
THE B TEAM

**WORKING
TOGETHER TO
REDEFINE THE
ROLE OF BUSINESS**

OUR VISION
OF THE FUTURE
IS A WORLD
IN WHICH
THE PURPOSE
OF BUSINESS
IS TO BE A
DRIVING FORCE
FOR SOCIAL,
ENVIRONMENTAL
AND ECONOMIC
BENEFIT

OUR MISSION
IS TO CATALYSE
A MOVEMENT OF
BUSINESS LEADERS
DRIVING A
BETTER WAY OF
DOING BUSINESS,
FOR THE
WELLBEING
OF PEOPLE
AND THE PLANET

▶ BUSINESS LEADERS
ARE BEST PLACED TO
**REDEFINE THE
ROLE** WE, AND
BUSINESS AS A
WHOLE PLAYS IN
SOCIEITY



**SIR RICHARD
BRANSON**

FOUNDER, VIRGIN &
VIRGIN GROUP
CO-FOUNDER,
THE B TEAM



JOCHEN ZEITZ

FOUNDER, THE ZEITZ
FOUNDATION
CO-FOUNDER,
THE B TEAM



OLIVER BÄTE

CEO, ALLIANZ GROUP



MARC BENIOFF

FOUNDER, CHAIRMAN
& CEO, SALESFORCE



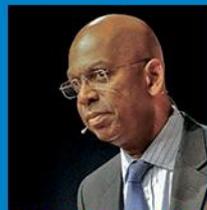
SHARAN BURROW

GENERAL SECRETARY,
INTERNATIONAL
TRADE UNION
CONFEDERATION



KATHY CALVIN

PRESIDENT & CEO,
THE UNITED NATIONS
FOUNDATION



BOB COLLYMORE

CEO, SAFARICOM LTD.



DAVID CRANE

SENIOR OPERATING
ADVISOR, PEGASUS
CAPITAL ADVISORS



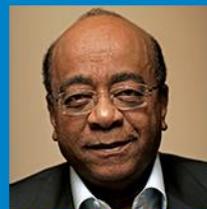
**DR. GRO HARLEM
BRUNDTLAND**

DEPUTY CHAIR,
THE ELDERS



**ARIANNA
HUFFINGTON**

CEO, THRIVE GLOBAL



DR. MO IBRAHIM

FOUNDER, CELTEL



**YOLANDA
KAKABADSE**

PRESIDENT, WWF
INTERNATIONAL

▶ IT'S OUR **LEGACY,**
RESPONSIBILITY,
OPPORTUNITY



GUILHERME LEAL
CO-FOUNDER,
NATURA



ANDREW LIVERIS
CHAIRMAN & CEO,
THE DOW CHEMICAL
GROUP



STRIVE MASIYIWA
FOUNDER &
CHAIRMAN, ECONET



BLAKE MYCOSKIE
FOUNDER &
CHIEF SHOE GIVER,
TOMS



ARIF NAQVI
FOUNDER & GROUP
CHIEF EXECUTIVE,
THE ABRAAJ GROUP



**DR. NGOZI
OKONJO-IWEALA**
FMR. MINISTER OF
FINANCE, NIGERIA



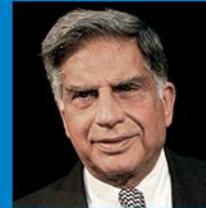
**FRANCOIS-HENRI
PINAULT**
CEO & CHAIRMAN,
KERING



PAUL POLMAN
CEO, UNILEVER



MARY ROBINSON
PRESIDENT, MARY
ROBINSON
FOUNDATION
CLIMATE JUSTICE



RATAN TATA
CHAIRMAN EMERITUS,
TATA GROUP

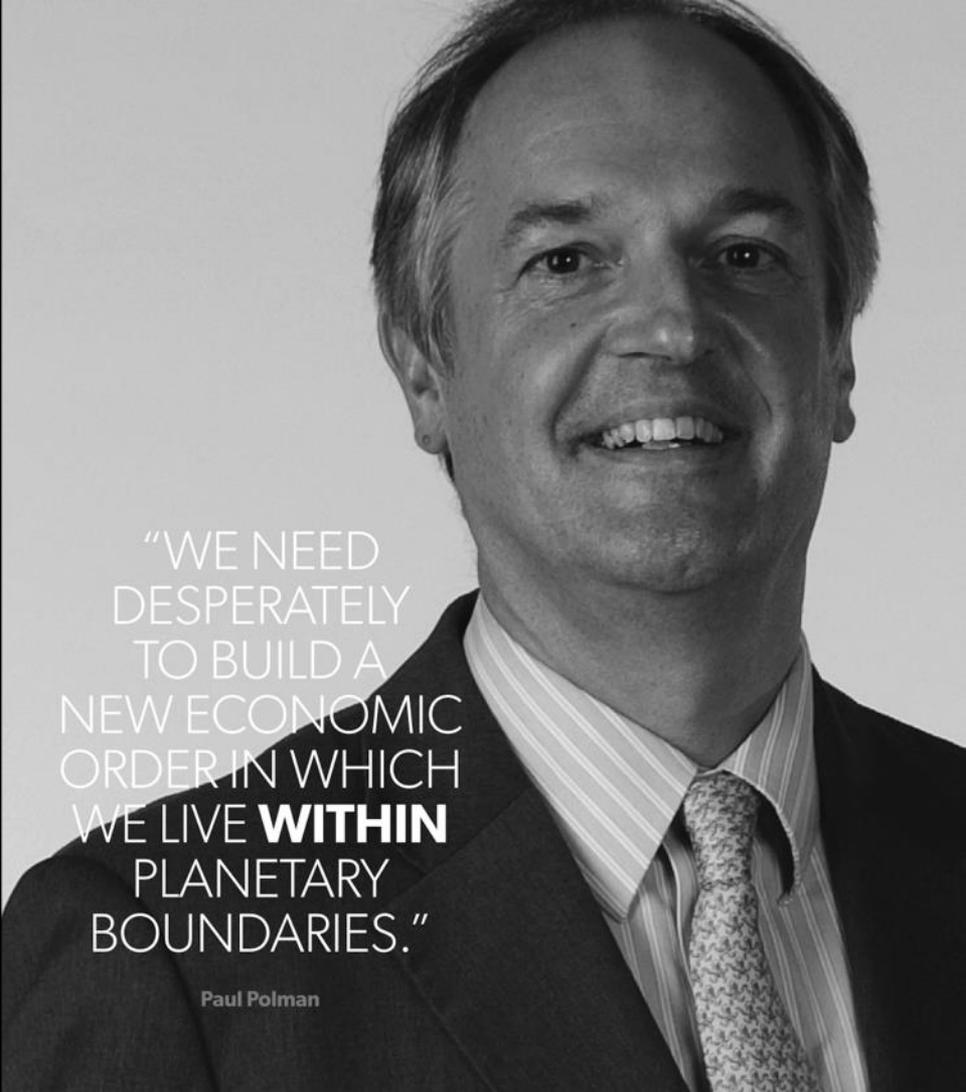


ZHANG YUE
CHAIRMAN &
FOUNDER, BROAD
GROUP



**PROF. MUHAMMAD
YUNUS**
CHAIRMAN, YUNUS
CENTRE

WHY NOW?

A black and white portrait of Paul Polman, a middle-aged man with short hair, smiling. He is wearing a dark suit jacket, a light-colored striped shirt, and a patterned tie. The background is a plain, light color.

"WE NEED
DESPERATELY
TO BUILD A
NEW ECONOMIC
ORDER IN WHICH
WE LIVE **WITHIN**
PLANETARY
BOUNDARIES."

Paul Polman

WORLD LEADERS, FROM
BUSINESS, FINANCE
AND POLITICS, TAKE
RADICAL STEPS TO
TRANSFORM THE
SYSTEMS THEY OPERATE
WITHIN, DRIVING
MARKET REVOLUTIONS
TO **ENSURE OUR
LONG-TERM
WELLBEING.**

**WE
NEED A
TRANSFORMATIVE
BREAKTHROUGH.**

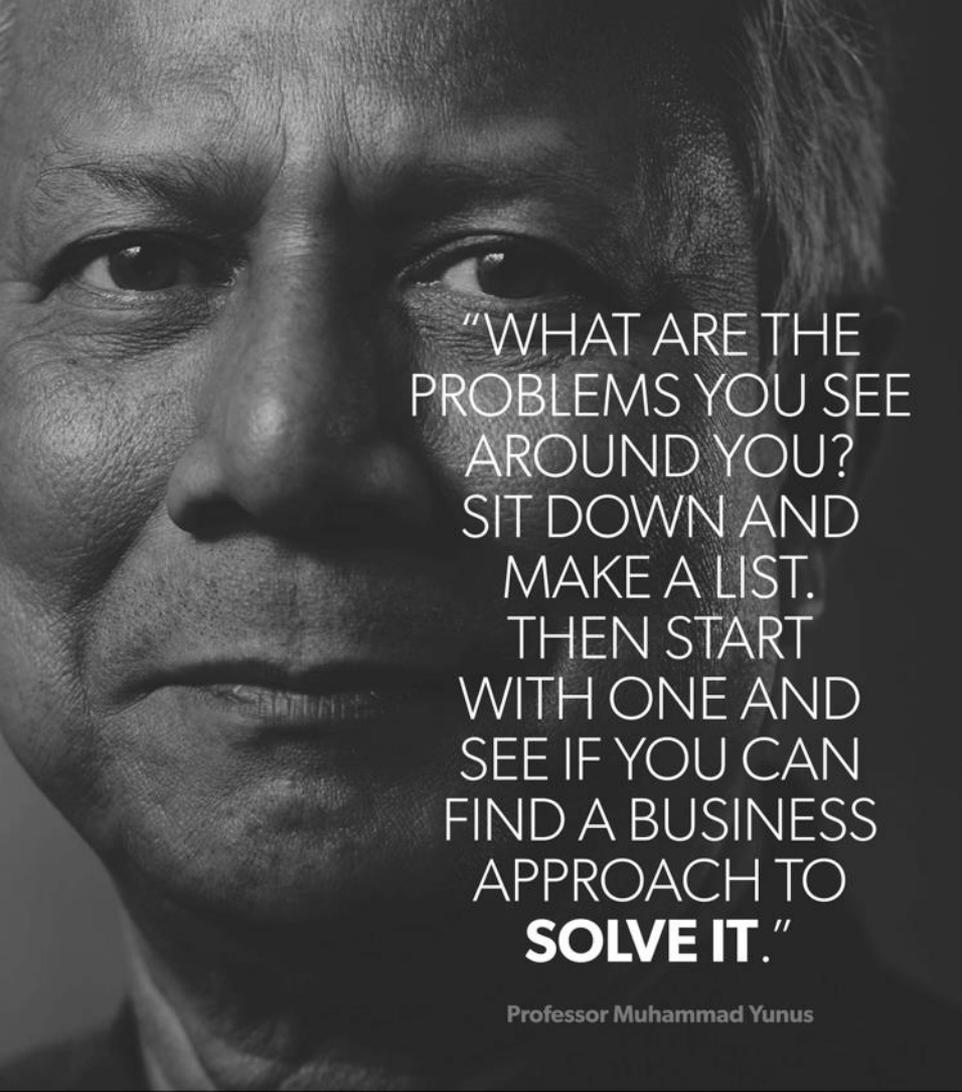
**PLAN A - WHERE
COMPANIES
HAVE BEEN
DRIVEN
PRIMARILY BY
THE PROFIT
MOTIVE - IS NO
LONGER
ACCEPTABLE.**

**IT'S
TIME
FOR
PLAN B.**



PEOPLE + PLANET + PROFIT





“WHAT ARE THE PROBLEMS YOU SEE AROUND YOU? SIT DOWN AND MAKE A LIST. THEN START WITH ONE AND SEE IF YOU CAN FIND A BUSINESS APPROACH TO **SOLVE IT.**”

Professor Muhammad Yunus

- ▶ **LEAD FOR THE LONG RUN**
- ▶ **FOSTER COLLABORATION**
- ▶ **REINVENT MARKET INCENTIVES**
- ▶ **DRIVE FULL TRANSPARENCY**
- ▶ **RESTORE NATURE**

- ▶ **SCALE TRUE ACCOUNTING**
- ▶ **VALUE DIVERSITY**
- ▶ **CREATE THRIVING COMMUNITIES**
- ▶ **REDEFINE REWARD SYSTEMS**
- ▶ **ENSURE DIGNITY AND FAIRNESS**

A black and white portrait of Dr. Ngozi Okonjo-Iweala, a woman with glasses and a large, textured headwrap, smiling. She is wearing a dark, patterned top and a multi-strand beaded necklace. The background is dark and out of focus.

"I BELIEVE
THAT WHEN
YOU FIND
PROBLEMS,
YOU SHOULD
ALSO FIND
SOLUTIONS"

Dr. Ngozi Okonjo-Iweala

HOW WILL WE GET THERE?



*LEADING
BY
EXAMPLE*

*SCALING
SYSTEMIC
SOLUTIONS*

*USING
COLLECTIVE
INFLUENCE*

INITIATIVES

The B Team work is driven through three core initiatives

1. NET ZERO BY 2050
2. GOVERNANCE AND TRANSPARENCY
3. 100% HUMAN AT WORK

NET ZERO BY 2050

We will accelerate the transition to a thriving and just net zero greenhouse gas emissions economy by 2050.

Key Strategy Areas

Recruit CEOs: to lead their companies towards Net-Zero by 2050 by creating an 'Innovation & Action Network'

Advocacy: to use our Leaders and Net-Zero CEOs to push for ambitious Net-Zero legislation at national and sub-national level

Corporate Governance: create a culture where CEOs and other C-Suite level leaders can shift their companies towards greater transparency and sustainable business practices.

LED BY CO-CHAIRS:

David Crane and
Mary Robinson

Sir Richard Branson,
Guilherme Leal, Strive
Masiyiwa, Paul Polman,
Jochen Zeitz, Zhang Yue.

GOVERNANCE & TRANSPARENCY

We are increasing business leadership in the fight against corruption, tax avoidance and broken governance structures.

Key Strategy Areas

Grow and demonstrate a movement of businesses committed to transparency, accountability and fighting corruption, who take action and advocate for change

Raise the bar in transparency and accountability in business that others can recognise, reference as a norm and adopt;

Articulate new narratives demonstrating the business case for transparency and accountability, and celebrating business leadership;

Change the rules by influencing reform of public policy.

LED BY CO-CHAIRS:

Dr. Mo Ibrahim and Dr. Ngozi Okonjo-Iweala

Sharan Burrows, Bob Collymore, Guilherme Leal, Paul Polman, Ratan Tata.

100% HUMAN AT WORK

We want to build a more equitable, prosperous world for all through work as a source for dignity and purpose.

Key Strategy Areas

Creating an engaged global workforce contributing to society, the planet, their company and their own personal growth

Valuing diversity with a focus on LGBT rights and gender equality

Promoting transparency in supply chains in order to eliminate forced labor and child labor.

LED BY CO-CHAIRS:

Marc Benioff and Arianna Huffington

Sir Richard Branson, Sharan Burrow, Blake Mycoskie, Prof. Muhammad Yunus.

BORN B

Entrepreneurial community is a powerful driver of disruptive innovation, creativity and change in the business world.

New companies have the opportunity to manage their businesses in progressive and innovative ways from the start, rather than backwards engineering them.

We call this being “Born B”.

OUR VISION

Grow a movement of global entrepreneurs who are building companies that are committed to embedding social and environmental purpose in their company DNA from the outset.