



Miir

Design forward. Generosity driven.

Established:
2010

Operates:
United States

Industry:
Sports Goods

Business Concept

- Designs premium drinkware and reusable products focused on durability, functionality, and aesthetics
- Creates everyday items built to reduce single-use waste
- Integrates design principles that balance performance with modern, minimalist style

Sustainability

- Certified B Corporation: meets high standards of social and environmental responsibility
- Tracks and reports carbon emissions, product impact, and global giving initiatives with transparency
- Prioritizes responsible sourcing and product circularity to reduce environmental footprint



B-Impact Score: Strengths

*80 qualifies for B Corp Certification, average is 50.9

- **Governance:** Mission Locked ✓
- **Workers:** Financial Security ✓
- **Community:** Supply Chain Management ✓
- **Environment:** Resource Conservation ✓
- **Customers:** Customer Stewardship ✓



Brand Value and Economic Benefits

"Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose." - Miir

- Attracts consumers who value high-quality reusable goods and mission-backed brands
- Builds trust through transparent reporting and meaningful impact



Learn More

[Miir: A Certified B-Corporation](#)

[Miir Website](#)

[B-Score Full Breakdown: Miir](#)

SUSTAINABILITY
AMBASSADORS



Student-created (Matthew Fischer)