



B  **line**

sustainable urban delivery

B-LINE'S MISSION STATEMENT

B-Line exists to make our communities more livable by providing a sustainable urban delivery solution to businesses and organizations. We believe in:

- collaborative relationships that honor and build upon one another
- flexibility, simplicity, and playfulness
- leveraging voice, leadership, and passion in the quest for a healthier planet
- growing a business that is profitable yet unwavering in its commitment to community and sustainability.

HURDLES & THE PATH FORWARD

- ALIGNING BOOKKEEPING / ACCOUNTING SOFTWARE AND PRACTICES WITH SROI PRACTICES
- COST OF LABOR / ADMIN VS. COST OF TECHNOLOGY TO EFFICIENTLY AND MORE ACCURATELY ACCOUNT FOR IMPACT DATA
- REFINING DATA AND REPORTING:
 - *Focuses on GHG emissions avoidance, not measuring actual GHG emissions.*
 - *Calculating GHG emissions avoidance is a unique service requiring a unique methodology*
 - *B-line is calculating GHG avoidance of its client, not only of B-Line's own footprint and sharing that with the client as a value added service*
- INCORPORATING B-SHARES INTO HOLISTIC PRICING, ACCOUNTING, AND REPORTING OF SROI AS WE BLEND COST RECOVERY AND FOR PROFIT MODEL
- IMPACT MATRIX THAT PLACES MONETARY VALUE ON ENVIRONMENTAL, SOCIAL, AND COMMUNITY BENEFIT

