

Demystifying B-Corp

A path to purpose
and profit in travel



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Travel by
B Corp

Demystifying B-Corp

A path to purpose and profit in travel

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Global B-Corp Impact Manager,
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Will Bicknell

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Felloh

After this workshop...

We hope you'll...

- Understand the concept of “purpose-driven business” and why it matters.
- Learn how B Corp Certification provides a framework to support and measure purpose.
- Identify actionable ways to embed purpose into your daily business.



Rochelle Turner



Intrepid Travel is the global leader in sustainable experience rich travel. We operate trips in 130 countries

Will Bicknell

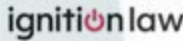
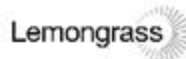
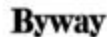
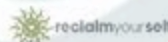
felloh

The API-first payments platform for travel. Built by experts to simplify your financial operations and unlock new growth.





We are a collective of B Corp travel companies that practise, prove and promote travel and tourism that benefits all



Why we need purpose in travel

Problem:

Travel and tourism too often damage our natural world and exploit host communities.

As an industry, we're undermining our own future.



Belief:

We believe that together it's possible to imagine, design and scale a travel industry that benefits everyone, including generations to come.



**Travel by
B Corp**

A woman with dark skin, dreadlocks, and glasses is smiling broadly. She is wearing a bright yellow sleeveless top and a light-colored strap over her shoulder. She is standing in a market or festival, with colorful, patterned balloons and other people in the background. The text "What does business 'purpose' mean to you?" is overlaid on the left side of the image in white, bold, sans-serif font.

**What does
business 'purpose'
mean to you?**



The British Academy defines the purpose of business is to:

“solve the problems of people and planet profitably and not profit from causing problems”

The most successful brands and businesses in the world solve a problem – something all businesses can do.



Certified



Corporation

What is a
B Corp?

Using the B Corp Framework



B Corp Impact areas



**Purpose &
Stakeholder
Governance**



**Fair
Work**



**Justice, Equity,
Diversity &
Inclusion**



**Human
Rights**



**Climate
Action**



**Environmental
Stewardship
& Circularity**

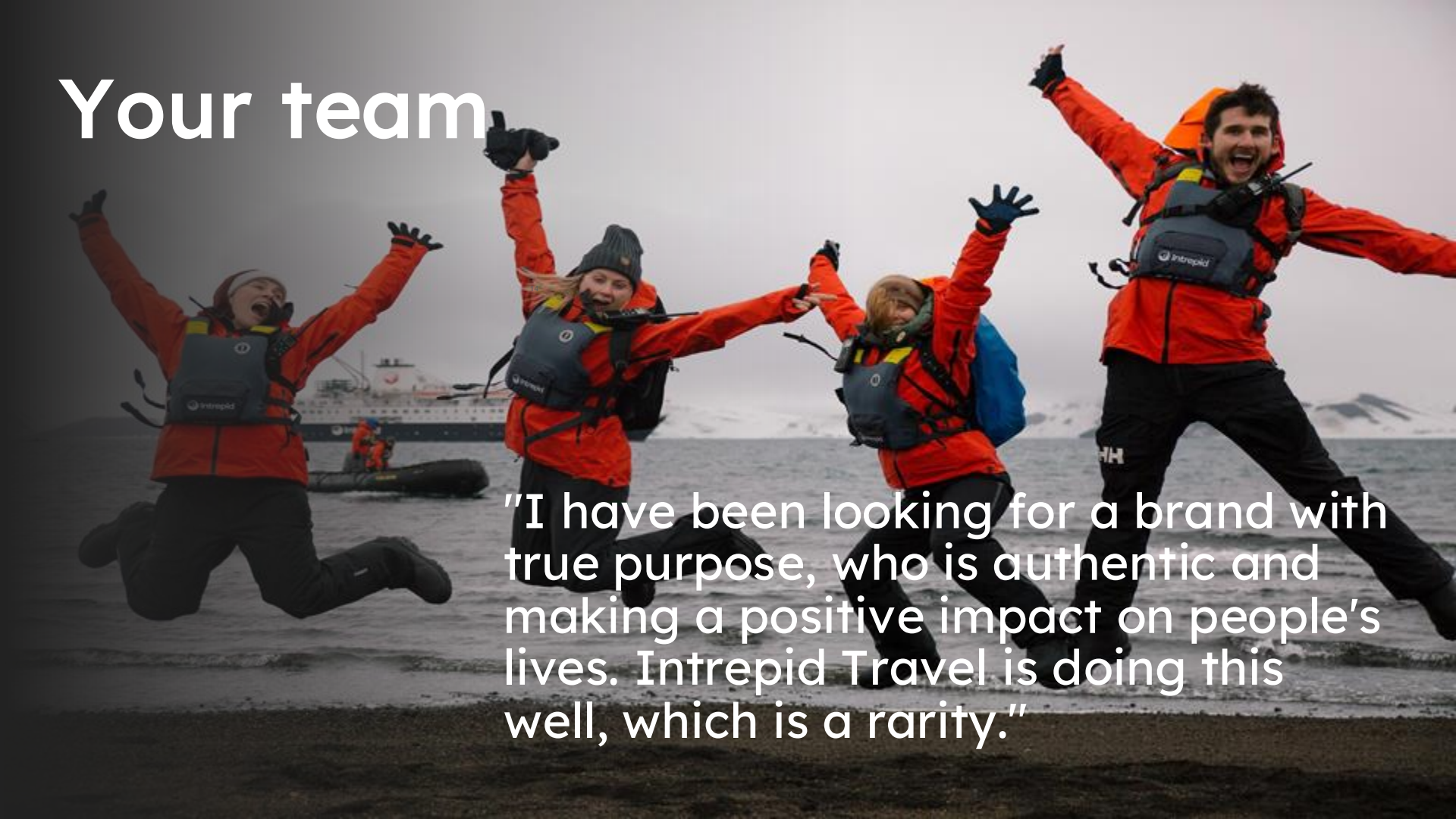


**Government
Affairs &
Collective Action**



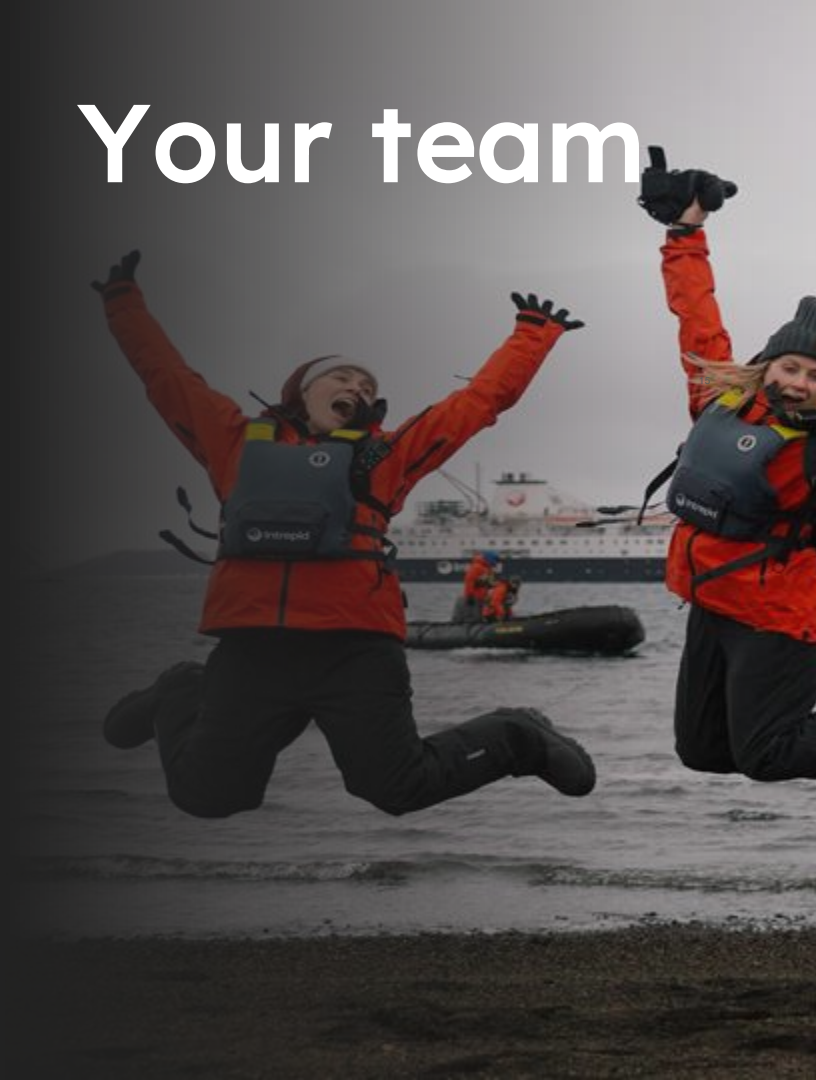
**Why does
purpose matter
in business?**

Your team

A group of four people, two men and two women, are captured in a moment of pure joy, jumping and cheering on a dark, pebbly beach. They are all wearing bright orange high-visibility jackets with "Intrepid" logos on the chest, black pants, and various outdoor gear like hats and gloves. In the background, a large white ship is visible on the water under a grey, overcast sky. The overall mood is one of adventure and team spirit.

"I have been looking for a brand with true purpose, who is authentic and making a positive impact on people's lives. Intrepid Travel is doing this well, which is a rarity."

Your team

A photograph of two people in orange jackets and grey life vests jumping joyfully in the water. They are both wearing black gloves and have their arms raised in the air. The person on the left is wearing a white headband and has their mouth open in a shout. The person on the right is wearing a black beanie and has a wide smile. In the background, a large white ship is visible on the water, and the sky is overcast.

98% of employees surveyed at Certified B Corps are highly satisfied with their workplace, compared to 74% of employees across the UK

Purpose-driven businesses are magnets for talent. 50% of B Corps reported that certification helped them attract and retain talent

Governance Governance and Finance



A photograph of a man in a white shirt and cap, possibly a delivery person or worker, holding a smartphone. He is standing on a street with a rickshaw and other people in the background. The image is partially obscured by a dark overlay on the left side where the text is located.

Governance Governance and Finance

UK B Corp SMEs achieved an average annual turnover growth of 24% between 2017 and 2019, significantly higher than the 3% average for all SMEs

56% of investors plan to increase their allocations to ESG-oriented investments in 2024

WORLD'S MOST
INNOVATIVE
COMPANIES
2023

TIME

Brand

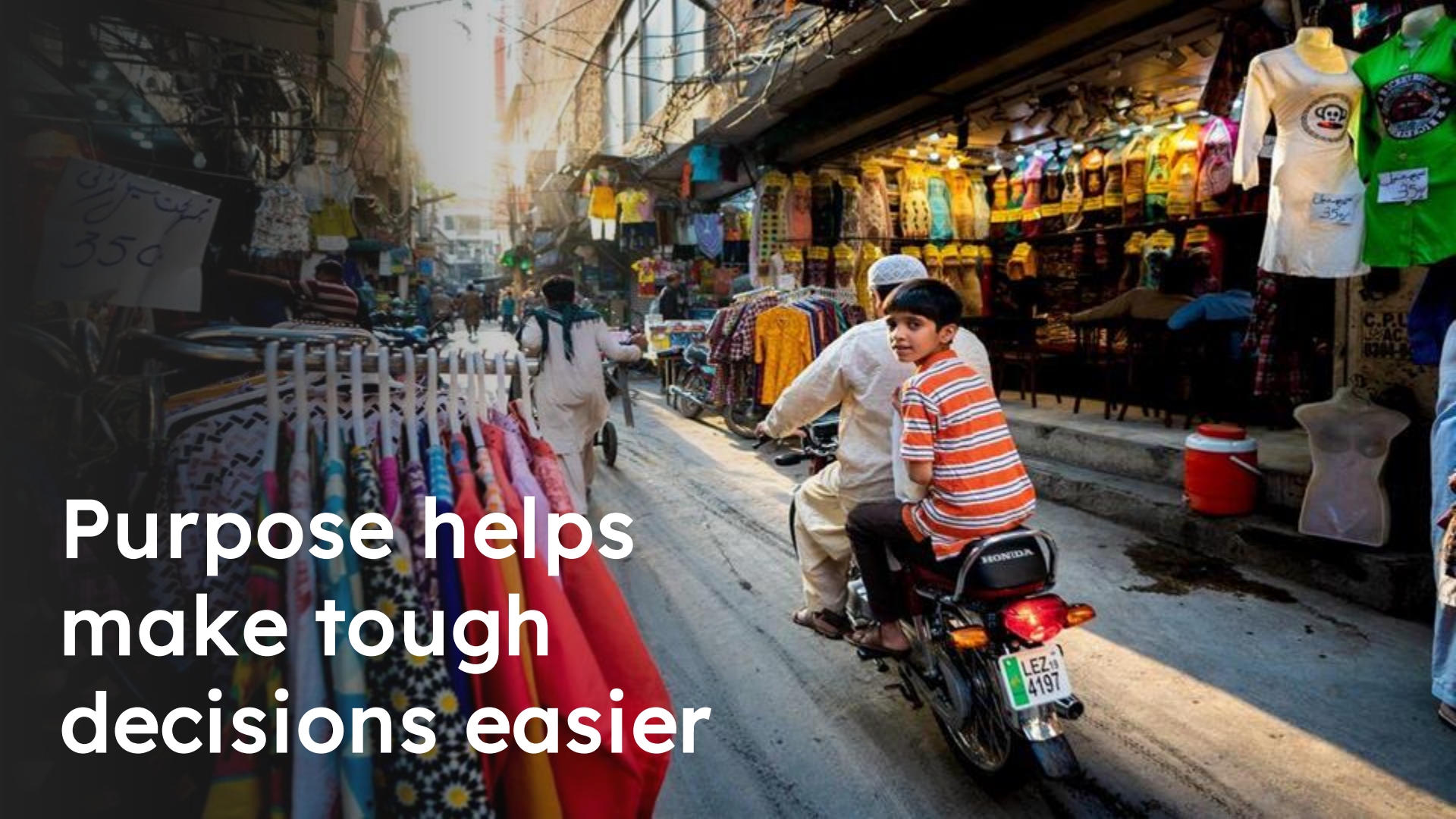


The background image shows a mountain peak under a clear blue sky. In the foreground, there are numerous colorful prayer flags (yellow, blue, red, green) strung across the frame. A large banner is visible on the mountain, with the text 'WORLD'S MOST INNOVATIVE COMPANIES' in white capital letters. The number '20' is written in blue ink on the banner. The word 'Brand' is written in large white letters in the bottom left corner.

Brand

69% of people aware of B Corp Certification said it positively affected their purchasing decisions

Consumers are four times more likely to purchase from businesses they believe have a strong purpose



Purpose helps
make tough
decisions easier

Purpose in decision-making

1. Strategic direction 2. Product development 3. Resource allocation



4. Culture & Leadership 5. Stakeholder engagement 6. Crisis response





**Group
exercise**

How purpose shapes action

15
minutes

1. Strategic Direction – Your company sees huge benefits financially from sending people to high-demand destinations. More trips = lots more money. The local people are starting to get angry, however.

How should a travel company balance profit potential in high-demand destinations with the need to support sustainable, less-trafficked regions?

2. Culture & leadership – A travel firm promotes leaders based purely on revenue performance.

What behaviours do we reward in our leadership—and do they reflect the values we claim to stand for?

3. Product development – A successful company sells luxury package ‘bucket list’ holidays. It wants to grow and expand its reach more widely in the market.

Whose needs are we prioritizing when we design travel experiences—and who might we be excluding without realizing it?

4. Stakeholder engagement – the main consideration in supplier contracts for one operator is to get the cheapest price, regardless of what this might mean for wages or contribution to local heritage.

How do we ensure our partnerships with local communities are mutually beneficial, not just extractive?

We hope you now...

- Understand the concept of "purpose-driven business" and why it matters.
- See how B Corp Certification provides a framework to support and measure purpose.
- Identify actionable ways to embed purpose into your daily business.
- You can find out more about B Corp by visiting <https://www.bcorporation.net/en-us/>



Thank you!

Want to know more?



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B Corp

Lunch sponsor



Ajuntament de
Calvià Mallorca

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