

Edelman B.V. Certifies as a B Corporation

24 October 2024: Home decoration wholesaler Edelman B.V. has announced today its certification as a B Corporation (or B Corp), joining a growing group of companies reinventing business by pursuing purpose as well as profit. Edelman B.V. has been certified by B Lab, the non profit behind the B Corp movement, as having met rigorous social and environmental standards which represent its commitment to goals outside of shareholder profit.

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 at least 80 (out of 200) points while providing evidence of socially and environmentally responsible practices relating to energy supplies, waste and water use, worker compensation, diversity and corporate transparency. Edelman B.V. scored 90.4 points: <https://www.bcorporation.net/find-a-b-corp/company/edelman-bv>. To complete the certification, the company will legally embed their commitment to purpose beyond profit in their company articles. Every three years B Corps must recertify to uphold certification.

Our mission has always been to make homes a more beautiful place. Two years ago, we recognized that staying at the forefront of the home decor industry means embracing a more holistic vision of beauty. This goes beyond just offering great products to our customers; it is about the beauty of operating a business in a way that is respectful towards our employees, suppliers, and all our other stakeholders. This realization has set us on the path toward becoming a B Corp.

As part of our commitment, we formed a dedicated sustainability team that includes members of our top management. Over the years, we have taken meaningful steps—like installing solar panels, electrifying our fleet, offering wellness benefits to employees, and launching more sustainable products. But we realized it was time to make these efforts more structured and data-driven by embedding sustainability into our business strategy and policies, backed by the right monitoring tools. B Corp provided a clear framework that guided us in evaluating our performance through data-based assessments, giving us a solid foundation for future growth.

One of the key challenges we faced was raising awareness across all teams about the importance of sustainability in every aspect of our business. Another one was to gather data aligned with the definitions in the B Corp Impact assessment. This made us aware of the improvements needed in our data infrastructure, which we have been improving ever since. Although initially driven by the B Corp certification process, these efforts have also helped us prepare for the CSRD requirements.

Becoming a B Corp is an incredible milestone, and we are very proud of what we have accomplished. Yet, we recognize that our work is far from over, and we are fully committed to continuously improve our environmental and social performance through our sustainability roadmap 'Because We Care'. At the core of this effort is our commitment to treat everyone who works with and for us with the utmost respect. Additionally, we are also focused on expanding our more sustainable product

assortment by incorporating more sustainable materials and collaborating with industry partners to accelerate the transition towards a circular economy. We believe that by working together, we can make the world more beautiful in and around the house and in all seasons.

Edelman B.V. is now part of a community of over 9,000 businesses globally who have certified as B Corps. The B Corp community in the Benelux, representing a broad cross section of industries and sizes, comprises over 400 companies and include well-known brands such as Bugaboo, Rituals, Cowboy, Ace & Tate, Auping, TooGoodtoGo, Tony Chocolonely, Triodos Bank.

Tessa van Soest, Director of B Lab Benelux: “Being able to welcome Edelman B.V. to the B Corp community is hugely exciting. 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”.

About B Lab Benelux:

B Lab is transforming the economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, and tools for business. Besides we certify companies -known as B Corps- who are leading the way. To date, our global community includes over 9,000 B Corps in 92 countries and 161 industries, and over 200,000 companies manage their impact with the [B Impact Assessment](#).