

Build Back Better



A guide to
procurement
opportunities
through U.S.
social enterprise
certification



What is social enterprise certification?



Certification as a U.S. Social Enterprise is the only third-party accreditation for social enterprises in the United States. Overseen by an independent certification panel, this transparent and impartial assessment ensures that social enterprises:

Are primarily dedicated to social or environmental objectives.

Dedicate 51% of any profit to a social or environmental purpose.

Can demonstrate that social and environmental objectives are being achieved.

Are independent businesses.

Make more than half of their revenue from selling goods and services.

Will distribute residual assets for social or environmental aims if the company is dissolved.



**"We became a USA
Certified Social
Enterprise because
the criteria reflects
our values and
fulfills our on-going
goal to be a model
of environmentally
and socially
responsible
practices. This
certification is the
most powerful way
for any social
enterprise to build
credibility, trust,
and value."**

*-Jennifer Moreau-Chick,
World for Good*

Why get certified as a U.S. social enterprise?



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There's a market for certified social enterprises.

SAP has committed 5% of spend to social enterprises by 2025, and it's not the only company interested in buying from social enterprises. In fact, the projected market across corporate and government buyers is estimated to be \$8.51 trillion!



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There's a network of procurement opportunities.

Buy Social USA offers matchmaking services to help your social enterprise land opportunities with buyers that use the goods and services you provide every day.



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Gain business based on your fulfillment abilities.

In addition to major companies like SAP, smaller companies, B Corp certified companies, and other social enterprises are looking to source from ethical companies.



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Certification leads to new connections.

Doing business through the portal allows you to build partnerships with companies that can lead to referrals to more opportunities.

How to get certified as a U.S. social enterprise

Take 15-30 minutes to complete the online form at goodmarket.global.

1

2

Answer the Certified Social Enterprise questions at the end of the form. This takes about 45 minutes.

3

4

Submit a signed Social Enterprise Public Declaration.

5

We'll connect with you to request registration and governing documents, financial statements, and impact statements, which will remain confidential.

Pay the annual license fee and begin accessing social procurement opportunities!





About Society Profits

Society Profits (R) L3C is a social enterprise company and a community network builder. We are based in Michigan and support social enterprise businesses to prove their credentials by assessing them for third-part accreditation as a U.S. Certified Social Enterprise. We hold the exclusive U.S. license for the Social Enterprise Mark, a certification created for social enterprises in the U.K. The Social Enterprise Mark has been re-developed for the U.S. social enterprise business sector through beta-testing, independent legal review, and peer consultation.