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Envato reinforces positive purpose with B Corp certification

Envato has [officially received B Corp Certification](#), recognising the company as one of a handful of global businesses that balances profit and purpose.

Envato is now one of over 3000 certified B Corp companies in 71 countries and 150 industries around the world, joining a list of other Australian B Corps such as Culture Amp, KeepCup and Bellroy.

Administered by the non-profit [B Lab](#), B Corp certification is awarded to businesses that have a positive impact across five key domains - workers, customers, suppliers, community and the environment - and in doing so, lead the way in using business as a force for good.

CEO Collis Ta'eed said [receiving the certification](#) provided welcome recognition that the company was living up to its values.

“From the earliest days of Envato, we’ve operated with ‘Not Just The Bottom Line’ as a core value. We’ve taken a longer-term view of how our business creates value for our customers, our creatives, our staff and our wider community. While we have a healthy appreciation for our bottom line, we are committed to operating a sustainable business that creates wealth for many, not just for some.”

“The certification process confirmed that from top to bottom, [Envato is a business that is having a positive impact on our global creative community](#); that we meet some of the highest standards of verified social and environmental performance, public transparency and legal accountability,” continued Collis Ta'eed.

“That we can play a part, however small, in leading a global culture shift that redefines what success in business looks like is incredibly humbling, but one we are proud to champion.”

B Lab ANZ CEO Andrew Davies said the certification was a testament to Envato's values and company approach. "Envato stuck to their values, set aspirational goals, and made all the changes necessary to achieve certification. Many companies assume that their operations match their values. The B Impact Assessment puts that to the test, and for many, it ends up being a revelation about the things that need attention."

"We congratulate Envato on their achievements across all of the impact areas, from workers to the environment. They evaluated and improved every part of the business on their B Corp journey."

ABOUT ENVATO

Location: Headquarters in Melbourne, Australia. Team located around the world.

What Is Envato?

Founded in 2006, [Envato](#) is the world's leading community for creative assets and creative people.

The network includes [Envato Market](#), [Envato Studio](#), [Envato Tuts+](#) and [Envato Elements](#).

A community of more than ten million people worldwide buy and sell creative assets on Envato Market with total community earnings exceeding \$750 million. Millions of students have taken video courses and free tutorials on the Envato Tuts+ education network and Envato Studio connects people with hand picked freelancers to complete their creative projects. Envato Elements is a subscription service with millions of ready-to-use graphic templates, fonts and assets available for unlimited download.



Envato

