



THE CHANGE YOU WANT TO SEE IN THE WORLD.



PROUD TO BE B CORP CERTIFIED



CHARLOTTE'S WEB
STANLEY BROTHERS


Certified



Corporation

CHARLOTTE'S WEB IS
OFFICIALLY THE
LARGEST HEMP CBD
COMPANY TO BE
B CORP CERTIFIED
...IN THE WORLD!





WHAT IS B CORP CERTIFICATION?

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive sustainable economy.



Certified



Corporation

A close-up photograph of a person's hand gently touching a stalk of wheat in a lush green field. The background is a soft-focus landscape under a clear sky.

B THE CHANGE

THIS COMMUNITY WORKS
TOWARD REDUCED INEQUALITY,
LOWER LEVELS OF POVERTY, A
HEALTHIER ENVIRONMENT,
STRONGER COMMUNITIES, AND
THE CREATION OF MORE HIGH-
QUALITY JOBS WITH DIGNITY
AND PURPOSE.



WE'RE HONORED TO BE IN GOOD COMPANY

>3522
CERTIFIED B CORPS

150
INDUSTRIES

74+
COUNTRIES

1
UNIFYING GOAL

DID YOU KNOW...
Of 60,000 companies attempting,
only 3522 achieved certification!

HOW DOES A COMPANY BECOME CERTIFIED?

It's not easy—it takes a team! Working together, Charlotte's Web demonstrated proficiency in the following categories:



GOVERNANCE

Accountability
Transparency
Ethics
Mission & Engagement



WORKERS

Comp & Benefits
Training & Education
Job Flexibility
Health & Safety



COMMUNITY

Job Creation
Diversity & Inclusion
Civic Engagement Sourcing
& Local Support



ENVIRONMENT

Inputs
Outputs
Transportation,
Distribution & Suppliers



CUSTOMERS

Health, Education,
Economic Opportunity,
Access to Capital, Arts, etc.



DID YOU KNOW?

Why Do Employees Prefer Working at B Corp Companies?

WE'RE NOT JUST MAKING THE WORLD A BETTER PLACE...WE'RE SUPPORTING EMPLOYEES & MAKING CHARLOTTE'S WEB A DESIRABLE AND SATISFYING PLACE TO WORK.

WE'RE FOCUSED ON:

- Health & Wellness
- Safety
- Engagement
- Satisfaction
- HR Best Practices
- Enhancing Life through Equity and Inclusion

THIS ADDS UP TO ATTRACTING TOP TALENT!

*Source: SustainableBrands.com

48% of B Corps find that prospective employees are attracted to their businesses because they are B Corp.*



WHAT OUR
EMPLOYEES SAY
ABOUT B CORP

“I have always been extremely proud to be a part of the CW family because of the Stanley Brothers’ mission in wanting to improve life and to “do good and to serve.” CW’s B Corp certification brings excitement to the continued work we are doing at CW to find ways to further engage in our communities but also acknowledge the beauty of diversity within our company and partnerships.”—Stephanie



DID YOU KNOW?

Why Do Consumers Prefer B Corp Companies?

SUSTAINABLE COMPANIES ATTRACT
CONSCIOUS CONSUMERS!

- B Corp Certification demonstrates to consumers that the company intentions are authentic.
- Over 66% of consumers have reported that they are willing to spend more for goods and services that have a positive impact.*

*Charlotte's Web is the #1 trustworthy brand...even prior to B Corp!***

*Sources: SustainableBrands.com; Harvard Business Review <https://hbr.org/2016/12/it-pays-to-become-a-b-corporation>

**Brightfield Data





THE B CORP OFFICIAL DECLARATION OF INTERDEPENDENCE

AS B CORPORATIONS AND LEADERS
WE BELIEVE:

- That we must be the change we seek in the world.
- That all business ought to be conducted as if people and place mattered.
- That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.
- To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.



WE'RE PROUD TO BE CERTIFIED B CORP
AND ARE LOOKING FORWARD TO
SHOWING IT ON OUR LABELS!



THE CHANGE YOU WANT TO SEE IN THE WORLD.

together, we are a force for good

PROUD TO BE B CORP CERTIFIED



CHARLOTTE'S WEB
STANLEY BROTHERS

