



Charity Giving Model

2021-2022

B Purpose Bureau

Hong Kong

Background

As a consultancy using the B Corp framework to drive sustainable business practices with our clients whilst promoting B Corp values with the entire ecosystem, we recognise the importance of giving back to the community.



Goals

We have a standing commitment to donate >20% of our profits or >2% of our sales. Being an early-stage company with very modest profits means that actual donations are quite low at this point in time. The purpose is that they will grow together with our business, as we become more established and financially sustainable. Our aim is to donate whichever is the higher of the two, provided that that does not eradicate the entire profit margin, or impact it to such a degree where it would be challenging to run a financially sustainable business.

List of charitable organisations

We have decided that each team member can pick one charitable organisation, with the aim to support a mix of organisations with a social and environmental focus. Candidates for FY 2021-22 include:

- Ark Eden
- 1% For the Planet
- The Nature Conservancy
- Impact Hong Kong
- Noe
- Planète Mer

Criteria for our choice

- The organisation must solve environmental or social issues
- The organisation should have KPIs in place
- We favour local over global organisations
- Organisation should ideally combine an environmental agenda with a social agenda.
- We favour local organisations where also smaller donations will have an impact.

Choice for FY 2021-22

The Nature Conservancy, Hong Kong

Guided by science and equity, TNC finds paths to solve climate change and biodiversity loss. Their work in Hong Kong focuses on nature and its impact on the quality of life for the territory's primarily urban population—developing and growing support for the environment through an education program, and developing key estuary habitat restoration strategies to improve coastal resilience.