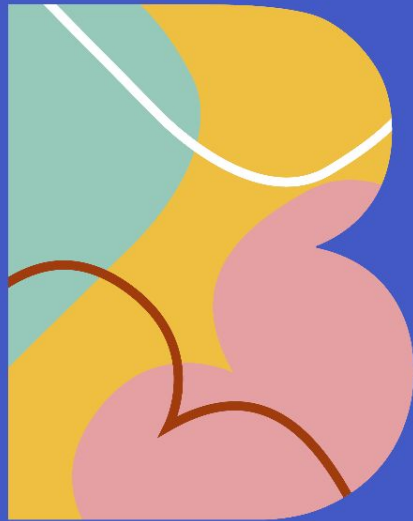


B Corp Month Campaign Toolkit 2022

BEHIND THE



In this toolkit you'll find:

1

Behind the idea

Take a look at the thinking behind this year's campaign idea: 'Behind the B'.

3

Bringing the Campaign to life

A variety of executions available in different formats ready to be posted with copy suggestions.

2

The identity

You'll be able to find the campaign logo, colour palette, imagery guidance and graphics pattern.

4

Activation inspiration

Suggestions on how to use the identity creatively to maximise engagement results.

Section 1

The Campaign

Campaign idea

This B Corp month,
let's invite everyone
behind the scenes
to uncover everything
that makes a B Corp
a better business.

Campaign idea

It's become increasingly common for people to distrust businesses. Who knows what's really going on behind closed doors? The Behind the B campaign aims to bring back that trust.

So this March, we're opening the doors to the B Corp community. Using multiple channels, we're inviting people to step behind the scenes and see that the B logo isn't just for show.

By going Behind the B, we'll reveal how our community is making business a force for good. We'll also peek behind the curtain at B Lab, for a glimpse into what goes behind the process to become a Certified B Corporation.

In short, Behind the B will showcase how this new way of doing business is changing the world. B Corps of all sizes and from different industries are joining together to make this the biggest, most inclusive and impactful campaign to date.

BEHIND THE
B

Campaign hashtag

#BehindTheB

Using the hashtag in all digital communications will make the campaign strong and impactful.

Section 2

The Identity

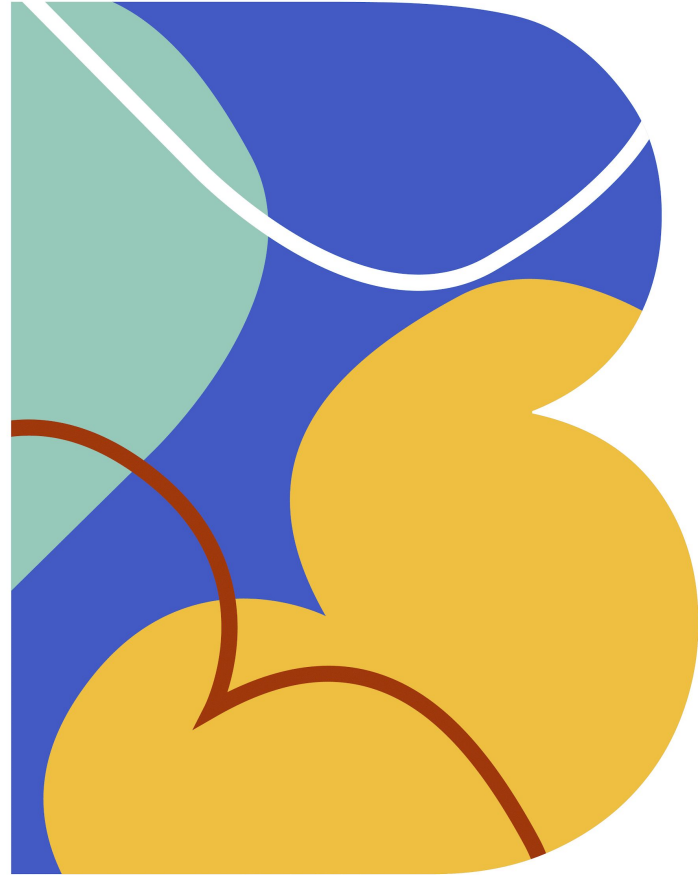
The B graphic

We've taken the B from the recognisable B Corp logo and turned it into a window to uncover all of the great stuff that goes into being a B Corp, and importantly: why it matters.

The graphic can be used to house your photography or the B pattern. You'll find guidance to do this in the slides ahead. The B window can be used in anything from social posts to billboards to Instagram stickers, to make the campaign as recognisable and multichannel as possible.



BEHIND THE



All these photographic images are owned by specific brands and are used here for illustrative purposes only.

Campaign Logo

This campaign logo, and can be used on communications and all sorts of graphic applications.

We use the logo either in black on light backgrounds or white on dark backgrounds. (You'll find colour guidance further ahead.)

The words 'behind the' can adapt to any language, but should line up with the top and bottom of the 'B'.

[Download the logo here](#) ↓

BEHIND THE
B

BEHIND THE
B

The hashtag graphic

We've created a graphic using Helvetica Neue Condensed, to create more impact.

This can be downloaded as an image, which will keep the font consistent on all communications.

This should be used on all assets, to encourage audiences to join in the behind the scenes conversation.

[Download the hashtag graphic here](#) ↓

#BEHINDTHEB

Typography

To align the typography with the main B Lab & B Corp brands, we've used Helvetica Neue Bold as a heading typeface.

For body copy, we use Helvetica Neue Regular/Normal

This is the preferred option and is freely available on Adobe applications and G Suite.

Headings

**Helvetica
Neue Bold**

Body Copy

Helvetica Neue Regular

Typography

Canva only

Helvetica Neue is not available for free use on Canva - instead use the existing free font 'Helios Bold' for headings and 'Helios Regular' for body copy.

Headings

Helios Bold

Body Copy

Helios Regular

Colour

On the right you'll find a colour palette unique to our campaign. They're designed to compliment every B Corp's colour scheme.

The blue, mustard and teal are the main campaign colours and should be used as much as possible. The blush, red, grey, black and white are our supporting colours, and should be used as highlights.

Better Blue
#435ac6

Movement Mustard
#f0bd41

Trusty Teal
#96c9ba

**Behind
the Blush**
#e5a0a3

**Revolution
Red**
#a03c0e

**Governance
Grey**
#f2f0f0

**Business
Black**
#222221

**Wellness
White**
#ffffff

Photography Overview

This campaign is all about taking people behind the scenes. So photography is the perfect way to show them what really makes your business better for people and the planet. For this campaign we encourage you to get creative. Where possible, use photos or videos that you've taken yourself. Or if you're lucky enough to have professional product or lifestyle photography you can use that too. If you're really limited, we've suggested using textural photos from free image libraries. [Make sure you check thoroughly and follow the copyright instructions in all cases!](#)



User generated

Photos or videos you've taken yourself



Professional or lifestyle

Product or people photography you might already have



Textural

Close up photography from free image libraries such as [Unsplash](#) or [Pexels](#)

Photography

User generated

Where possible, get creative by showing what your B Corp is like behind the scenes – the joys, challenges and sources of pride. This could include selfies, office shots and creative ways of showing the people, products and processes that have allowed your company to achieve the certification.



All these photographic images are owned by specific brands and are used here for illustrative purposes only.

Photography Professional, lifestyle

If you have the fortune to have professional product or lifestyle photography, you can use that to show a glimpse behind the scenes of your business.

All these photographic images are owned by specific brands and are used here for illustrative purposes only.



Photography

Textural

If it's not possible to take your own photos or videos, or you don't have a bank of professional photography, we'd recommend using textural photos from free image libraries.

Make sure you check thoroughly and follow the copyright instructions in all cases!

As well as Canva's free image bank, here are some free image libraries we'd recommend:

[Unsplash](#)

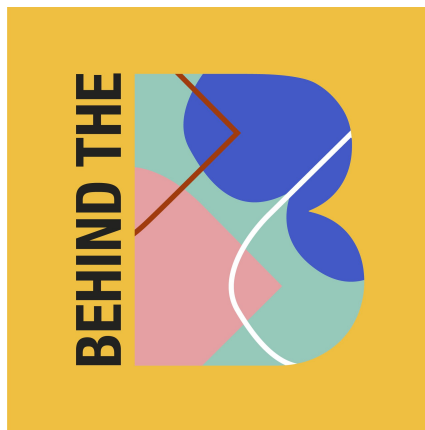
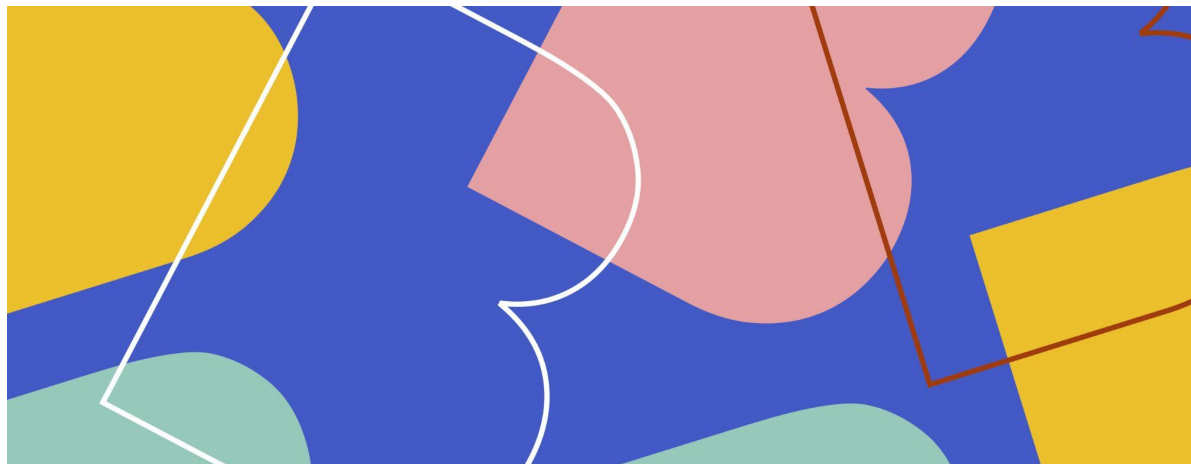
[Pexels](#)



Pattern

Where possible, we want to encourage you to use photography. But sometimes you might not be able find a suitable photo, or you might just want to mix it up a little. So we've created a beautiful set of patterns which you can use to bring some vibrancy to your social posts or physical activations - whether it's in-store, or at events.

The pattern can either be used in the B graphic, or can be used as a background to add a layer to layouts.



[Download the pattern assets here](#) ↓

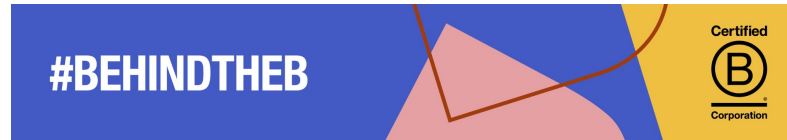
The identity in use

Here are some examples of how each element of the identity join together in a layout.

The B graphic should be the hero of a layout and should use up the majority of the space. It should also be positioned on the left.

We can also expand out the shape of the B to create frame shapes (see bottom right).

All these photographic images are owned by specific brands and are used here for illustrative purposes only.



Putting it all together

When positioning identity components, the B Corp logo is always in the top right corner, and the hashtag graphic is placed in the bottom left or top left corner.

Your company logos can be positioned in the bottom right corner of layouts.

B Graphic and text:
Top, left aligned

Hashtag:
Bottom left
or top left

All these photographic images are owned by specific brands and are used here for illustrative purposes only.



BEHIND THE

**The more you know,
the more you trust**

Our "5:25" business model is simple: we unleash human creativity and the fruits of artistic labor to donate 5% of the turnover or 25% of the profit from every sale— whichever number is greater.

#BEHINDTHEB

THE SKATEROOM

Certified
Corporation

B Corp Logo:
Top right or
bottom right

Company Logo:
Bottom right

Section 3

Bringing the campaign to life

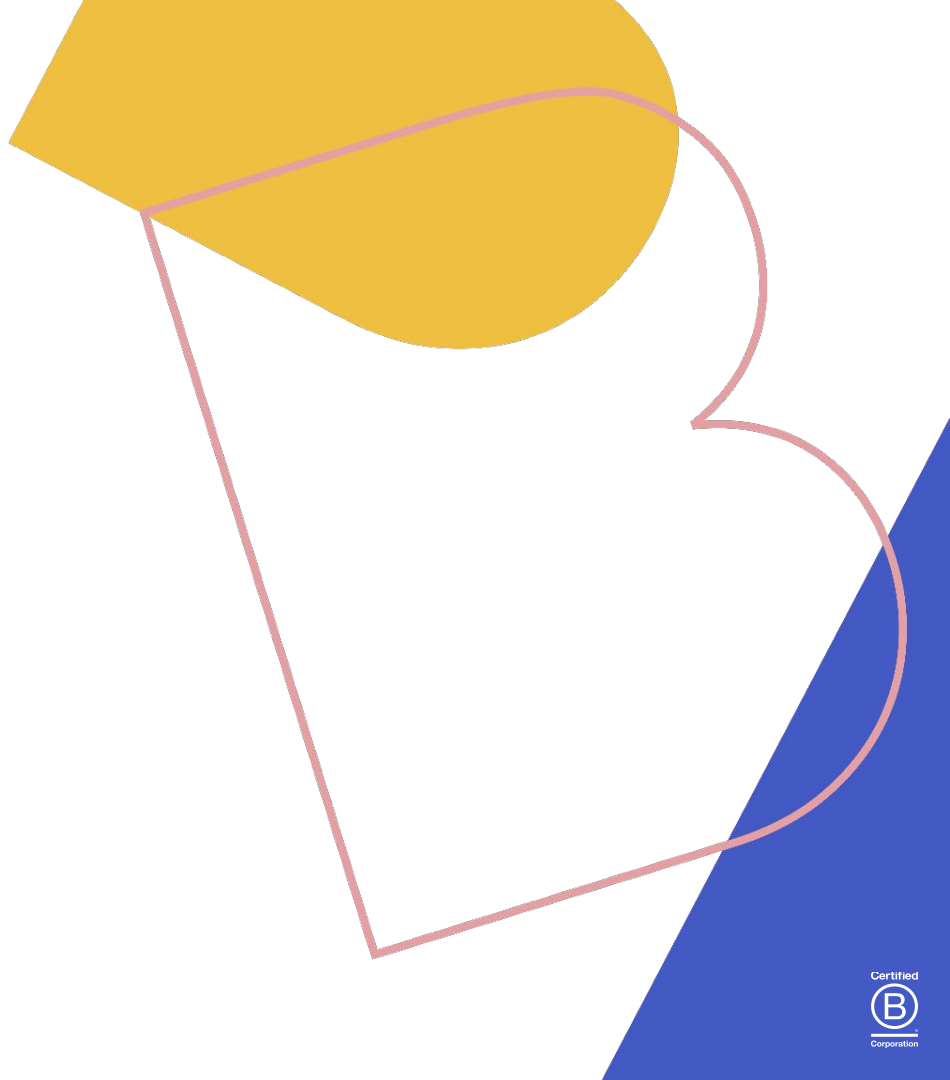
How to bring the campaign to life

You've got a month to take people Behind The B and show them what makes your business better for people and the planet. Make sure you also talk about all the hard but amazing work that achieving and keeping that "B" has taken!

We've created a simple week-by-week guide to help you plan your communications during B Corp Month. As you'll see over the coming slides, we've provided examples to help inspire you, along with ready-to-go social media assets that you can copy and paste if you don't have the chance to create your own graphics.

But this campaign isn't just about social media! In the following section, we've also included examples and inspiration of how you can bring this campaign to life through physical and virtual activations.

So let's throw open our doors and show the world the amazing things B Corps are doing for our communities, workers, customers, and the planet.



Campaign plan - Telling a compelling story

We've created a simple communication plan to help you tell a consistent story throughout B Corp Month (1st - 31st March 2022). The campaign has been designed to be fully flexible so you can tailor it to your own content plans, adding more or fewer posts depending on your needs. It is also fully personalisable so you can tell your own story throughout.

WEEK 1 March 1st-6th

Educate

The doors are wide open

Week one is all about opening the door. During this week we need to introduce the Behind The B campaign, and give our audiences an overview of what it means to be a certified B Corp (and for those that don't know, an explanation of what a B Corp actually is). You'll see examples of this in the coming slides.

WEEK 2 & 3 March 7th-20th

Captivate

Have a look around

Now that we've introduced the campaign and explained what makes a B Corp a different kind of business, it's time to bring your audience behind the scenes to give a deeper understanding and build an emotional connection. This is about showing your customers how you're having a positive impact on people and planet – giving a peek into the past, present, and future of your B Corp journey.

WEEK 4 & 5 March 21st - 31st

Activate

Make yourself at home

At this point, thanks to your efforts, people should have a clearer idea what makes a B Corp a better business. So the final week is all about asking your audience to join the B Corp movement: adopting the sustainable economy values by buying, investing, and working with B Corps. But remember, it's not just about your customers and colleagues. Let's encourage other businesses to become part of the B Corp community to continue creating the change we know we need to see in the world.

What stories should I tell?

Being a B Corp, you definitely have plenty of wonderful stories to tell; most likely many more than you might think. Additionally to explaining in a creative and exciting way what the B Corp certification is, this campaign also lets you show your audience the difference you make every day behind the scenes. If you need some inspiration, let the impact themes guide you.

Governance

How do you make sure your company's governance considers all stakeholders?

Customer

How is your company having a positive impact in your customers' lives?

Impact themes

Every B Corp is scored using the five impact areas in the B Impact Assessment. So why not use those as inspiration for stories to tell?

Community

Why is your company giving back and contributing positively to the community?

Workers

How is your company taking care of your workers, improving their lives and wellbeing?

Environment

How is your company prioritising and taking care of the planet?

Week 1

Educate:

The doors are wide open

Social Posts



Opening Thunderclap

March 1st, 2022 - 9am in your local time

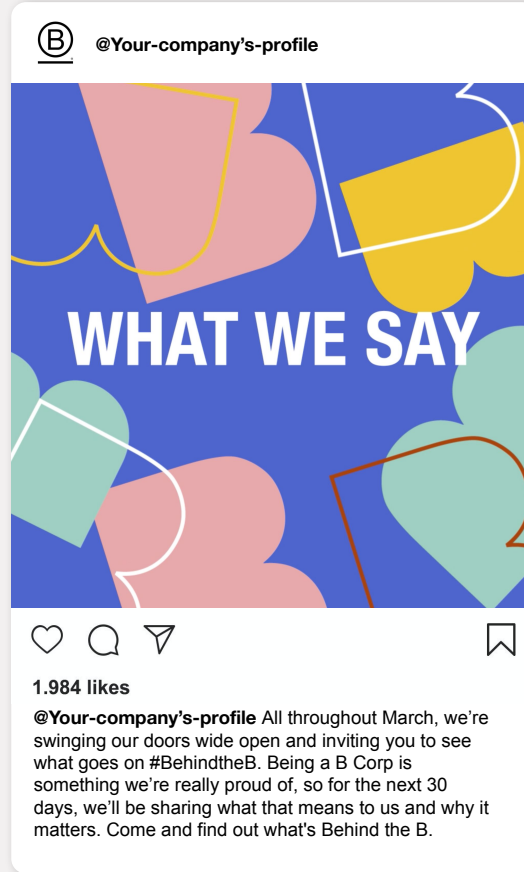
Let's kick off the campaign with a bang. We're inviting all the B Corps worldwide to take part in this thunderclap, announcing that the campaign is starting and hinting what it'll be all about. This video is a great way to start the month on a high note!

Suggested short caption

This month, step #BehindtheB...

Suggested long caption (mirroring the script)

All throughout March, we're swinging our doors wide open and inviting you to see what goes on #BehindtheB. Being a B Corp is something we're really proud of, so for the next 30 days, we'll be sharing what that means to us and why it matters. Come and find out what's Behind the B.



[Download the video here](#) ↓

Intro

Week 1 - The doors are wide open

An introduction to the campaign. Feel free to adapt the idea to your own brand and industry. Let your audience know you'll be sharing some of your points of pride — and that while the certification is an achievement, it's not the end of your impact journey!

Generic caption

What's #BehindtheB? Being a #BCorp means valuing your workers, customers, environment, and community as much as your profits (or more!) — and having corporate governance that keeps those values in place. All throughout March, we'll be showing you how the B Corp community is bringing benefit to all.

Brand example - Toast Ale

All throughout March, we're swinging our doors wide open and inviting you to go #BehindtheB and see what goes on at @ToastAle. Being a B Corp is something we're really proud of, so for the next 30 days, we'll be sharing what it means to us and why it matters. Come find out what's behind the B(eer).



[Download generic asset here](#) ↓

Weeks 2 & 3

Captivate:

Have a look around

Social Posts



Transparency

Week 2&3 - Have a look around

This post is all about transparency and accountability, so it is a great opportunity to link to your B Corp Directory profile & Impact Report. Let people know about both the wins AND the struggles in your pathway to the certification as well as your entire impact journey. Talk about what you're striving to improve on.

Generic caption

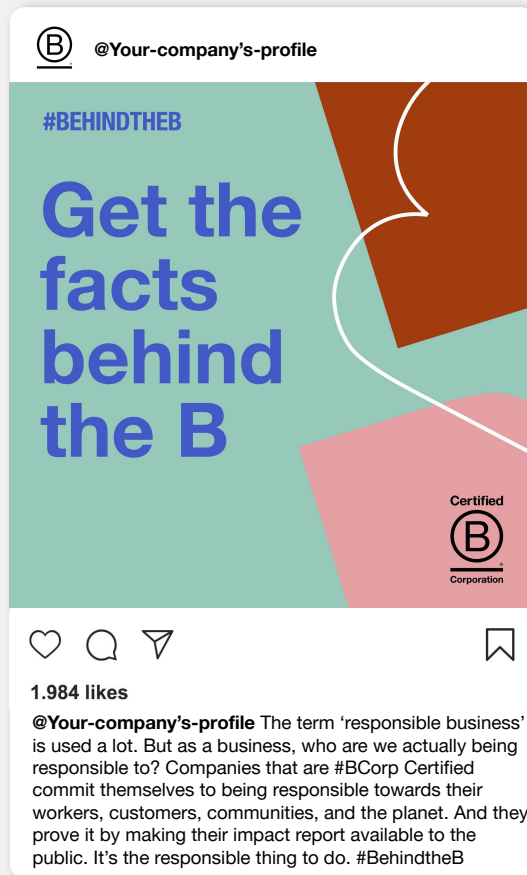
The term 'responsible business' is used a lot. But as a business, who are we actually being responsible to? Companies that are #BCorp Certified commit themselves to being responsible towards their workers, customers, communities, and the planet. And they prove it by making their impact report available to the public. It's the responsible thing to do. #BehindtheB

Adaptable caption

A good plan goes a long way. That's why at [your company] transparency and accountability are baked into our business model. Being a B Corp means our promise to be better for people, communities, and the planet is locked in, regardless of any future change of management or ownership. [insert a link to your impact report]. #BehindtheB

Brand example - Bank Australia

A good plan can go a long way. That's why we live by the commandment: "Thou shalt govern ethically, with accountability and transparency front-of-mind." Being a B Corp means that our purpose is always locked in, regardless of any future change of management or ownership. #BehindtheB



[Download generic asset here](#) ↓



Purpose / Customers

Week 2&3 - Have a look around

This is an opportunity to explain how your brand's purpose holds your customers at the core. Talk about how your products and services are intended to make the world a better place.

Generic caption

Without our customers, we're nothing. Making a positive difference in their lives is our top priority, and we work hard to consider what they want — not just what will make us profit. And we listen when they let us know how to do better. That's one of our main #BCorp commitments. #BehindtheB

Adaptable caption

Want a shortcut to doing some good? Looking for the B while you shop and buying from #BCorps means you can be sure you're contributing to better business. Like **[add example benefit to customer here]**. #BehindtheB

Brand example - Gousto

Did you know that a @Gousto box a week reduces your carbon footprint by a whopping 23% compared to the same shop at a supermarket? A pretty good reason to get #BehindtheB, we reckon.



[Download generic asset here](#) ↓

IWD

March 8th - International Women's Day

This is a perfect post to acknowledge International Women's Day and recognise the amazing work the women on your team is doing, but also take this as an opportunity to be transparent about your company's demographics, touch on issues like the pay gap and women in leadership, and where your company is looking to improve.

Generic caption

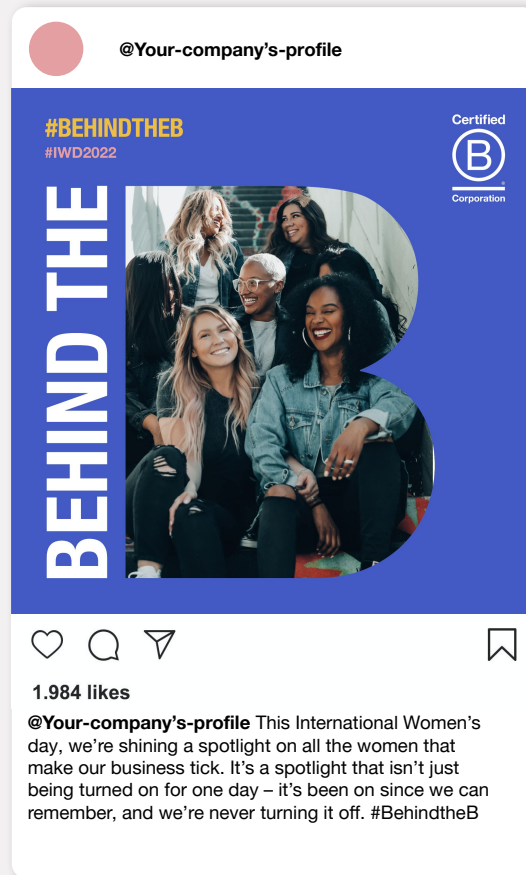
This International Women's day, we're shining a spotlight on all the women that make our business tick. It's a spotlight that isn't just being turned on for one day – it's been on since we can remember, and we're never turning it off. #BehindtheB

Customisable caption

This International Women's day, we're shining a spotlight on all the women that make **[your company]** the great company it is today. It's a spotlight that isn't just being turned on for one day – it's been on since we can remember, and we're never turning it off.

***[insert example of equality measures at your company]
[if your company is not too big, you could also include a personalised shout out to the women in your team]***

#BehindtheB



[Download generic asset here](#) ↓

Environment

Week 2&3 - Have a look around

The climate crisis is one of the biggest challenges of our time, and the B Corp community is setting the example of how business can show up for the environment. Tell your audiences about your learnings, commitments, partnerships, and the way in which your company prioritises the planet.

Generic caption

Without a planet, there's no business, period. That's why all #BCorps are asked to monitor key things like their water and energy use and waste disposal processes. They're also 3 times more likely to use 100% low-impact renewable energy in comparison to ordinary businesses. #BehindtheB

Adaptable caption

Being a #BCorp means not only caring for the planet, but putting it first in our processes and decisions. Because we know business can make a big difference. It's why we make sure that *[add specific example or broad range of things being done to help the environment]*. #BehindtheB

Brand example - Ilka

Go #BehindtheB to find out how Ilka gets inspiration from other #BCorps when rethinking how we use materials — like making paper out of used disposable coffee cups.



[Download generic asset here](#) ↓

Community

Week 2&3 - Have a look around

Take this opportunity to share the ways in which you're engaging with your community, including civic engagement, local purchasing initiatives, and noteworthy policies on how you evaluate suppliers and acquire. Make sure to provide a view into your goals for improvement.

Generic caption

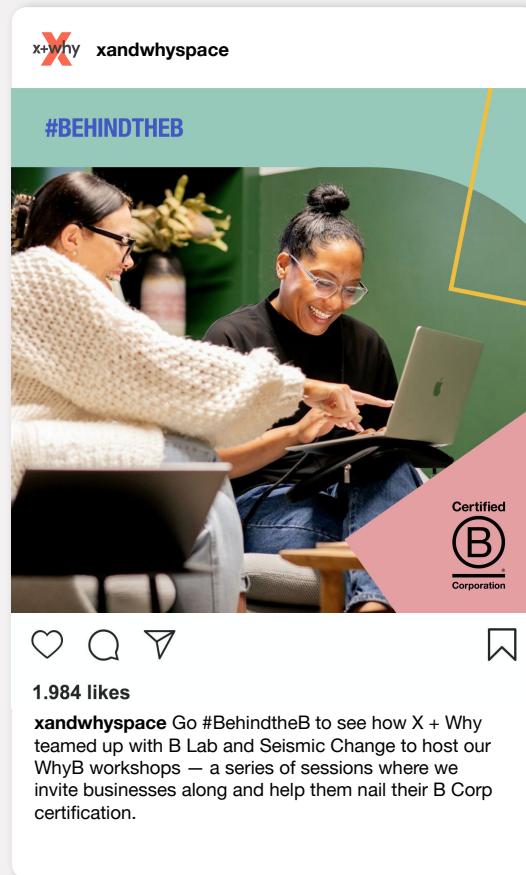
Every business on the planet exists within a community. That's why B Corps are committed to giving back. Did you know that B Corp employees spent over 2,775,000 hours doing community service (while being paid by their employers) over the past 15 years? #BehindtheB

Adaptable caption

Our communities make us who we are. That's why we're committed to giving back whenever we can. **[add example of community benefit]**. #BehindtheB.

Brand example - X + Why

Go #BehindtheB to see how X + Why teamed up with B Lab and Seismic Change to host our WhyB workshops — a series of sessions where we invite businesses along and help them nail their B Corp certification.



[Download generic asset here](#) ↓

Workers

Week 2&3 - Have a look around

Take this opportunity to celebrate your workforce and talk about the ways in which you take care of their wellbeing, steps you're taking or hope to take to improve your impact on your workers, and any challenges you've had.

Generic caption

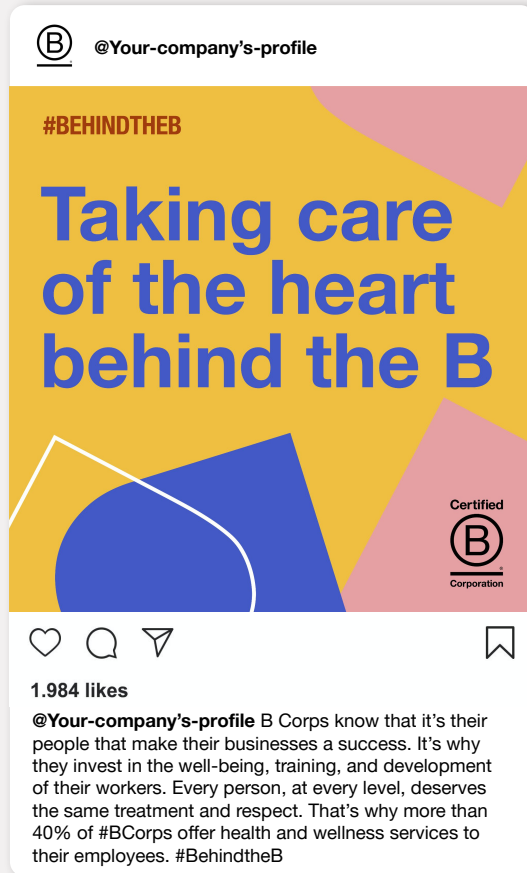
B Corps know that it's their people that make their businesses a success. It's why they invest in the well-being, training, and development of their workers. Every person, at every level, deserves the same treatment and respect. That's why more than 40% of #BCorps offer health and wellness services to their employees. #BehindtheB

Adaptable caption

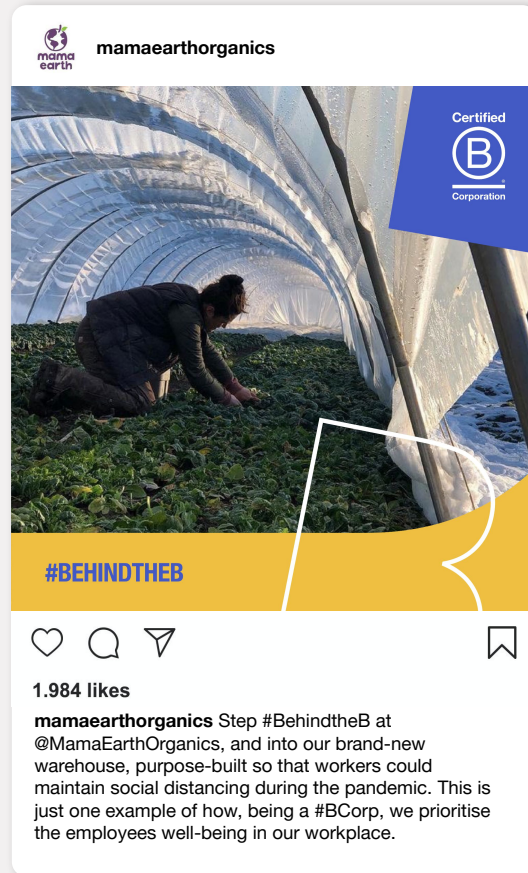
Our workers take care of our business, so we take care of our workers. **[Add example of worker benefits here]** is just one example of how we prioritise employee well-being at **[your company]**. #BehindtheB

Brand example - Mama Earth Organics

Step #BehindtheB at @MamaEarthOrganics, and into our brand-new warehouse, purpose-built so that workers could maintain social distancing during the pandemic. This is just one example of how, being a #BCorp, we prioritise employee well-being in our workplace.



[Download generic asset here](#) ↓



Week 4 & 5

Activate: Make yourself at home

Social Posts

Wrapping up

Week 4&5 - Make yourself at home

Take this opportunity to invite your audiences to learn more about the B Corp movement and your own improvement journey. You might want to take them again to your impact or sustainability report, or to B Lab's website to learn more.

Generic caption

We're looking forward to a future where all business is a force for good. That's why we're proud to be part of the worldwide #BCorp community, and we want you to join us on the journey. So get #BehindtheB! Let's start an open conversation, and do great things together.

Adaptable caption

We're proud of being a #BCorp, which is why the doors at **[Your company]** are always open for anyone who wants to learn how we do things. Join the movement that is working towards a brighter future and a global economic system that benefits all people and the planet. Get #BehindtheB!

Brand example - Bates Wells

At Bates Wells, we're proud to be a #BCorp, which is why our doors are always open for anyone who wants to learn how we do things. Join the movement that is working towards a brighter future and a global economic system that benefits all people and the planet. Get #BehindtheB!



[Download generic asset here](#) ↓



Closing Thunderclap

31st March - What's next?

The campaign has come to an end, but the work doesn't stop here. Tell your audiences what's next for you and how you're planning to continue learning and improving in your B Corp Journey.

Generic caption

The month is over, but the work is far from done. We've only started scratching the surface of all that goes #BehindtheB! Our commitment as a #BCorp is to keep on learning and working in community to fulfil the vision of an inclusive, equitable, and regenerative economy. So stay tuned for future updates about our journey and get in touch with us with your ideas and suggestions so we can build a better world today, together.



[Download video asset here](#) 

Customisable assets

You can use the customisable assets to create posts that are unique to your brand. The assets are available on Canva as templates and will allow you to insert images within the frame.

[Edit Instagram post size asset](#) ↓

[Edit Instagram story size asset](#) ↓

[Edit Facebook size asset](#) ↓

[Edit Twitter single image asset](#) ↓

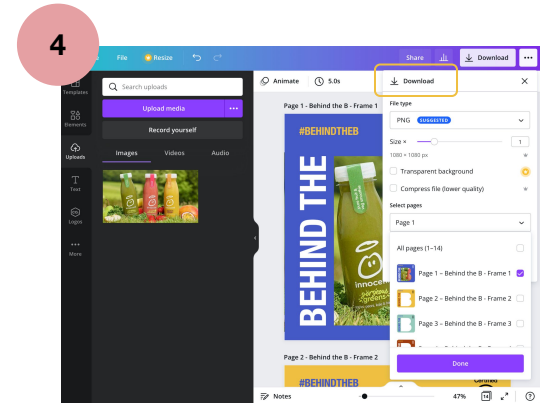
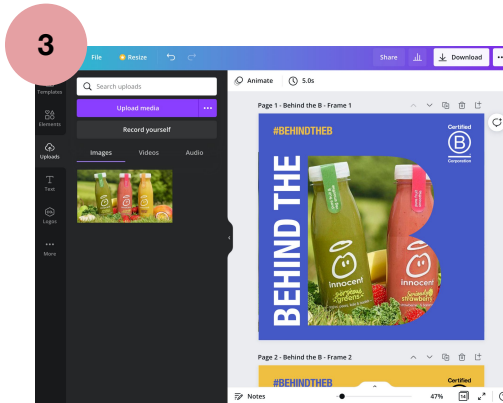
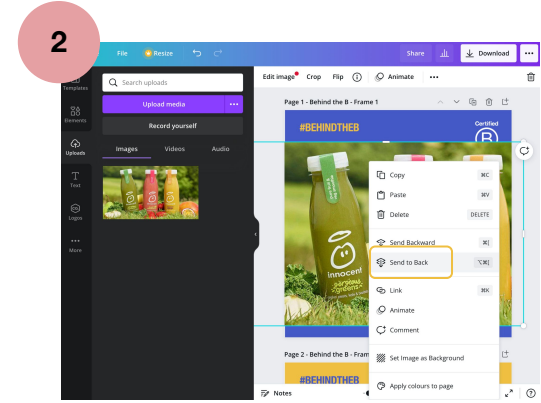
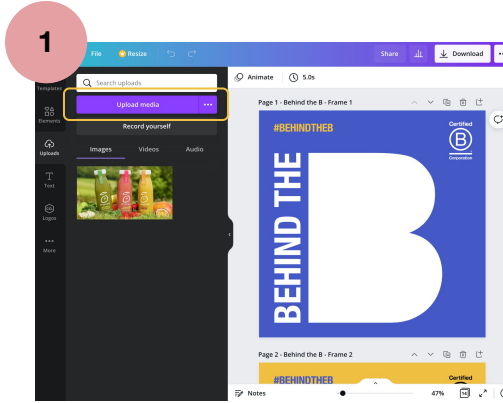
[Edit Twitter image 2 asset](#) ↓

[Edit Linkedin image asset](#) ↓



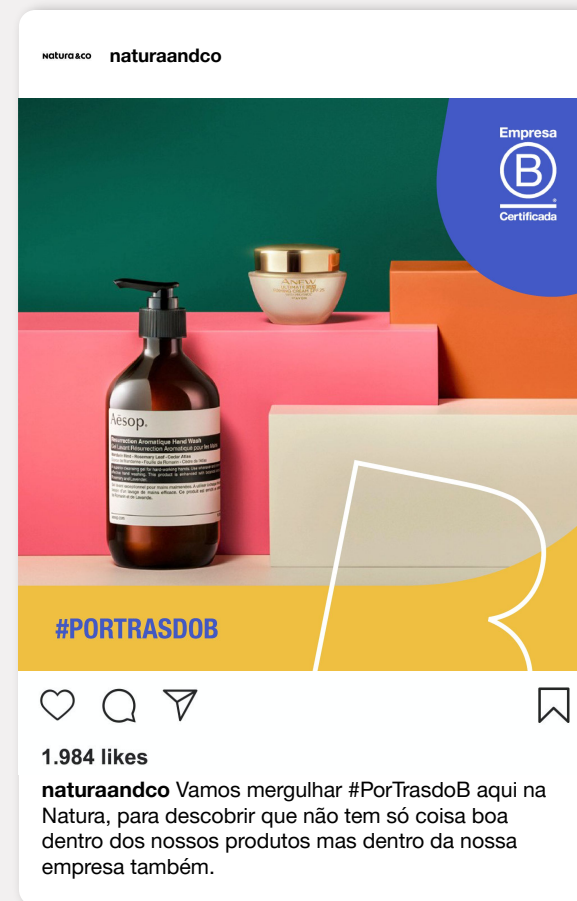
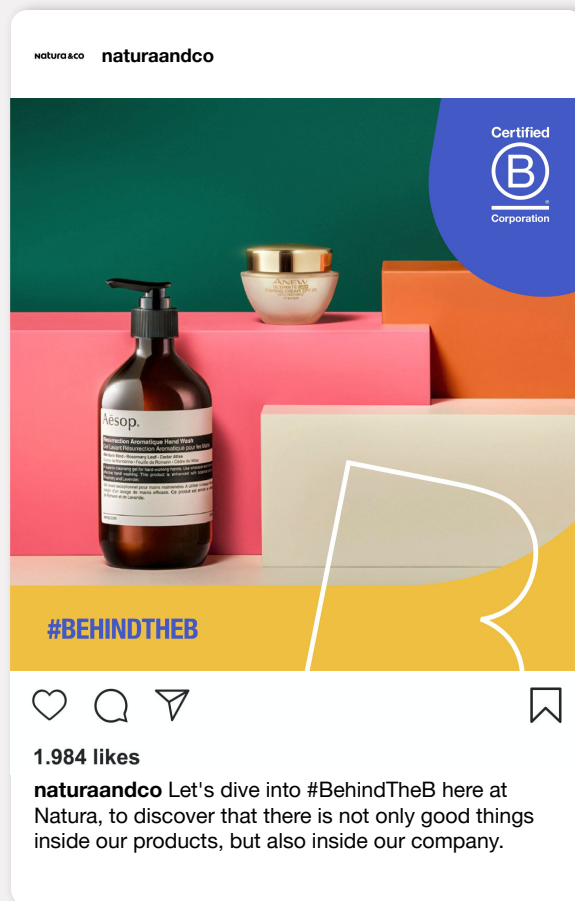
How to Edit frames on Canva

- 1) Click on one of the links in the previous page depending on the format of the post you are creating.
- 2) Log in to Canva (you can create a free account if you don't have one already) and begin to use the template provided
- 3) Choose the design artboard you'd like to use
- 4) Upload the image you've selected to use in the upload panel on the left (see image 1)
- 5) Drag the image to the design you are using
- 6) Right click on the image and select "Send to back" (see image 2)
- 7) Resize the image and adjust in the frame (see image 3)
- 8) To download the design, click the download button in the top right, and select the specific artboard you'd like to download (see image 4)



Social post Localisation

If you offer your products and services in different parts of the world, you might want to create posts in more than one language. We have made all elements very flexible so you can use them in the way that best works for you.



Campaign assets

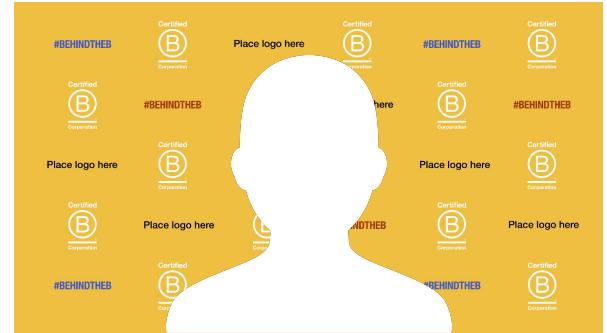
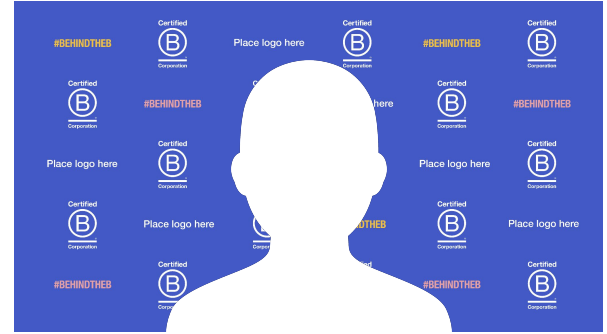
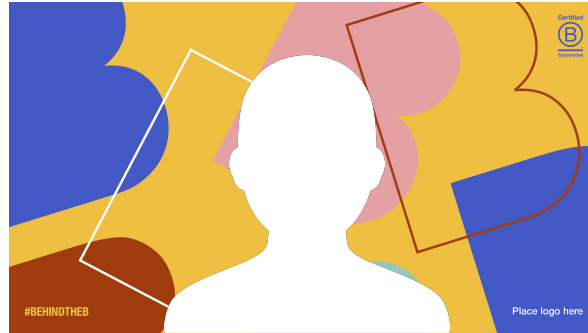
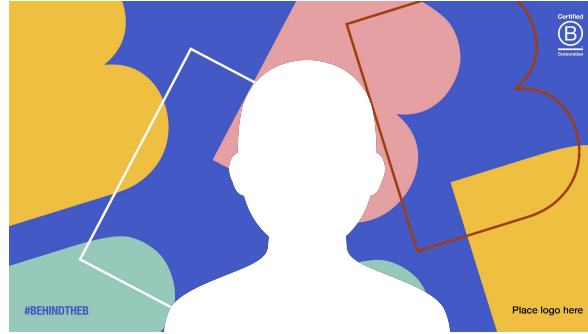
Always on content

Zoom backgrounds

To use these templates:

- Download backgrounds from the button below
- On zoom, go into “Preferences” or “Settings”
- Find and go to “Background & Filters”
- Click the “+” in “Virtual Backgrounds”
- Find the backgrounds you just downloaded and select them

If you would like to add your logo in the bottom right corner, you can do so on either Adobe Illustrator or Canva.



[Download Zoom backgrounds here](#) ↓

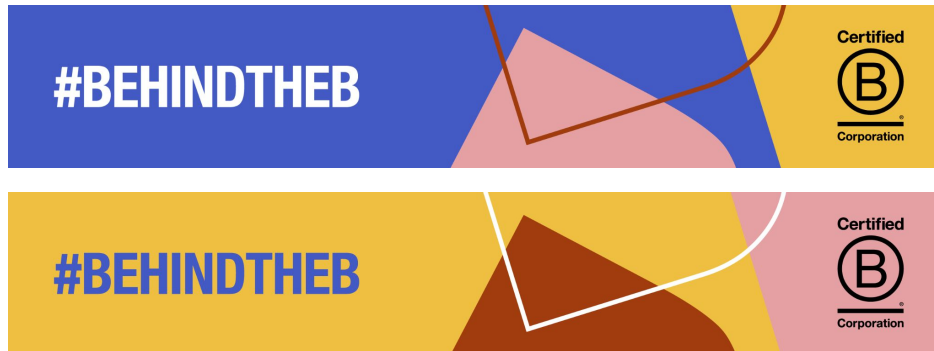
Email signatures

Email signatures are available in both animated GIF and image format. We recommend talking with your IT team about the best way to implement these signatures in your email client so you avoid any conflicts with firewalls or other similar tech obstacles.

Gif options



Static options



[Download email signatures here](#) ↓

Social media stickers

How to use Instagram story stickers:

- From your Instagram story, tap the sticker icon on the top right to add GIF stickers.
- Search for “BehindtheB”
- From there, you can add and layer as many GIF stickers to your stories as you want!
- You can also upload the GIF directly to social media by downloading it.



[Download stickers here](#) ↓

Social media covers

Social media covers are different sized branded banners that can be used on your social media including Facebook, Twitter, LinkedIn, and Youtube

Facebook - 851x351px



Facebook - 851x351px



Twitter - 1500x500px



Twitter - 1500x500px



LinkedIn - 1128x191px



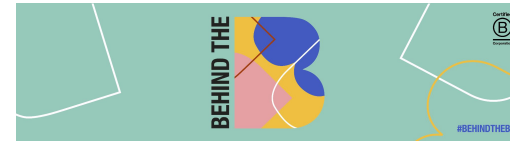
LinkedIn - 1128x191px



YouTube - 1548x423px



YouTube - 1548x423px



[Download banners here](#) ↓

Behind the B alpha channel

Intro and outro alpha channels
that can be used as overlays
on videos.

To use, you can place the
.mov file into After Effects,
Premiere Pro, or other editing
softwares as an overlay on
your videos.

Instagram Stories



16:9

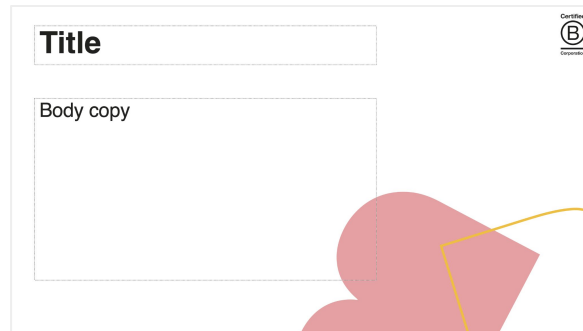
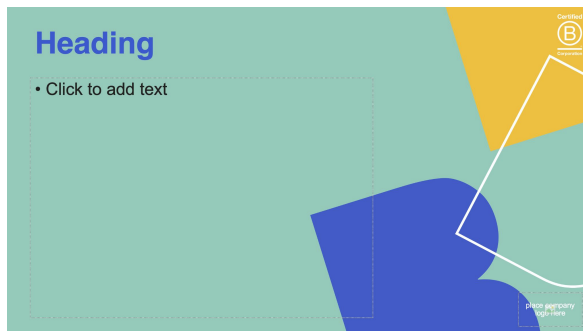
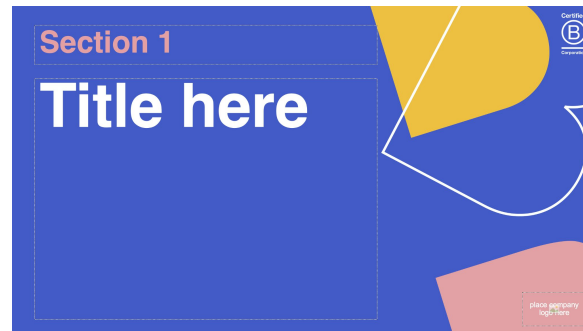


Square

Presentation template

To get different stakeholders engaged and excited for the activations you're planning for B Corp Month, we've created for you a Behind the B branded Powerpoint template. It has different options for title slides, text slides, and image slides.

You can place your logo on the bottom right of each slide to cobrand the presentation.



Section 4

Activation Inspiration

Open Day

Behind the front door

B Corps open their studios, offices, factories for a day/week during B Corp month to show what's behind the B. They can invite customers and consumers wanting to know more about what it means to be a B Corp and how you're embedding the sustainable business values in your operations.

You could run virtual or physical masterclasses on important subjects like worker wellbeing, or how to avoid greenwashing.

You could bring in media partners to promote this and add it to lists of 'things to do this month'. Or even invite relevant influencers and brand ambassadors to help spread the word. That way you can access not only people that love B Corps but also reach out to new audiences and an expanded community.

Three steps to take

1. Check with your operations or office manager that you're able to welcome members of the public. Then put a date in the calendar and brainstorm ideas.
2. Plan some fun activities for visitors and make sure colleagues are on hand to show them around.
3. Promote the Open Day across social media and all your communication channels



Behind the scenes UGC

Your company founders and colleagues can record video diaries giving inquisitive customers a chance to peek behind the scenes and really understand what makes B Corps better businesses (and why it matters). This could be the founder of Toast Ale showing how bread is rescued and turned into beer, or an ethical bank explaining how green investment works. You could even take people through your brand's origin story — an inspirational journey to how you got where you are today.

We've create an [animated ident](#) to give a consistent start to each video. This could also be explored as Instagram or TikTok live talks, so businesses can interact with people in real time.

Three steps to take

1. Find a colleague with a story to tell and book time in their diary.
 2. Write down the questions you want to ask and send it to them in advance.
 3. Find a quiet, well-lit room with an interesting backdrop and film the interview!
- You could even make things simpler and use a phone camera, but make sure the light and the audio are of good quality.

*Images used for illustrative purposes only



Behind the B experience

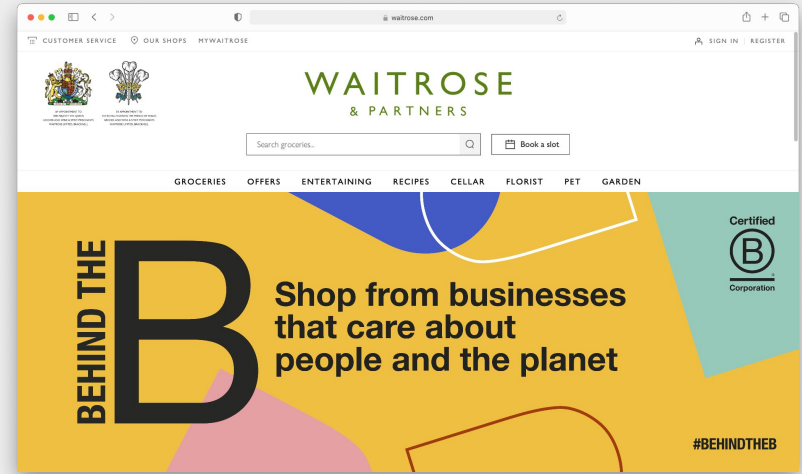
You could use your existing stores, create a pop-up shop or even organise an event in key cities. Visitors have to step through a giant B to enter. Through talks and panel discussions, B Corp leaders and diverse people from the business can reveal their personal journeys of how they started or joined the company, and how they're contributing to a better world at a professional level. Show the human side of the business!

This could also be a place where you can help all kinds of visitors immerse themselves in the B Corp world, where they can learn about the impact areas and how you're working on them in experiential ways and buy or sample products/services. You could use QR codes to allow attendees to uncover deeper stories.



Behind the B featured shop

Work with local supermarkets and retailers to have a stand/aisle section for B Corp Month full of B Corp products and ways to find out more of what's behind them. This can be done virtually on supermarket websites as well, like a plug-in or featured section. There are many further activations this concept allows you to explore such as hanging B displays with information behind the B, big cut out B's on shelf to call attention and invite people in, bespoke sampling and messaging about what's behind being a B Corp to get consumers excited and better informed.



Billboard

If your business has a media budget, why not consider going big with a billboard campaign to show your customers what's #BehindTheB? In some markets media owners have offered discounted media space if the adverts are part of the Behind The B campaign. To the right you can see some examples of how innocent imagine a billboard could look.

Three steps to take

1. Speak to your marketing team about the idea to see if there's media spend available.
2. Check if local media owners are offering a discount for B Corp Month.
3. Get creative!



What will you do?

Showreel using the B window By
Nice and Serious



Instagram Story Q&A with
Nice & Serious' Co-Founder



Billboard by innocent



Social Posts by innocent showcasing their
products, workers, supply chains and more.



All the photographic and brand images used in this document are owned by specific brands and are used here for illustrative purposes only.

To make the most of the campaign and discuss opportunities for collaboration, please keep an eye out for communications from your regional community engagement team.

For any questions related to this document, please get in touch with kira@bcorporation.com.au

BEHIND THE

