

To our global B Corp community,

As leaders of the B Corp movement, your work has set the standard for responsible business around the world. You have shown that a different kind of economic system is possible. And now, as the COVID-19 crisis continues to escalate and impact all of us, especially those who are most vulnerable, we see that this different kind of economic system is more needed than ever.

On behalf of the entire B Lab and Sistema B global network, we want to acknowledge our concern for your health and safety, and for that of all your stakeholders and loved ones. Our collective role in creating a more inclusive, equitable, and regenerative economic system for all people and the planet has never been more important than it is now.

In the interest of providing a beacon of hope in the midst of this storm, we're sharing a few stories of B Corps taking impactful measures and persevering in the face of uncertainty—inspiring and reminding all of us that business can, and should, be a force for good. This is by no means an exhaustive list of B Corps taking action around the world, and we'll be sure to continue sharing stories like these for months to come.

***In China, a B Corp increases access to information for those who need it most***

[Shenzhen Liandi](#) is a B Corp committed to comprehensively enhancing the information accessibility of internet products for the visually impaired, through technology consultation and collaboration with companies like BAT (Baidu, Alibaba, and Tencent). Immediately after recognizing the seriousness of the impact that COVID-19 will have on the visually impaired, **Shenzhen Liandi** publicly issued a proposal on “Information Accessibility Initiatives & Measures for Visually Impaired during the Quarantine” on February 4. Five days later, they launched a WeChat Mini Program, the very first of its kind in the country, to enable people with visual impairments to have equal access to key information needed for self-protection and support.

Information accessibility impacts not only the visually impaired but also others including the elderly, people with hearing loss, and those with learning difficulties, who collectively represent almost 20% of the total population in China. As Liang Zhen Yu, the founder and CEO of the company often says, through using business as a force for good, he pictures a future where everyone enjoys the same quality of life and dignity with no barrier to information accessibility, especially during the time of a pandemic.

***In Italy, a B Corp provides access to free, remote schooling for children***

While the entire country is on lockdown, spring has bloomed, reminding us of rebirth. Operationally, whomever can work remotely is now doing so, and millions of people completely transformed their work and life habits overnight. People are redefining their priorities and we are quite sure life and culture will be transformed forever, possibly creating a better ground for more sustainable choices in the future.

A [digital marketplace](#) was quickly set up for companies to offer free services and products to the population in the red zone. In a few days, the red zone became the whole country. Among many companies you can spot some B Corps, including [Little Genius International](#) who provides remote lessons in English and Italian for children, free of charge, for the duration of compulsory

school closure. Hoping this gives the world a moment to pause and think about the importance of families and societal cooperation, resolved that we will overcome whatever lies ahead.

### ***In South Korea, a B Corp brings hope to the most affected community***

COVID-19 also affects our psychological health and wellness, as people are asked to social distance, stay home, and avoid in-person contact with others. [Tree Planet](#), a B Corp based in Seoul who builds forests through crowdfunding and mobile gaming, created virtual campaigns to send small indoor plants, “companion plants,” to people in the most affected region, Daegu, where more than 70% of the country’s confirmed patients live. It was quite popular and sold out in an hour. Tree Planet also launched a one for one program; for every companion plant purchased, another one was sent to a friend or family member of the purchaser who lives in Daegu.

### ***In Australia, B Corps prioritize their customers’ wellbeing***

In Australia and New Zealand, many B Corps are facing enormous challenges with revenue collapsing, most particularly in the travel industry, one of the first sectors hit. As small to medium businesses are impacted, so too the incomes of individuals, and those without job security, or without jobs at all, are most vulnerable.

One B Corp, [Who Gives a Crap](#), a toilet paper home delivery service, looked like it was “winning” with a boost in sales stood out for their response to panic buying. Whilst apologising for running out of stock, they talked about doing their bit to encourage kindness, empathy, and calm: sharing a toilet paper roll with a neighbour, visiting a Chinese restaurant, and watching some puppy videos. Their campaign for calm continues on social media, highlighting stories of communities sharing resources—not buying more stuff.

Facing enormous challenges themselves, travel provider and B Corp, [Intrepid Group](#), also showed leadership by suspending all their tours until 30 April, with a desire to take a leading role in preventing the virus from spreading as well as ensuring their staff and customers are safe. Many other B Corps have shared great resources such as guides for effective working from home, running a cafe, or how to prepare your businesses for uncertainty.

### ***In Paraguay, a B Corp lifts up other entrepreneurs and creates a virtual community***

For now, the outbreak hasn't been as detrimental in Latin America & Caribbean as in other parts of the world. Governments are concerned, however, and have implemented different systems of alerts and restrictions for schools, travel, and public events in order to mitigate the risk of massive infection, particularly as autumn and winter seasons set in over the coming months. B Corps are taking action already, too. One in particular, [Koga](#), a start-up and entrepreneurship accelerator, is hosting free training and webinars to engage entrepreneurs to share best practices, opportunities, and collaborate with each other. Among those activities, Koga is hosting this Friday an online version of Gramo, a TEDx-style event, where speakers will talk exclusively about building a positive and constructive attitude in the face of challenges like COVID-19. They're also creating a database with opportunities, grants and prospects for entrepreneurs.

### ***In the US, a B Corp ensures children won't go hungry***

The effects of the COVID-19 outbreak have left the US and Canada community reeling. Everyone is feeling the effects in different ways and to different extremes, and our hearts and thoughts are with our neighbors and partners across the region and around the world.

In just one of the many examples unfolding in the US and Canada community, we have all been inspired by the work of Revolution Foods, a B Corp school lunch provider. With countless school cancellations, many at-risk students will be left without a dependable source of nutrition. But [Revolution Foods](#) has been working tirelessly to connect with school districts, create contingency plans, and ensure that all children will have access to meals, no matter what.

We hope this message reminds you of the power of our global community—as some parts of the world begin to heal from the crisis, while others are in the throes, and still others have yet to be hit. We are interdependent, interwoven. We are in this together.

Stay tuned for more updates from our teams regarding B Corp stories, resources, recertification support, and more, and feel free to reach out to us at any time. We value your questions and feedback, as always.

In community,

Min Ko, B Corps China & Asia Region Representative  
Andrew Davies, B Lab Australia & New Zealand  
Ngwing Kimani, B Lab East Africa  
Katie Hill & Nathan Gilbert, B Lab Europe  
Chris Turner, B Lab UK  
Ben Anderson & Anthea Kelsick, B Lab US & Canada  
Marcel Fukayama, Sistema B International  
Bart Houlahan, Standards Trust  
Andrew Kassoy & Juan Pablo Larenas, B Lab Global

P.S. We encourage you all to visit the [Community Support - COVID-19 group on the B Hive](#) to share and connect with other B Corps during this difficult time.