

**Australian Ethical honored as Best for the World, creating most overall positive impact across all categories**

**Evaluated by Comprehensive B Impact Assessment**

**9 September 2016:** Today, Australian Ethical was recognised for creating the most positive overall community impact by [B the Change Media](#) based on an independent, comprehensive assessment administered by the independent nonprofit B Lab.

Honorees are featured in the upcoming issue of *B Magazine* and on *B the Change's* digital platform, [bthechange.com](#). They were also honored at the first-annual Best for the World Celebration & Awards Ceremony at the University of California, Berkeley's Haas Business School.

Australian Ethical is honored in the Best for the World list, which includes businesses that earned scores in the top 10 percent of more than 1,800 Certified B Corporations across all categories on the B Impact Assessment.

The full assessment measures a company's impact on its workers, community, customers and the environment. The 138 winning companies in the Overall category come from 15 industries and 17 countries.

Australian Ethical is also honored in the Best for Customer and Best for Worker categories.

The full B Impact Assessment evaluates a company's environmental performance through its facilities, materials, emissions, resource and energy use, and more. It assesses employee relationships in forms such as compensation, benefits, training and ownership opportunities. Community scores are given by looking at supplier relations, diversity, involvement in the local community, and other product or service-related impact points. Customer performance is assessed based on the impact a company's product or service has on those it serves. Honorees scoring in the top 10 percent of all categories set a gold standard for the high impact that business as a force for good can make in many disciplines around the world.

The 138 Best for the World companies come from 15 different industries such as manufacturing, financial services and engineering. B the Change Media simultaneously released separate lists recognizing B Corporations as Best for Environment, Best for

Workers, Best for Customers and Best for Community, which can be found at <http://best.bthechange.com>.

Commenting on the win, Australian Ethical Managing Director Phil Vernon said: “We take our obligation to people and the planet seriously, and we are committed to making money do good through our ethical approach to investing.

“We are pleased to be recognized with the ‘Best in the World’ title, alongside honorees from across the globe who share our priorities and conduct business in a responsible, sustainable and moral manner.”

A total of 515 Certified B Corporations were named 2016 Best For the World Honorees, in thirty-five countries including Afghanistan, Kenya, Vietnam and Turkey. The selection criteria for Best for the World honorees are available at <http://bit.ly/29ZYRSp>.

The 2016 Best for the World Honorees represent nearly one-third of all B Corps, displaying a wide range of excellence throughout the community. Today there are more than 1,800 Certified B Corporations across over 120 industries and 42 countries, unified by one common goal: to redefine success in business. Any company can measure and manage social and environmental performance at <http://bimpactassessment.net>.

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### **About Australian Ethical**

Australian Ethical is Australia’s leading ethical wealth manager. Since 1986, Australian Ethical has provided investors with wealth management products that align with their values and without compromising returns. Investments are guided by the Australian Ethical Charter which both shapes its ethical approach, and underpins the Company’s culture and vision.

Australian Ethical has approximately \$1.5 billion in funds under management, across superannuation and managed funds.

Visit: [www.australianethical.com.au](http://www.australianethical.com.au)

### **About B the Change Media**

B the Change Media was formed as a partnership between B Lab, the community of B Corporations, and Bryan Welch, former CEO of Ogden Publications (B Corp since 2010). B the Change Media is a multiplatform media company whose mission is to build

the world's largest engaged audience of people with a passion for using business as a force for good. B the Change Media has editorial and operating independence and covers compelling stories about business as a force for good, not just stories about B Corporations. B the Change Media has independent investors and is a subsidiary of B Lab, the nonprofit organization that administers the Impact Assessment and aggregates the B Corporation community. B the Change Media is a Pending B Corporation.

For more information, visit <http://www.bthechange.com>.

**B Lab** is a nonprofit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the best for the world and society will enjoy prosperity for all for the long term.

B Lab drives this systemic change by: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing benefit corporation legislation to give business leaders the freedom to create value for society as well as shareholders; 3) helping businesses measure, compare and improve their social and environmental performance with the free B Impact Assessment; 4) driving capital to impact investments through use of its B Analytics and GIIRS Ratings platform.

For more information, visit [www.bcorporation.net](http://www.bcorporation.net).