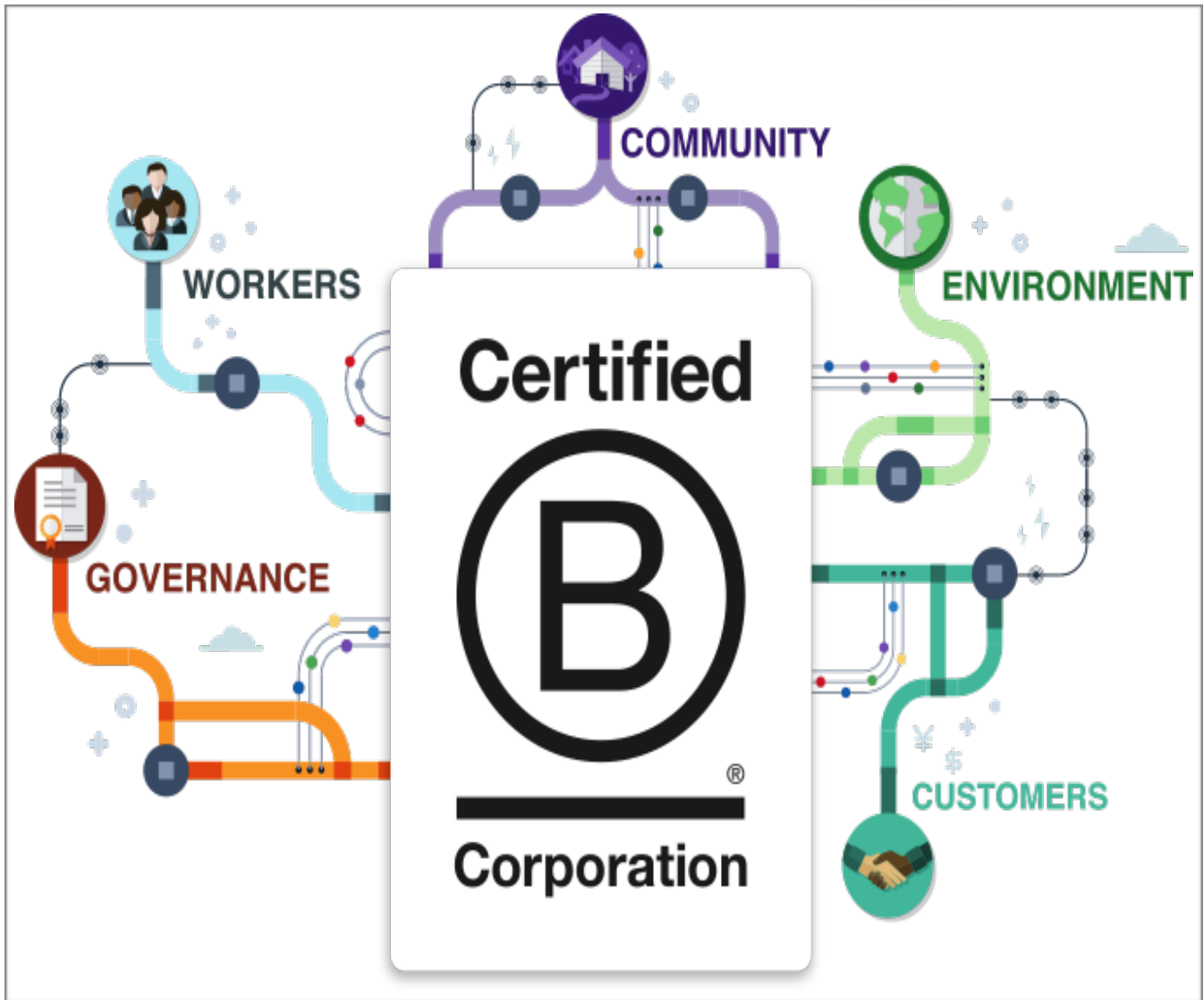


# SYSTEM B



**T**he world is inevitably changing; and so is the way of conceiving business. Recently I had the opportunity to discover System B, which turned out to be a pleasant surprise. This initiative can potentially redesign the DNA of the economy.

The vision of system B includes an economy where success is measured by the well-being of people, societies and nature. B companies try to be the best companies FOR the world and not only in the world. This implies a new vision, different principles, as well as innovative metrics towards the right direction.

The following table showcases the values of System B

System B Values
Building together
Accepting different opinions
Questioning every action and its consequences
Avoid centralization
Building relationships based on trust and respect
Attention, love, and care for others
Innovation, creativity, and Avant-garde vision
Being a guardian of purpose while measuring the consequences of our actions
Being disruptive for the common good
Mutual appreciation for differences
Enthusiasm, constructivism, and risk management
Systemic approach

As mentioned before, B companies go beyond the simple goal of profit-making; they measure their impact and change their mission, clearly establishing that their purpose is not to maximize profits but to generate returns for investors, while caring about the well-being of affected stakeholders. How do B companies measure their impact? In governance, workers, customers, community and environment.

System B includes over 500 member companies, which together represent more than \$5 billion. I am convinced that more and more companies will board this ship.

Here is a video that explains more about System B:



[https://www.youtube.com/watch?time\\_continue=64&v=kQQwXYMkvlis&feature=emb\\_title](https://www.youtube.com/watch?time_continue=64&v=kQQwXYMkvlis&feature=emb_title)

I believe that stakeholder capitalism, rather than shareholder capitalism, will continue to move forward, as it is being fostered by several groups and platforms such as the World Economic Forum itself, Caux Round Table, UNIAPAC, business chambers, and several organizations around the world. That they have in common is this shared conviction that there is no planet B, nor life B, so we must act today before reaching a point of no return.