



Plant Based Positive Impact

Meelunie joins the B Corp community

B Corp

Certified B Corps are for-profit companies that have gone through a lengthy verification process. B Corp is a nonprofit organisation dedicated to making a positive impact via business. B Corp certified companies meet high standards of social and environmental performance, transparency, and accountability, making them leaders in the movement towards a more sustainable and equitable economy.

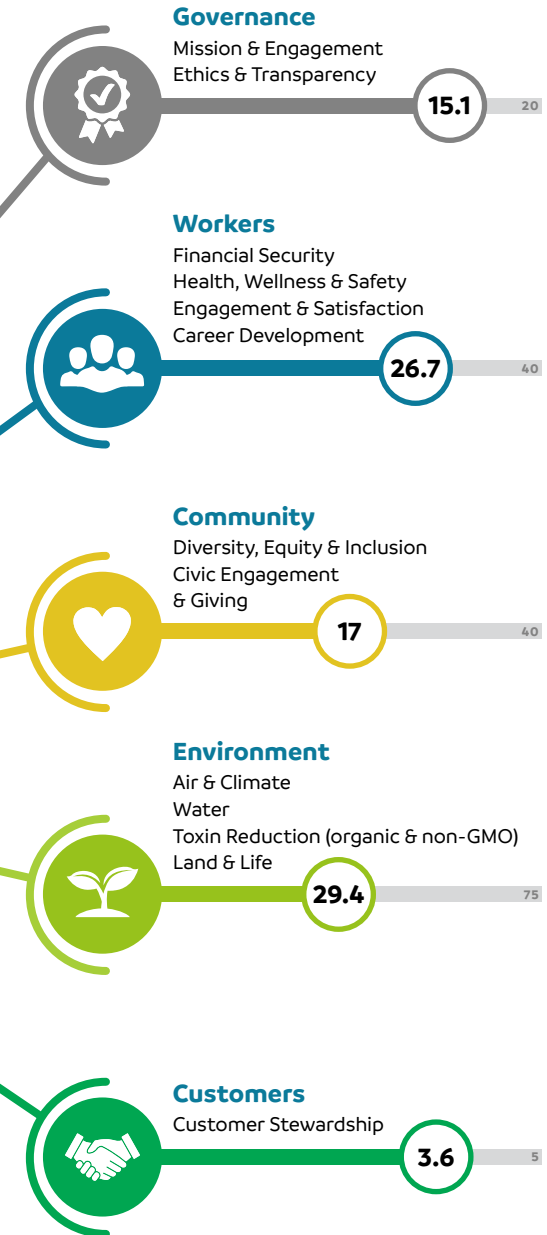
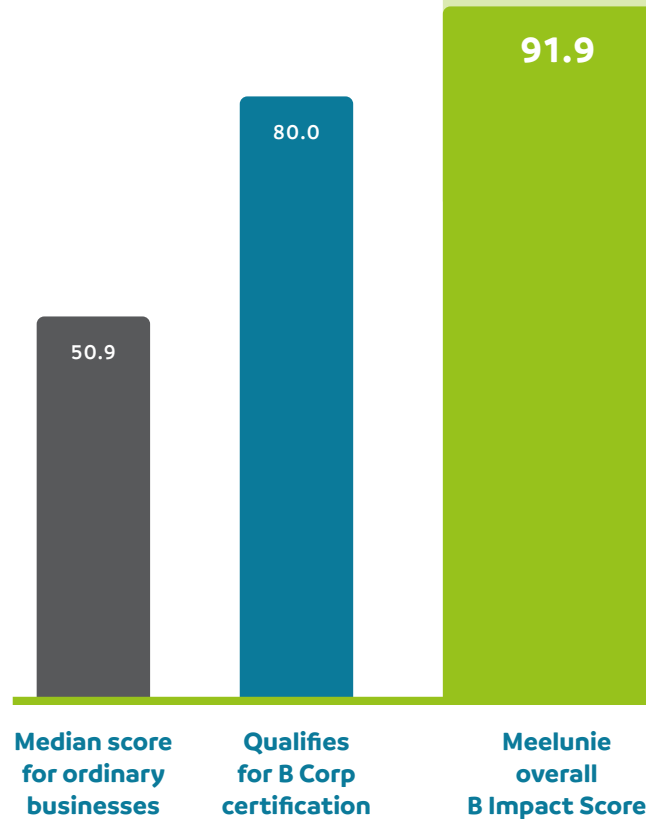
B Corp fits Meelunie like a glove

A few years ago, we began seeking guidelines to incorporate sustainability in a structured and transparent way. The B Corp mission and approach resonated with us. So, we plunged into the B Impact Assessment, an online and interactive tool used by B Corp to assess companies. As we learned more about B Corp and sustainability, our eagerness to become a B Corp grew. The B Impact Assessment has given us a holistic view of our organisation covering all ESG-themes (environmental, social and governance). It showed our positive impact areas, and even more important; it gave us insights of where improvement was needed.

From assessment to certification

This assessment covered a wide range of questions and criteria during which Meelunie had to substantiate its social and environmental responsibility to the B Corp analysts. Applicants are required to reach a difficult benchmark score of at least 80 (out of 200) points to be eligible for certification. Meelunie achieved a score of 91.9 points.

More information can be found in section 3.2 Multiple Value Creation in Meelunie's Plant Based Positive Impact Responsibility Report.





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#PlantBasedPositiveImpact



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