

Ground Control certifies as a B Corporation

3 years ago



Leading external maintenance business and biodiversity expert Ground Control today certifies as a B Corporation (or B Corp). Ground Control joins a growing cohort of companies reinventing business by pursuing purpose as well as commercial success.

Ground Control has been certified by B Lab, the not-for-profit behind the B Corp movement, as having met rigorous social and environmental standards which represent its commitment to sustainable goals ahead of profit.

Ground Control joins a community of 4,800 B Corp businesses around the world. In the UK, the B Corp community comprises over 700 companies representing a broad cross section of industries and sizes including well-known brands such as The Guardian, innocent, Patagonia, The Body Shop and Abel & Cole.

Ground Control's B Corp certification is a pioneering step in the UK ground maintenance industry reflecting the business' commitment to biodiversity and sustainability. This signals a shift towards greater accountability and transparency in the sector and across the country.

Jason Knights, Managing Director of Ground Control commented: "Being recognised as a B Corp is great news strongly welcomed by everyone at Ground Control. This reflects not only our identity as a business but rewards a lot of hard work from our employees and management to get to where we are today.

"Before B Corp status, we first became a carbon-neutral company and also invested in a unique set of sustainability initiatives such as the Evergreen Fund, dedicating 5% of annual net profits to a 5 million Impact Venture Fund for environmental initiatives and carbon sequestration. For a problem as important and far reaching as climate change we need likewise clear commitments to biodiversity net gain and sustainability. We are committed to purpose alongside growth and commercial success and hope our new status encourages more UK businesses to take action and inspire wider change."

The B Corp certification addresses the entirety of a business' operations and covers five key impact areas of Governance, Workers, Community, Environment and Customers. The certification process is rigorous, with applicants required to reach a benchmark score of over 80 while providing evidence of socially and environmentally responsible practices relating to energy supplies, waste and water use, worker compensation, diversity and corporate transparency. To complete the certification, the company will legally embed their commitment to purpose beyond profit in their company articles.

Chris Turner, Executive Director of B Lab UK, says: "We are delighted to welcome Ground Control to the B Corp community. This is a movement of companies who are committed to changing how business operates and believe business really can be a force for good. We know that Ground Control are going to be a fantastic addition to the community and will continue driving the conversation forward.

"Welcoming Ground Control is an exciting moment because they have an opportunity to lead the way within the external maintenance industry. Their commitment to doing business differently will be an inspiration to others and really help spread the idea that we can redefine success in business to be as much about people and planet as it is about profit."