



who
gives a
crap

Who Gives a Crap

We're here to uncrap the world

Established:
2012

Operates:
Globally

Industry:
Personal care

Business Concept

- Sells sustainable personal hygiene products including toilet paper, paper towels, and tissues
- Secondary offerings include trash bags and cloths



Sustainability

"Our mission as a business is to ensure everyone in the world has access to clean water and a toilet."

Who Gives a Crap donates **50% of their profits** to give people access to basic hygiene resources.



B-Impact Score: Strengths

*80 qualifies for B Corp Certification, average is 50.9

- **Governance:** Impact business model ✓
- **Workers:** Financial security ✓
- **Community:** Designed to give ✓
- **Environment:** Resource conservation ✓
- **Customers:** Customer Stewardship ✓

125.5

Brand Value and Economic Benefits

"When you shop with us, you're helping people gain access to life changing (and saving!) resources."

- Innovative, colorful, and exciting branding and eye-catching name generate consumer interest
- Mission of global welfare generates consumer loyalty



Learn More

[Who Gives a Crap Website](#)

[B-Score Full Breakdown: Who Gives a Crap](#)

SUSTAINABILITY
AMBASSADORS



Student-created (Sana David)