



Public Benefit Report 2021

Introduction

Ever Better, PBC (Public Benefit Corporation) began operating in May 2017. As of January 2022, the company still has a single employee – Pete Dignan – who founded the entity following nearly 20 years as a CEO of two Certified B Corps.

Public Benefit Purpose

Ever Better is “organized to create material positive general public benefit, including, but not limited to, providing business consulting services to enterprises with specific social and/or environmental missions.” As of January 2022, those consulting services focus specifically on helping businesses take action to mitigate, and adapt, to climate change.

2021 Impact - Public Benefit Performance

Ever Better completed the [B Impact Assessment](#) and became a Certified B Corporation on May 21, 2018. The company was scheduled to recertify in May 2021, and submitted its B Impact Assessment (BIA), with an overall, uncertified score of 81.4, well in advance of that deadline. Due to a backlog for recertification reviews, as of December 2021, B Lab has not reviewed the company’s BIA. During 2021, B Lab decided to double the minimum annual certification fee to \$1000 per year. Given Ever Better’s size (one person) and annual revenue (around \$100K), this fee was found to be untenable, and the company has dropped its certification.

Community

Pete Dignan serves the board of [GRID Alternatives Colorado](#), as the chair of the Development Committee, providing 40 hours volunteer time over the course of 2021.

In 2021, Ever Better donated a total of 2% of (top line) revenue as follows:

- Citizens Climate Lobby \$300
- Conservation Colorado \$150
- Energy Outreach Colorado \$100
- 1% for the Planet \$300
- GRID Alternatives CO \$1000
- Total: \$1850

Environment

Ever Better is committed to environmental sustainability. The business operates from a home office, and local travel is via electric vehicle and mass transit. We have a written policy encouraging environmentally preferred products and practices in employee virtual offices. All electronic waste is disposed of responsibly.



Total carbon emissions (Scopes 1 and 2) for 2021 were calculated using the [Berkeley Cool Climate calculator](#) with a result of 59 US tons (53 EU tonnes). Carbon offsets were purchased via [Aclymate](#) to cover the total. The offsets were generated by the Davis Landfill Gas Offset Project, located in Layton, Utah, and are held in the Climate Action Reserve registry.

Challenges

Ever Better is committed to anti-racism, and the end of white supremacy culture in the US. As a business of one person, we have an inherent lack of diversity. To balance this, the business seeks to serve diverse client organizations, and to support diverse nonprofits through donations and volunteering.

Looking Ahead

At the start of 2022, Ever Better does not contemplate growth via hiring. Founder Pete Dignan continues to serve <5 clients at a time. The company hopes to serve 8-10 clients in 2022. For more information see the [website](#).

Contact

For questions about this report or about Ever Better, contact [Pete Dignan](#).