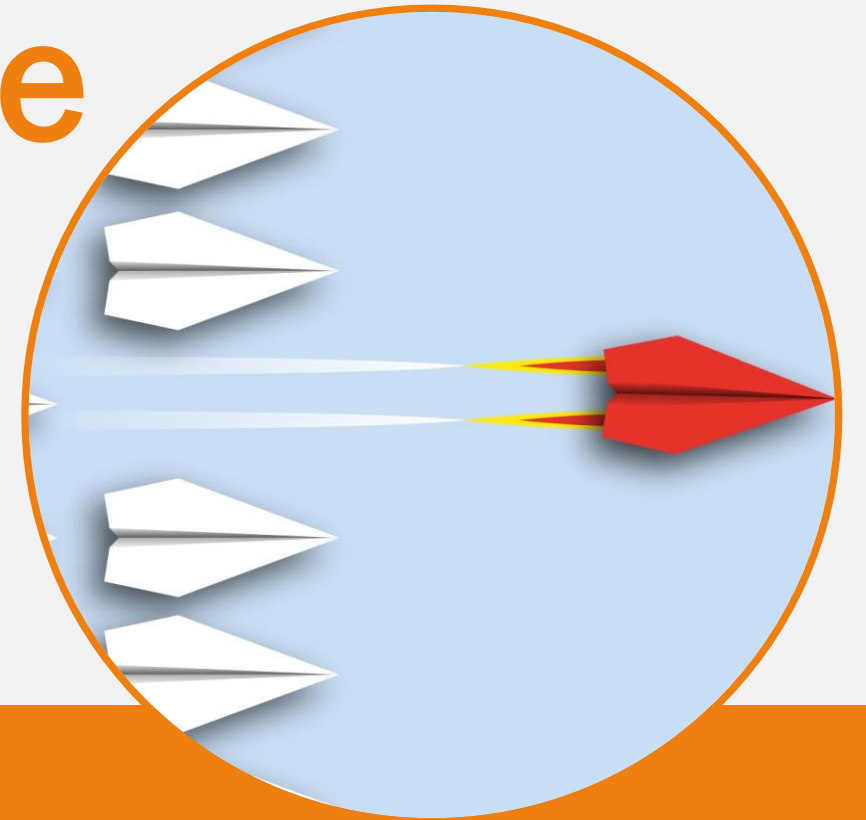


The mutual advantage Simplyhealth's purpose journey to becoming a B Corp



Episode 9: Simplyhealth (UK)

8 November 2022, 3pm GMT



Simplyhealth
All together healthier

Simplyhealth's purpose journey to becoming a B Corp

Moderator: Ben Telfer, Senior Vice-President, Membership, ICMIF

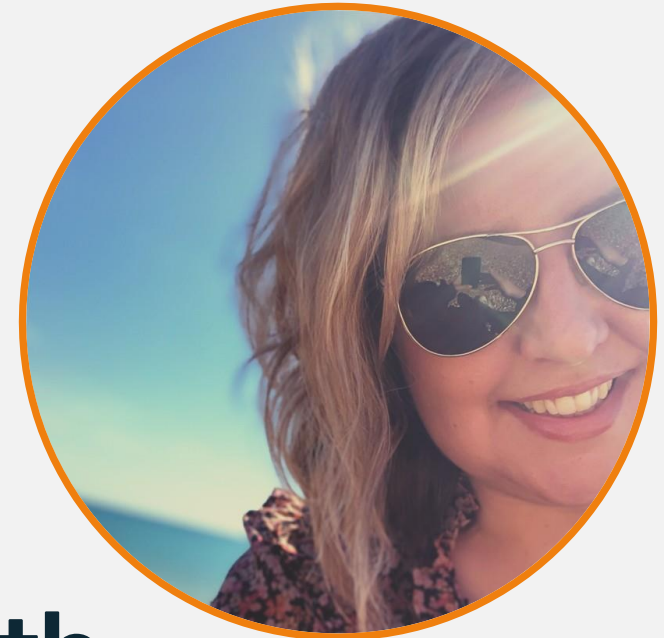
**Vicky
Bramley**

Chief of Staff &
Head of Strategy



**Charlotte
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ESG Lead



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Purpose, people and planet

**Caring for ourselves and each other
starts with caring for the world we
live in.**

We're the first UK health insurer to be awarded B Corp status in line with our purpose and values, recognising our commitments to our employees, our customers, our communities, and the environment.

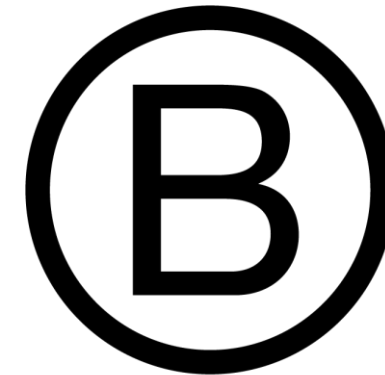
Proud to be a
Certified

Corporation

Leading with purpose

- ESG at Simplyhealth
- The B Corp movement
- B Corp Trailblazers
- The B Corp certification process
- Simplyhealth's B Corp journey
- Embedding B Corp
- Evolving B Corp standards – from 2024
- B-Hive Community

Certified



Corporation



B Corp – the ‘so what?’ for Simplyhealth



Simplyhealth has been walking the path to **do good in the world** for decades (since 1872):

- through our positive impact on the **environment**
- in the way we contribute to **society**
- and by **governing** ourselves in a responsible way

Becoming B Corp certified:

- is our genuine (and legal) commitment to uphold our Purpose, our values and beliefs
- gives us a framework to measure our actions, hold ourselves accountable and continuously improve our business
- gives us the chance to support other businesses become a force for good - to carry the beacon that others can follow.

One day, we won't be the only UK health insurer to have achieved B Corp status. **We can't wait for that day.**

The B Corp movement

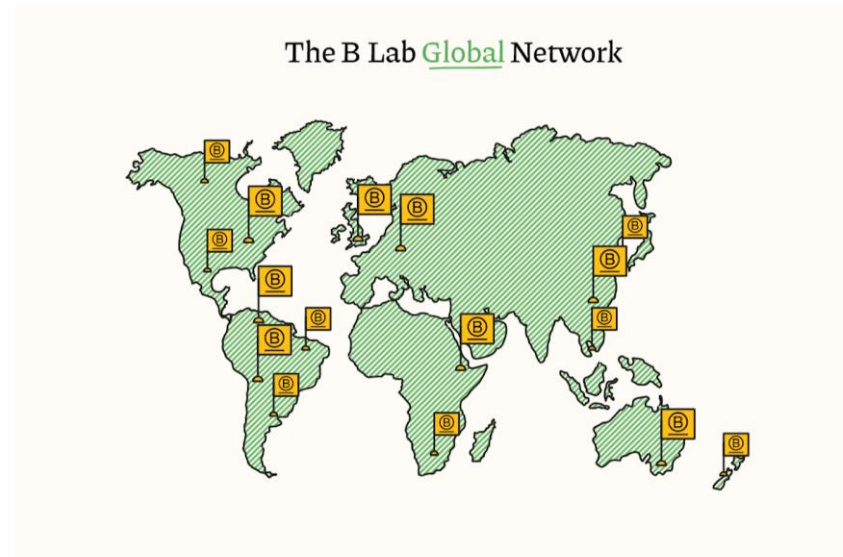
While becoming a B Corp is often referred to as a 'certification', it's so much more than that.

Over 15 years ago, the B Corp movement began with a vision of a new way of doing business: one that would bring **benefit not just to shareholders, but all stakeholders.**

This ambitious vision was one that required large-scale changes to our economic system. Systemic change is neither simple, nor easy. It requires leadership.

Today, Simplyhealth is adding momentum to this important movement – one that is shifting the purpose and image business. We are modelling both the behaviours and the governance structures that require widespread adoption – **a new kind of business, balancing profit, with people and planet.**

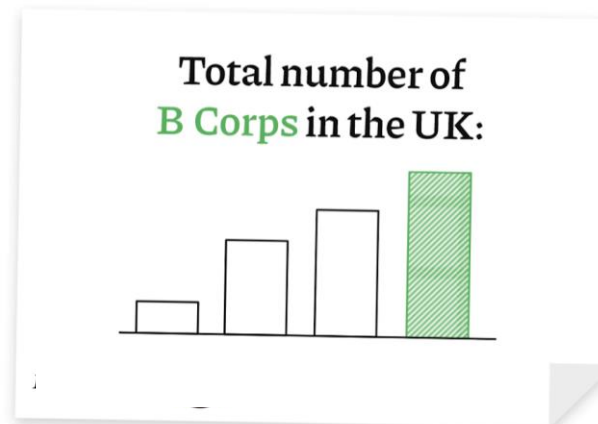
Together, B Corps are transforming the global economy, and **using business as a force for good.**



The B Corp movement is stewarded by the B Lab Global Network

Global community

- 85 countries
- 158 industries
- Over 400,000 workers
- 5,500+ B Corps



UK community

- 57 industries
- Over 46,400 workers
- Nearly 1000 B Corps



B Corp Trailblazers



WE USE BUSINESS AS A FORCE FOR GOOD

Lily's Kitchen is proud to be the first pet food company in the world to certify as a B Corporation, as well as being one of the founding members of B Corp in the UK. We're part of the B Corp community because we believe in using business as a force for good. We think it's important to balance profit with purpose, building a sustainable way of doing business, and a brighter future for everyone: people, pets and the planet.

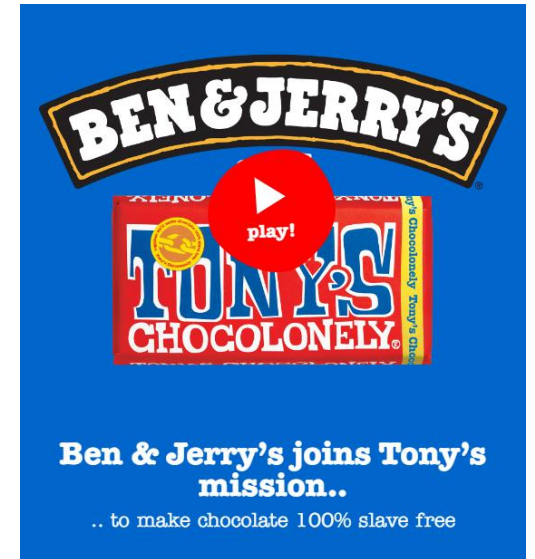
#behindtheB

LILY'S KITCHEN
Certified B Corporation



Patagonia's billionaire owner gives away company to fight climate crisis

Founder Yvon Chouinard announced that all the company's profits will go into saving the planet



BEN & JERRY'S

TONY'S CHOCOLONELY

Ben & Jerry's joins Tony's mission..
.. to make chocolate 100% slave free



DO YOU #Know Added Sugar?

championed by **graze**

we think everyone has a right to #KnowAddedSugar

There's an added sugar crisis in the UK. So, we're on a mission to shine a light on how much added sugar is in the nation's favourite snacks, so that you can make informed choices when it comes to the best time of the day (snack time).

[learn more](#)



innocent big rewild

Welcome to the Big Rewild, our global project to give nature a helping hand to play a part in climate action.

[find out more](#)



The B Corp certification process

The B Impact Assessment by B Lab sets the highest standards of social and environmental performance. There are five categories and 179 separate review items to provide evidence against, aligned to the 17 UN Sustainable Development Goals for 2030:



Simplyhealth's B Corp journey

In July 2022, Simplyhealth completed its 18 month assessment process and was certified as the **UK's first health insurer** to become a B Corp.

Simplyhealth will re-certify in July 2025 and every three years thereafter.

Minimum pass score required

80

Simplyhealth's verified total score

91.9





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B Impact Assessment

OVERALL	COMPLETION	
91.9	100%	
OPERATIONS	IBM	N/A
67.4	19.4	4.9

[VIEW REPORT](#) [VIEW](#)



Take action, track progress, and transform the world with the SDG Action Manager

As the destination for our world in 2030, the Sustainable Development Goals are a unique opportunity for us to rally around a common global agenda to end poverty, protect the planet, and ensure that all people enjoy a shared and durable prosperity. The SDG Action Manager was developed by B Lab and the UN Global Compact to help your company take action on the SDGs.

[LEARN MORE](#)

[Get Help](#)




Planning a journey to certification? [Learn more about the timeline and process](#)



Fiscal Year End Date - Update Required

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Impact Areas

IMPACT AREA	SCORE
 Governance Learn what your company can do to enhance policies and practices pertaining to its mission, ethics, accountability and transparency. QUESTIONS ANSWERED: 30/30 VIEW	19.3
 Workers Learn what your company can do to contribute to your employees' financial, physical, professional, and social well-being. QUESTIONS ANSWERED: 48/48 VIEW	33.8
 Community Learn what your company can do to contribute to the economic and social well-being of the communities in which it operates. QUESTIONS ANSWERED: 46/46 VIEW	14.6

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Fiscal Year End Date - Update Required ⓘ

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Financial Security

OPERATIONS
9.6

Lowest Paid Wage	☆	🔖
% of Employees Paid Individual Living Wage	☆	🔖
% of Employees Paid Family Living Wage	☆	🔖
% Above the Minimum Wage	☆	🔖
Initiatives To Increase Wages and Benefits	☆	🔖
Compensation Policies and Practices	☆	🔖
Employees Receiving a Bonus	☆	🔖
Significance of Bonuses	☆	🔖
% Participation in Employee Ownership	☆	🔖
Retirement Programs	☆	🔖
Financial Services for Employees	☆	🔖

Get Help

OPERATIONS

Simplyhealth's celebrations!

Part of being responsible for the future of this planet is making sure we are environmentally, socially and governance wise, top notch. It is a huge thing for our company because it shows we're taking our responsibilities very seriously. It is a beacon for us to carry in front of others.

Dr Sneh Khemka, Chief Executive

(announcing Simplyhealth's B Corp news during our 150th birthday celebrations)



Embedding B Corp – typical approaches



Functional scorecards & checklists

A simple way of ensuring B Corp 'thinking and behaviours' become part of everyday processes and practices.

B-Keeper roles



B Corp Company Targets

Using the B Impact Assessment tool to benchmark, set new goals, action plans for improvement and track progress.



Individual B Corp objectives

This isn't about creating more work, it's about better connecting everything you do.

Planning a journey to certification? [Learn more about the timeline and process](#)



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 - Verification Report
 - Bookmark Report
 - Improvement Report
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Category	Questions Answered	Overall Score
Governance	30/30	19.3
Workers	48/48	33.8
Community	46/46	14.6
Environment	32/32	12.5

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Planning a journey to certification? [Learn more about the timeline and process](#)



Fiscal Year End Date - Update Required

COMPANY
Simplyhealth

Improvement Report

PRINT PDF DOWNLOAD FILTER

Simplyhealth			Certified B Corporation
SCORE	COMPLETION	VERSION	NAME
91.9	100%	6	Active Assessment

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Governance

Mission & Engagement

OPERATIONS
1.8

- Social and Environmental Performance Training
- Management of Material Social and Environmental Issues

Workers

Get Help

OPERATIONS

Planning a journey to certification? [Learn more about the timeline and process](#)



COMPANY
Simplyhealth

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Goals

- Up Next**
Based on your current responses, these are the questions we think you're likeliest to want to set a goal for next.
- Environmental Purchasing Policy Topics
 - Supplementary Health Benefits
 - Volunteer Service Per Capita
 - Employee Satisfaction
 - Local Purchasing and Hiring Policies
 - Supplementary Benefits
 - Financial Transparency with Employees

Get Help

Microsoft Office

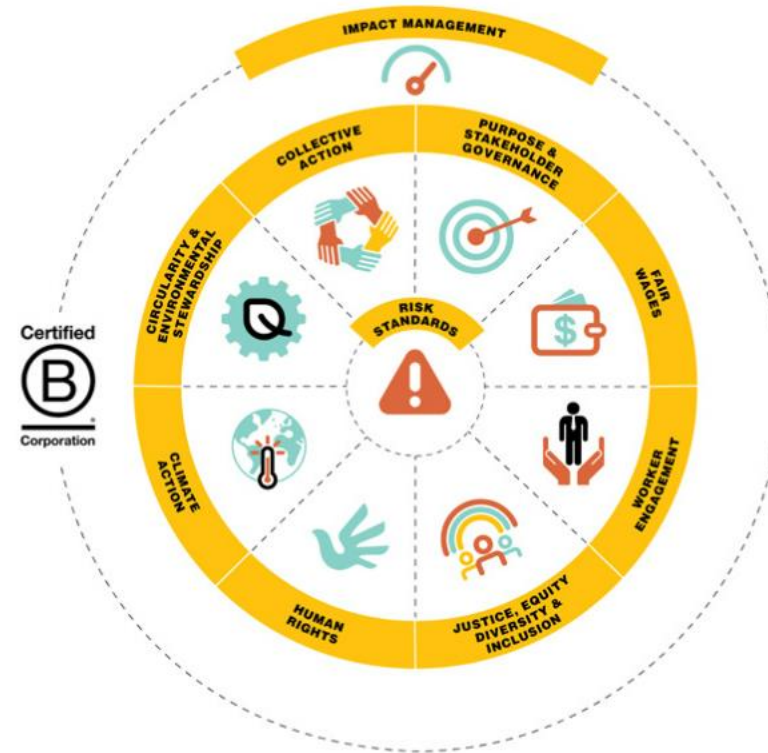
③ 3. The draft of the new standards for B Corp Certification

Current Performance Requirements:



- Companies have a verified 80 point score.
- Companies have flexibility in how to achieve the 80 pt. score.
- **At recertification:** Companies need to again have a verified 80 point score.


Proposed New Performance Requirements



- Companies need to meet specific requirements on ten topics.
- Each requirement will be verified for certification.
- **At recertification:** Companies need to demonstrate ongoing compliance with the requirements, progress on topic-specific plans, and on goals set in the impact management topic.

Evolving the standards for B Corp Certification

Type a topic, name, or company...



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B Corp Best Practices — Susmita Kamath (B Lab)
 Edited by Jaime Coyle November 3, 2022 at 3:43 PM

***Reminder* B Lab needs your feedback on the draft of the new standards for B Corp Certification**

Hello B Corp Leaders!

As a reminder, B Lab is introducing the draft version of the new standards for B Corp Certification. **We invite any and all interested stakeholders to review and share feedback on these standards, but we're especially interested in input from B Corps like yourself.**

To access the draft standards and survey, [click here](#). Please read, review, and respond to the survey with your feedback by **30 November, 2022**. Input

Check out the B Hive guide and video tutorial!











New B Corps

Buy from B's Asks & Offers Discounts

Buy From B Corps!

Looking for an ethical vendor? Need an impact consultant? Getting a corporate gift?

[Complete Your Information](#)

-  Apparel & Accessories →
-  Technology Services →
-  Education & Training →
-  Marcomm & Promo →
-  Legal Services →
-  Marcomm & Promo →
-  Consulting →
-  Manufacturing →

Black-owned B Corps [See more](#)

-  Big Bang →
-  Grant BLVD →
-  ClearView Research →
-  Golden Grind →
-  American Insight →
-  Bonka Circus →

Region:

Country:

Marketplace Category:

Products and Services Type:

Company Ownership:

[Help](#)



B Local Marketing Meet-Up: B Corp Marketing & Gifting Collaborations

11/9/2022 8:00 AM - 11/9/2022 9:00 AM
740 S. Pierce Avenue, Suite 5

Osiris Mancera 0 going

Going? ▾



B Corp Onboarding Call

11/10/2022 11:00 AM - 11/10/2022 12:00 PM (GMT-07:00) Pacific Daylight Time
https://us06web.zoom.us/join/register/tJclc-qhpjlsG929Am_O_A_3IGFj0kRbUcUG

Silvia Laserna 11 going

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B Corp Recertification 101 Webinar

11/15/2022 11:00 AM - 11/15/2022 12:15 PM (GMT-07:00) Pacific Daylight Time
virtual

Silvia Laserna 11 going

Going? ▾



Good Business: Addressing Harassment in Workplaces

11/16/2022 6:30 AM - 11/17/2022 10:00 AM (GMT-07:00) Mountain Standard Time
Online

Michelle Banman 0 going

Going? ▾



Positive Intelligence

11/16/2022 6:00 PM
<https://bit.ly/GrowYourB-Nov16>

Carson Bolding 1 going

Today

Help

Learn more about B Corp

www.bcorporation.net



Thank you

We're genuinely honoured to use our heritage and become a leading light in this inspirational and pioneering B Corp community.

If you have any questions, please contact Simplyhealth's B Corp representative and ESG Lead, [Charlotte Cook](#).



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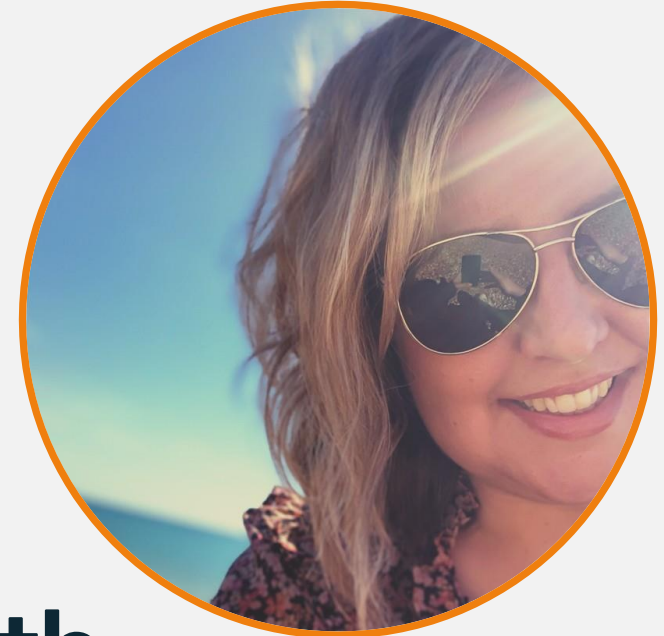
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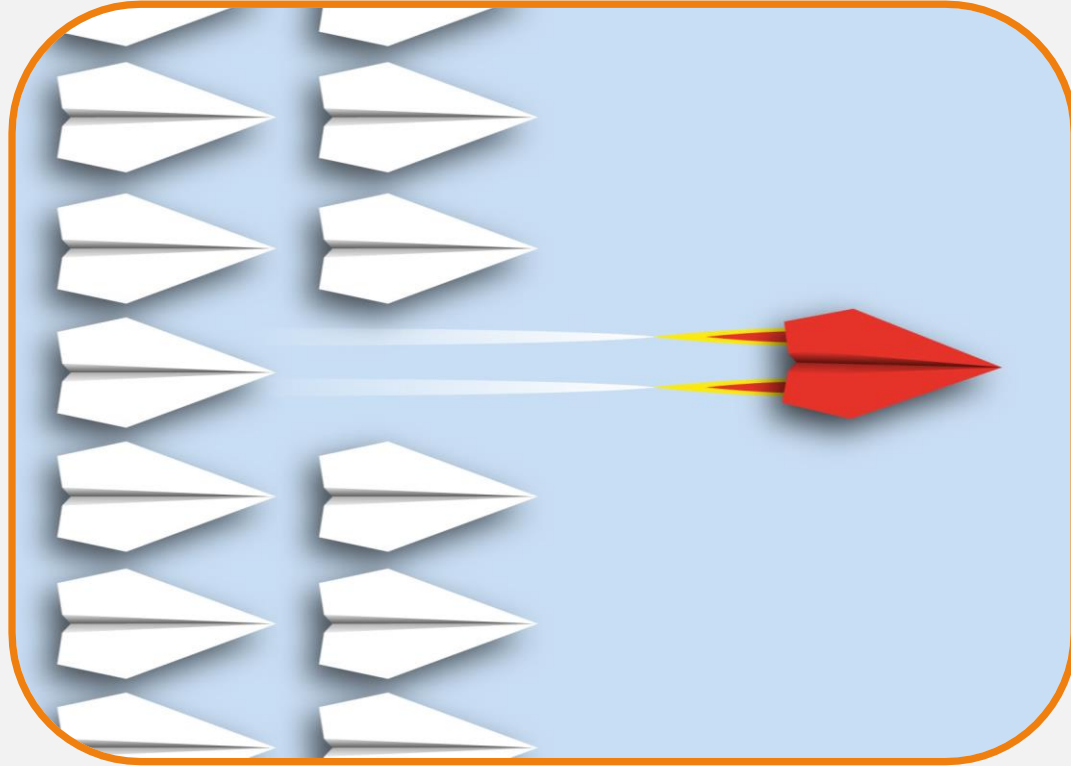
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The mutual advantage



- Ep. 9 **Simplyhealth** (UK)
- Ep. 8 **Onderlinge 's-Gravenhage** (Netherlands)
- Ep. 7 **Royal London** (UK)
- Ep. 6 **MAS** (New Zealand)
- Ep. 5 **MAIF** (France)
- Ep. 4 **The Co-operators** (Canada)
- Ep. 3 **PPS** (South Africa)
- Ep. 2 **IPB Insurance** (Ireland)
- Ep. 1 **P&V Group** (Belgium)



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Video recordings from ICMIF Centenary Conference



Leading with purpose

- Mutuality as an enabler and authenticator of a purpose-driven business strategy.
- Sustainability as a strategic differentiator that creates long-term, sustainable value for all stakeholders.
- Expanding on ESG commitments in an integrated approach towards a net-zero future.



www.icmif.org/conference-sessions

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