

The Triple Bottom Line Q&A Series: Planet

In our Triple Bottom Line Q&A Series, we are talking to B Corps about what ‘people, planet and profit’ mean to their business. The second of our conversations focuses on the planet. The way in which an organisation protects the environment is a key element of the positive impact B Corps seek to make on the world. We asked Thang Vo-Ta, CEO & Co-founder at Callaly, about their experience of being a B Corp so far and their future goals.

Q1. Tell us a bit about your business and what you’re trying to achieve

A: Callaly has invented and British manufactures the Tampliner® – which is the first significant tampon innovation in 80 years and was recently awarded one of TIME’s Best Inventions of 2020. We’ve been named one of Europe’s top femtech startups by Sifted and have been described as “revolutionising the multi-billion pound feminine care industry” by The Independent. With a pipeline of further innovations including clinical applications of drug delivery (which received US & European patent grant in Q1 2020), we’re transforming an industry that for decades hasn’t seen very meaningful changes in product, service and standards.

Q2. Why did you decide to become a B Corp?

A: Before even making our very first sale, we always knew we wanted to balance purpose and profit. We wanted to be the type of successful company rooted in purpose and honour. But how could good intentions be properly validated? Enter the B Corp movement and its highest standards, likened to a ‘fair trade’ label for companies using ‘business as a force for good’. Here was a certification and community of companies walking the walk of stakeholder capitalism, willing to hold themselves to regularly verified positive / corporate governance standards. It was exactly what we wanted (and incidentally what we feel the world needs more of); deciding to become a B Corp has been one of the easiest decisions for us.



Callaly is a disruptive period care company which became a B Corp in 2017 and we’re proud to call them a client. Like us, they recognise the importance of leading from the front when it comes to protecting the planet.



Thang Vo-Ta
CEO & Co-founder at Callaly

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Q3. What do you love about being a B Corp?

A: Our commitment to the highest standards of business affects everything we do and gives us a unifying objective across teams and departments. It's our baseline for making decisions on everything from the suppliers we work with to the dye we use to print our boxes.

Q4. Has becoming B Corp affected your strategy to fight climate change?

A: Like so many other B Corps, it's written in our own Articles of Association that we have to consider the impact of our decisions upon the environment. Being a B Corp gives us access to a powerful community of like-minded companies where we share tips, strategies, and resources specifically on climate change.

Q5. What advice would you give to companies who are interested in becoming a B Corp, but not sure if it's for them?

A: Even if a company isn't quite sure if becoming a B Corp is for them, part of the potential journey starts with taking B Lab's **online assessment** which I recommend all to do regardless of level of interest. The self-reflection from taking the assessment is important – what kind of company do you want to lead? What kind of legacy do you want to leave?



Thang Vo-Ta
CEO & Co-founder at Callaly

