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Pirie Associates achieves B Corp Certification

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New Haven, CT Pirie Associates is the first architectural firm in Connecticut to achieve B Corp Certification, sixth in New England, and 32nd in the US.

Certified B Corporations – B Corps – are for-profit companies dedicated to using business as a force for good. Unlike traditional corporations, B Corps are legally required to consider the impacts of decisions on all stakeholders: clients, workers, communities, and the environment.

B Corp certification is part of a global movement toward a regenerative, transparent, equitable, and inclusive economy.

As a certified B Corporation and leaders in this emerging economy, Pirie believes:

That we must be the change we seek in the world.

That all business ought to be conducted as if people and place mattered.

That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.

To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.

Why is it important to Pirie Associates?

B Corp Certification is holistic and rigorous evaluation of the positive impact of work and company. It is a third-party verified measure of performance and is based on a broad range of factors from employee benefits to environmental and social impacts. B Corp Certification is a hallmark of transparency and is an opportunity to demonstrate - and be accountable for - the impact of our work. In other words, it commits to proving Pirie's values.

Fundamentally, Pirie Associates believe that people want to work for, collaborate with, and invest in businesses that make the world a better place. B Corp Certification is a way to be transparent about these values and demonstrate dedication to making a positive impact.

Pirie Associates work is centered around health and wellbeing for the entire living system. Principal

Laura Pirie and her team have built a framework, adapted from sustainable and regenerative design principles, into a process that balances a client's mission, aspirations, and goals with Pirie's own dedication to creating positive impact. They strive to right-size each project's approach to sustainability and regenerative design to align with your mission, vision, and values.

B Corp Certification is an exciting next step for Pirie Associates to demonstrate their commitment to doing work that creates a positive impact. Laura Pirie, AIA, for over 25 years has designed and implemented thoughtful and integrated built environments.

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