

ImpactMaker.co Launches B Corp Certification Advisory to Help Businesses Achieve Sustainable Growth

New advisory service empowers organizations to align with B Corp standards, complete their B Impact Assessment, and integrate purpose-driven sustainability practices for long-term success.



New York City, New York Oct 10, 2025 ([Issuewire.com](https://www.issuewire.com)) - ImpactMaker.co your trusted partner for sustainable business transformation, has announced the launch of its [B-Corp Certification Implementation Advisory Service](#), a specialized program designed to guide organizations through the **B-Corp certification process**—from aligning their operations with **B-Corp standards** to completing the **B-Impact Assessment (BIA)** successfully.

As global business leaders increasingly embrace sustainability and ethical practices, [ImpactMaker.co](#)'s new service positions itself as a comprehensive solution for companies aiming to integrate **purpose-driven growth** into their core strategy while gaining global recognition as a **Certified B-Corporation**.

Helping Businesses Balance Purpose and Profit

The B-Corp Certification Implementation Advisory provides **end-to-end support**, including baseline assessments, sustainability goal-setting, documentation assistance, and ongoing advisory for maintaining certification. The initiative focuses on helping businesses measure what truly matters—impact on people, planet, and profits.

“Our mission is to help organizations go beyond compliance and create meaningful change,” said [Lars Friedrich](#), CEO of ImpactMaker.co. *“B-Corp certification is not just about meeting standards—it’s about redefining business success around transparency, accountability, and impact. We make that journey strategic, actionable, and inspiring for every client we partner with.”*

Key Features of the Service

- **End-to-End Certification Guidance:** Step-by-step support for completing the B-Impact

Assessment and meeting B-Lab standards.

- **Customized Impact Strategies:** Tailored roadmaps that align sustainability and business growth objectives.
- **Sustainability Integration:** Assistance in embedding ESG goals into existing business operations and culture.
- **Post-Certification Advisory:** Continued improvement to maintain B-Corp status and elevate impact performance.

Building a Better Future Through Certified Impact

ImpactMaker's advisory empowers organizations to meet stakeholder expectations, attract conscious consumers and investors, and establish leadership in **responsible business transformation**. The firm's strategic expertise ensures that companies not only achieve certification but also build resilient, ethical, and sustainability-driven business models.

"B-Corp Certification reflects a new era of leadership—where integrity and impact drive profitability," added Lars Friedrich. "At ImpactMaker, we guide businesses to make that shift seamlessly and meaningfully."

About ImpactMaker

[ImpactMaker](#) is a purpose-led sustainability advisory helping organizations integrate impact-driven strategies, ESG reporting, and **B-Corp implementation** into their business frameworks. The firm's vision is to empower enterprises to pursue growth that benefits people, communities, and the planet.

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