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Corporation

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PLAN B | BUSINESS UNUSUAL PRESENTS

A BRAVER LEADER



Interview with Douglas Lamont, CEO of innocent

“ONE OF THE INTERESTING THINGS ABOUT JOINING THIS MOVEMENT IS THAT IT HAS MADE ME A BRAVER LEADER,” INNOCENT CEO DOUGLAS LAMONT SAYS.

Previously, I might have sat on the fence for a long time on decisions, like for example on matching maternity and paternity policies. Within the B Corp community, with its spirit of transparency and sharing, there is always someone who has already pushed ahead and it is easy to pick up the phone and have an open conversation with them. In this case, that’s exactly what I did, they told me it had made their company much more agile, and I felt reassured. We did it and it was fine. At least once a month, there will be a really good example of best practice that you can learn from that is shared amongst the community.

At innocent, one of our core principles is about continuous improvement and the B Corp methodology also pointed to areas of the business where we should be doing more than we were. One small example was connecting with our local communities and specifically volunteering for our staff, which we then implemented last year. That sense of openness and willingness to share has inspired us to make sure we are also pushing on in the actions we take and being open and transparent about the learnings too.

A good example is how it’s effected our work is with a very large, new blending and bottling site we’re building in Rotterdam. We believe it will be the world’s most sustainable food factory and we have been ruthless in reducing the energy use of the site during the design phase.

Compared to a typical factory of its type, it will use 70% less electricity and despite being a very large site we’ll be able to take the entire plant off grid on

windy, sunny days. But in the spirit of the B Corp ethos, we’ve also committed to open source all the details of the sustainability of the design, right down to sharing the information with our closest competitors.

We strongly believe sustainability is a team sport, so it shouldn’t be a source of competitive advantage but a collective effort to lead us all to a more sustainable future.

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JUST HAVING THAT COMMUNITY TO GO TO HAS MADE ME A BETTER LEADER. THERE’S THAT SENSE OF OPENNESS AND WILLINGNESS TO SHARE THAT HAS INSPIRED US.



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