

Pringle Creek Community wins B Corp status



Tracy Loew, Statesman Journal 9:41 a.m. PST February 18, 2016



(Photo: Special to the Statesman Journal)

Pringle Creek Community has earned an elite designation recognizing its social and environmental performance.

The Southeast Salem housing development is the first company in Salem to achieve B Corporation certification.

“From the very beginning, we’ve embraced the triple bottom line of a sustainable development business – concern for people, planet and profit – so joining the B Corporation family makes perfect sense,” said Ian Meyer, the company’s president.

B Corp certification is not related to the new “benefit corporation” form of corporate organization adopted by Oregon and some other states.

Certified B Corps are for-profit companies that meet standards of social and environmental performance set by the 10-year-old nonprofit organization [B Lab](https://www.bcorporation.net/) (<https://www.bcorporation.net/>).

The voluntary process is similar to the LEED certification for green buildings or the Fair Trade Certified label for coffee and other products.

Pringle Creek Community's housing development remains a for-profit domestic corporation.

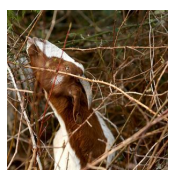
About 1,600 companies in 43 countries are B Corp certified, including Ben & Jerry’s, Seventh Generation and Danskø.

About two dozen Oregon companies are certified, including New Seasons Market in Portland and GloryBee in Eugene. Locally, Sokol Blosser Winery in Dayton, A to Z Wineworks in Newberg, and Winderlea Vineyard and Winery in Dundee have earned B Corp designations.

Pringle Creek Community recently partnered with Portland-based Living Room Realty, another certified B Corp, as its exclusive listing agent.

“These are companies who make it their mission to conduct business and provide products that improve the lives of their employees, partners, customers and neighbors and contribute significantly to the health of the planet,” Jonathan Schachter, Pringle Creek’s director of development, said.

Pringle Creek Community received a score of 93 out of a possible 200 points (<https://www.bcorporation.net/community/pringle-creek-community-sustainable-investments/impact-report/2016-01-05-000000>). Businesses must receive at least 80 points to become B Corp certified.



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Pringle Creek Community, created a decade ago, sits on 32 acres at the former Fairview Training School. It includes sustainable homes, open space, walking trails and gardens.

The community has been recognized by Mother Earth Living as one of America’s Top 10 Green Housing Developments, as Green Land Development Project of the Year by the National Association of Home Builders, and as Mid-Willamette Valley Sustainable Small Business of the Year by the Straub Environmental Center.

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