INTRODUCTION

The Torch Awards for Marketplace Ethics honors companies in Abilene and its surrounding counties in the area that demonstrate the highest standards of business practices to create trust. These companies generate a high level of trust among their employees, customers, and their communities. The award was established to embody the BBB’s mission of advancing market place trust.

ELIGIBILITY & AWARD CATEGORIES

The Torch Award is open to all-profit and 501(c)3 non-profit organizations physically located within our 13 counties in the Big Country. Companies entering the 2021 Torch Award competition will be judged in one of the five categories based on the number of employees:

- Companies over 250 employees
- Companies 100 - 249 employees
- Companies 11 - 99 employees
- Companies 1 -10 employees
- Non-Profit Category

EXCLUSIONS

A Company is NOT eligible if any of the following conditions apply:

- They have been in business LESS than 3 years
- They have earned less than a “B” rating from BBB
- There are indications they have not met their financial obligations
- They have received this award within the past 3 years

KEY DATES

DEADLINE FOR ENTRIES: Friday, May 21, 2021
AWARD CEREMONY: Friday June 11, 2021
Winners will be announced at the Ceremony
THE JUDGING PROCESS
Entries are evaluated by an independent panel of judges comprised of volunteer business, education, and community leaders.

SUBMISSION REQUIREMENTS
We understand that each company is unique and has different needs, experiences and policies. It is not necessary to address all of the suggested content in each of the six sections, they are merely provided as illustrations of possible content to demonstrate that criteria. We encourage you to find areas in EACH SECTION that best exemplify your company’s practices.

CHECKLIST

______ Complete and submit five (5) copies of entry forms with narratives and supporting documents in their own binders.

______ Organize information into one for each criteria

______ For each criteria provide a narrative summary that addresses the content or questions asked

______ Include any supporting documents (examples of policies, employee manuals, communications, etc.)

______ OPTIONAL: Three (3) references from on of each: customer, vendor, and community partner.

TORCH AWARD FOR MARKETPLACE ETHICS

The purpose of this award is to recognize and honor those businesses that demonstrate the highest standards of business practices creating trust in the marketplace.
LEADERSHIP COMMITMENT TO ETHICAL PRACTICES

Include a letter from the CEO/President or Owner that includes a personal statement of their commitment to ethical business practices.

Suggestions for content:
- A statement of the leader’s personal code of ethics
- Participation in workshops/conferences or training in ethics
- Examples of ethical challenges faced and how they were resolved
- Examples of any public statement (speech, advertising, or publication) of the leader’s commitment to ethics.

COMMUNICATIONS OF ETHICAL PRACTICES

Describe how your organization uses internal and external communication and/or activities that help your organization intentionally build and maintain ethical culture and practice.

Suggestions for content:
- How new employees are informed and/or trained in the company’s ethical policies
- How the CEO/President/owner’s personal code of ethics is communicated to employees
- Tools or activities that model, mentor, teach and reinforce defined character ethics as part of management communities.
- Vendor relations manuals, customer policies and stakeholder relations procedures (narrative description only)

ORGANIZATIONAL COMMITMENT TO ETHICAL PRACTICE

Describe how your organization’s vision/mission statement is put into practice. Provide if desired, copies of any organizational statements such as “Vision”, “Mission”, “Core”, “Business Values”, or “Purpose” in the supporting document section with pertinent section highlighted.

Suggestions for content:
- A description of how these statement are shared with existing and potential employees
- Measurements your organization routinely uses to gauge progress or adherence of vision and mission
- Description of how you solicit feedback collected from the marketplace and staff and how you use this information to make adjustments to your organization’s practices to better match the vision/mission
- Description of the business’ greatest ethical challenge and how it was addressed and communicated.
CRITERIA 4

ORGANIZATIONAL COMMITMENT TO PERFORMANCE MANAGEMENT PRACTICES

Describe how your organization implement the best management practices and encourages employees to pursue and develop expertise in their areas of responsibility.

Suggestions for content:
- Establishment of annual goals and targets for the organization
- Clear measurements to evaluate progress toward each goal
- Establishment of department of individual objectives or targets
- Practices using performance information to encourage, guide and motivate
- Accountability and compensation systems for high performance.

CRITERIA 5

ORGANIZATIONAL COMMITMENT TO ETHICAL HUMAN RESOURCE PRACTICES

Describe how your human resource practices prepare, support, recognize and provide opportunities for growth in both competency and ethical behavior for staff members

Suggestions for content:
- Hiring practices that insure people are hired for character, systems/processes for training and preparing staff are adequate
- Description of practices and procedures to resolve ethical issues
- Descriptions of how ethical behaviors of employees are identified and recognized
- Description of polices/procedures to insure employees are treated fairly and respectfully and that workplace safety is ensured

CRITERIA 6

ORGANIZATIONAL COMMITMENT TO ETHICAL PRACTICE

Describe your company’s community support and service activities within your industry and community.

Suggestions for content:
- Participation in industry organizations and their activities to promote best practices
- Description of how employees are encouraged to and recognized for spending time in community service activities that the organization values
- Description of any contribution of funds, or in-kind services to community programs that is consistent with the organization’s values and character.
- Description of how the company’s advertising, operations, risk management, governance, and regulatory compliance behaviors are assessed against proven standards
- Proof of achievement with any industry benchmarks for high standards of business excellence
Official Entry Form

Date ______________________

Nominated Company ____________________________________________

Mailing Address _________________________________________________

City/State/Zip ___________________________________________________

Telephone ______________________________________________________

Type of Business _________________________________________________

Number of Employees _____________________________________________

CEO/Contact Name _______________________________________________

Your Name _______________________________________________________

Telephone ______________________________________________________

Your Company (if applicable) _______________________________________

ENTRIES SHOULD INCLUDE A STATEMENT ON WHY THIS COMPANY MERITS RECEIVING A BBB TORCH AWARD FOR MARKETPLACE ETHICS. PLEASE ENTER A RESPONSE BELOW.

PLEASE SUBMIT THIS OFFICIAL ENTRY FORM TO:
Abilene Better Business Bureau
3300 S. 14th, Ste. 307 - Abilene, Texas 79605
FAX: 325.691.0309    EMAIL: info@abilene.bbb.org

DEADLINE FOR ENTRIES: Friday, May 21, 2021