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Troon Pacific is Honored as Best For Environment, Creating Most Positive Environmental Impact

Evaluated by Comprehensive B Impact Assessment

Troon Pacific, Inc. was recognized for being among companies creating the most positive environmental impact based on an independent, comprehensive assessment administered by the nonprofit B Lab. Honorees are featured on B the Change, the digital Medium publication produced by B Lab, at bthechange.com/bestfortheworld.

“Troon Pacific strives to make a difference in our community by creating cutting-edge homes that better the lives of its residents, the neighborhood and the environment,” said Greg Malin, CEO and founder of Troon Pacific. “Troon Pacific operates at the highest level of quality and sustainability in terms infrastructure and design. Our homes enhance individuals’ lives by balancing human and natural well-being. Our passion for quality and sustainability has enabled us to implement high-level health and wellness features within each of our homes and we are excited to elevate these efforts in future projects.”

Troon Pacific was honored in the Best For Environment list, which includes businesses that earned an Environment score in the top 10 percent of more than 2,400 Certified B Corporations on the B Impact Assessment. The full assessment measures a company's impact on its workers, community, customers and the environment. To certify as B Corporations, companies like Troon Pacific must complete the full assessment and have their answers verified by B Lab.

The Environment portion of the B Impact Assessment evaluates a company's environmental performance through its facilities, materials, emissions, and resource and energy use. Companies answer questions about their transportation/distribution channels and the environmental impact of their supply chain. The assessment also measures whether a company's products or services are designed to solve an environmental issue, including products that aid in the provision of renewable energy, conserve resources, reduce waste, promote land/wildlife conservation, prevent toxic/hazardous substance or pollution, or educate, measure or consult to solve environmental problems. Honorees scoring in the top 10 percent set a gold standard for the high impact that business as a force for good can make on nature around the world. Troon Pacific made the list thanks to its exceptional practices and by pushing the boundaries of residential construction through pioneering design and execution. They create homes that are at once beautiful, functional and environmentally-friendly.

The 228 Best For Environment companies come from 72 different industries and 25 countries. B Lab simultaneously released separate lists recognizing B Corporations as Best For The World Overall, Best For Community, Best For Customers, Best For Governance and Best For Workers, which can be found at bthechange.com/bestfortheworld. In the fall, B Lab will release the Best For The World: Changemakers and the Best For The World Funds lists.

Additional 2018 Best For Environment honorees include: Carnegie Fabrics; People Against Dirty/Method; Rubicon Global; and Seventh Generation.

“With the rise of anger at a system that feels rigged, people are hungry for companies like Troon Pacific, who are changing the system by building businesses that seek to create the greatest positive impact,” says Jay Coen Gilbert, co-founder of B Lab. “Best For The World is the only list of businesses that uses comprehensive, comparable, third-party-validated data about a company’s social and environmental performance. As consumers, talent and investors increasingly demand transparent, values-aligned businesses to buy from, work at and invest in, companies will need to not just the best in the world but the best for the world, and not just to be nice but to be the most successful.”

Nearly 1,000 Certified B Corporations were named 2018 Best for the World Honorees, including: Patagonia; King Arthur Flour Company; Green Mountain Power; and the United Kingdom’s Charity Bank. Fifty-two countries are represented, including Denmark, India, South Africa and Taiwan. The selection criteria for Best for the World honorees are available at <https://bit.ly/2lgAzF5>.

Today there are more than 2,400 Certified B Corporations across more than 150 industries and 50 countries, unified by one common goal: to redefine success in business. Any company can measure and manage social and environmental performance at <http://bimpactassessment.net>.

Troon Pacific is a San Francisco-based luxury home developer that creates high-performance, high-quality homes for discerning, sophisticated buyers that care about wellness and sustainability. Founded by Charlot and Gregory Malin, Troon Pacific has been praised worldwide for the quality of its developments, reputation for understanding the needs of communities, and creativity in achieving financially successful projects. Gregory Malin offers over 25 years of entrepreneurial experience, creativity, and vision with regard to real estate finance, asset management and planning. For more information about Troon Pacific, please visit www.TroonPacific.com.

B Lab is a nonprofit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the best for the world and society will enjoy prosperity for all for the long term.

B Lab drives this systemic change by: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing benefit corporation legislation to give business leaders the freedom to create value for society as well as shareholders; 3) helping businesses measure, compare and improve their social and environmental performance with the free B Impact Assessment; 4) driving capital to impact investments through use of its B Analytics and GIIRS Ratings platform.

For more information, visit <http://www.bcorporation.net>.

B the Change is a Medium publication, produced by B Lab in collaboration with the community of Certified B Corps and the movement of people using business as a force for good.

B the Change exists to inform and inspire people who have a passion for using business as a force for good in the world. Because we believe that storytelling is an essential element in the transformation of business and society, we commit ourselves to telling the most compelling stories possible to the largest audiences possible to propel the movement of business toward its destiny as a powerful force for good.

We want to dramatically broaden and deepen engagement with entrepreneurs, managers, employees, investors and citizens in one of the most important discussions of our time.

Read all B the Change stories at <http://www.bthechange.com>.