

## FOR IMMEDIATE RELEASE

### **Grounded Joins Global B Corp Movement for Responsible Business**

**Nairobi, Kenya – 19 July 2025** – Grounded is now a Certified B Corporation™, joining a global community of businesses that meet high standards of verified social and environmental performance, transparency, and accountability.

This milestone reflects Grounded's long-standing commitment to creating a positive impact across its operations from sourcing and production to people and the planet. Grounded is now part of a growing group of over 8,000 Certified B Corporations in more than 90 countries and 160 industries, united by a shared vision of an inclusive, equitable, and regenerative economy.

"As a B Corp, we're proud to be counted among businesses that are leading a global movement for change," says Megan Root, CEO and Founder at Grounded. "It's a reflection of who we are, the choices we make daily, and our belief that business can be a force for good. This certification is a promise to continue doing better, together with our customers, team, and partners."

### **What B Corp Certification Means**

B Corp Certification is a commitment to continuous improvement and collective action. Grounded underwent a comprehensive and independent assessment covering five key areas:

- Governance
- Workers
- Community
- Environment
- Customers

Certified B Corporations are legally required to consider the impact of their decisions on all stakeholders, not just shareholders. This framework ensures Grounded continues building for long-term benefit rather than short-term gain.

### **Grounded's Ongoing Impact**

Grounded is changing the landscape of home and personal care by offering safe, effective alternatives to conventional products while nurturing local ecosystems and communities.

### **Key impact indicators include:**

- **60%** of the team are women (many in STEM), and 80% are youth
- **100%** ingredient transparency
- **80%** of ingredients sourced from farms across Africa
- **75%** of packaging made from 100% post-consumer recycled plastic sourced in Kenya

- **75%** of products use organic-certified Kenyan-grown coconut and baobab oil
- Green manufacturing practices and an environmental management system

Grounded currently makes over 50 products and distributes across Kenya, Rwanda, Uganda, and Tanzania. Its circular supply chain is designed to support local livelihoods and promote environmental stewardship.

### **Shaping the Future of Business in Africa**

Grounded's certification represents a growing momentum in Africa's impact economy. By becoming B Corp Certified, Grounded joins other businesses reimagining success beyond profit and working toward a healthier, more inclusive future.

"B Corp Certification is more than a milestone it's a mindset," says Alison Root, Chief Commercial Officer and Co-Founder at Grounded. "We believe in business that's transparent, local, and values-driven. We hope to see more African companies join this movement, creating a ripple effect of positive change across the continent."

### **About Grounded**

Grounded is a women-run Kenyan formulator and manufacturer of over 50 non-toxic home and personal care products powered by African-grown ingredients. They create safe, biodegradable, and effective solutions free from harmful chemicals, using 100% recycled plastic sourced in Kenya. Rooted in the tradition of soap-making, they believe in transparency, sustainability, and good vibes in all that they do. Driven by the philosophy of "From the earth, for the earth – people & planet with profit," Grounded is focused on building value within Kenya and Africa.

### **About B Lab**

B Lab is a nonprofit network that transforms the global economy to benefit all people, communities, and the planet. It develops standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism. B Lab certifies and mobilizes B Corporations toward collective action to address the world's most pressing challenges.

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