

*Danone North  
America - The World's  
Largest B Corporation*



# Introduction

The journey of Danone North America to becoming the world's largest Certified B Corporation can be considered as corporate social responsiveness. This case demonstrates how the company has achieved environmentalism, social responsibility, and business development goals.



# Background

The multinational food products company is best known for its products which are health related.

In 2017, Danone North America achieved B Corporation certification pledging its aim to meet the highest standards of social and environmental responsibility. Starting from this certification, the company continued strengthening the plans aimed at further improvement of its financial and Social responsible performances.

# *Strategic Solutions*

Therefore, in an effort to respond to all these challenges, the following strategies were developed and adopted at Danone: They deployed their resources in green energy, global procurement, and social agenda like personnel and community development. Organizational culture reflected B Corp values internally including sustainability and transparency for the employees.



# Conclusion

**The case of Danone North America showing how the world's largest B Corporation proves that doing business and being socially responsible is possible. Their success story proves to be useful reading for any firms seeking B Corps status and underlines the lessons of sustainability and greater public accountability in a world economy of the 21st century.**



# RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit [thecasesolutions.com](http://thecasesolutions.com) for detailed analysis and more case studies.

