International Torch Award

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Torch Awards Judging

Criteria

Following are criteria for each of the categories for the 2008 BBB International Torch Awards program - Marketplace Excellence, Advancing Marketplace Trust, and Consumer Leadership. Criteria are designed to provide flexibility to nominees in best describing and supporting their company's activities. Criteria also allow for flexibility in evaluation, leaving room for subjective consideration, rather than a judging process purely driven by statistical analysis.

CATEGORY - MARKETPLACE EXCELLENCE

A company should demonstrate its superior commitment to exceptional standards that benefit its customers, employees, suppliers, shareholders and surrounding communities. The company must provide supporting documentation in four areas for consideration in the Marketplace Excellence category. While examples from all four areas must be provided, the bullet points below are only suggestions and not all bullet points are required to be addressed in order for a company to compete in this category.

1.) Management Practices

Note: Owners of companies with no employees must explain how a personal commitment to exceptional standards is applied in business practices.

- Pertinent sections from an employee handbook, company manual or training program (formal or informal) showing how the company's commitment to exceptional standards are communicated to and implemented by employees
- A vision, mission or core values statement describing the company's commitment to exceptional standards that benefit its customers, employees, suppliers, shareholders and surrounding communities
- Formal training and/or procedures used to address concerns an employee may have in dealing with ethical issues
- Management practices and policies that foster positive employee relations
- Employee benefits and/or work place practices contributing to the quality of family life
- Actions taken to assess and mitigate risks, and prevent workplace injury
- Examples of sound environmental practices
- Examples of operational practices focused on security and privacy issues - on and offline
- Illustrations of your company's commitment to standards that build trust in the

http://www.bbb.org/BizEthics/criteria.asp
2.) Community/Investor/Stakeholder Relations

- Examples of the company's vision, mission and/or core values statement in action - describing how the company's beliefs have been leveraged for the benefit of consumers, employees, suppliers, shareholders and surrounding communities
- Company policies and practices that demonstrate accountability and responsibility to communities, investors and other stakeholder audiences
- Corporate governance practices address accountability and responsibility to shareholders
- Complimentary feedback from customers, vendors, suppliers and/or community leaders
- Actions taken by the company demonstrating service "beyond the call of duty"
- Brief case study examples of circumstances in which the company made tough decisions that had negative short-term consequences, but created long-term value and benefits
- Examples of, and results produced by pro bono work
- Examples of the company working closely within the community and making a positive social impact - and any recognition for charitable and/or community service projects.

3.) Communications and Marketing Practices

- Descriptions of methods the company uses to ensure all sales, promotional materials and advertisements are truthful and accurate
- Sales training policies and/or codes of ethics used by sales personnel that ensure all transactions are made in a transparent, honest manner
- Crisis communications efforts and associated marketing actions that educated audiences, prevented negative outcomes and restored trust and confidence in the company, its products and services
- Examples of internal communications practices benefiting employees and contributing to overall company effectiveness and efficiency

4.) Industry Reputation

- Media coverage reflecting the company's industry and community reputation as a trustworthy business
- Awards, recognition and/or complimentary letters from within the company's industry, trade group or community