

Coast Capital recently became a Certified B Corporation®, joining a growing movement of change-makers using business as a force for good. But what does that really mean? We sat down with Roanne, Senior Manager, Corporate Social Responsibility and Engagement, to hear all about it.



Why did Coast Capital apply for B Corp Certification?

At Coast Capital, we're continually striving to do what's best for our members, our employees and the communities where we live and work. We're recognized as an Imagine Canada Caring Company, one of Canada's Most Admired Corporate Cultures™ and Canada's Best Managed Companies. What our B Corp certification adds is a way to measure our collective impact across all of these areas. We're also joining a community of other purpose-led brands who we can partner with and learn from.

How does this fit into Coast Capital's purpose?

B Corp Certification aligns directly to our purpose – *Together, we help empower you to achieve what's important in your life.* We bring our purpose to life by helping financially empower our members, employees and communities. Our B Corp certification reflects our strong commitment to being a force for good in financial services and keeping our purpose at the heart of everything we do.