



SPECIAL REPORT

FORCES FOR GOOD

THE 5 MUST-KNOW B CORPS FOR 2023

**WE'RE CELEBRATING
GOING BEYOND**





B CORPS GOING BEYOND

To celebrate B Corp Month in the UK, discover some of the most exciting innovations we've spotted across the B Corp community

What is a business? What does and should it do? Is making profits all that matters?

According to the principles of the B Corporation Movement, business should be a force for good. And in this time of climate crisis and rapid change, this idea has never been more important.

B Corp Month is an annual, month-long event that promotes the values of the B Corp Community. And, this year, the celebrations are based around the theme of 'We Go Beyond'. This will invite people to understand how and why B Corporations go beyond expectations to pursue a more impactful path.

As one of the first certified B Corporations in the UK, Springwise is proud to support this campaign. Every day we spot the latest innovations that matter, developed by a whole range of different organisations from startups and non-profits to large corporations and established universities. But a significant proportion of the innovations in our library come from environmentally focused B Corporations who are living their commitment to positive impact through the products and services they produce.

Here are some of the best >>>



ABOUT SPRINGWISE

Springwise is the leading global platform for innovation and positive change. For the last 20 years, we've been discovering and publishing the world's newest, most important innovation solutions for positive change and the transition economy.

With a global community of more than 2 million, we're essential reading for CEOs, innovators, investors, educators, and corporates in all sectors and geographies. We're also the trusted innovation and sustainability content partner for many leading global brands and organisations.

We're proud to be a member of 1% for the Planet, plus a certified B Corporation.

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The world's first arboreal B Corp



Photo Source: [Wild](#)

BEYOND BEAUTY

A vegan deodorant brand has made it easy to replace plastic deodorants with responsible alternatives through compostable refills and a flexible subscription package

Embarking on its B Corp journey in February 2021, Wild Cosmetics was first featured on Springwise early last year. Since then, many UK consumers will have become familiar with the brand from both billboards and supermarket shelves. And the vegan, refillable deodorant is also available in Ireland, Germany, Austria and Norway, after the company successfully raised more than €5 million in early 2022 to fund its growth.

The company's flexible subscription service allows users to receive personalised, mix-and-match refills, and with their first package, subscribers receive a lightweight case made largely

from aluminium with a small number of recycled plastic parts. They then receive scent refills with subsequent deliveries, which come in a bamboo pot that can be composted at home or recycled with other papers.

The deodorants do not contain any aluminium salts, which most anti-perspirants use to block the body's natural release of water.

Switching to this model helps to save a lot of plastic waste. In fact, according to the company's latest B Corp impact assessment, its community of one million users has saved up to 150 tonnes of plastic from entering landfill. Most recently, the company announced the addition of a new camomile tea and French lavender scent to its range.

TAKEAWAY

Current market analysis lists the main types of deodorants and antiperspirants as alcohol, aluminum salt, fragrance and others. Consumers and environmentally aware brands must continue the push to replace petroleum-based ingredients and other chemicals with vegan alternatives. The health and beauty industries are colossuses, with the global health and wellness market expected to reach \$4,277 billion by 2027.

Forcing any of the three harmful types of deodorant out of the top spot will go some way in creating a more sustainable market, especially when paired with reusable, recyclable and compostable packaging.



Photo Source: [Dayrize](#)

BEYOND SHOPPING

A new marketplace has developed a scoring system that allows consumers to see at a glance which products are truly sustainable

Meeting the stringent criteria for becoming a B Corporation is not easy and takes time. One company currently undertaking this process is Dayrize, a climate tech startup that has developed a platform to rapidly and cost-effectively evaluate the environmental impact of consumer products. It can be difficult for consumers to find information and data to cross-check a product's green credentials. In fact, it can be both difficult and expensive to conduct an environmental impact measurement for individual consumer products, meaning they are out of reach for most businesses.

Dayrize's Sustainability Assessment Tool uses geospatial analytics, datasets, and a complex algorithm to collect and cross-reference information for individual products and calculate a score out of 100, called the Dayrize Score. This score allows consumers to easily understand and compare the sustainability of products as they shop. The Dayrize Score is based on factors that include circularity, climate impact, impact on wellbeing and livelihoods, ecosystem impact, and the product's potential for good.

The company provides brands with a consumer-facing widget they can use to display the Dayrize score and sustainability credentials on their website. The widget includes the Dayrize score icon, and lists the water, land and CO2 impact of each product.

TAKEAWAY

Dayrize claims to be the fastest-growing marketplace for sustainable products in the UK. It carries a large selection of high-quality, ethical brands in categories such as fashion, health and beauty, sports, and the outdoors. The company has already partnered with more than 500 brands to assess their products. They are currently expanding their business across Europe and have plans to enter the US market.

Dayrize is also committed to investing five per cent of its annual profits to 'support its brand partners in redesigning their products and value chains to lower their environmental impact'.



Photo Source: [Oxwash](#)

BEYOND LAUNDRY

A sustainable laundry system uses space age technology, AI, electric vehicles, and reclaimed water to make commercial washing greener

First spotted by Springwise in 2020, Oxwash became a certified B corporation last year, the first laundry company in the world to do so and achieving an impact score well above the 80 pass mark threshold.

Oxwash's solution revolves around the use of 'wet' cleaning, which replaces the harsh solvents used in dry cleaning with biodegradable detergents. The company also uses 'ozone technology' to deodorise and sanitise clothes at lower temperatures than those used in traditional commercial laundry processes – a method used in hospital sterilisation and during space missions. It reclaims and recycles washing water, and

filters out approximately 95 per cent of microfibres shed during washing. To improve sustainability further, Oxwash uses electric vans and e-bikes to pick up and deliver orders, as well as robots to assist with ironing and folding at scale.

The company was started in 2017 by scientist Dr Kyle Grant and engineer Tom de Wilton after the pair becoming fed up with 'unreliable' washing machines on the University of Oxford's campus. Oxwash raised £10 million in Series A funding last year, which the company will use to expand further in the UK, with ambitions to expand into the US. It is also investing in new innovative new methods, such as acoustic drying, a way of drying textiles using soundwaves instead of heat.

TAKEAWAY

According to one report, the global on-demand laundry market is expected to surpass \$559.4 billion by 2030. This growth is expected to be driven by residential users, as much as businesses.

At the same time, a survey by Electrolux Professional indicates that 55 per cent of businesses and retail consumers would prefer a chemical-free method of cleaning, with 43 per cent aware of the danger of dry cleaning chemicals. Oxwash are in the right place at the right time to make positive change.



Photo Source: [Cabinet Health](#)

BEYOND PACKAGING

A new healthcare company is hoping to replace billions of plastic pill bottles with reusable and biodegradable alternatives

Most of us, even those who use a large number of prescription medications, probably give little thought to the plastic waste resulting from healthcare. Yet, around 190 billion plastic bottles for over-the-counter (OTC) medicine were sold in 2021 – and although most of them are recyclable, in reality very few are actually reprocessed.

Now, startup and B Corp Cabinet Health has developed the world's first refillable and decomposable medicine system. Under the system, pharmacy HealthHavenRX refills prescriptions using Cabinet Health's products, which include refillable bottles and biodegradable pouches.

Initial orders are sent with one of Cabinet's reusable glass bottles and a magnetic label. Medicine refills will then be sent in a pouch made from compostable materials that are 100 per cent earth-digestible and city-compost friendly.

The company also sells over-the-counter medicines in its packaging, including those for hay fever relief, pain relief, cold and flu treatment, and digestive health. The company says that, by switching to its refillable system, customers can eliminate one pound of plastic annually and hundreds of pounds of plastic in a lifetime.

TAKEAWAY

Founded in 2018 by Achal Patel and Russell Gong, Cabinet Health hopes to lead the \$1.4 trillion global pharmaceutical industry in addressing its plastic use. The company provides refillable glass bottles and medicine pouches made from fully biodegradable materials. Cabinet Health products can currently be found on the company's website and with select US online retailers, including Grove Collaborative and Amazon. Using recent funding, the company will be able fuel its rapid brand growth by expanding into more retail channels and developing prescription services.

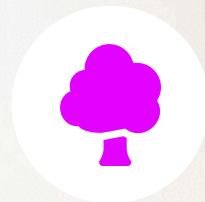


Photo Source: [Leaf & Limb](#)

BEYOND TREES

The longstanding family business that disrupted its own way of working to help mitigate the effects of climate change

All kinds of businesses can become a B Corp, and in late 2021, Springwise spotted Leaf & Limb, the first-ever tree service company to achieve B Corp certification. This longstanding family business employs a unique approach. In the tree service industry, a significant proportion of revenues comes from cutting down trees. For example, until 2019 – when the company shifted its approach – half of Leaf & Limb’s revenue came from tree felling.

While they will only cut down trees that are dead or invasive, Leaf & Limb do trim branches. Recently, they have started using these trimmings to generate biochar, a stable form of charcoal created by heating organic

materials in an oxygen-starved environment through a process called pyrolysis. The material is then “charged” with organic nutrients and used to feed the trees and soil.

Basil Camu, the company’s Chief Vision Officer, has described the company’s philosophy as focused on helping not just trees, but the entire ecosystem, saying, “My hope for the tree service industry, and adjacent industries such as landscaping and nurseries, is that we can become caretakers of this planet instead of what we are today... Our profit models are built on the degradation of our planet. By adopting new models that heal our landscapes we can flip the script: we can make money by healing the planet instead of harming it.”

TAKEAWAY

Leaf & Limb has also recently extended its model of healing the landscape with Project Pando, a tree farm staffed by volunteers that cultivate native tree species in a sustainable way to donate to members of the public for free. The project is an outgrowth of the focus the company places on the wellbeing of people, including both its staff members and the communities it works in. Their philosophy is that trees and people are interdependent and both need to be looked after. “Our approach may require more work, but in the long run we create lasting solutions that have a positive impact on the health of you, your trees, local ecology, and our planet as a whole.”



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