

LUMINARY ACHIEVES GLOBAL B CORP CERTIFICATION

Friday 26 March 2021 — Digital agency Luminary has been officially certified as a B Corp, confirming its commitment to corporate social responsibility.

The certification follows a rigorous independent assessment by global organisation B Lab, which assesses a company's impact across five key areas: environment, community, workers, customers and governance.

A certified B Corp, or 'Benefit Corporation', is a business that has met the highest standards of verified social and environmental performance, transparency, and accountability – with an underlying philosophy of 'using business as a force for good'.

There are currently around 4000 certified B Corps worldwide, across 74 countries and more than 150 industries. While the B Corp movement is still fairly nascent in Australia, it is fast gaining momentum, with Australia and New Zealand being the fastest growing region per capita for B Corps.

"Luminary's company mission is 'to make digital bright and the human experience brighter' and we felt that becoming certified as a B Corp was completely aligned with that mission," explained CEO Marty Drill. "In many ways, the certification was a validation of the path we were already on, while in some respects it challenged us to reach a little further. B Corp gives us a way to assess how we're performing across a range of areas."

Sustainability has been a key focus for Luminary in recent years. The agency has been carbon neutral since 2019, offsetting its carbon footprint through the Yarra Yarra Biodiversity Reforestation Project in Western Australia. It has also hosted team tree planting days and has replaced plastic bottles and takeaway coffee cups in its offices with aluminium bottles and keep cups.

Luminary has also had a longstanding commitment to flexible work arrangements, with remote work being common practice well before the pandemic made it a necessity.

A solid charity and NFP client base, along with support for a broad range of charitable initiatives, are also among the ways Luminary has endeavoured to make a positive contribution.

"Since we began in 1999, we have focused on improving people's experience at work and on the web," added Drill. "From the beginning, we have been a little bit different to traditional business. We wanted our company to have a positive impact on the team, clients and society as a whole.

"These days, more people are increasingly looking to businesses to lead on social issues. B Corps have shown that business can be done differently. By becoming a B Corp, we've joined a community of businesses that care about balancing people, planet and profit, and who want to make a positive impact."

For more on Luminary's B Corp journey, see <https://www.luminary.com/blog/luminary-joins-global-b-corp-movement>

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About Luminary

Luminary is an independent Australian digital agency that has been creating award-winning experiences since 1999. With a portfolio that includes some of the most well-known names in the Australian government, retail and corporate sectors, Luminary's offering includes digital strategy and transformation, UX design, development, hosting, and digital marketing. The agency specialises in the implementation of large-scale digital projects across leading DXP, CMS and headless platforms including Kentico, Episerver, Sitecore and Umbraco. Luminary's guiding mission is 'to make digital bright, and the human experience brighter'.

www.luminary.com

About the B Corp movement

B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy. The B Corp community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high-quality jobs with dignity and purpose. By harnessing the power of business, B Corps use profits and growth as a means to a greater end: positive impact for their employees, communities, and the environment. B Corps form a community of leaders and drive a global movement of people using business as a force for good.

bcorporation.net/about-b-corps

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