



# Ampersand Inc. is now a Certified B Corporation™

November 18<sup>th</sup>, 2024

Ampersand Inc. is excited to announce that they are now a Certified B Corporation™, joining a global community of businesses that meet high standards of social and environmental impact to use business as a force for good. As a B Corp in the publishing industry, we're counted among businesses that are leading a global movement for an inclusive, equitable, and regenerative economy.

Ampersand Inc., a women owned Canadian business, believes that by uplifting underserved communities, paying living wages, and being true allies, we are helping to build a better, more inclusive and diverse industry. Ampersand joins more than 9,300 companies worldwide who have participated in a rigorous process spanning two years analysing our impact area pillars including workers, environment, governance, community, and customers.

Saffron Beckwith, president of Ampersand Inc. says of being certified, "We are extremely proud that our company is a Certified B Corporation. We feel strongly that our values align with those of B Corp, which are all about making a positive impact, balancing profits and doing good for the people and the planet...basically about making the world awesome! The process of certification was tough and we are a better company for it."

Ampersand offers a 10-week Fellowship Program designed to provide individuals from marginalized communities with tangible skills to work in publishing. Since 2021 through the Commissions Donations initiative Ampersand has been championing books from BIPOC and LGTBQ+ creators each season and donates their commissions to a charity of the creator's choice. To date, Ampersand has donated over \$35,000 to various causes that have impacted their creators and their communities. Ampersand actively works to treat their employees equally and fairly and is proud to be an official Living Wage Employer for British Columbia and Ontario. Click [here](#) to learn more about Ampersand's values.

"We congratulate and welcome Ampersand to our global community of Certified B Corporations. As connectors in the publishing industry, Ampersand is helping to pave the way for other industry players to use business as a force for good," said Max Hayes, Community Growth Manager at B Lab U.S. & Canada.

Becoming B Corp Certified allows Ampersand Inc. to continue to make positive economic systems change and meet the rising standards for social and environmental performance. Ampersand will go through the recertification process in 2027.

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#### About Ampersand Inc.:

Ampersand Inc. evolved from a company founded in 1957, to a national, commissioned sales agency that now handles a large number of Canadian and international lines.

The company has a national footprint with offices in Vancouver and Toronto, and prides itself in its diversity, size, and scope of accounts.

Ampersand strives to create a respectful workplace that reflects the diversity of the accounts we sell to and the communities they service, the publishers we work with and the authors we represent. We see strength in diversity; of backgrounds, abilities, identities and opinions, and value the importance of providing a safe space for all. We do not discriminate based on race, nationality, religion, ethnicity, sex, sexual orientation, gender identity, gender expression, neurodiversity or physical disability, age, family status, or economic background and status.

#### **About B Corp Certification**

B Corp Certification assesses the overall social and environmental impact of a company. To achieve B Corp Certification, a company must meet a score of at least 80 points in the B Impact Assessment, an evaluation of a company's positive impact, and pass a risk review, an evaluation of a company's negative impact.

It must change its corporate governance structure to be accountable to all stakeholders, not just shareholders, and exhibit transparency by allowing information about their B Corp Certification performance to be publicly available on their B Corp profile on B Lab's website. B Corps recertify every three years and, once certified, are expected to increase their score over time as they progress towards becoming more equitable, inclusive, and regenerative businesses.