



Firelands Scientific B Corporation Certification FAQ

October 2020

Q1: What is B Corp Certification?

A1: B Corporation certification, often referred to as B Corp, is a recognition for companies using the power of business to build a more inclusive and sustainable economy. Simply put, unlike traditional companies focused mostly on financial profitability, certified B Corps also consider their social and environmental impact. Or, as we like to call it, our “minding our triple-bottom line.”

Certified B Corps are rated along a comprehensive scoring system that requires all B Corps to meet the highest standards of verified social and environmental performance, transparency, and accountability to redefine success in business.

Q2: How did Firelands Scientific become a B Corp?

A2: Firelands Scientific completed the B Impact Assessment process, which evaluated our impact on our “stakeholders” – our patients, customers, workers, communities, and the environment – across more than 200 detailed criteria. The B Impact Assessment takes into account the size, industry, and location of the business. Thus this assessment of overall impact is as accurate as possible.

B Corp certification is a highly selective status. Since 2006, more than 60,000 companies across the globe participated in the B Impact Assessment but only 3,500, or less than 6%, have been certified B Corp. That puts Firelands Scientific and its peer B Corps among a rare breed of just 0.001% of the estimated 190,000,000 companies globally!

Our commitment to responsible business practices is evidenced by:

A commitment to all people

- Team members receive one company-sponsored “Give-Back Day™” per month to devote to community service.
- Starting wages are 40% higher than the industry average, starting with a livable wage for all team members and full health benefits plans.
- Committed to growing careers and people, Firelands Scientific sponsors a 401k Plan with a generous company match available to all team members.
- Firelands Scientific is committed to providing healthy options for its patients; Sun Bites™ gummies are natural and gluten free and vape cartridge components are lead free.

A commitment to the environment

- Natural sunlight is leveraged via the uniquely designed all-glass controlled environment greenhouse to reduce the need for supplemental lighting and electricity.
- Over 66% of the light energy delivered to manufacturing facilities comes from the sun.
- The company’s closed loop hydroponic water system with zero run-off reduces water consumption and eliminates the need to send processed water back into the public water system.
- In collaboration with a local nursery, we’ve diverted over 150 tons of organic waste from landfills, instead sending it to compost to be used in local lawn and gardens to grow more plants!
- We’ve set a goal of achieving a “Net Zero” energy, water and waste footprint across our operations by 2030.



A commitment to the Community

- Our Sunshine Committee™ is composed of a diverse cross-section of team members – from founders and executives to new hires – who volunteer their time to coordinate our team’s top priorities for Give-Back Days™ opportunities.
- From the Cleveland Metroparks to Habitat for Humanity and the Arbor Day Foundation, team members spend work and personal time helping organizations and people who are also committed to helping one another and the environment.

Q3: How does Firelands Scientific’s impact stack up?

A3: Our initial certifying score is 103, which makes us proud. But we always know “the easy work is behind us” when it comes to the positive impact we can have in our world, and this initial score is just the beginning. The minimum score to qualify for B Corp certification is 80 and the maximum score is 200. The median score of companies ranked as “Best for the World” by nonprofit B Labs is 131. You can find our publicly available Impact Assessment here, and while you are there also check out some of the other great brands you may know that are also B Corps!

Q4: How is B Corp different from Organic, Fair Trade and other certifications?

A4: We are a big fan of organic, fair trade and other product-level certifications. The unique thing about B Corp, however, is that it evaluates the entire business, not just how its products are produced. That’s why we chose to start with this “umbrella” certification to ensure our Company is aligned with our team’s vision from the start. Now that we’ve achieved this great foundational structure for our business, we hope to add on many additional certifications under the B Corp umbrella that further highlight our commitment to the quality of our supply chain and production process.

Q5: How will this change our business?

A5: It will define our benchmark, from which we hope to grow and improve our positive impact every year. Earning B Corp certification is a natural extension of our impact-driven business model. We’ve been using business as a force for good for more than two years since our founding, and we’re proud to be recognized for our responsible business practices.

Firelands Scientific was built around purpose. From day 1, we have taken very seriously our responsibility to uphold the strict standards of social and environmental performance, public transparency, and legal accountability. We were founded on the notion that social and environmental impact must be part of the conversation when making business decisions. For example, we built a state-of-the-art cultivation and manufacturing facility designed from the ground up to reduce the environmental impact of commercial indoor agriculture.

But we know that this initial certification is just the beginning of the good that we can do in the World, if we focus our efforts as a team and with our stakeholders. We hope many of our stakeholders will also chose to join us in this movement with their own businesses – helping us create a virtuous cycle of goodness for all.



Q6: How are we telling our customers, patients, and the community about our B Corporation certification?

A6: We are excited to share the news about our B Corp certification with an upcoming press release, updated company website, social media posts, and monthly newsletter. We will also provide educational Materials design to create awareness around the B Corp framework and how it benefits stakeholders. In addition, you will soon notice a “Certified B Corporation” logo on our packaging.

Q7: How often do we get re-certified?

A7: Companies must undergo verification every three years to maintain their certification. Nevertheless, we view the B Corp certification as a standard we must hold ourselves to on a daily basis. The B Corp metrics provide a framework to measure and assess our performance so that we can continuously strive for improvement. We aren’t perfect and probably never will be. But we care deeply about our stakeholders, our communities and our environment and we are committed as a team and company to “Honing our Greatness for Goodness” every day.

For more information, please contact Rob McCourt at rob.mccourt@firelandsscientific.com.