

Assumption Life's B-Corp journey and benefits

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Let's talk team spirit! (and brand loyalty)

Before we jump in, let's have a bit of fun in the chat:
What's your favorite sports team? Any sport, any league, any country!



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Agenda

1. Why purpose matters today?
2. What is B Corp?
3. Why Assumption Life chose B Corp?
4. The B Corp journey – Our story
5. Bringing B Corp to life
6. The Brand Advantage of Being a B Corp
7. Looking ahead
8. Wrap up



**Why purpose
matters today?**



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- Mutual with a 120-year history.
- Head office in Moncton, Canada.
- 250 employees.
- 2017 - 1st certification



Map of Canada
(not for sale)



Brand trust and impact are no longer optional

- **77%** of consumers are motivated to purchase from companies **committed to making the world a better place**, while 73% of investors state that **efforts to improve the environment and society** contribute to their investment decisions. (Aflac)
- **41%** of millennial investors put a significant amount of effort into understanding a company's **CSR practices**, compared to just 27% of Gen X and 16% of baby boomers. (Aflac)



What is B Corp?

What does it mean to be a B Corp?



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A force for the common good

- A benefit for all
- A guarantee of fairness
- Regeneration
- Interdependence
- Triple bottom line: "People / Planet / Profit"



Key pillars



The B Corp movement in numbers

9100+
—

B Corps

2400+
—

**B Corps
North America**

1
—

**Common
Goal**

162
—

Industries

102
—

Countries





Why Assumption Life Chose B Corp?

Why This Path for Us?



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Why This Path for Us?

- Our history - since 1903
- Context: Our values, our communities, our people.
- Authenticity, culture, trust: The moment we knew B Corp was the right fit.



The B Corp Journey – Our Story

How We Got There



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From Inspiration to Certification: A 2.5-Year Commitment

The Roadmap

- **Inspiration** → internal reflection and alignment
- **Preparation** → identifying gaps, setting targets
- **Assessment** → detailed impact analysis, documentation
- **Certification** → validated by B Lab

The Scale of the Effort

- **2.5 years** from initial exploration to certification
- **25+ employees** involved from **6 departments**
- **Hundreds of hours** spent gathering and organizing data
- This wasn't a checkbox exercise—it was a full team effort that reshaped how we work.



What We Learned Along the Way

Transparency

We had to be radically honest—with ourselves and our data.

Continuous Improvement

Certification showed us where we excel and where we must grow. The journey doesn't stop.

Accountability

It's not just about policies—it's about living our values in every department, every decision.

For us in communications, B Corp isn't just a framework—it's also content, it's narrative, it's proof. It turns values into reputation.

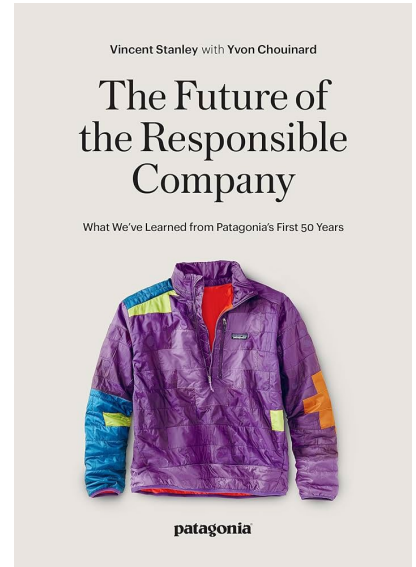


Why every brand should explore the B Corp Framework

- A clear roadmap to evaluate your impact on people, planet, and profit
- A strategic lens to build trust and reputation in your brand
- A tool to engage teams around a shared purpose
- A benchmark for responsible governance and communications

Start by asking:

- How do our values show up in our daily decisions?
- Are we as transparent and accountable as we could be?
- What legacy are we building as a brand?



Bringing B Corp to Life

From Words to Action



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From words to actions : Focus on experience

- **Community impact:** “Community Fund”, partnerships, employee volunteering program.
- **Employee empowerment:** internal culture, employee development and training, annual Leadership week.
- **Environmental actions:** paperless processes, digital innovation, sustainable operations.



The Brand Advantage of Being a B Corp

The ROI of Doing Good



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How B Corp Fuels Brand Trust and Differentiation

Trust

Differentiation

Internal
alignment



How B Corp Fuels Brand Trust and Differentiation

- **Trust** in a Low-Trust World
 - B Corp acts as an independent validator of integrity and purpose.
 - Builds consumer trust: people trust third-party certifications over self-promotion.
 - 88% of consumers say they are more loyal to companies that support social or environmental issues. (Cone/Porter Novelli Purpose Study)



How B Corp Fuels Brand Trust and Differentiation

- **Differentiation** in a crowded market
 - In a commoditized industry (like insurance/financial services), B Corp values become a competitive advantage.
 - Being a B Corp offers us a new narrative to tell — one grounded in impact, not just products.
 - Our brand now attracts value-aligned partners and clients, and gives our advisors a compelling story to bring to market.



How B Corp Fuels Brand Trust and Differentiation

- **Internal Alignment** = Stronger brand delivery
 - Culture and brand are two sides of the same coin.
 - Empowered, engaged employees = better brand ambassadors.
 - Example: *Leadership Week*, *mentorship*, and *volunteering* programs enhance employee pride — and that radiates outward.



How B Corp Fuels Brand Trust and Differentiation



Looking ahead

B Corp Is a Journey, Not a Badge



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B Corp is a journey, not a badge

- B Impact Score improvement plan (*if you can't measure it, you can't improve it*)
- ESG strategy alignment
- Building on the B Corp foundation to shape our 2030 strategic vision
- Invite others to reflect on their own organization's purpose



Wrap up

Key messages to remember



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Key messages to remember

- **B Corp is more than a certification** — it's a mindset. It challenges us to embed purpose at the heart of every business decision.
- **Purpose builds trust — and trust builds brands.** In a noisy marketplace, being transparent, consistent, and values-driven is how brands earn lasting credibility.
- Our B Corp journey **elevated our brand reputation.** It gives us third-party validation, opens doors to value-aligned partners, and helps us stand out in a competitive industry.
- **Impact starts from the inside** .Engaged employees, empowered communities, and sustainable practices all contribute to a stronger brand from the inside out.This is not a finish line — it's a long-term strategy.
- Being a B Corp pushes us to **continuously improve** and lead with integrity.

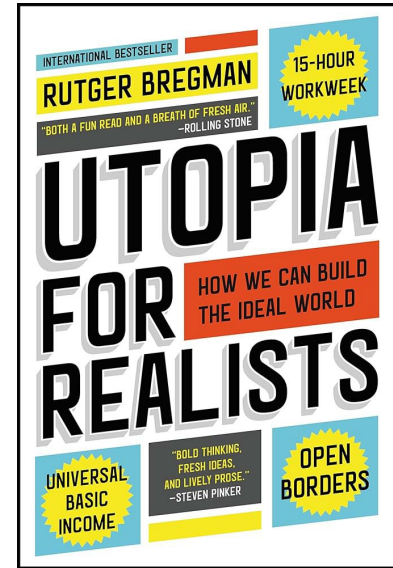
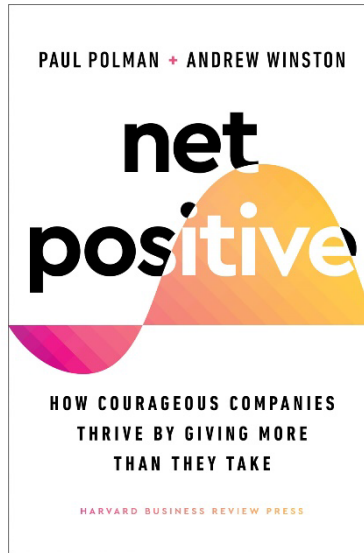
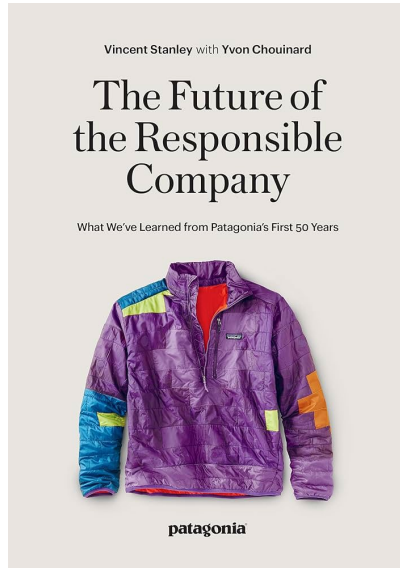


"The B Corp movement is about using business as a force for good.
It's not about being the best in the world, it's about being the best **for** the world."

Yvon Chouinard,
Founder of Patagonia



Some reading material



Thank you!

Scan the QR code and
let's connect on LinkedIn!



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