

# B Corp Recertification Assessment and Sustainability Analytics



2024 Masters of the Environment Capstone Project

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## Company Overview

Bonterra Organic Estates, located in Northern California, is a regenerative organic winery that is driven to make a sustainable impact in the wine industry. Bonterra has been a certified B Corp since 2015 and is recognized for their strong environmental and social impact. Other certifications that convey their commitment to environmental, social, and industry responsibility include True Zero Waste, Regenerative Organic Certified, and California Certified Organic Farmers.



## Project Context

A B Corp is a for-profit organization that meets the highest standards of “verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose”. To become a B Corp, a company must complete the B Impact Assessment and earn a minimum of 80 points.

The B Impact Assessment (BIA) is a series of questions about a company’s practices and outputs across their governance, workers, community, the environment, and customers. The points and data submitted in the assessment are verified by auditors at B Lab through the verification process. Every three years existing B Corps must go through a recertification process to ensure the organization is continuing their commitment to B Corp standards.

## Project Objectives

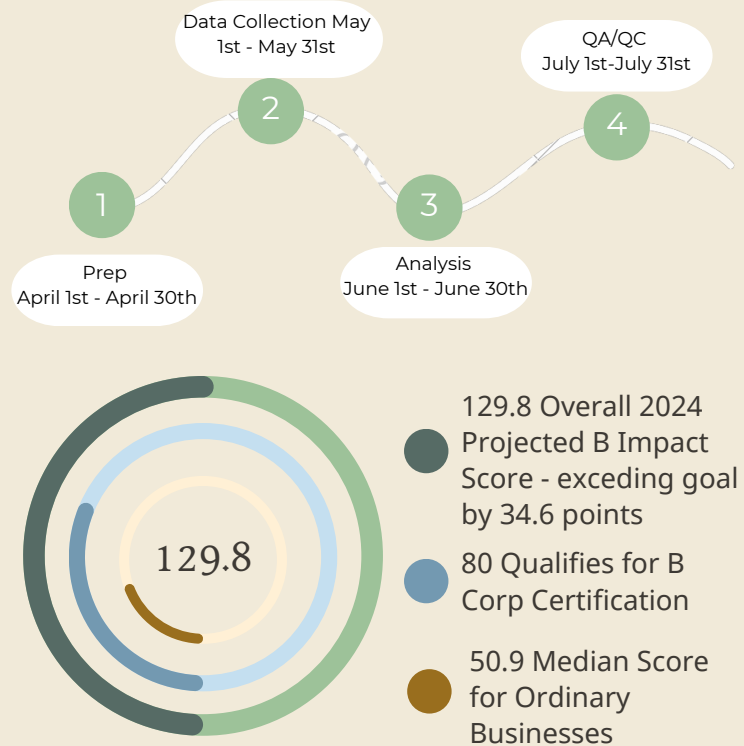
- Complete the 2024 B Impact Assessment recertification cycle for Bonterra and receive a minimum score of 90 points
- Summarize and understand the new Version 7.0 B Corp standards to create a project management tool and guidebook for Bonterra & other B Corps to utilize.

## Acknowledgements

The Bonterra Organic Estates team is thankful for the guidance from our capstone mentors Jess Baum and Meredith Soden. We also thank our dedicated advisor, Mara Rose.

## Project Phase 1:

The methodology of Phase 1 consisted of extensive data collection, qualitative and quantitative data analysis, and quality assurance and quality control. Our team gathered data across 12 departments to answer over 230 questions in the B Impact Assessment using our customized project management tool to maintain a high level of organization. Once we completed the assessment our team carefully reviewed each question and the associated data for accuracy and completion. Upon completion of the B Impact Assessment our team achieved a projected score of 129.8 for Bonterra Organic Estates. This score indicates Bonterra's strong commitment to B Corp standards.



## Project Phase 2:

The B Corp standards are currently undergoing an update that aims to increase the transparency and rigor involved in the B Corp movement. Given the complexity of these changes, our team wanted to help build capacity for both Bonterra and the B Corp community to prepare for the upcoming standards. To do so, our team created a guidebook and project management tool in [Notion](#). This tool provides extensive resources on the new standards as well as strategies for implementation of the new standards. In addition to the project management tool, we hosted an in-person workshop with B Local Colorado and a virtual webinar with the B Local Ontario network. These workshops provided additional guidance and support to B Corps as the community prepares for the upcoming changes.



Our team presenting at the B Local Colorado workshop.

## IMPACT

Completing the B Corp recertification for Bonterra is critical for both the company's internal sustainability benchmarking and communicating to external stakeholders about their environmental and social impact. Providing both Bonterra and local B Corp communities with guidance and strategies on the updated B Corp standards ensures the community can continue to make progress and commitments in the B Corp movement and lessen the impact businesses have on social and environmental sectors.