

## Better Business Bureau serving Mainland BC presents



Mail Applications to:

Better Business Bureau  
404-788 Beatty St  
Vancouver BC V6B 2M1

Email applications to:  
[Torch@mbc.bbb.org](mailto:Torch@mbc.bbb.org)

Deadline for Applications:  
July 31, 2009

**Application**



Torch Awards  
Fall, 2009  
Vancouver, BC



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## Our Purpose

This fall, the Better Business Bureau hosts the 2<sup>nd</sup> Annual Torch Awards to encourage businesses to get into the spotlight by showing how they put ethics and integrity at the top of their priority lists.

## Why You?

You deserve it. You have been nominated by a customer or supplier or you feel your company deserves an award to recognize its excellence. The Better Business Bureau has several award categories for qualification.

## Our Awards

**Marketplace Excellence** - presented to a business in recognition of their superior commitment to exceptional standards that benefit their customers, employees, suppliers, shareholders and surrounding communities.

Awarded to Small-Medium, and Large Business Categories

**\*Advancing Marketplace Trust** - presented to a business in recognition of an action, program, or sustainment activities that significantly and positively contribute to advancing trust in the marketplace.

Awarded to Small-Medium, and Large Business Categories

**\*Consumer Leadership** - presented to an individual who has significantly advanced marketplace trust through consumer advocacy, protection or education, through a specific action or lifetime achievement.

**Green Award** - presented to a business in recognition of an action, program or activity which promoted forward-thinking, sustainable business practice and/or involves a social purpose to contribute towards positive social change in their communities.

\*closed nomination, not open to public or self-nomination

## Event Details

The inaugural Torch Awards will be held on October 15, 2009 at the luxurious Four Seasons Hotel in what promises to be a gala luncheon hosted by CBC's esteemed television host, **Ian Hanomansing**.

This year's key media sponsors are CBC TV, radio and web along with Business In Vancouver magazine. Winners of the Torch Awards will be featured in an upcoming issue with Business In Vancouver, along with additional promotions by your BBB.

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## Minimum Requirements

- The company must have been in business for at least one year.
- Applicants may only enter into one category (Marketplace Excellence or Green Award)
- BBB files may not contain any concerns about the company's marketplace practices and there may not be any concerns about the company's industry.
- Although BBB accreditation is not a requirement, the company may not hold an unsatisfactory record. In addition, if the company has been involved in major lawsuits, including class action suits, or government actions in the past three years, this information must be disclosed as part of your entry and will be considered by the judges.
- The company must be physically located within the service area of the BBB serving Mainland BC

## What We Are Looking For

Candidates for the 2009 Better Business Bureau Torch Awards will be judged on their ethical practices according to the following guidelines:

- High ethical standards of behavior toward clients, volunteers, donors, employees and the communities in which they do business;
- Demonstrated ethical practices surrounding their client service relationships;
- Long-standing history/reputation of ethical practices in the marketplace;
- Marketing, advertising, communications, and sales practices that reflect a true representation of what is being offered in the marketplace;
- Acknowledgement of ethical marketplace practices by industry peers and in the communities they serve; Ethics policies that are effectively communicated to employees;
- Ethics policies that demonstrate a long standing history of ethical practices and accountability in the community; Training programs that assist employees in carrying out established ethics policies.

## What We Need From You

- Check the Torch Awards Guidelines to help you with the application.
- Each answer must be submitted on a separate piece of paper. Providing examples does not qualify as an answer to a question.
- A signed copy of this form must accompany your application.
- BBB would like to encourage business to be sustainable and reduce paper use. Electronic submissions are the preferred way to submit your applications. If this is not possible, please use two-inch, 3-ring binder or smaller folder. Any oversized materials must fit in the folder or binder.
- Additional materials may include photos, copies of documents, ads, marketing materials,
- Please retain a copy of your complete entry. All submitted entries become the property of the BBB and will not be returned.
- Candidates not providing the required information and materials will be disqualified.
- Please note: The judges may decide to move your business into another category based on your entry.

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## Judging: How It Works?

Candidates for the BBB Torch Award are evaluated by an independent panel of judges selected from the business and academic community using the criteria and standards developed by the Council of Better Business Bureaus for the International Torch Award (Marketplace Excellence, Advancing Marketplace Trust, Consumer Leadership,) and the criteria provided by Ethics In Action Awards (Green Award, Everyday Hero Award). The judging process is as follows:

1. All applications received by the BBB are reviewed to ensure that all criteria have been met and that the applicants have provided all materials on the Application Checklist. Application received after the deadline or that do not meet all criteria are disqualified immediately.
2. Applicant answers to each question then are sent to the judges for preliminary review and scoring.
3. Judges make a final determination as to the Torch Award recipients and finalists.
4. The judges affirm their choices to the Better Business Bureau.

## Torch Awards Finalists

- Finalists are those short-listed by the judging committee after evaluation.
- Finalists will be notified no later than the week of September 18, 2009.
- Finalist applications will be on display at the Torch Award Luncheon to be held: Thursday, October 15, 2009, at Four Season Hotel in Vancouver.
- The Torch Award Recipients in each category will be announced at the Torch Award Luncheon.

## Due Date

### **DEADLINE FOR APPLICATIONS: JULY 31, 2009**

Send applications to (email applications are preferred):

**Email applications to: [Torch@mbc.bbb.org](mailto:Torch@mbc.bbb.org)**

or

**Mail Applications to:  
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## Torch Awards Guidelines

*Businesses can choose to apply for either Marketplace Excellence, or Green Award. Only individuals can apply for the Everyday Hero Award.*

### **Marketplace Excellence**

The Marketplace Excellence Award is presented to a business in recognition of their superior commitment to exceptional standards that benefit their consumers, employees, suppliers, shareholders and surrounding communities. The 2009 winner of the Marketplace Excellence Award will be automatically entered into the International Torch Awards as presented by the Council of Better Business Bureaus.

### **Position Statement**

On a separate piece of paper provide a brief statement describing your company's position regarding integrity and ethical practices in your business. If your company has adopted a formal policy, mission statement, or other corporate document relating to ethical standards and practices, please attach a copy.

### **Ethical Employees & Volunteers**

A mark of integrity for a business is its practices concerning the training of its employees and corporate officers in implementing ethical behavior. On a separate piece of paper:

- a) Describe two ways in which ethical practices are made part of the day-to-day operations.
- b) Two examples of training and policies that assist employees and corporate officers in carrying out ethical practices and behaviors.

### **Investor Relations**

A business is considered ethical by demonstrating high standards of behavior, honesty and integrity in its dealings with investors and shareholders. On a separate piece of paper describe your investor/shareholder policies and relationships. You may attach samples to corroborate your description. If your company is not publicly traded, please mark N/A.

### **Decision-Making**

An ethical business is positive, honest, fair, reliable, and responsive to its customers, suppliers, and employees. On a separate piece of paper provide a description of no more than two (2) situations in which your business demonstrated ethical decision-making with:

- a) Customers
- b) Suppliers/vendors/sub-contractors
- c) Employees

For each situation, include the dilemma or problem, choices you had for resolving the issue, the pros and cons of each option, any resources consulted, and final outcome.

You may supply testimonials from any involved parties, as well as any relevant media coverage, but note that judges are not required to review supporting documentation.

### **Marketing and Solicitations**

A business is ethical if its marketing, advertising, communications and sales practices adhere to the principles of "Truth in Advertising," honesty and fairness in competition, and accuracy in representation of its products and services.

On a separate sheet of paper, provide a description of your company's policies and procedures for ensuring truthful marketing, including substantiation of any claims, adherence to truth in advertising and industry-specific regulations, privacy issues, controversial subject matter, etc. Attach samples of marketing materials, advertising, websites, radio/TV ads, brochures, contracts, policies, etc. that support your description.

For radio/TV, enclose both the original spot as aired and written transcripts. For websites, include both the URL address for the site and hard copies of the appropriate pages. Please note that judges are not required to review non-print media.



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### **Recognition by Peers in the Marketplace**

List recognitions or acknowledgements by industry peers, trade associations and/or the communities in which you do business. Please limit your answer to one page.

Provide any examples of long-standing history or reputation for ethical standards of behavior in the marketplace. Please provide no more than three (3) examples, and summarize on a separate piece of paper.

### **Investment into the Community**

Businesses demonstrate high moral and ethical business practices with programs and activities that return value and support to the communities they serve, often termed 'good will.' Please summarize on a separate piece of paper and provide no more than 3 examples of programs, contributions and activities that return value and support to your community.

### **Green Award**

This year the Green Award expands its definition of "green" to include social purpose enterprises along with environmentally sustainable practice. The hybridization of social and environmental mission with business is a growing trend in business. According to the Canada's Federal Government guidelines, social purpose enterprises can lead to "stimulating job creation and skills development; enhancing community capacity for social supports; supporting economic growth and neighbourhood revitalization; protecting the environment; [and] mobilizing disadvantaged groups (Source: Human Resources and Skills Development Canada). While the governmental definition excludes for-profit businesses, the Torch Awards includes both for-profit and not-for-profit organizations in its definition for the Green Award.

### **Position Statement**

On a separate piece of paper provide a brief statement describing your company's position regarding integrity and ethical practices in your business. If your company has adopted a formal policy, mission statement, or other corporate document relating to ethical standards and practices, please attach a copy.

### **Environmental Commitment**

A business must demonstrate leadership and innovation in minimizing the business's impact on the environment and/or caring for the environment. Please provide no more than three (3) examples, and summarize the examples on a separate piece of paper. A business must provide support concerning its impacts on the environment in which it operates, as shown by resource use, pollution control, land use, biodiversity, remediation, regulatory compliance and environmental impact of products or services. The examples can also include involvement of people inside and outside the business in environmental stewardship.

and/or

### **Community Relations**

A business must show its commitment to positive social change in relationship to the communities in which they reside. On a separate sheet of paper the individual must provide no more than three (3) examples of demonstrated impact on the communities in which they live, as shown by charitable giving, volunteering, community relations and engagement, and initiatives related to marginalized groups.



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**NOMINEE FORM**

Company Name: \_\_\_\_\_  
 Contact Person for Application: \_\_\_\_\_  
 Title: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_ Email address: \_\_\_\_\_  
 Company Phone: \_\_\_\_\_ Years in Business: \_\_\_\_\_  
 Owner/Manager/Principals/CEO: \_\_\_\_\_  
 Nature of Business: \_\_\_\_\_ Number of Employees \_\_\_\_\_  
 Complete Address: \_\_\_\_\_  
 Business Web Site: \_\_\_\_\_

Circle which award you are applying for: Marketplace Excellence Green Award Everyday Hero Award  
 Please note that business references are not required for the Everyday Hero Award.

Where did you hear about the BBB Torch Awards?

- BBB Mailing
- Newspaper
- Nominated

Other \_\_\_\_\_

**Business References**

Please provide the following business references. (if your company does not have a specific reference, please indicate N/A)

1. Name of Primary Banking Institution: \_\_\_\_\_  
 Contact Name and Branch  
 location: \_\_\_\_\_  
 Contact Phone Number: \_\_\_\_\_

2. Name of Legal Counsel: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Contact Phone Number: \_\_\_\_\_

**To be signed by Owner or CEO:**

I do attest that the information contained in this application is accurate to the best of my knowledge and that my company is in good standing with the BBB and has not been involved in major lawsuits, including class action suits, or government actions in the past three years, unless disclosed as part of our entry.

Sign and Date: \_\_\_\_\_

**A copy of this signed and dated form MUST accompany your application.**

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## COMPANY INFORMATION FORM

Name of Company: \_\_\_\_\_

Description of Company to be used for Promotional and Media Purposes

Please describe your company in 500 words or less, including: when it was founded; the nature of your primary business; where it is located (and number of locations, if applicable); and owners/principals. This is not sales or promotional copy. It will be used to provide a short description of the finalists for a special supplement to Business In Vancouver, as well as for other promotional needs by the Better Business Bureau. It may be edited as required.

Please attach a photo (non-product shot) and a logo of your company to be used with this description. This needs to be an electronic file. Acceptable formats are .jpg, .psd, .eps, .tif.

The photo and logo may be electronically delivered to the BBB's Communications Specialist Mark Fernandes at [Mark@mbc.bbb.org](mailto:Mark@mbc.bbb.org).

The material will not be returned. If an appropriate logo and/or photo is not available, applicants must notify the BBB prior to the application deadline to ensure the materials will be supplied no later than July 31, 2009.

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