



Press Release: 3 February 2023

EMBARGOED UNTIL 11:00 BST 3 February 2023

ThisAbility Certifies as a B Corporation

ThisAbility Limited is excited to announce we are now a **Certified B Corporation** to continue our radical adventure towards becoming a fully **Regenerative Business** by igniting our imagination.

After over 18 months of intense planning and application process, we are excited to share that ThisAbility Limited has become a [Certified B Corporation](#) since December 2022. In fact, we received the joyful news on Christmas Eve 2022. What a fantastic gift!

Disability (and POC)-led (and owned) justice business ThisAbility Limited has announced today its certification as a B Corporation (or B Corp), joining a growing group of companies reinventing business by pursuing purpose as well as profit. ThisAbility Limited has been certified by B Lab, the not-for-profit behind the B Corp movement, as having met rigorous social and environmental standards representing its commitment to goals outside of shareholder profit.

The B Corp certification addresses a business's operations and covers five key impact areas: Governance, Workers, Community, Environment, and Customers. The certification process is rigorous, with applicants required to reach a benchmark score of over 80 while providing evidence of socially and environmentally responsible practices relating to energy supplies, waste and water use, worker compensation, diversity and corporate transparency. The company will legally embed their commitment to purpose beyond profit to complete the certification in their company articles.

ThisAbility Limited is now part of a community of 6,058 businesses globally certified as B Corps. The B Corp community in the UK, representing a broad cross-section of industries and sizes, comprises over 1,000 companies and includes well-known brands such as The Guardian, innocent, Patagonia, The Body Shop and organic food pioneers Abel & Cole.

Recent attention on the consulting industry makes ThisAbility Limited's B Corp certification a significant step and signals a shift towards greater accountability and transparency in the sector.

Chris Turner, Executive Director of B Lab UK, says, "*We are delighted to welcome ThisAbility Limited to the B Corp community. This is a movement of companies who are committed to changing how business operates and believe business really can be a force for good. We*



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know that ThisAbility Limited are going to be a fantastic addition to the community and will continue driving the conversation forward.”

“We are pleased to have B Corps of all shapes and sizes as part of our community – from startups to multinationals and across many different industries. Business is a powerful force and B Corps demonstrate that you can do good in any sector. Welcoming ThisAbility Limited is an exciting moment because they have an opportunity to lead the way within the consulting industry. We and the rest of the B Corp community are really pleased to support ThisAbility Limited in paving the way for a new way of doing things.”

“Being able to welcome ThisAbility Limited to the B Corp community is hugely exciting. Their commitment to doing business differently will be a motivation to others and really help spread the idea that we can redefine success in business to be as much about people and planet as it is about profit.”

There are currently over 1,000 B Corps in the UK and 6,058 worldwide. Other consulting industry B Corps include Native Advisory LLC, 3-P Consulting Inc., New Reach Community Consulting, Toitū Envirocare, and Waai.

A huge thank you to [Mehalah Beckett](#), trained B Corp Consultant (otherwise known as a B Leader) and certified professional coach, for all her support and kindness throughout the B Corporation certification process too. Long may your wisdom and joy continue.

Sulaiman R. Khan (Founder and Chief Radical Officer at ThisAbility Limited) adds his thoughts on why becoming a **Certified B Corporation** is essential to him:

“As a wholeheartedly Disabled AF, British-Pakistani man, continual WIP, I understand and have experienced what it means to be excluded in environments and within society, particularly when it comes to conversations and solutions around regeneration (beyond sustainability). Disabled people, one of the most excluded communities globally, have infinite imagination within limitations and our wisdom is a potential goldmine for the world’s biggest problems of said conversations and solutions. Thus, I am delighted that I persevered with my business, ThisAbility Limited, in proudly becoming a Certified B Corporation. And we define an ‘organisation’ as where two or more living kin (by blood or by bond, both human and non-human) come together for our radical and collective liberation. As an organisation, we believe our organisation is a living system like a forest. We believe our organisation is the catalyst for change in the world we wish to see. I decided to become a Certified B Corporation because I profoundly care about people, planet, and profit (but for the right reasons).

Additionally, there are three main reasons why I became a Certified B Corporation through my business. 1) Though my business is a micro-business, I wanted to highlight that building a profitable and principled business is possible. 2) I wish for my business to be the leading B Corporation ignition in centring Disability within the B Hive Community. And 3) It’s a stepping stone towards my business becoming a fully Regenerative Business, aligning with our newly created seven values – 1)





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Radical, 2) Anti-ableist, 3) Anti-racist, 4) Interdependent, 5) Accessible, 6) Healing, and 7) Regenerative.

Ultimately, I became a Certified B Corporation through my business because, beyond justice, equity, diversity and inclusion (JEDI) in harmony above balance, I wish to lead conversations and solutions that aid our collective liberation for all of us and our kin (by blood and by bond, both human and non-human), using our infinite imagination within limitations. And this can only be done with interdependence and love.

I look forward to working with B Lab UK and the broader B Corporation global team to (along with anti-racism) ensure that anti-ableism and Disability Justice are rooted in everything we do. Without including accessibility (in all its forms for Disabled people), anti-ableism, and Disability Justice in ALL social justice movements, there is no movement.

Again, with interdependence and love, the future is bright. Let's go!"

Also, we're so proud of Sulaiman and what we're achieving daily as a business.

Watch this space.

Auntie Angela Davis says it best:

[OPEN QUOTE] "We are not afraid to adopt a revolutionary stance — if, indeed, we wish to be radical in our quest for change — then we must get to the root of our oppression. After all, radical simply means 'grasping things at the root.'" [CLOSE QUOTE]

N.B.: *This press release is imagined, created, supported, and shared interdependently and collaboratively between our awesome personal assistant Tia Denton and Sulaiman Khan (our Founder and Chief Radical Officer) in [Crip Time](#) (a term created by, for, and used by the Disabled community).*

— END —





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— EDITOR'S NOTES —

About B Lab UK:

B Lab UK is transforming the economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, and tools for business, and we certify companies—known as B Corps—who are leading the way. To date, our global community includes 6,058 B Corps in 84 countries and 158 industries, and over 150,000 companies manage their impact with the B Impact Assessment and the SDG Action Manager.

<http://bcorporation.uk/>

About ThisAbility Limited

“Do not follow the path. Go where there is no path to begin the trail.” – Ashanti proverb (Ghana)

Disability, *daringly*. ThisAbility® Limited works with socially conscious brands to tackle deep-rooted ableist systems to enact Disability Justice. We are driven to help these brands divest from ableism to become anti-ableist ecosystems and shift from socially conscious to socially impactful by integrating Disability culture. In doing so, ThisAbility® Limited helps to reset cultural standards (values, beliefs, and narratives) and catalyse a fundamental paradigm shift toward Disability liberation.

We (re)envision creativity through an anti-ableist lens. We help socially conscious brands become socially impactful ecosystems. Our services include training, public speaking, consulting, designing accessible and liberated ecosystems, and creative strategy. We aim to create a more accessible and just world where Disabled people can thrive and succeed, not despite their Disabilities and accessibility needs but because of them.

[As a B Corporation™ certified micro business](#), and a business proudly owned (and led) by a Global Majority Disabled person, we are an unapologetic, fully remote team currently based across the UK, with a global footprint. Our eclectic team, representing a broad spectrum of Disabilities, is at the heart of our B Corp certification. This certification means we've made a legally binding commitment to prioritise the needs of our staff, clients, community, and the planet (including flora,



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fauna, and funga) before the needs of our shareholders, ensuring everyone feels valued and ethically represented.

We work tirelessly to ignite, amplify, and invest in Disabled creativity worldwide, thereby ensuring a liberated future for Disabled people and, ultimately, collective liberation for all.

Our business may be limited in name, but we are unlimited in imagination.

About Sulaiman

Sulaiman's biography: Founder and Chief Radical Officer at ThisAbility Limited.

Read more about Sulaiman here:

https://docs.google.com/document/d/18rkez12oQvxXOH-qGvDwjH6pPULnPxE_DcdyYi0aZk/edit?usp=sharing

*Sulaiman's Disability identity is: **Disabled/wheelchair user**.* Personally, Sulaiman uses Disabled interchangeably with Crip (a term only to be used by the Disabled community and in no way by not-yet-Disabled people) as he is done making his Disability palatable for an ableist world. He doesn't wish to erase his Disability or Disabled identity nor be a part of the "overcoming Disability" and "[Disability Paradox](#)" – Sulaiman hasn't "overcome" his Disability; he has overcome ableists and ableism. He prefers not to use problematical person-first language such as "person with a Disability", and he is not keen on using ableist language such as "differently-abled," "handicapped," "wheelchair-bound", or "special needs" that worsens his internalised ableism. This is Sulaiman's personal choice and may not reflect all Disabled people nor the whole Disability community across the world. We are all on different journeys in our Disabled identity journey, and that's okay. If in doubt, ask the Disabled person directly.

*Sulaiman's pronouns are: **he/him//his**.*

If you have any further questions, please email us at info@ThisAbility.net.

