

# ADAPTOVATE Achieves B Corp Certification, Reinforcing Commitment to Sustainable and Ethical Business Practices

*Adaptovate, a global management consultancy specializing in business*

*transformation, is pleased to announce its certification as a B Corporation (B Corp).*

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*Doug Ross, Founder*

global management consultancy known for its innovative approach to business transformation, is pleased to announce its certification as a B Corporation (B Corp). This recognition signifies Adaptovate's dedication to balancing purpose and profit, ensuring that environmental and social considerations are at the heart of its business operations.

The journey to B Corp certification is a challenging one, requiring companies to meet rigorous standards across five impact areas: governance, workers, customers, community, and the environment. For Adaptovate, the

certification marks an important point in its mission to operate with integrity and responsibility.

"Our B Corp certification is a significant milestone, demonstrating our commitment to not only driving financial success but also to making a positive impact on society and the environment. It is a commitment to leveraging our expertise to drive sustainable, responsible growth," said Melanie Burrows, CFO.

Adaptovate's certification followed a 10-month journey of introspection and assessments. As a global consultancy with a presence across ten countries, the certification process required a significant investment of time and effort from team members at all levels. This rigorous process also involved confronting the unique challenges faced by the consulting industry, such as managing a carbon footprint influenced by essential air travel. Despite these challenges, Adaptovate remains committed to finding innovative solutions to reduce its environmental impact over time.

In a business landscape where concerns about greenwashing are on the rise, Adaptovate aims to

set an example of genuine, measurable impact. “Becoming a Certified B Corp is a reflection of our core values and the standards we hold ourselves to,” said Doug Ross, Founder. “It solidifies our commitment to doing business in a way that benefits everyone, from our employees and customers to the communities we work with.”

For Adaptovate, achieving B Corp certification is the starting point in its sustainability journey. The company is dedicated to continuously improving its practices and to meeting and exceeding the standards set by B Corp. “We congratulate and warmly welcome Adaptovate to the global B Corp movement. As an organization that has a ripple effect on many other businesses, Adaptovate’s B Corp



Doug Ross, Founder

Certification demonstrates a willingness to be accountable and to use its business as a force for good. It’s the type of leadership we need to see from all businesses,” says Andrew Davies, CEO of B Lab Australia & Aotearoa New Zealand.

Adaptovate is committed to supporting other organizations on their journey to B Corp certification. By sharing insights and best practices, the company hopes to build a community of purpose-driven businesses that prioritize sustainability and social impact alongside financial performance.

For further information reach out to us via our phone numbers on the front page of [www.adaptovate.com](http://www.adaptovate.com) or reach out to Nathan Nelson, Managing Director and Partner, USA — [nathan.nelson@adaptovate.com](mailto:nathan.nelson@adaptovate.com).

#### About Adaptovate:

ADAPTOVATE partners with organizations worldwide to navigate changing market conditions and meet sophisticated customer demands through transformation at scale.

#### About B Lab:

B Lab is transforming the global economy to benefit all people, communities, and the planet. A leader in economic systems change, the global network creates standards, policies, tools, and programs for business, and certifies companies — known as B Corps — who are leading the way. To date, the B Corp community includes over 850,000 workers in over 9,000 B Corps across 105

countries and 162 industries, and more than 300,000 companies manage their impact with the B Impact Assessment and the SDG Action Manager. To learn more and join the movement, visit [www.bcorporation.com.au](http://www.bcorporation.com.au).

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