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**FOR IMMEDIATE RELEASE**

## **Award-Winning Sustainable Design Studio, Mindful & Good, Achieves B Corporation Certification**

*Mindful & Good Joins a Global Community of Purpose-Led Businesses that Meet the Highest Standards of Sustainability and Social Responsibility*

**CHARLOTTE, NC – September 12, 2023** – Mindful & Good, an award winning design studio committed to *Sustainable Design That Ignites Positive Change™*, is proud to announce it has achieved B Corp™ Certification, further recognizing and deepening its 20+ year commitment to social and environmental responsibility.

After undergoing a rigorous assessment of its social and environmental performance, transparency, and overall impact, Mindful & Good joins the ranks of other socially and environmentally conscious organizations around the globe, such as Patagonia, Allbirds, and Ben & Jerry's, just to name a few.

"We are thrilled to join the global network of B Corps and to be recognized for our commitment to sustainability and ethical operations," said Rachel Martin, Founder & Design Director of Mindful & Good. "We are proud to lead by example through our sustainable design work for clients around the world, and we look forward to serving more organizations who want to be sustainable and socially responsible in every detail of their business."

Founded in 2000, Mindful & Good has served as both design partner and thought leader for Charlotte's conversation about sustainability and the environment. The studio is well-recognized for their unique approach to sustainable design strategies that help clients improve their own social and environmental impact.

B Corps are for profit companies that meet the highest standards of social and environmental performance, transparency, and accountability. Diversity, equity and inclusion are a critically important topic for the national business community, and B corps are leading the way in the DEI conversation: over 25% of B Corps are women-owned; and, compared to ordinary businesses, B Corps globally are 4.7 times more likely to have Supplier Diversity Policies or Programs that give preferences to suppliers with ownership from underrepresented populations.

To become a Certified B Corporation, companies thoroughly review the impact of their operations and business model on their workers, customers, communities, and the environment and must score a minimum of 80 points on the assessment. Mindful & Good is proud to have exceeded this minimum achieving a total score of 101.5 to complete its initial certification and join the community of over 7,000 Certified B Corporations in over 90 countries, across 160 industries. To learn more about Mindful & Good's Impact Score, visit: [bcorporation.net/en-us/find-a-b-corp/company/mindful-good/](https://bcorporation.net/en-us/find-a-b-corp/company/mindful-good/)

Martin is hopeful more B Corp Certified businesses on the horizon will disrupt a Charlotte economy known for finance, healthcare, and technology - three high-growth business sectors desperate for more sustainability problem solving and action.

“Design is more than an aesthetic to sell. Design solves a problem,” says Martin. “B Corps use the power of business to solve our most pressing global challenges. That tied in with the power of design has an immense impact for creating positive change in the world.”

**About Certified B Corporations™**

Certified B Corporations, or B Corps™, are companies verified by B Lab to meet the high standards of social and environmental performance, transparency, and accountability. To date, more than 7,000 companies have achieved B Corp certification. These companies span over 160 industries and more than 90 countries.

**About Mindful & Good**

Mindful & Good is a B Corp Certified design studio dedicated to creating impactful brands that ignite positive change. They work with natural, organic and purpose-driven businesses in food & beverage, health & wellness and sustainable living. From start-up ventures to Fortune 500 companies, they design compelling brands that draw attention, open minds and drive purpose and prosperity. Learn more at: [mindfulandgood.com](http://mindfulandgood.com)

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