti.

Per fare questo dobbiamo agire avendo compreso che siamo  
dipendenti gli uni dagli altri e quindi responsabili gli uni verso gli altri e  
verso le generazioni future.



Open Future  
**If capitalism is broken, maybe it's fixable**  
*A book excerpt and interview with Joseph Stiglitz, a Nobel laureate in economics and author of "People, Power and Profits"*



Open Future >  
Jul 8th 2019 | by K.N.C.

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**The Guardian**

ion Sport Culture Lifestyle More

g Money Markets Project Syndicate B2B

**'Damaged ideology': business must reinvent capitalism - ex-Unilever boss**


Firms that take a lead on world's biggest problems will be most successful, says Paul Polman

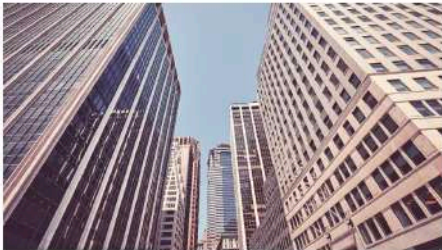


**Forbes** Billionaires Innovation Leadership

5,482 views | Feb 12, 2019, 12:43pm

**Capitalism Isn't Bad; It's Just Broken**

 **John Mauldin** Senior Contributor @ Markets  
President of Mauldin Economics



The Soviet Union's collapse ended the socialism vs. capitalism argument.



# TIME FOR A RESET.

Business must make a profit but  
should serve a purpose too.

Read more at [FT.com/NewAgenda](https://www.ft.com/NewAgenda)



# World Economic Forum 50th Annual Meeting in Davos: Defining Stakeholder Capitalism

Published

17 Oct 2019

2019

Share



Oliver Cann, Public Engagement+41 79 799 3405, Email: [oca@weforum.org](mailto:oca@weforum.org)

[日本語](#)

- The World Economic Forum Annual Meeting on 21-24 January in Davos, Switzerland marks the international institution's 50th anniversary
- The meeting will focus on the Forum's founding principle – Stakeholder Capitalism – and define ways in which companies can update their purpose and key performance indicators in this new era



# A Fundamental Reshaping of Finance

Dear CEO,

As an asset manager, BlackRock invests on behalf of others, and I am writing to you as an advisor and fiduciary to these clients. The money we manage is not our own. It belongs to people in dozens of countries trying to finance long-term goals like retirement. And we have a deep responsibility to these institutions and individuals – who are shareholders in your company and thousands of others – to promote long-term value.

Climate change has become a defining factor in companies' long-term prospects. Last September, when millions of people took to the streets to demand action on climate change, many of them emphasized the significant and lasting impact that it will have on economic growth and prosperity – a risk that markets to date have been slower to reflect. **But awareness is rapidly changing, and I believe we are on the edge of a fundamental reshaping of finance.**

Sincerely,



**Larry Fink**  
*Chairman and Chief Executive Officer*

[Read more](#)

It's true, the planet and society got destroyed. But for a beautiful moment in history we created a lot of value for shareholders!





# Benefit Corporation

A Global Movement of  
Entrepreneurs and  
Changemakers to Redefine  
The Role of Business in Society

<https://bcorporation.net/>



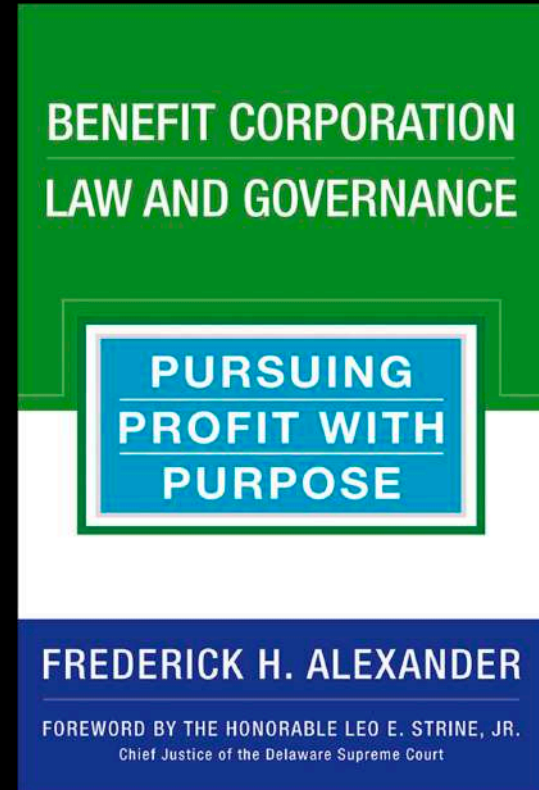


# Beyond Shareholder's Primacy

# A NEW FIRST PRINCIPLE FOR BUSINESS

“A Corporation must protect the social and environmental systems it depends upon. Only after this principle is satisfied it can distribute dividends to shareholders.»

Rick Alexander – B Lab

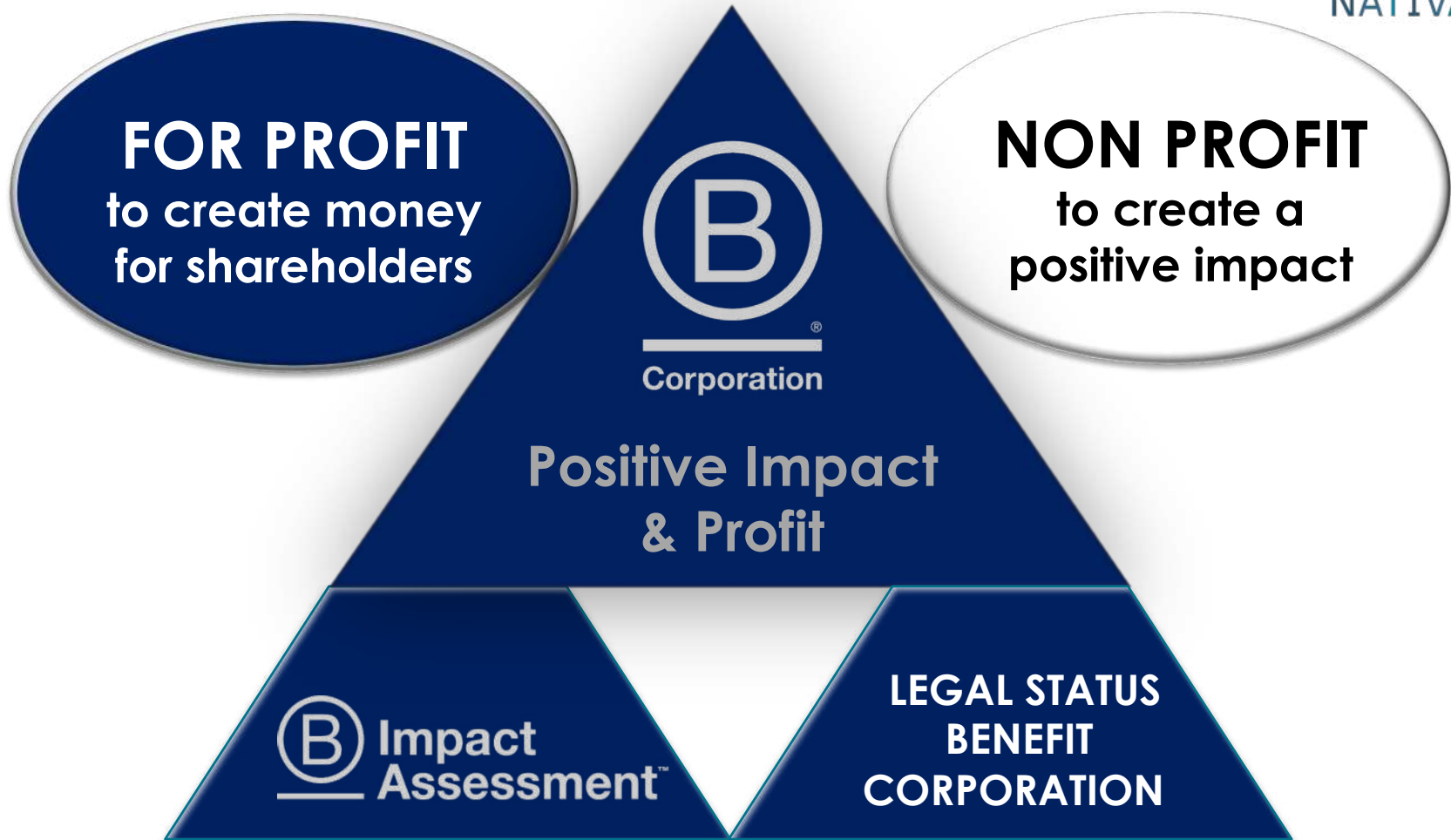


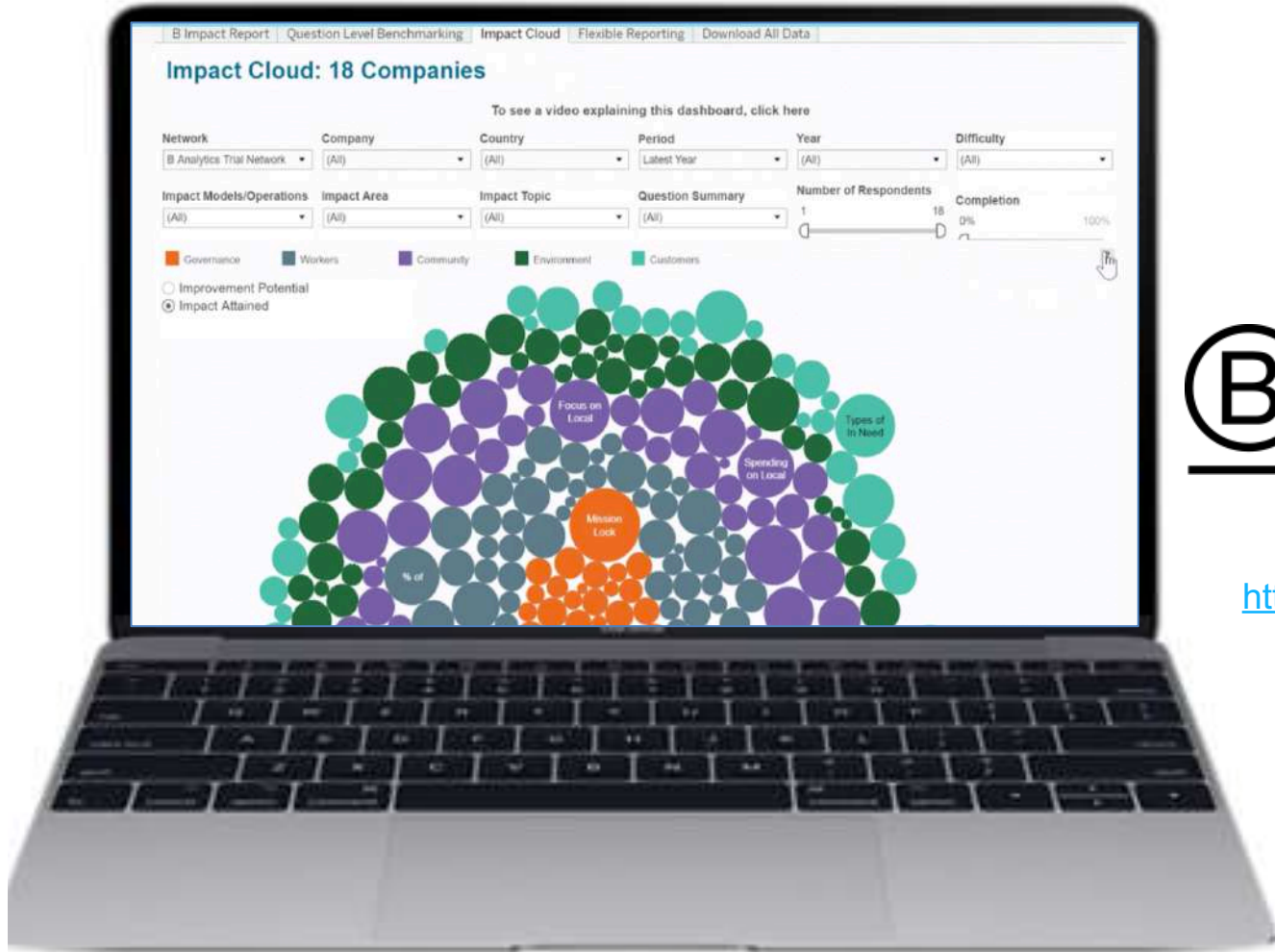




- A global business **leaders community**
- A new Business **paradigm**
- The most advanced and used **standard** to measure a company's economic, social and environmental impacts – B IMPACT ASSESSMENT
- A global **brand**
- An innovative **legal form** to protect regenerative businesses





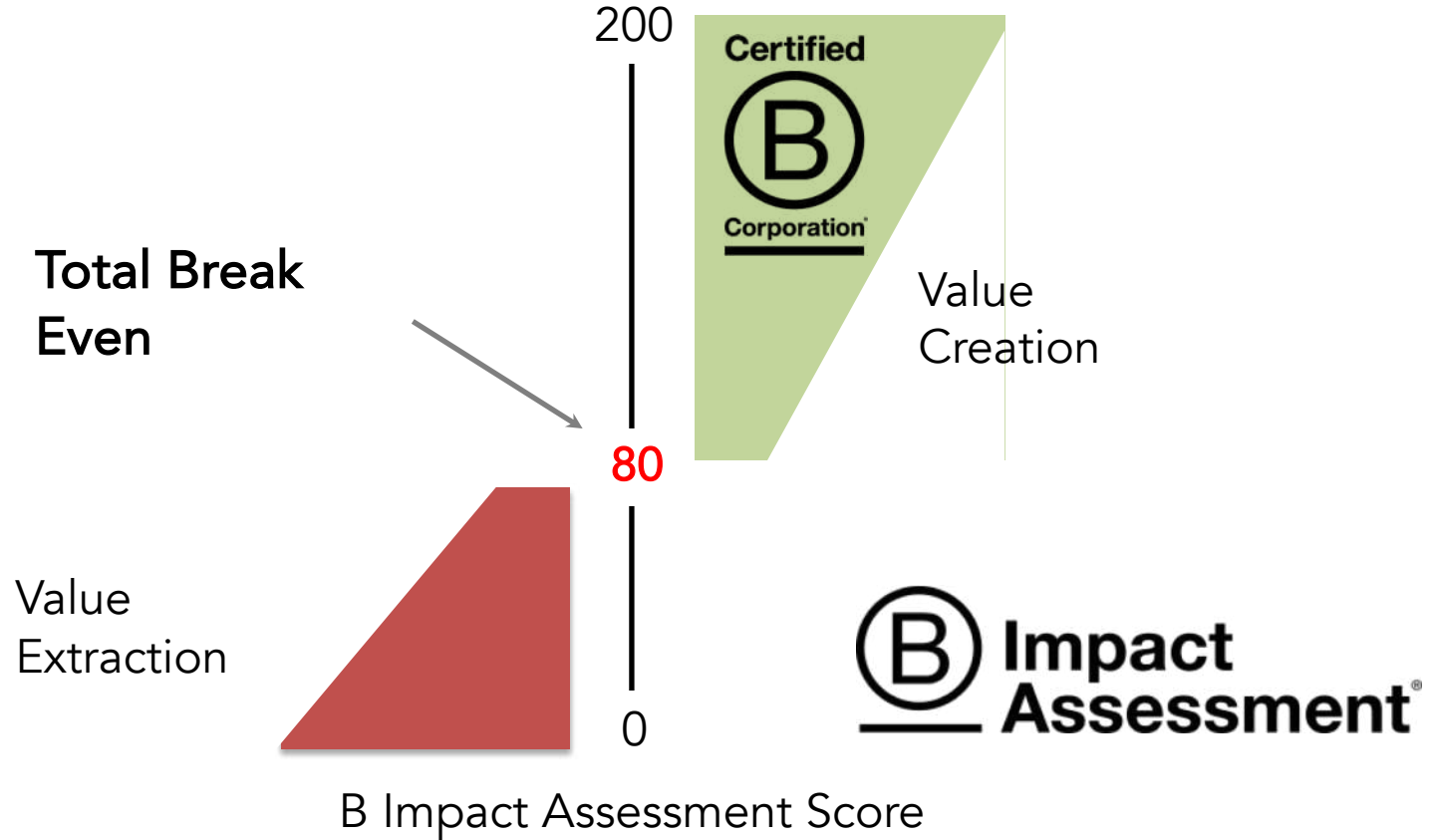


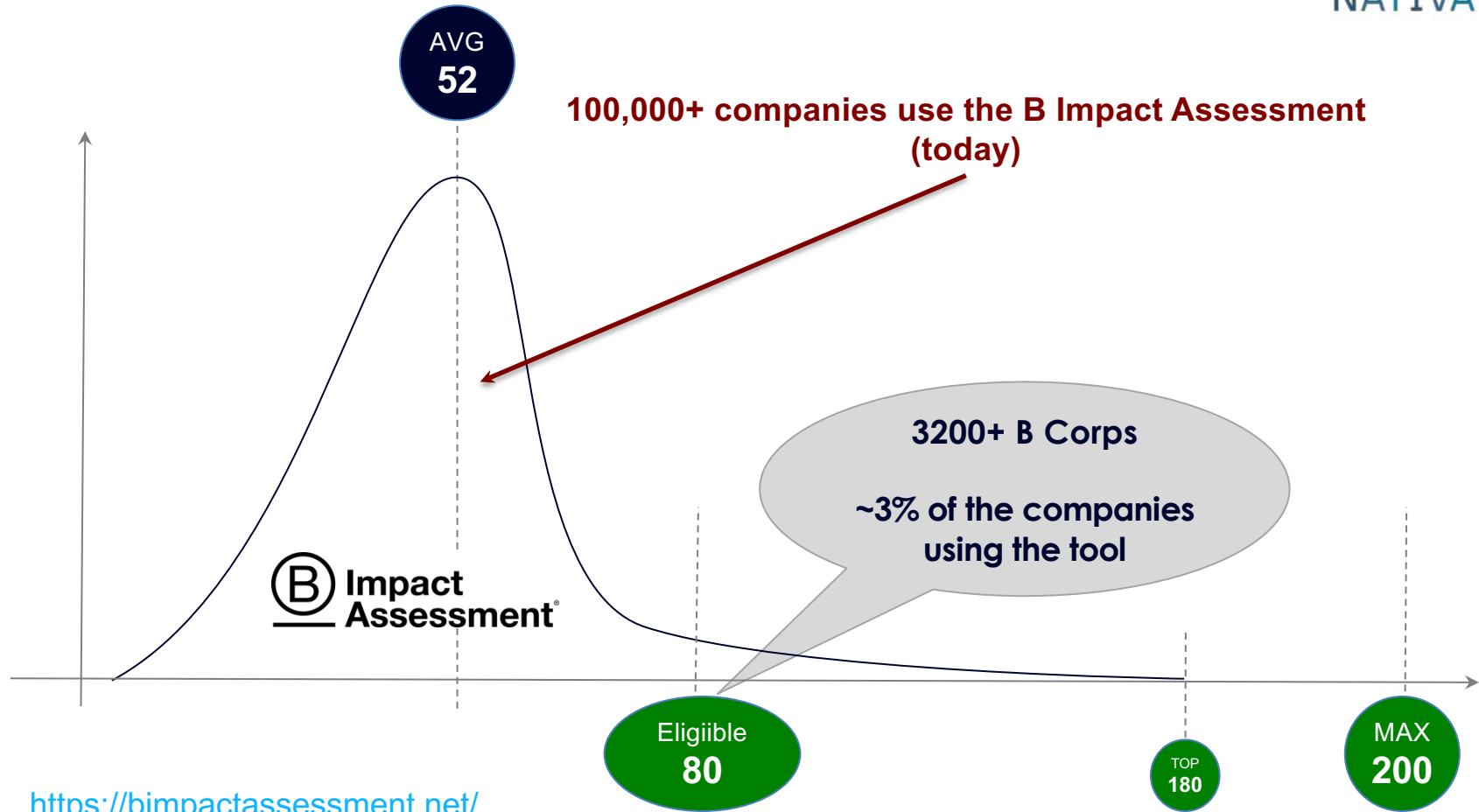
# Impact Assessment<sup>®</sup>

<https://bimpactassessment.net/>

# Total Break Even

Nativa © 2020





<https://bimpactassessment.net/>



# Business as Usual Will Not Save the Planet

by Mark R. Kramer, Rishi Agarwal, and Aditi Srinivas

June 12, 2019

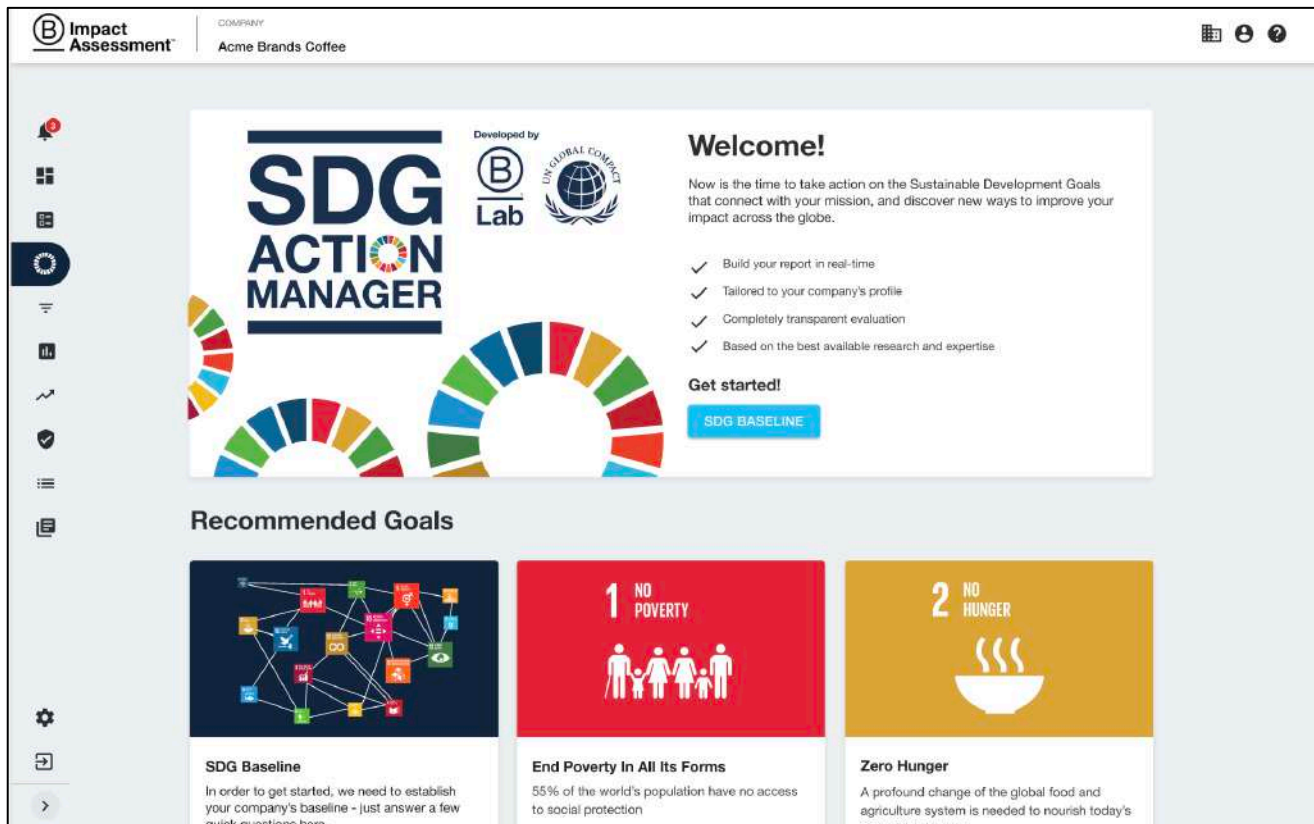
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LEONARD GERTZ/GETTY IMAGES



Our finding: **The commitment of almost every company we studied appears to be merely cosmetic;** existing corporate social responsibility (CSR) initiatives were simply relabeled with the relevant goals.



**B Impact Assessment** | COMPANY: Acme Brands Coffee

Developed by **B Lab** 

# SDG ACTION MANAGER

## Welcome!


Now is the time to take action on the Sustainable Development Goals that connect with your mission, and discover new ways to improve your impact across the globe.

- ✓ Build your report in real-time
- ✓ Tailored to your company's profile
- ✓ Completely transparent evaluation
- ✓ Based on the best available research and expertise

**Get started!**


[SDG BASELINE](#)

### Recommended Goals



**SDG Baseline**


In order to get started, we need to establish your company's baseline - just answer a few quick questions [here](#).



**1 NO POVERTY**

**End Poverty In All Its Forms**

55% of the world's population have no access to social protection



**2 NO HUNGER**

**Zero Hunger**

A profound change of the global food and agriculture system is needed to nourish today's

<https://app.bimpactassessment.net/get-started/sdg-action-manager>

# B Corp: a Global Network of Leaders

Certified



3200+ B Corp certified

71 Countries

150+ Sectors

One Goal: “Redefine Success in Business”

“In five or ten years, looking back we will say: this was the beginning of a revolution because the existing paradigm does not work anymore. This is the future.”

Yvon Chouinard





# Introducing Benefit Corporations in Italy Società Benefit

# Italy Became a ‘Lamp Shining a Light’ for Other Countries to Pursue Better Business

Benefit Corporation Structure has Moved Beyond the U.S.



Julia Sherbakov Following

May 31, 2017 · 5 min read



*Italy became the first country outside of the U.S. to legalize the benefit corporation structure. The process for creating a new option for purpose-driven businesses serves as a model for other countries.*



Founding class of Italian B Corps and benefit corporations, December 2016.

ARTICLE [Here](#)



July 26th, 2015

Senate Press  
Conference:  
Official Law Bill  
launch



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[bcorporation.net](http://bcorporation.net)



Dec 22<sup>nd</sup> 2015 – Società Benefit Bill is Approved by the Italian Parliament  
From Left: Eric Ezechieli – Senator Mauro Del Barba – Paolo Di Cesare

NATIVA



## Art.1 legge Società Benefit

La presente legge ha lo scopo di promuovere la costituzione e favorire la diffusione di società, denominate **società benefit**, che **nell'esercizio di un'attività economica, oltre** allo scopo di **dividerne gli utili**, perseguono una o più finalità di **beneficio comune** e operano in modo responsabile, sostenibile e trasparente nei confronti di persone, comunità, territori e ambiente, beni ed attività culturali e sociali, enti e associazioni e altri portatori di interesse.

Legge 28-12-2015 n. 208, Commi 376-384



# La promozione della legge sulle Benefit Corporations nel mondo



+12 paesi con specifici processi legislativi in corso.  
 Francia, Australia, Chile, Taiwan, Korea, Spagna, Uruguay, singapore...  
 Benefit Corporation in Scozia, Puerto Rico..



ITALIA primo stato sovrano al mondo (2016)



COLOMBIA (2018)



BRITISH COLUMBIA (2019)



ECUADOR (2020)



ARGENTINA Votata in una delle due camere (2018)



PERU' Votata nella commissione economica (2019)

<https://benefitcorp.net/>

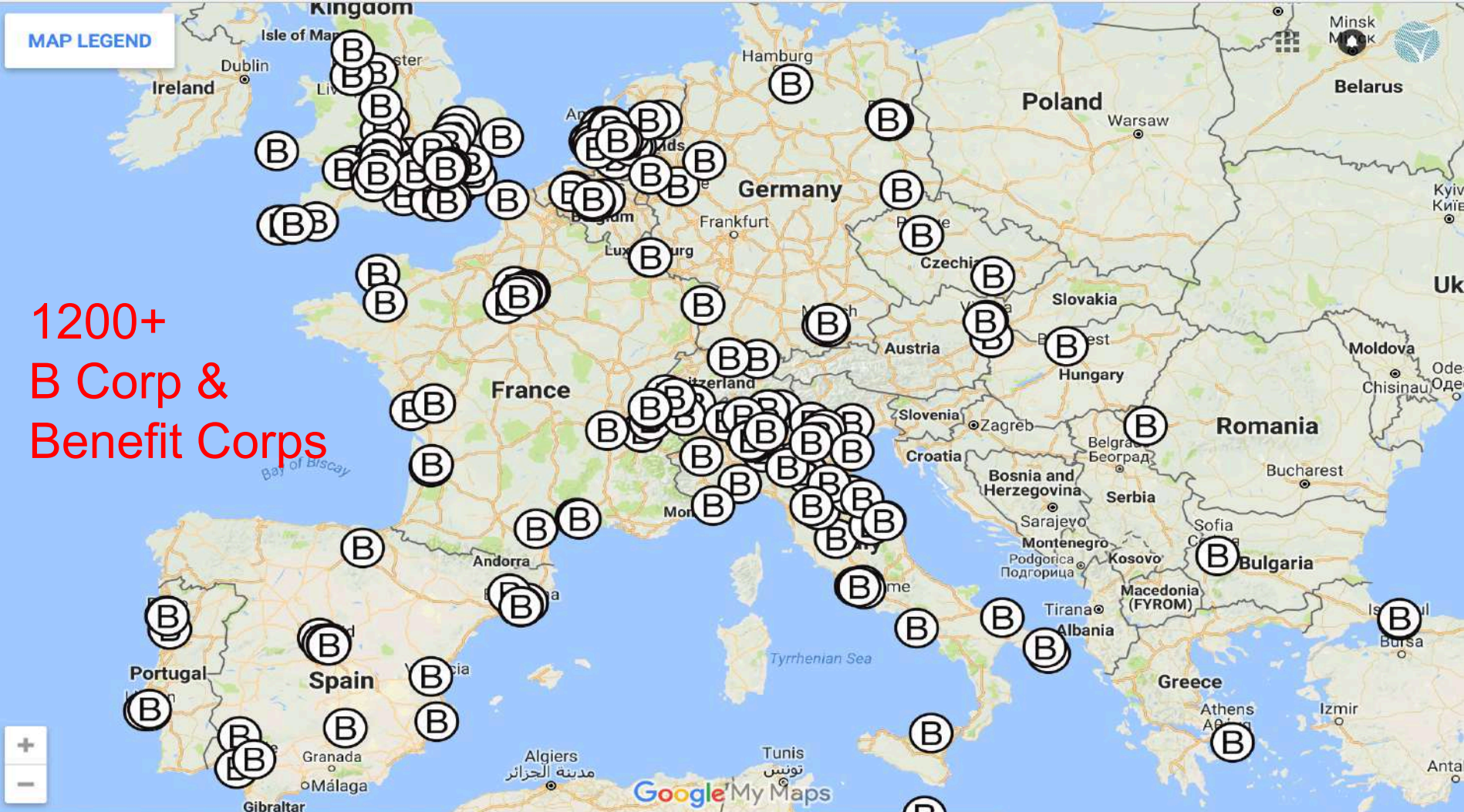


Philadelphia, October 2016 – NATIVA receives Most Valuable Player Award 2016, the highest recognition within the global B Corp movement. From Left: Eric Ezechieli (Nativa), Alicia Darvall, Jay Coen Gilbert, Andrew Kassoy (B Lab), Paolo Di Cesare (Nativa), Bart Houlihan (B Lab)



MAP LEGEND

1200+  
B Corp &  
Benefit Corps



IL MODELLO NORMATIVO DELLA SOCIETÀ BENEFIT

CAPITOLO VI

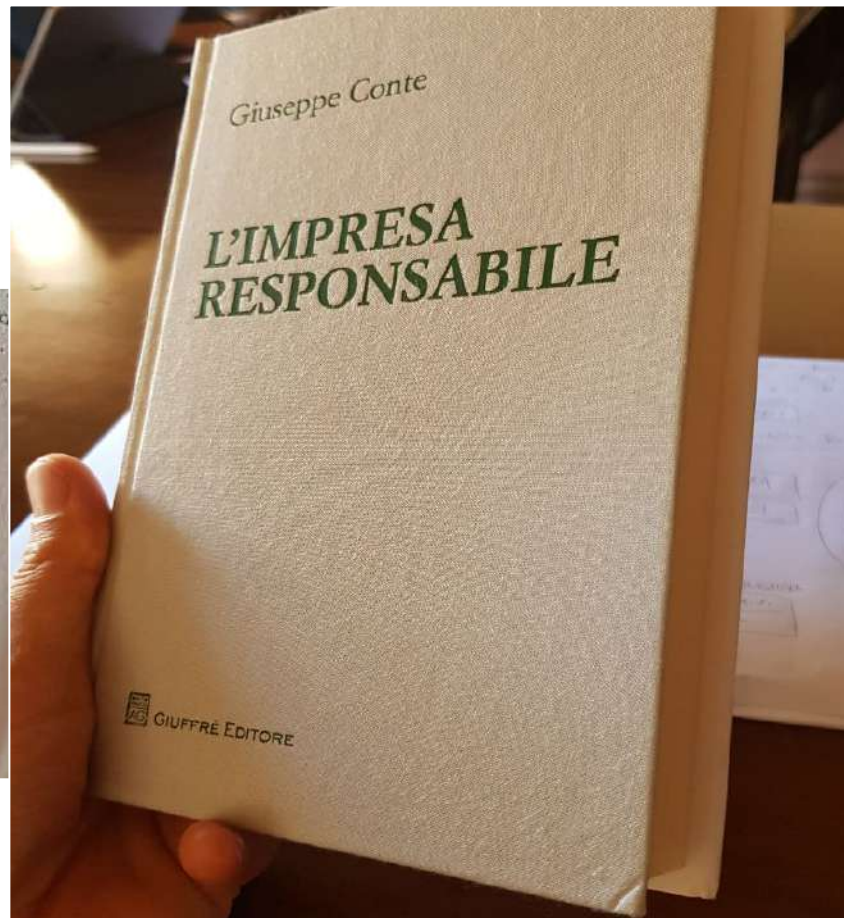
1. Il modello di disciplina delle società *benefit* e le prassi socialmente responsabili 143

2. La società *benefit* quale modello "normativo" di bilanciamento fra i diversi interessi rilevanti nello svolgimento dell'attività d'impresa (legge) Model *Benefit Corporation Legislation* e disciplina delle *Benefit Corporations* statunitensi 148

3. I possibili profili di responsabilità dei *benefit directors* 152

4. Qualche breve notazione di chiusura e un interrogativo finale 160

5. 167





# Business Roundtable Redefines the Purpose of a Corporation to Promote 'An Economy That Serves All Americans'

AUG 19, 2019

Updated Statement Moves Away from Shareholder Primacy, Includes Commitment to All Stakeholders

**WASHINGTON** – [Business Roundtable](#) today announced the release of a new Statement on the Purpose of a Corporation signed by 181 CEOs who commit to lead their companies for the benefit of all stakeholders – customers, employees, suppliers, communities and shareholders.







# 1.1 billion impressions in 48 hours



**In 48 hours: 1.1 Billion Impressions - 1.6 Million Users Reached**

**New Inquiries ~\$500 Billion in Revenues**

**Adformatie - AppleInsider - Bloomberg - Breitbart International -  
Business Insider - Business Times Inc. - Digital Journal - El Pais - Fast  
Company - Financial Times - Guardian - ImpactAlpha - Inside  
Philanthropy - Istoe - La Croix - New York Times - Newsweek -  
NYSSCPA - PR Week - Seattle Times - SNEWS IT World Canada -  
Thrive Global - Washington Post - WWD International - Yahoo Finance**







# How to Declare a Climate Emergency

A playbook for business by B Lab UK

<https://pardot.bcorporation.net/climateemergencyplaybook>

# The B Corp Movement

## Declares a Climate Emergency & System Failure

which is both driver of the emergency  
and impediment to meaningful action



**DRAFT**

### B CORPUS DECLARE A CLIMATE EMERGENCY & SYSTEM FAILURE

We are living in unprecedented times. [Accelerating climate change](#) and [ecological breakdown](#) pose an overwhelming challenge to all life on Earth. The [scientific community](#) has agreed that a 1.5°C increase in average global temperature is the limit to reduce the worst impacts for our planet and its inhabitants; at the current trajectory, it is estimated we will reach this limit as early as 2030. Based on science and our lived experience, it is obvious to us that there is a climate and ecological emergency, an existential threat to which we must respond immediately.

It is also clear to us that the emergency is being driven, and responses constrained, by an economic system that rewards the single-minded pursuit of profits while untenably [externalising](#) environmental and social costs. This results in decisions that prioritize short term financial returns often at the expense of people, communities and the natural world on which all life depends.

Inspired by the response of some [students](#), [central bankers](#), [academic institutions](#) and [policy makers](#) to this emergency, we believe it is imperative for all business to demonstrate leadership in eliminating emissions and drawing down carbon. In addition, we believe it is imperative to use the power of our collective voice to advocate for policy changes necessary to remove impediments and align incentives that will drive meaningful climate action and address a primary driver of this systemic failure: the failed doctrine and culture of profit maximization, often called shareholder primacy.





<https://www.bcorpclimatecollective.org/>





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# The Guardian

on | Sport | Culture | Lifestyle | More

## Guardian Media Group becomes first major news organisation to become a B Corporation and pledges to reach net zero emissions by 2030

**Guardian Media Group (GMG) today announces it is to become a B Corporation - making it the first major international news organisation to achieve B Corp certification.**



Sistema



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<https://www.desafio10x.cl/>

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MESES O MENOS

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**SE HAN SUMADO**



Robert J. Shiller

Nobel Laureate 2013 in Economics

*“Benefit*

*Corporations will  
be more profitable  
than any other type  
of business...”*



Chiesi  
Passion and Ideas for Innovation in healthcare

FRATELLI  
Carli

AMBIENTA  
ESIGLIAMO IL MEGLIO

alpro  
enjoy plant power

va © 2010  
davines  
[ comfort zone ]

Damiano  
THINK ORGANIC

Zordan™  
shaping beauty  
SINCE 1965

Gruppo  
Assimoco  
ASSICURAZIONI MOVIMENTO COOPERATIVO

filippi



NATIVA

Aboca

D  
DERMOPHYSIOLOGIQUE



ALESSI



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by ANTICA ERBORISTERIA

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— WINERY —

Slow Food



perXmicro  
il microcredito in italia



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EUROPE

~ 100  
B CORP CERTIFIED

500+  
SOCIETÀ BENEFIT

NATIVA



First in pharma, largest in the EU  
Società Benefit & B Corp Certified

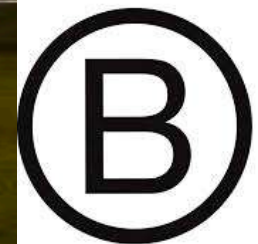


 **Chiesi**  
People and Ideas for innovation in healthcare

NATIVA

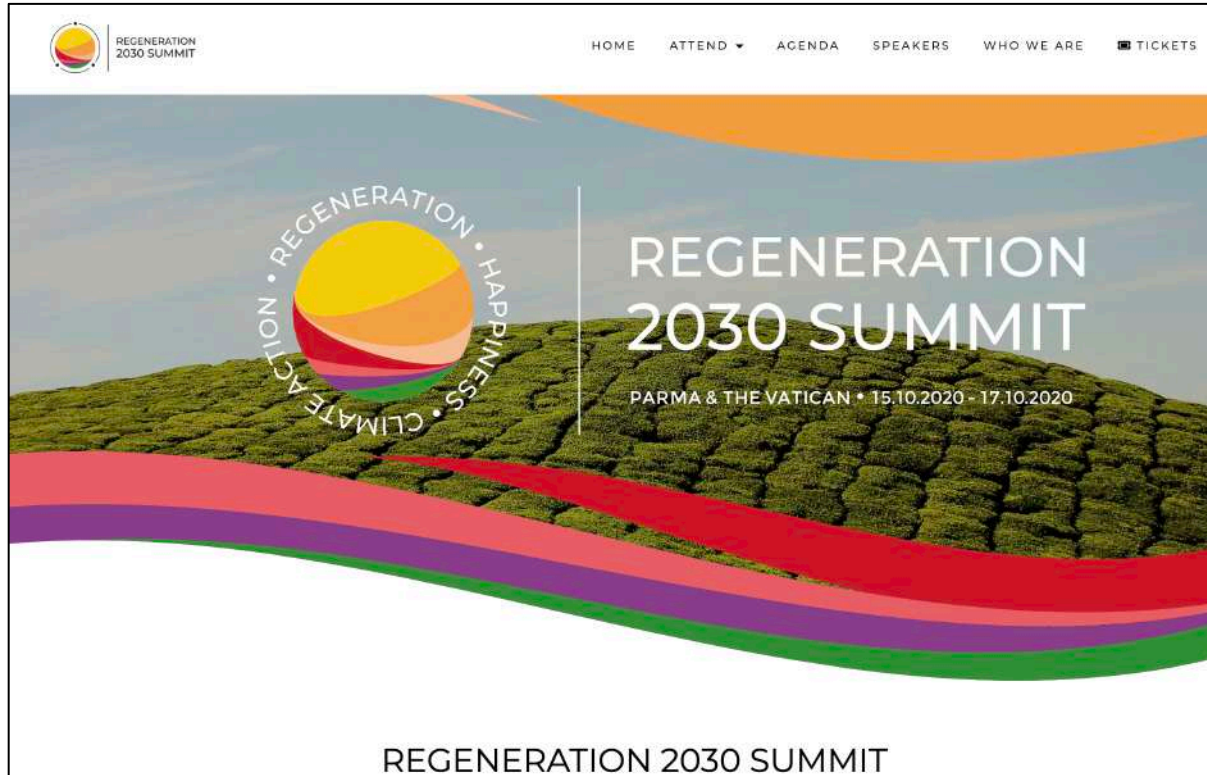


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REGENERATION 2030 SUMMIT

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<https://www.regeneration2030.eco/>



## Usare il Business come Forza Positiva

Il movimento delle B Corp è nato nel 2007 per diffondere un paradigma più evoluto di business, a partire dal suo DNA. In pochi anni è diventato uno dei fenomeni economici più osservati al mondo. La visione è di innescare una competizione positiva tra tutte le aziende, perché siano misurate e valutate nel loro operato secondo uno stesso metro: il vero Beneficio prodotto per la società e la biosfera, e non soltanto gli utili per gli azionisti. Le migliaia di B Corp nel mondo rappresentano una soluzione concreta, positiva e scalabile che crea valore per l'intera società.

Nel manuale trovi suggerimenti, casi e interviste da oltre 100 B Corp, di cui 9 italiane. L'autore Ryan Honeyman, fondatore di una B Corp, spiega come questo modo di fare impresa porti ad attrarre talenti, distinguersi nel mercato, migliorare la credibilità e accrescere la fiducia dei clienti.

*Credo che le B Corp avranno risultati economici migliori rispetto ad altri tipi di aziende.*

**Robert Shiller** – Premio Nobel per l'Economia, 2013

*Tra cinque o dieci anni guardando indietro diremo: questo è stato l'inizio di una rivoluzione perché il paradigma esistente non funzionava più. Questo è il futuro.*

**Yvon Chouinard** – Fondatore, Patagonia, prima grande azienda a trasformarsi in B Corp nel 2011

*Fareste bene a osservare queste B Corp... Dobbiamo tornare a una società partecipativa, che non concede a una categoria di stakeholder un vantaggio smisurato sulle altre.*

**Bill Clinton** – Presidente USA dal 1993 al 2001

*L'idea di B Corp è così ovvia che il contrario suona sospetto.*

**Riccardo Sabatini** – Scienziato, Imprenditore



898.1

L'edizione italiana nasce grazie a un crowdfunding di 108 sostenitori, in collaborazione tra Bookabook, Nativa (B Lab Country Partner) e gli studenti del corso ACME all'università Bocconi.

Le B Corp non sono solo un nuovo modo di intendere il business, ma possono cambiare il paradigma con cui siamo abituati a pensare al profitto e al mercato.

Thomas Greco – Cofondatore di bookabook - il crowdfunding del libro

La Prefazione all'edizione italiana è un Crowdwriting di: *Alberto Baban - Alessia Maccaferri - Andrea Grecchi - Andrea Ily - Andrea Pauri - Andrea Pugliese - Andrea Ripaccini - Andrea Spila - Anna Cogo - Annalisa Dentoni Litta - Carlo Bagnoli - Chiara Mio - Christian Rinaldi - Claudia Baggio - Claudia Carli - Cristina Gabetti - David Orban - Davide Dal Maso - Elisa Finocchiaro - Emanuele Plata - Emil Abirascid - Eric Ezechieli - Fausta Chiesa - Federico Garcia - Filippo Taddei - Francesca Fedeli - Francesco Mondora - Francesco Pozzabon - Lovetta Pizio - Luca Rossetini - Luca Testoni - Luciano Balbo - Luciano Canota - Marcello Palazzi - Marco Morganti - Marco Squicciarini - Marco Vianello - Mario Molteni - Massimiano Tellini - Massimo Lacerenza - Massimo Mercati - Matteo Bartolomeo - Maurizio Zordan - Mauro Del Berba - Michele Casucci - Paolo Braguzzi - Paolo Di Cesare - Paolo Ronchetti - Primo Barzoni - Riccardo Donadon - Riccardo Facci - Riccardo Sabatini - Roberto D'Angelo - Roberto Lorusso - Samir de Chadarevian - Sandro Paradisi - Sara Roverri - Stefania Zannagnù - Thomas Miorin - Thomas Greco - Tonino Dominici.*

<http://bcorporation.eu>

bookabook



Ryan Honeyman

Il manuale delle B Corp

bookabook

# Il manuale delle B Corp

Usare il Business come Forza Positiva



[Available Online](#)

Ryan Honeyman

Certified



Corporation



*“The Idea of B Corp  
is so obvious that  
the opposite  
sounds suspicious”*

Riccardo Sabatini  
Scientist & entrepreneur



[nativablab.com](http://nativablab.com)  
[bcorporation.eu](http://bcorporation.eu)

**NOi** abbiamo un  **SOGNO**

[https://youtu.be/HABJn2\\_fY7U](https://youtu.be/HABJn2_fY7U)

# Good Links & Videos

- Nativa – Lead with Purpose: <https://nativlab.com/en/>
- B Corp: <http://bcorporation.eu>
- Benefit Corporations: <https://benefitcorp.net/>
- Società Benefit: <http://www.societabenefit.net/>
- Associazione Società Benefit: <http://www.assobenefit.org/>
- B Impact Assessment (BIA) <https://bimpactassessment.net/>
- BIA and the [Sustainable Development Goal 2030](#)
- The Natural Step NGO: <https://thenaturalstep.org/>
- B Lab (the organisation promoting B Corps and Benefit Corporations worldwide) wins Aspen Institute McNulty Prize (2015 – 4’): [https://youtu.be/pu4IU\\_LHvzl](https://youtu.be/pu4IU_LHvzl)
- Harvard on B Corps (article): <https://hbr.org/2016/12/it-pays-to-become-a-b-corporation>
- Yale on B Corps (article): <https://cbey.yale.edu/our-stories/the-value-of-b-corps-what-investors-need-to-know>
- Ca Foscari su B Corps & Nativa (Capitoli del libro ‘L’azienda sostenibile’ – 2018, pagine 55-78): <http://edizionicafoscari.unive.it/media/pdf/books/978-88-6969-202-4/978-88-6969-202-4-ch-08.pdf>
- Patagonia’s CEO Rose Marcario on B Corps (2016, 1’): [https://youtu.be/6uMtc\\_8GQ4](https://youtu.be/6uMtc_8GQ4)
- Paul Polman, Unilever CEO, on B Corps (2015, 2’): <https://youtu.be/yJQhkHCJkqE>
- Danone Announcement about B Corp commitment (Shareholders' General Assembly - April 2017 – in French, 4’): <https://youtu.be/-cJYrWcurDs>
- Wal Mart’s CEO Comment on Danone’s Announcement (2017, 1’): [https://youtu.be/s\\_5spexBGq8](https://youtu.be/s_5spexBGq8)
- Emmanuel Fabèr, Danone CEO in a dialogue with B Lab Co-Founder Andrew Kassoy.
- B Corps and Sustainable Development Goals (Amsterdam, November 26th, 2018, about 60’): <https://youtu.be/P-ofxmInWwU?t=795>
- Benefit Corporation Legislation Journey in the USA (2013, 4’): <https://youtu.be/yVMogHTr61s>
- Benefit Corporation Legislation Journey in Italy: <https://bthechange.com/italy-became-a-lamp-shining-a-light-for-other-countries-to-pursue-better-business-e35141a7ce43>
- Forbes: Connection B Corp & Finance - Jay Cohen Gilbert (B Lab co-founder): <https://www.forbes.com/sites/jaycoengilbert/2018/02/20/every-cfo-should-know-this-the-future-of-banking-ties-verified-esg-performance-to-cheaper-capital>