

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  
SOCIETY



**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



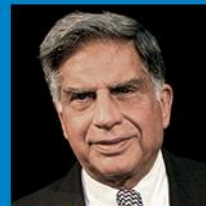
**FRANÇOIS-HENRI  
PINAULT**  
CEO & CHAIRMAN,  
KERING



**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 light 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.**

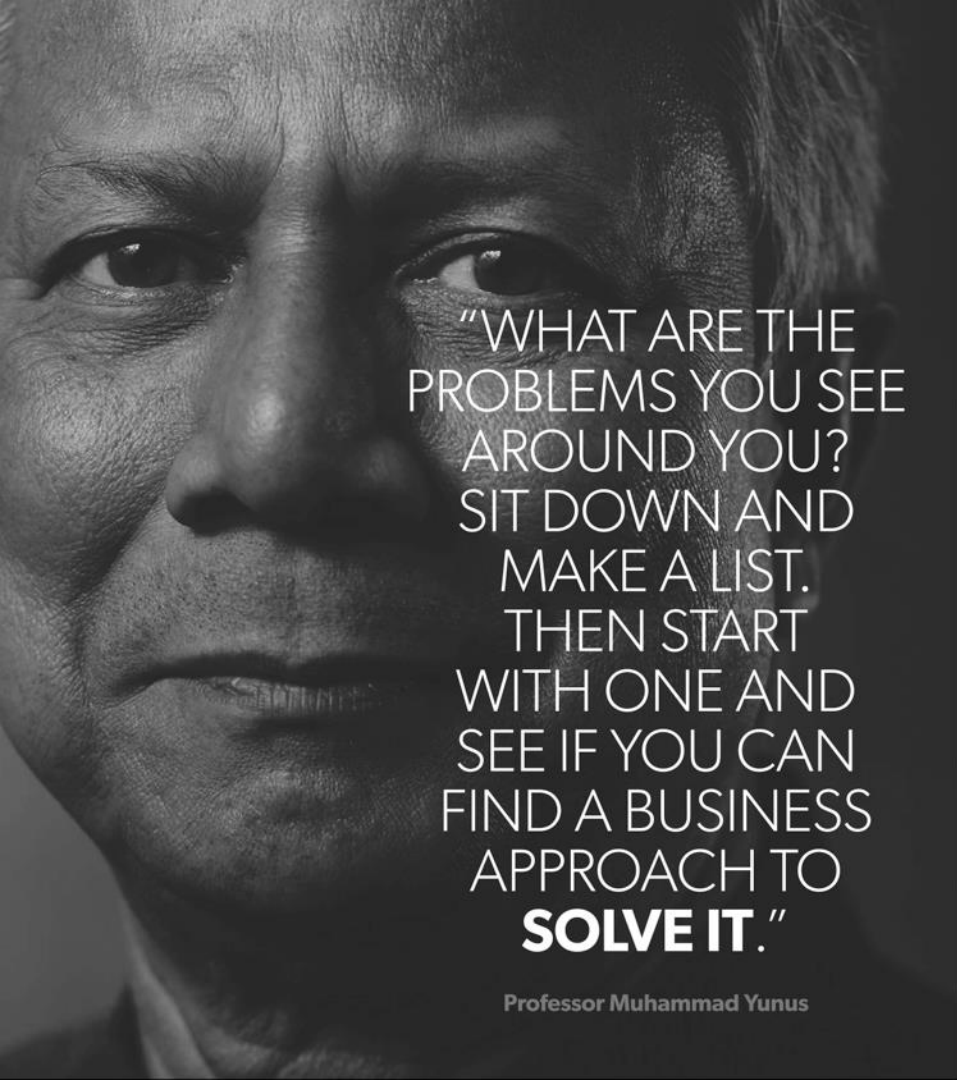
**PLAN A - WHERE  
COMPANIES  
HAVE BEEN  
DRIVEN  
PRIMARILY BY  
THE PROFIT  
MOTIVE - IS NO  
LONGER  
ACCEPTABLE.**

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








A black and white close-up portrait of Professor Muhammad Yunus, looking directly at the camera with a serious expression. The lighting is dramatic, with strong shadows on the right side of his face.

"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 Nigerian economist and diplomat. She is wearing a traditional Nigerian headwrap (gele) and glasses, smiling at the camera. She is also wearing a beaded necklace and a patterned top.

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

Dr. Ngozi Okonjo-Iweala

# HOW WILL WE GET THERE?



# 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.