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By now, we know that Certified B Corporations come in every shape and size. They're spread on your toast. Washing your hair. Doing your taxes. And manufacturing life-saving medical equipment. But what about purpose-driven pooches? With a movement now spanning almost 100 countries, and over 7,000 businesses, it was only a matter of time before dolphin-spotting dogs swam their way into the B Corp pool.

Proof that doing good doesn't have to look 'one way,' meet these five newly Certified B Corporations, each adding their unique spin on what it means to be a 'business for good'.



Image: Akaroa Dolphins

Purpose and planet — two 'Ps' in an Akaroa Dolphins pod

Akaroa Dolphins is a family-owned and locally operated enterprise providing nature cruises on a modern and environmentally-conscious catamaran in Akaroa Harbour in Aotearoa New Zealand. Introducing guests to the majestic, but endangered, Hector's Dolphin, as well as fur seals, white-flipped penguins, an array of seabirds, impressive sea caves, and volcanic formations — the team at Akaroa Dolphins really does go the extra mile.

Aided by their skilled and silky pawed dolphin-spotting dogs, Akaroa is dedicated to delivering an authentic, intimate, and luxurious nature cruise, all while maintaining a strong commitment to environmental protection and supporting the local community. Donating a portion of each cruise to dolphin research and education, this new B Corp believes:

“We have an obligation to this unique and special environment in and around Akaroa harbour. It is vital that our activities have a positive impact. We believe in thinking beyond short-term gains that may be detrimental to the planet, and focusing on long-term initiatives that enrich the environment and community for future generations.”

— Akaroa Dolphins

Started by founders, Hugh and Pip Waghorn, the business has been deeply rooted in the Banks Peninsula area near Christchurch (Ōtautahi) for several generations. Now supported by their two children and a dedicated team of 10 staff, they recognised the need for a laid-back nature expedition and deluxe nature encounter in and around Akaroa.



Image: Akaroa Dolphins

Joining the Tiaki Promise movement in 2019, which is a commitment to care for Aotearoa, giving back to the community has always been at the forefront for this

newly Certified B Corporation. And it's not just the community on land that they care about, beginning the journey of building Akaroa's first purpose-built dolphin watching vessel in 2017.

“Other than being the most stylish and luxurious catamaran we have all dreamt about, this boat is also about enhancing the environment of the wildlife, especially Hector's dolphins. Built of fibreglass foam construction, with an exhaust above the waterline, it aims to stop any transfer of noise to the dolphins.”

Add to that, an integral part of the team, which is Akaroa's expert dolphin-spotting dogs — equipped with dog life-vests and a keen ear — this (dare we say it) porpoise-driven B Corp truly makes tours an unforgettable experience. Asked if they have any tips for aspiring B Corps on going about the certification process, they shared:

“Initially, the process seemed daunting, but we gradually made progress with collaborative efforts among our team members. We encountered thought-provoking questions, some of which hadn't crossed our minds before. We used the B Impact Assessment as a tool for learning and understanding what we could do better, and went about making it happen. We are excited about the ongoing progression of our journey as a B Corp.”

— *Akaroa Dolphins*



Image: [Akaroa Dolphins](#)

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