

《B 型企業，現在最需要的好公司》

附錄② B 型企業資源

網路資源

B型企業資源列表集結了文章、範本、最佳做法、書籍著作、商學院個案研究、TED談話和錄影帶等資源，幫助你建立更好的企業並進一步了解B型企業運動。這裡所列的文章、範本、錄影帶和其他所有的資源都可在 honeymanconsulting.com/book 網站中找到，網站列表將持續更新。

對員工有益

薪酬與福利

Green America: *How to Add a Socially and Environmentally Responsible Investment Option to an Employer's Retirement Plan*

Nolo Press: *Outplacement Programs for Laid-Off Workers*

——: *Should You Offer Severance Pay?*

員工持股

The Guardian: How to Implement Employee Ownership

Inc.: Employee Ownership 101

National Center for Employee Ownership: *An Introduction to the World of Employee Ownership*

工作環境

B Resource Guide: *Creating a Code of Ethics*

——: *Creating an Employee Handbook*

——: *Creating an Employee Wellness Program*

——: *Employee Engagement and Metrics*

——: *Employee Wellness: iContact*

——: *Worker Health and Safety*



Entrepreneur: The Basics of Employee Benefits
Families and Work Institute: *Workplace Flexibility: A Guide for Companies*
FindLaw: *Sample Anti-Discrimination and Harassment Policy*
Harvard Business Review: Etsy's Hackathon for Good
Inc.: Sample Employee Satisfaction Survey
———: *Nine Avoidable Workplace Health and Safety Hazards*
———: *Sample Employee Review Questionnaire*
———: *Tools for Creating an Employee Handbook*
U.S. Department of Labor: *Workplace Flexibility Toolkit*
U.S. Small Business Administration: *Optional Employee Benefits*

對社區有益

創造就業機會

B Resource Guide: *Worker Training and Education*

多樣性

Center for Talent Innovation: *Innovation, Diversity, and Market Growth*
Forbes: Fostering Innovation through a Diverse Workforce

社區關懷

B Resource Guide: *Community Service Programs*
Charities Aid Foundation: *Engaging Employees with Charity Partnerships*
Inc.: How to Start a Volunteer Program
U.S. Better Business Bureau: *Reviews of Charities and Donors*

地方參與

B Resource Guide: *How to Write and Implement a Local Purchasing Policy*
Green America: *Ten Steps to Break Up with Your Mega-Bank*

供應商、批發商和產品

B Resource Guide: *Conducting a Supplier Survey*



對環境有益

土地、辦公室和工廠

- B Resource Guide: *Best Practices to Manage Product Toxicity*
——: *Conducting Environmental Audits*
——: *Monitoring and Recording Hazardous and Nonhazardous Waste*
CarbonFund: *Responsible Purchasing Guide for Carbon Offsets*
Energy Star: *Energy Strategies for Buildings and Plants*
U.S. Environmental Protection Agency: *A Guide to Indoor Air Quality*
——: *Guide to Purchasing Green Power*
——: *Quick Tips to Make Your Small Business Efficient*
——: *Renewable Energy Certificates*
——: *WaterSense Program for Commercial Facilities*

能源、水和原料

- B Resource Guide: *Conducting a Life Cycle Assessment*
U.S. Environmental Protection Agency: *LCA Resources*

排放和廢棄物

- B Resource Guide: *Calculating Greenhouse Gas Emissions*
——: *Reducing Material Usage*
EPA SmartWay: *Efficient Shipping*
Greenhouse Gas Protocol: *Calculation Tools*
Renewable Choice Energy: *Business Carbon Footprint Calculator*

運輸、配送和供應商

- Carbon Disclosure Project: *CDP Supply Chain Program*
U.S. Environmental Protection Agency: *Managing Supply Chain GHG Emissions*

對長期發展有益

使命與投入度

- B Resource Guide: *Creating and Improving Your Audit Committee*
——: *Implementing Financial Controls*
Inc.: How to Build a Board of Directors



——: *How to Institute an Employee Review Process*

——: *Sample Employee Performance Review Form*

透明度

Ben & Jerry's: *Social and Environmental Report*

Give Something Back Office Supplies: *Annual Giving Report*

Greyston Bakery: *Annual Benefit Report*

The Redwoods Group: *Social Audit*

對核心價值有益

Shareable: *How to Start a Worker Co-op*

B 型企業相關書籍著作

Ben & Jerry's

Cohen, Ben, and Jerry Greenfield. *Double Dip: How to Run a Values-Led Business and Make Money, Too*. New York: Simon & Shuster, 1998.

Edmondson, Brad. *Ice Cream Social: The Struggle for the Soul of Ben & Jerry's*. San Francisco: Berrett-Koehler Publishers, 2014.

Lager, Fred. *The Inside Scoop: How Two Real Guys Built a Business with a Social Conscience and a Sense of Humor*. New York: Three Rivers Press, 1995.

Biomimicry Group

Benyus, Janine. *Biomimicry: Innovation Inspired by Nature*. New York: William Morrow, 1997.

CSRwire

Mager, David, and Joe Sibila. *Street Smart Sustainability: The Entrepreneur's Guide to Profitably Greening Your Organization's DNA*. San Francisco: Berrett-Koehler Publishers, 2010.

Cutting Edge Capital

Shuman, Michael. *Local Dollars, Local Sense: How to Shift Your Money from Wall Street to Main Street and Achieve Real Prosperity*. White River Junction, VT: Chelsea Green, 2012.



Shuman, Michael. *The Small Mart Revolution: How Local Businesses Are Beating the Global Competition*. San Francisco: Berrett-Koehler Publishers, 2007.

Greyston Bakery

Lynch, Kevin, and Julius Walls. Mission, Inc.: *The Practitioners Guide to Social Enterprise*. San Francisco: Berrett-Koehler Publishers, 2008.

Jitasa

Russell, Jeff. *Do What You Do Best: Outsourcing as Capacity Building in the Nonprofit Sector*. Boise, ID: Elevate, 2013.

Mal Warwick Associates

Cohen, Ben, and Mal Warwick. *Values-Driven Business: How to Change the World, Make Money, and Have Fun*. San Francisco: Berrett-Koehler Publishers, 2006.

Polak, Paul, and Mal Warwick. *The Business Solution to Poverty: Designing Products and Services for Three Billion New Customers*. San Francisco: Berrett-Koehler Publishers, 2013.

Method

Lowry, Adam, and Eric Ryan. *The Method Method: Seven Obsessions that Helped Our Scrappy Start-Up Turn an Industry Upside Down*. New York: Penguin Portfolio, 2011.

———. *Squeaky Green: The Method Guide to Detoxing Your Home*. San Francisco: Chronicle Books, 2008.

Metropolitan Group

Conley, Chip, and Eric Friedenwald-Fishman. *Marketing that Matters: 10 Practices to Profit Your Business and Change the World*. San Francisco: Berrett-Koehler Publishers, 2006.

Montgomery & Hansen

Montgomery, John. *Great from the Start: How Conscious Corporations Attract Success*. New York: Morgan James, 2012.

Mosaic

Aujila, Dev, and Billy Parish. *Making Good: Finding Meaning, Money, and Community in a Changing World*. Emmaus, PA: Rodale, 2012.



Ogden Publications

Welch, Bryan. *Beautiful and Abundant: Building the World We Want*. Lawrence, KS: B&A Books, 2010.

Patagonia

Chouinard, Yvon. *Let My People Go Surfing: The Education of a Reluctant Businessman*. London: Penguin Books, 2006.

Chouinard, Yvon, and Vincent Stanley. *The Responsible Company: What We've Learned from Patagonia's First 40 Years*. Ventura, CA: Patagonia Books, 2012.

Seventh Generation

Breen, Bill, Jeffrey Hollender, and Peter Senge. *The Responsibility Revolution: How the Next Generation of Businesses Will Win*. San Francisco: Jossey-Bass, 2010.

Catling, Linda, and Jeffrey Hollender. *How to Make the World a Better Place: 116 Ways You Can Make a Difference*. New York: W. W. Norton & Company, 2013.

Davis, Geoff, Jeffrey Hollender, and Meika Hollender. *Naturally Clean: The Seventh Generation Guide to Safe & Healthy, Non-Toxic Cleaning*. Gabriola Island, British Columbia: New Society Publishers, 2006.

Hollender, Jeffrey. *In Our Every Deliberation: An Introduction to Seventh Generation*. Burlington, VT: Seventh Generation, 2009.

———. *What Matters Most: How a Small Group of Pioneers Is Teaching Social Responsibility to Big Business, and Why Big Business Is Listening*. New York: Basic Books, 2006.

Hollender, Jeffrey, and John Hollender. *How to Make the World a Better Place: A Guide to Doing Good*. New York: Quill, 1990.

Hollender, Jeffrey, and Wayne Visser. *The Age of Responsibility: CSR 2.0 and the New DNA of Business*. New York: Wiley, 2011.

Hollender, Jeffrey, and Alexandra Zissu. *Planet Home: Conscious Choices for Cleaning and Greening the World You Care About Most*. New York: Clarkson Potter, 2010.

South Mountain Company

Abrams, John, and William Grieder. *The Company We Keep: Reinventing Business for People, Community, and Place*. White River Junction, VT: Chelsea Green, 2005.

Sungevity

Kennedy, Danny. *Rooftop Revolution: How Solar Power Can Save Our Economy—and Our Planet—from Dirty Energy*. San Francisco: Berrett-Koehler Publishers, 2012.



Sustainability Advantage

- Elkington, John, and Bob Willard. *The Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line*. Gabriola Island, British Columbia: New Society Publishers, 2002.
- Willard, Bob. *The Next Sustainability Wave: Building Boardroom Buy-In*. Gabriola Island, British Columbia: New Society Publishers, 2005.
- . *The Sustainability Champion's Guidebook: How to Transform Your Company*. Gabriola Island, British Columbia: New Society Publishers, 2009.

The Honest Company

- Alba, Jessica. *The Honest Life: Living Naturally and True to You*. Emmaus, PA: Rodale, 2013.
- Gavigan, Christopher. *Healthy Child Healthy World: Creating a Cleaner, Greener, Safer Home*. New York: Plume, 2009.

Volans

- Elkington, John. *Cannibals with Forks: The Triple Bottom Line of 21st Century Business*. Gabriola Island, British Columbia: New Society Publishers, 1998.
- . *The Zeronauts: Breaking the Sustainability Barrier*. New York: Routledge, 2012.
- Elkington, John, Marc J. Epstein, and Herman B. Leonard. *Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts*. San Francisco: Berrett-Koehler Publishers, 2008.
- Elkington, John, Pamela Hartigan, and Klaus Schwab. *The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World*. Boston: Harvard Business Review Press, 2008.
- Elkington, John, and Jochen Zeitz. *The Breakthrough Challenge: 10 Ways to Connect Today's Profits with Tomorrow's Bottom Line*. New York: Jossey-Bass, 2014.

B 型企業的商學院個案研究

以下個案研究可在 honeymanconsulting.com/book 網站中查詢：

Agora Partnerships

- Cortes, Rocio Sanz, and Olav Sorenson. *Agora Partnerships: Investing with Impact*. Yale School of Management, 2013.
- Lazzaroni, Mario. *Agora Partnerships: Structuring a Seed Stage Investment in Nicaragua*. INCAE Business School, 2005.



Ben & Jerry's

- Austin, James, and James Quinn. *Ben & Jerry's: Preserving Mission and Brand within Unilever*. Harvard Business School, 2005.
- Bourgeois, L. J., Elio Mariani, and Vivian Jen Yu. *Ben & Jerry's and Unilever: The Bohemian and the Behemoth*. Darden School of Business, 2004.
- Child, Curtis, and Eva Witesman. *Institutional Choice Redux: How Fair Trade Entrepreneurs Choose Between Nonprofit and For-Profit Forms*. Brigham Young University, 2012.
- Collins, David J., and Melinda B. Conrad. *Ben & Jerry's Homemade Ice Cream, Inc.: A Period of Transition*. Harvard Business School, 1996.
- Hagen, James M. *Ben & Jerry's—Japan*. Richard Ivey School of Business, 2000.
- Mead, Jenny, Robert J. Sack, and Pat Werhane. Ben & Jerry's Homemade, Inc. (A): Acquisition Suitors at the Door. Darden School of Business, 2002.
- . *Ben & Jerry's Homemade, Inc. (B): Scooped Up! What Lies Ahead?* Darden School of Business, 2001. (Revised 2008.)
- Schill, Michael J. *Ben & Jerry's Homemade*. Darden School of Business, 2002.
- Theroux, John. *Ben & Jerry's Homemade Ice Cream, Inc.: Keeping the Mission(s) Alive*. Harvard Business School, 1991.

Better World Books

- Avery, Jill, Michael L. Norton, Fiona Wilson, and Thomas Steenburgh. *Better World Books*. Harvard Business School, 2010. (Revised 2012.)
- Hess, Edward D., and Gosia Glinska. *Better World Books*. Darden School of Business, 2010.
- Jones, Jamie, Jennifer Yee, and Wes Selke. *Good Capital and Better World Books: A Better World for Investing*. Kellogg School of Management, 2010.

Community Wealth Ventures

- Austin, James E., and Meredith D. Pearson. *Community Wealth Ventures, Inc.* Harvard Business School, 1998.

Guayaki, Larry's Beans, Patagonia, Salt Spring Coffee

- Craig, Alexander, Katja Macura, and Giancarlo Pucci. *Purposeful Action: Organizational Practices that Contribute to a Culture of Strategic Decision Making for Sustainability*. Blekinge Institute of Technology, 2012.



Ignia

Chu, Michael, Carlos Danel, and Robert C. Loudermilk Jr. *Play It Safe at Home, or Take a Risk Abroad?* Harvard Business School, 2012.

Impact Makers

Hess, Edward D., Jenny Mead, and Pat Werhane. *Impact Makers*. Darden School of Business, 2009.

King Arthur Flour

DeLong, Thomas, James Holian, and Joshua Weiss. *King Arthur Flour*. Harvard Business School, 2006. (Revised 2007.)

Movirtu

London, Ted. *Movirtu's Cloud Phone Service: Funding a Base-of-the-Pyramid Venture*. ERB Institute at the University of Michigan, 2012.

Patagonia

Johnson, Allyson, Courtney Lee, Steven Rippberger, and Morgane Treanton. *Patagonia: Encouraging Customers to Buy Used Clothing*. ERB Institute at the University of Michigan, 2012.

Pura Vida Coffee

Austin, James E., and Allen Grossman. *Pura Vida Coffee*. Harvard Business School, 2002.

Roshan

Leonard, Herman B., and Qahir Dhanani. *Roshan: Light at the End of the Tunnel in Afghanistan*. Harvard Business School, 2009. (Revised 2010.)

Seventh Generation

Raufflet, Emmanuel, and Mihaela Stefanov. *Seventh Generation: The Marketside Offer*. Harvard Business School, 2010.

VeeV

Margolis, Joshua D., Christopher Marquis, and Laura Winig. *VeeV on the Rocks?* Harvard Business School, 2009. (Revised 2011.)



B 型企業的 TED 談話或錄影帶

以下錄影帶可從 honeymanconsulting.com/book 網站連結：

B Lab

Gilbert, Jay Coen. “On Better Business.” TEDxPhiladelphia, 2010.

Cascade Engineering

Keller, Fred. “Why Business? Why Now?” TEDxGrandRapids, 2013.

CSRHub

Figge, Cynthia. “Applied Peace Innovation.” TEDxHayward, 2013.

institute B

institute B. *Not Business as Usual*. 2014.

Montgomery & Hansen

Montgomery, John. “Benefit Corporation.” TEDxHultBusinessSchoolSE, 2012.

———. “How Conscious Corporations Attract Success.” TEDxLowerEastSide, 2014.

New Belgium Brewing Company

Jordan, Kim. “Brewing Happy Employees.” TEDxFortCollins, 2011.

Patagonia

Sheahan, Casey. “The Next Industrial Revolution.” TEDxMileHigh, 2011.

Rally Software

Martens, Ryan. “Solving for Why.” TEDxMileHigh, 2012.

Roshan

Khoja, Shainoor. “Are You Making a Difference?” TEDxBGI, 2013.

TM I Consulting

Jana, Tiffany. “The Power of Privilege.” TEDxRVAWomen, 2014.

