



BETTER BUSINESS BUREAU® OF CENTRAL NEW ENGLAND, INC.

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www.bbb.org
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ABOUT THE 2011 TORCH AWARDS FOR MARKETPLACE ETHICS

PURPOSES

- ❖ To recognize a business for its commitment to maintaining a culture which consistently sets exceptionally high standards of behavior in buyer and seller relationships.
- ❖ To illuminate the importance of corporate conscience and responsibility in fulfilling a company's obligation to the marketplace to do what is right and fair.
- ❖ To demonstrate to the business community that adhering to BBB ethical standards is the hallmark of successful, competitive companies.

CRITERIA

To be eligible to enter, a company must 1) maintain high standards of behavior toward customers, suppliers and employees; 2) have a history of ethical business practices in the marketplace and involvement in the community and 3) be a for-profit business located in the BBB's service area for a minimum of three years. In addition, the company must not have an unsatisfactory record with the BBB. Winner(s) of the local competition are eligible to enter the International BBB Torch Awards for Marketplace Ethics competition.

Criteria include:

- ❖ High ethical standards of behavior towards customers, suppliers, users, shareholders, employees, and communities in which they do business.
- ❖ Demonstrated ethical practices surrounding their buyer/seller relationships.
- ❖ Long-standing history/reputation of ethical practices in the marketplace.
- ❖ Marketing, advertising, communications, and sales practices which reflect a true representation of what is being offered in the marketplace.
- ❖ Acknowledgment of ethical marketplace practices by industry peers and in communities where they do business.
- ❖ Ethics policies that are effectively communicated to employees.
- ❖ Ethics policies that are designed to give long-term value to shareholders, customers, etc.
- ❖ Training programs that assist employees in carrying out established ethics policies.

ELIGIBILITY

The local Torch Award for Marketplace Ethics is open to all for-profit American businesses (located within Central Mass. service area) that serve retail and wholesale markets. Nonprofit organizations or businesses whose primary markets are local, state or federal governments are presently not eligible for this award.



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2011 TORCH AWARD FOR MARKETPLACE ETHICS ENTRY FORM

Indicate Regional Area (x): **CENTRAL MA ()** **WESTERN MA ()**

Date: _____

Name of company: _____

Db a (s) if applicable: _____

Number of employees locally: _____ Year Company Established Locally _____

Address: _____

City: _____ Zip: _____

Phone: _____ Fax: _____

Primary contact person: _____

Phone / fax/ title of main contact person: _____ / _____ / _____

Email Address (if available) of primary contact person: _____

1. Please provide a summary of how ethical behavior is emphasized in your business. Essentially, this would be a summary of how your business treats its customers, suppliers, employees and any other shareholders. You are welcome to provide any documentation that supports this summary (for example, ethics policy, customer service policy, vendor policy, applicable section of employee manual, etc.) You are also welcome to provide any information that supports the reputation of your business, such as correspondence from customers or suppliers.

2. On a **single** sheet of paper, please summarize your company's **community service activities** over the past 3-5 years.

3. On a second **single** sheet of paper, please summarize any **community awards or recognition** received by your company over the past 3-5 years.

You are welcome to submit the above information in handwriting, but if so, please print legibly.

Please note that the Torch Awards judging is based primarily on the information asked for in #1. above.

The Torch Awards committee must receive this completed entry packet:

Central MA Torch Due Date: March 31, 2011

Western MA Torch Due Date: August 31, 2011

Please send or fax it to The Better Business Bureau, at either address / fax number listed above. You may also email the information to mkinnard@cne.bbb.org . **You will be notified 3 weeks prior to event if your company is a finalist.**