

# NATURESCAPES

**Location:** Paoli, Pa.

**Service mix:** Primarily design/build

**Client mix:** Primarily residential

**2012 revenue:** not disclosed

**Employees:** 7

**Management:** John Fridy, owner; Sally Fridy, administrator

**LM:** When did you first hear about Certified B Corporations?

**Sally Fridy (SF):** I wish I could remember exactly how we came to be B Corp enthusiasts. I probably read something about them, found out they were nearby and had to investigate.

[B Labs, the nonprofit organization that administers B Corporation certifications, is located about 5 miles from Naturescapes in the Philadelphia area.] I'm sure I just thought it was a good thing, so we signed up. Now, one of our clients is [B Lab cofounder] Bart Houlihan, who's one of the originators of B Corps. In fact, the Houlihan's called us because we were a B Corp.

**LM:** Why did you decide to become one?

**SF:** It made sense: It's a different corporate style. It's for public benefit. It's not just for profits. It just sounded like something we wanted to do. We're a naturalistic organization. We believe in the plants and the environment and putting the right plant in the right place. In other words, we're not just out to make the almighty dollar.

Naturescapes owner/operators John and Sally Fridy say they have a naturalistic approach to landscape design and installation.

## B Impact Report

Certified since: July 2009

| Focus area:     | Points Earned: |
|-----------------|----------------|
| Accountability  | 15             |
| Employees       | 36             |
| Consumers       | 28             |
| Community       | 33             |
| Environment     | 15             |
| Overall B Score | 127            |

## CERTIFIED B CORPORATION VS. BENEFIT CORPORATION

Benefit corporations and Certified B Corporations are often confused, according to the nonprofit B Lab. Both are sometimes called B corps. They share much in common but have a few important differences.

Certified B Corporation is a certification conferred by B Lab. Benefit corporation is a legal status administered by the state. Benefit corporation legislation has been enacted in 14 states and Washington D.C. and is under consideration in 13 states. Benefit corporations do not need to be certified. Certified B Corporations also may be benefit corporations.

Benefit corporations differ from traditional companies in three primary ways: higher standards of purpose, accountability and transparency.

15 Laws Passed

13 Working on it



**LM:** What's been your response from clients?

**Do people know you're a Certified B Corporation?**

**SF:** Some do, particularly those who have a penchant for being in tune with the equalizing parameters of life. Some don't. It's probably a good idea to promote ourselves as a B Corp, especially because we're so different than many landscape businesses, but we haven't really marketed it to customers. I guess there's already enough to share in the sales process. Perhaps we need to change this aspect of John's interviews with clients.

**LM:** What companies do you look to as models of ethical business practices?

**SF:** The White Dog Café in Philadelphia and the woman who started it, Judy Wicks, are big on being local. We're not that far from Philadelphia and we've paid attention to that and some of those things have made a difference in our business. We buy locally. Also, remember when Ben & Jerry's used to have a policy that the highest paid employee made only seven times as much as the lowest paid employee? I don't believe they do that anymore, but it's about being that kind of ethical. We pay our people well and



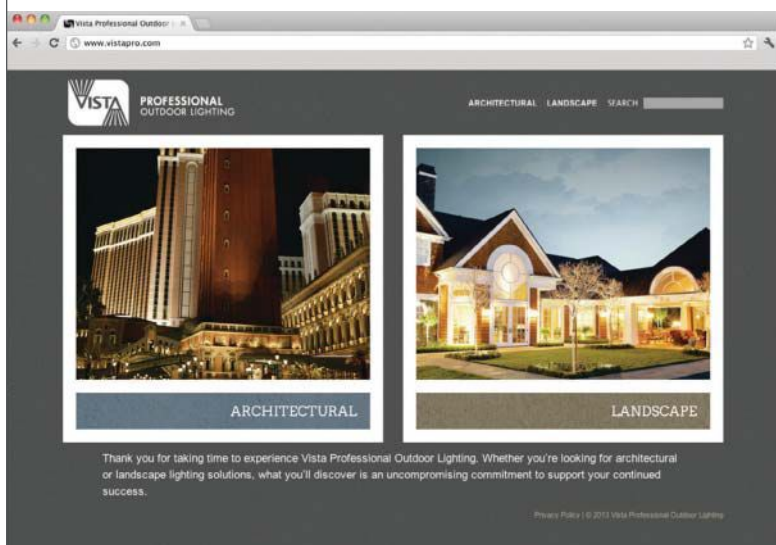
try to do everything to help them. That's the whole point. It's really important to recognize the fact that your labor force is of great benefit to you.

**LM:** Would you recommend becoming a Certified B Corporation to others?

**SF:** I would recommend it because I

think it's the coming thing to do. Probably, a lot of companies would think it might be too costly or don't think it will benefit them in some way. We didn't choose to do it for the benefit it would garner us; we chose to do it because it was the right thing to do. We're probably not like a lot of others. We're small so we can do things differently. **LM**

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## IN GOOD COMPANY

Green Industry Certified B Corporations are listed among many well-thought-of brands. Here's a look at a few notable examples that happen to founding B Corps.



**West Grove, Pa.**  
**Certified since:**  
December 2007

Not only does Dansko pay employees to

take time off to volunteer, it matches the amount of their salary and donates it to the organization they volunteer with. More than 50 percent of employees share ownership, more than 5 percent of profits are shared with employees, and all employees are eligible for tuition reimbursement. Plus, the company's LEED-certified headquarters features a living wall.

*Overall B Score: 84*



**White River Junction, Vt.**  
**Certified since:** May 2007

A 100-percent employee-owned company, this baking ingredients and tools company

boasts company-wide service outings and 40 hours of paid time off for all employees to help their choice of non-profit groups. The company also conducts biannual environmental audits and shares the information with employees.

*Overall B Score: 101*



**Burlington, Vt.**  
**Certified since:**  
May 2007

This brand of "green"

household and personal care products calls itself a "pioneer in corporate responsibility." Its offices are LEED certified and more than a quarter of the firm's fleet is made up of low-emission vehicles. More than 75 percent of employees share ownership, and benefits include health coverage for half-time employees and off-site subsidized childcare. Additionally, the firm offers paid time off for employees to volunteer.

*Overall B Score: 116*

