

Subject: Request to Attend Assembly 2025 – Essential for our B Corp Journey

Hi [Manager's Name],

I'd like to request your approval to attend [Assembly 2025](#) (20–22 October, Glenworth Valley, Darkinjung Country, NSW). This is the largest gathering of Certified B Corps across Australia and Aotearoa New Zealand, and it's designed specifically to support businesses like ours to navigate the new B Lab standards and take bold steps in using business as a force for good.

Why this matters for us:

B Lab's new standards mark the biggest shift in certification requirements in over a decade. Every B Corp — including us — is now self-assessing how to adapt. The changes are significant: from Environmental Stewardship & Circularity, to Justice, Equity, Diversity & Inclusion, to Climate Action and Human Rights.

Navigating this transition as a single business can feel daunting, but Assembly is designed to make it easier by bringing the community together. It is a space to:

- Learn directly from B Lab Global and Regional Standards teams through their Raising the Bar sessions, providing practical tools and strategies to prepare for certification.
- Hear first-hand from peers across industries about how they're approaching challenges like authenticity at scale, embedding JEDI principles, and accelerating climate action.
- Gain clarity on what to prioritise so we can create a realistic and impactful roadmap for our business.

What I'll walk away with:

Attending Assembly will give me:

- A deeper understanding of how the new standards apply to us, and practical approaches for meeting them.
- Clear insights and tools for embedding regenerative and equitable practices into our operations.
- Direct connections with other B Corps and thought leaders who are facing — and solving — similar challenges.
- Inspiration and strategies to support our team in leading with authenticity, meeting the climate crisis with action, and building systems that prioritise people and planet.

Why now

Assembly only happens every 18 months - 2 years, and the timing is critical as B Corps globally move toward meeting the new standards. Being there means we won't just be reacting to these changes; we'll be prepared, connected, and positioned to lead.

I believe attending Assembly will provide us with a strong return on investment — helping us not only retain our B Corp Certification, but also strengthen our reputation, resilience, network and impact.

Here's the link to the program: assembly.bcorporation.com.au/program

Compared to typical conferences and ESG events, the ticket pricing is great value, encompassing three days of premium programming, high-calibre speakers and sessions, activities and delicious catering for **[insert relevant ticket price]** per head. I'm seeking approval for an investment of \$ **[insert relevant costs and contextual budget information for your company]**. I intend to return equipped with knowledge and actions to share with our wider team to derive more value from our B Corp Certification.

Thank you for considering this request. I'd be happy to discuss further how my attendance can directly support our business priorities.

Best,
[Your Name]