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Suzanne Howe Communications becomes a Certified B Corporation™

Suzanne Howe Communications (SHC) joins the growing movement of companies using business as a force for good.

Kent-based business to business PR specialists Suzanne Howe Communications (SHC) has today announced its certification as a B Corporation (or B Corp™), joining a growing movement of companies that are reinventing business for the benefit of all people and our shared planet. Verified by B Lab, the not-for-profit behind the B Corp movement, the achievement demonstrates that SHC meets high standards of social and environmental performance, transparency, and accountability alongside a commitment to goals beyond shareholder value.

The news comes as the ongoing climate crisis and widening social inequality continue to pose urgent challenges to our economy. B Corp Certification assesses the entirety of a business' operations and covers impact areas related to practices around governance, workers, community, the environment and customers. The certification process is rigorous, with companies required to provide evidence on performance while legally embedding their commitment to purpose as well as profit in their company articles.

SHC is now part of a growing community of over 10,000 businesses globally that have certified as B Corps. The B Corp community in the UK is the largest and fastest-growing in the world, with over 2,600 companies spanning a range of different industries and sizes. Names include The Guardian, Innocent Drinks, Tony's Chocolonely, The Big Issue, and Sipsmith Gin.

Chris Turner, CEO of B Lab UK, says: “Welcoming SHC to the B Corp community is hugely exciting. Its commitment to doing business differently will be an inspiration to others and will help spread the notion that success in business is as much about people and planet as it is profit.”

“As we celebrate 30 years in business, we are thrilled to announce that SHC has achieved B Corp™ certification,” says founder and managing director Suzanne Howe. “Certification means that we meet B Lab’s integrated social, environmental, and governance standards. This embeds our purpose and plans for positive impact in our company’s DNA, so that we’re aware of our impact on people and the planet.

“This achievement says so much about our loyal and talented team, as well as our clients and the industries we serve.”

Ends

www.suzannehowe.com
bcorp.com

For more about B Corp™, visit:

<https://www.suzannehowe.com/suzanne-howe-communications-is-a-certified-b-corporation/>



Suzanne Howe, founder and managing director of Suzanne Howe Communications which is now a Certified B Corporation™.

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Notes for editors

About Suzanne Howe Communications

Founded by experienced PR professional Suzanne Howe in 1996, Suzanne Howe Communications (SHC) is widely recognised as a specialist trade PR and marketing agency.

Based in Kent, SHC operates in four sectors – packaging, food, cleaning & FM, and furniture. The talented SHC team also has experience in sustainability communications. SHC includes a hand-picked team of professionals delivering PR, social media management, marketing strategy and content generation.

Clients have direct access to its combined knowledge and skills, and can be assured that the senior team give business direction and support at the level clients require. SHC works with experienced marketing partners, offering clients integrated and creative PR and marketing campaigns, website design, exhibitions and digital marketing.

About B Lab

B Lab is a nonprofit transforming the global economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, tools, and programs for business, and we certify companies, known as B Corps, who are leading the way. To date, our community includes 1 million workers in over 10,000 B Corps across 102 countries and 162 industries. To learn more, visit bcorporation.net.

About B Lab UK

As part of this global non-profit B Network, B Lab UK's purpose is to redefine success in business through building a community of engaged businesses, raising awareness of the B Corp movement and influencing change in the UK economy.

About B Corp Certification

Certified B Corporations, or B Corps, are companies verified to meet B Lab's standards of social and environmental performance, transparency, and accountability. Based on stakeholder input, research, and established best practices, B Lab's standards are the basis for B Corp Certification requirements and B Lab's impact management tools, and they inform the network's programs and collective action initiatives.

Please note:

Suzanne Howe Communications (SHC) has supported the Copyright Licensing Association (CLA) and the National Licencing Association (NLA) for many years. We are aware of the great work they

do in the world of journalism and publishing. We see our licences as a way of giving back and therefore they form part of our Sustainable and ESG commitment as a business. We would like to take this opportunity to thank you for the coverage you might give our client. We might wish to use the coverage on our social channels to promote our clients but also to thank you. If you would prefer that we didn't share your coverage online, please make this known to SHC. Thank you very much.



We envision a global economy that uses business as a force for good. This economy is comprised of a new type of corporation—the B Corporation—which is purpose-driven and creates benefit for all stakeholders, not just shareholders. **As B Corporations and leaders of this emerging economy, we believe that we must be the change we seek in the world. That all business ought to be conducted as if people and place matter. That through their products, practices, and profits, businesses should aspire to do no harm and benefit all. To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.**

Certified



Part of a global movement working to benefit people and the planet.

Learn more at bcorp.com

Certified



This company meets verified standards for social and environmental business practices.

Learn more at bcorp.com