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.
IT’S OUR LEGACY, RESPONSIBILITY, OPPORTUNITY
WHY NOW?

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

Paul Polman
We need a transformative breakthrough.

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

IT'S TIME FOR PLAN B.
“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
SCALE TRUE ACCOUNTING
VALUE DIVERSITY
CREATE THRIVING COMMUNITIES
REDEFINE REWARD SYSTEMS
ENSURE DIGNITY AND FAIRNESS

“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.
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.