

# GRAND RAPIDS Business Journal

Grand Rapids Business Journal



## West Michigan companies rate as ‘Best for the World’

By [Rachel Watson](#)

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Cascade Engineering was one of the West Michigan companies named in B Lab's "Best for the World: Overall" category. **Courtesy Cascade Engineering**

A group of West Michigan companies has been recognized as some of the “Best for the World.”

The companies were recognized for their social, financial and environmental impacts by B Lab, a nonprofit that strives to help businesses become “a force for good.”

The West Michigan-based B Corp companies honored in the unranked alphabetical “Best for the World: Overall” list include Bazzani Building Co., Cascade Engineering and Catalyst Partners.

Atomic Object made the “Best for the World: Workers” list; Valley City Electronic Recycling made the “Best for the World: Environment” and “Best for the World: Community” lists; Brewery Vivant and its sister brewery Broad Leaf Local Beer made the “Best for the World: Environment” list; and Better Way Designs and Highland Group made the “Best for the World: Community” list.

“We’re incredibly proud of this year’s ‘Best for the World’ honorees,” said Anthea Kelsick, CMO for B Lab.

“These inspiring companies represent the kinds of business models and impact-driven business strategies that are building a new economy — one that is inclusive, regenerative and delivers value to all stakeholders, not just shareholders.”

## **Methodology**

The “Best for the World” designation is based on a comprehensive assessment of B Corps administered by B Lab, called the B Impact Assessment.

There are more than 3,000 B Corps in 64 countries and 150 industries.

The B Impact Assessment measures a company's positive overall impact, as well as its effect on the community, environment, workers, governance and customers.

The 1,000 companies featured on the 2019 "Best for the World" lists scored in the top 10% of all B Corps in one or more of the impact areas.

Honorees that earned a spot on the "Best for the World: Overall" list — of which there were 176 in 2019 — scored in the top 10% across all impact areas.

A complete list of honorees is [online](#).



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