



HOW KIM ALLCHURCH FLICK HELPED BOOKSHOP.ORG NAVIGATE THE B CORP CERTIFICATION PROCESS AND OBTAIN GLOBAL B CORP CERTIFICATION STATUS

BOOKSHOP.ORG IS AN ONLINE BOOK RETAILER THAT GIVES INDEPENDENT BOOKSTORES FINANCIAL SUPPORT TO COMPETE ONLINE AND MAINTAIN THEIR PRESENCE IN THEIR LOCAL COMMUNITIES.

Challenges

As a mission-driven organization, Bookshop.org knew they could qualify for B Corp status, but were intimidated by the lengthy, time-consuming, and often frustrating B Corp certification process. They were also unsure of how to best complete the certification process's many steps, as well as how to gather and submit data and resources that would certify not just their U.S. location, but their offices in U.K. and Spain as well.

Solution

Bookshop.org hired social enterprise consultant Kim Allchurch Flick, who has not only successfully led many companies through the B Corp and Benefit for Good certification processes, but has taken her own business through it, too. Kim acted as a guide, consultant, and partner — helping Bookshop.org navigate each stage of the B Corp application process over the course of 16 months.

Results

- » Accomplished global B Corp Certification
- » Elevated the Bookshop.org brand
- » Received exposure and press worldwide
- » Increased loyalty from affiliate bookstores, authors, consumers, and potential clients
- » Increased internal awareness of the real impact and influence of Bookshop.org's mission
- » An established partnership with a consultant who will be primed to help them recertify in three years time

“Becoming certified as a B Corp can be a long, complex, and maddening process. If I had been going through the process alone, I would've been pulling my hair out, not knowing how I was going to get it accomplished. Kim was very supportive in getting me through it. There are lots of twists and turns in the B Corp process, and Kim helps you navigate each and every one of them.”

— **Josh Sessler**

COO AND GENERAL COUNSEL, BOOKSHOP.ORG



TO LEARN MORE ABOUT HOW KIM AND MIGHTY EPIPHYTE CAN HELP YOUR BUSINESS OBTAIN B CORP OR BENEFIT COMPANY STATUS, GO TO MIGHTYEPIPHYTE.COM.