

Badger Honored as 2016 ‘Best for the World’ and ‘Best for the Environment’

Company scores in top 10 percent of more than 1,800 certified B Corporations on the rigorous B Impact Assessment, the gold standard of corporate responsibility metrics.

Gilsum, New Hampshire ([PRWEB](#)) October 25, 2016 -- W.S. Badger Co. Inc., a family owned and family friendly manufacturer of certified organic and 100% natural body care products, today announced it was honored as 2016 [Best for the World](#) and [Best for the Environment](#) at the first annual Best for the World Celebration and Awards Ceremony held in September. The company was recognized for creating the most positive overall community and environmental impact after scoring in the top 10 percent of more than 1,800 Certified B Corporations on the B Impact Assessment, a rigorous and comprehensive assessment administered by the independent nonprofit B Lab to measure a company's impact on its workers, community, customers and the environment.

“Being among the top 10 percent of certified B Corps is something we are very proud of because B Corps are among the most socially responsible businesses in the world,” said Emily Schwerin-Whyte, co-owner and vice president of sales and marketing at Badger. “B Corps are taking the lead in measuring their social and environmental impact and using B Lab’s impact assessment tool to continually measure and improve their business practices. As a Best for the World honoree, we are in very good company!”

In order to become a certified B Corp, a company must achieve an overall score of 80 or higher, and on its most recent B Impact Assessment, Badger achieved an overall score of 138, with an Environment score of 57. [To remain a certified B Corp, companies like Badger must undergo a rigorous re-certification process every two years.](#) This process demands transparency and accountability and evaluates a B Corps social and environmental performance. This is Badger’s second time being honored as Best for the World and third time as Best for the Environment.

“The companies we are honoring as the best for the world represent the cutting edge of a global movement using business as a force for good. We are inspired by them, and feel deeply honored to join them in this historic and ground-breaking celebration,” said Bryan Welch, CEO of B the Change Media, the multiplatform media company that publishes the quarterly B Magazine and host of the Best for the World event at the University of California, Berkeley’s Haas Business School. Honorees were featured in the fall issue of B Magazine and on B the Change’s digital platform, [bthechange.com](#).

The 2016 Honorees represent nearly one-third of all B Corps, displaying a wide range of excellence throughout the community. Today there are more than 1,800 Certified B Corporations across over 120 industries and 42 countries, unified by one common goal: to redefine success in business. Any company can measure and manage social and environmental performance at [bimpactassessment.net](#).

W.S. Badger is the maker of certified organic and 100% natural body care products. Family-run and family-friendly since 1995, Badger was born when Badger Bill, a carpenter at the time, created a recipe of natural ingredients strong enough to soothe his rough, dry cracked hands. Now a team of over 90 employees, the company produces more than one hundred products ranging from lip balms, hair oils and body moisturizers to mineral sunscreens and natural bug repellents.

Inherent in Badger’s DNA is its status as a B Corporation, a certification earned through B Lab, a third party

nonprofit that requires companies to meet rigorous standards of transparency as well as environmental and social performance. Badger has been a certified B Corp since 2011 and in 2015 became one of New Hampshire's first businesses to register legally as a Benefit Corporation, a for-profit status that incorporates the pursuit of positive environmental and social impact in addition to profit.

For more information, visit www.badgerbalm.com.

B Lab is a nonprofit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the best for the world and society will enjoy prosperity for all for the long term.

B Lab drives this systemic change by: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing benefit corporation legislation to give business leaders the freedom to create value for society as well as shareholders; 3) helping businesses measure, compare and improve their social and environmental performance with the free B Impact Assessment; 4) driving capital to impact investments through use of its B Analytics and GIIRS Ratings platform.

For more information, visit www.bcorporation.net.



Contact Information

Deirdre Fitzgerald

W.S. Badger Company

<http://www.badgerbalm.com/>

+1 (603) 283-5220

Online Web 2.0 Version

You can read the online version of this press release [here](#).