



The Be Impact Initiative

# Measure what matters

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## WHY

### why measure?

B Corps certified companies are people using business for good. These companies meet high standards to use the market to solve social and environmental problems. You could be one of them!

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## HOW

### how to measure?

Use B Lab's Quick Impact Assessment to see how your company rates. Compare your impact and see how you can improve. Then make a plan to better your score!

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## WHERE

### Bethesda Green can help

If you register for the Be Impact Initiative, our team will help you get the most out of the process. We offer 3 workshop series a year. For more info, go to [bethesdagreen.org/be-impact/](http://bethesdagreen.org/be-impact/)

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Interested in joining the movement in another way?  
Become an apprentice partner, promotional partner, or a business development partner.



BETHESDA GREEN PRESENTS



# BE IMPACT SPRING WORK SHOP<sup>20</sup><sub>18</sub>

The Be Impact Initiative helps participating companies identify their impact, measure it over time, and connect with strategic partners for growth

**2 FREE WORKSHOPS  
REGISTRATION IS  
OPEN!**

**APRIL 11 & MAY 9  
9AM - 12PM**



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