



## Achieving B Corp certification with the world's leading folding bike manufacturer

### Case Study: Brompton Bikes

Founded in 1975 in London, UK, Brompton creates folding bikes, ideal for city riding. With a commitment to engineering excellence,

Brompton combines innovative design, premium British craftsmanship, and practicality, offering a convenient solution for urban mobility.

**BROMPTON**

Brompton was seeking to level up its impact by achieving B Corp certification and was looking for a strategic partner to help them achieve this audacious goal.

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Junxion did a fantastic job keeping us focused on the important topics during our B Corp Impact Assessment. They also added their amazing knowledge of the B Corp journey and worked really well with colleagues across our business.

**OSCAR BENJAMIN**

HEAD OF SUSTAINABILITY, BROMPTON

## The Challenge

Brompton has had some great successes in sustainability. Progress so far includes Circular Economy thinking (Brompton designs with longevity in mind, offering spare parts for repairs, and promoting recycling), local manufacturing (Brompton's main factory is in West London), and sustainable packaging materials. Brompton is keen to continue pushing to be more sustainable as a company and they sought out B Corp certification to help them evaluate their current efforts and build a culture of sustainability and accountability, putting it at the heart of who they are.

B Corp certification helped validate Brompton's already high standards and offered opportunities for improvements they hadn't anticipated.

## How We Helped

We used our knowledge and expertise in the B Impact Assessment (the assessment required to certify as a B Corp) to calculate a baseline score for Brompton which involved interviewing key internal stakeholders across different departments to gather the necessary data and documentation. Once we had a baseline score, we could identify areas where Brompton could become a more sustainable business.

We factored in Brompton's goals and created a roadmap for implementing improvements to its supply chain, employee policy and environmental impact. Brompton's multi-modal transportation (which provides more opportunities for riding) and bike hire scheme help avoid emissions which helped bolster their score.

Halfway through the project, new personnel took over the sustainability brief at Brompton which posed a challenge to continuity of knowledge about this complex certification process. We helped with this transition, ensuring the certification journey stayed on track and Brompton continued full steam ahead.

## Measuring Success

Brompton successfully certified as a B Corp in 2023 with a score of 85.1. This represents a pivotal moment for the biking sector as Brompton are the largest bicycle manufacturer in the UK. A key part of the B Impact Assessment is the IBM (Impact Business Model) section which recognizes a unique contribution to people and planet in a business model. Brompton secured an IBM in Resource Conservation for Brompton Docks, their bicycle hire scheme and Health and Wellness for its multi-modal design which encourages urban freedom.

Brompton has already started working on improving its score for its next certification. We are helping Brompton ensure B Corp thinking is thoroughly embedded in its culture because sustainability and purpose are inseparable from the company's DNA.



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Interested in becoming B Corp certified or using B Corp to inform your strategy? Reach out to [Mike Rowlands](#) in Vancouver, [Shayla Meyer](#) in Toronto, or [Adam Garfunkel](#) in the UK to start a conversation.