

# BNBEA AWARD 2017

*Celebrating Business Ethics*

## APPLICATION & INSTRUCTIONS

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# 2017 BUFFALO NIAGARA BUSINESS ETHICS AWARD

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## ELIGIBILITY AND AWARD CATEGORIES

Companies entering the 2016 BNBEA competition will be judged in one of three categories based on the number of employees:

- Large - Companies with over 150 employees
- Midsize - Companies with 50 to 150 employees
- Small - Companies with fewer than 50 employees

### Exclusions

1. Nonprofit organizations and financial service companies are not eligible to participate.
2. Financial service companies include banks, accounting firms, brokerage companies, insurance companies, investment and financial planning firms and law firms. **A financial service company is defined as one that earns more than 25 percent of its revenues from providing financial services or from the sale of financial products.**

## SUBMISSION REQUIREMENTS

Please provide your submission materials electronically. Instructions for mailing or emailing your submissions can be found towards the end of this document. Note that if submitting your material creates an unreasonable burden; please call Dr. Gregory Wood at Canisius College (716-888-2160) to discuss a solution.

### Entries may not exceed 50 pages.

Please include the official Company Entry Form and an executive summary of your entry in front of Tab 1.

The remaining material should be organized into four sections as indicated below. Separate each section with a page containing just the TAB number. For example, before the first section there is a page labeled TAB 1. This will help the judges when reviewing the material.

Examples listed under the following tabs are intended as guides. If something does not apply, skip it. If you think something should be added that isn't listed as an example, feel free to add it. However, before you add something it would be a good idea to make sure it isn't found under another tab. Cover pages, table of contents and "tab pages" are not counted as part of the 50 page limit. You may also include an appendix for sharing company material that support the information in your submission, but the judges will rely primarily on the

information in your 50 page entry when evaluating your company.

### TAB 1: Executive Commitment to Business Ethics

- Include a letter from your CEO, briefly outlining the company's commitment to business ethics. Tell your company's story as it relates to a culture of strong business ethics and why your company is deserving of recognition for ethical business practices.
- Provide an explanation of any recent litigation or company complaints and your company's response to them. **The BNBEA is aware that many businesses in today's environment, especially larger companies, face routine litigation. Litigation issues will not disqualify a company from consideration. Of interest to the judges is an explanation of how these matters were handled by the company.**
- If available, include a speech and/or presentation that demonstrate your company's executive commitment to business ethics.

### TAB 2: Company Ethics Program

- Include a copy of your company's code of ethics, credo, core values, code of conduct or mission statement.
- Provide examples of how your company's ethics program is communicated to employees and other company constituents.
- Demonstrate that employees throughout the organization understand and accept the company's ethical standard as indicated by survey results, internal audit, or a practical example.
- Describe your company's mechanism for the resolution of ethical issues and challenges.
- Describe how your company's managers and/or employees approach ethical decisions or problems. Are there formal guidelines, policies, or practices used to make decisions about the ethical way to handle situations that are new or not dealt with on a day to day basis? If so, describe how ethical decisions are made in these situations.
- Address whether there are any exemptions or waivers to application of your code.

### TAB 3: Demonstration of Sound Ethical Business Practices

- Provide practical examples of your company ethics program in action. Tell the story of how your company ethics program lives and breathes in your day-to-day business activities. For instance, has your company exceeded industry norms, raised industry standards or developed an ethical way of providing goods and services to its customers?
- Describe what has been your company's biggest ethical challenge and how it is being addressed. Ethical challenges may relate to employment issues, customer service, finances, the environment, government regulation or litigation.

### TAB 4: Demonstration of Commitment to Stakeholders

- Provide examples showing that your employees are treated fairly and with respect and that their work environment is safe and free from inappropriate discriminatory behavior.
- How have you provided opportunities for employees to grow professionally?
- Include examples of your corporate commitment to community, such as support of civic and charitable endeavors through gifts of time, materials or money.
- Provide examples demonstrating ethical treatment of any other stakeholder groups.

## THE JUDGING PROCESS

Entries are evaluated by an independent panel of judges drawn from a diverse group of industries. Entries are evaluated on the following criteria:

- A clear demonstration of the company's executive commitment to ethics. The company's story as it relates to a culture of strong business ethics is a key criterion.
- A corporate code of ethics, core values, mission statement, philosophy and other factors that demonstrates the company's requirement for integrity and compliance with the law in all business dealings. Note that the focus of the BNBEA is **ethics, not compliance**.
- Clear communication of the company's ethical standards, corporate culture and its core values in company publications, employee handbooks, training courses and other materials.
- A clear indication that employees throughout the organization understand and accept the company's ethical standards.
- Evidence that employees are familiar with and utilize commonly recognized rules or frameworks for making ethical decisions when confronted with situations not covered by existing policy or practice. Also, evidence that the company provides training or education in ethical decision making for employees.
- A means for employees, customers and other parties to bring ethical conflicts to the attention of management and a mechanism for resolution that ensures fair and consistent treatment of the parties involved.
- A narrative description of business ethics in action as demonstrated by the company's response to a specific challenge affecting its operations or its industry, or by evidence of ethical decision-making as a part of the company's everyday operations, philosophy and culture.
- A consistently high quality of products and services, business and production practices, including demonstrated awareness of environmental impact, if appropriate.
- A corporate commitment to providing a work environment that is safe and respectful and that fosters growth and opportunity.
- A community commitment that is demonstrated by corporate philanthropy, and support of civic and charitable endeavors through contributions of time and materials.

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All submissions become the property of the Buffalo Niagara Business Ethics Association, Inc. BNBEA reserves the right to make partial or full submissions public, but will not do so without prior notice to the submitting company. In order to preserve and protect the integrity of this award, BNBEA also reserves the right to conduct independent background checks on companies that apply for award consideration.

# 2017 BUFFALO NIAGARA BUSINESS ETHICS AWARD

## Company Application

(Please type or print all requested information and include in your entry binder)

Company Name

Business Address

  

CEO:

Name

Specific Title

Phone

Fax

e-mail

Brief Description of Business (25 words or fewer)

**NOTE:** Nonprofit companies and financial service companies are not eligible to participate. A financial service company is defined as one that earns more than 25 percent of its revenues from providing financial services or from the sale of financial products.

Total Number of Employees:

Is this company a subsidiary or business unit of a larger company?  Yes  No

If yes, please indicate the name and location of the parent company.

  

Please explain how your ethics program operates independently of the parent company.

## Ethics Culture Questionnaire

Please complete the following questions about your company. In addition, please address your responses under TAB 1 of your submission.

1. Does your company have an employee responsible for monitoring/handling ethics issues? If yes, indicate title and who this person reports to within your company.

Y  N

2. Is your company involved in any significant litigation or government oversight that might have negative ethical implications? If yes, please include a brief but thorough explanation in your executive summary.

Y  N

3. Does your company measure the sound ethical conduct of employees?

Y  N

If yes, is this measurement tied to your company's compensation structure? Please explain briefly in your executive summary. More detailed information can be provided in TAB 2.

Y  N

4. Does your company offer employees a mechanism to seek counsel/resolution on ethics-related issues/conflicts in a confidential manner? If yes, please explain briefly in your executive summary and provide detail in TAB 2.

Y  N

**\*Important Note:** BNBEA is aware that most businesses in today's environment, especially larger businesses, have faced litigation of some type. This will not disqualify a company from consideration for the ethics award. What is of interest and value is an explanation of how these matters were handled by the company.

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## Company Contact

(Person who will handle questions regarding your submission)

Name	<input type="text"/>	Title	<input type="text"/>
Company	<input type="text"/>		
Street Address	<input type="text"/>		
<input type="text"/>			
Phone	<input type="text"/>	Fax	<input type="text"/>
E-mail	<input type="text"/>		

## Company Certification

To the best of my knowledge, the information provided herein is true and complete.

Signature	<input type="text"/>	Date	<input type="text"/>
Name (Print)	<input type="text"/>	Title	<input type="text"/>

## Mailing Instructions

Please email or mail submission material no later than **January 27, 2017** to:

**Email Submission to:** Gregory R. Wood, Associate Dean of Business at Canisius College and member of the BNBEA Board of Directors: [gwood@canisius.edu](mailto:gwood@canisius.edu)

Include the following words in the Subject Line: BNBEA 2016 Submission: [Your Company Name]

**Mail CD, DVD or Flash Drive to:** Buffalo Niagara Business Ethics Award  
726 Exchange Street, Suite 822  
Buffalo, New York 14210

Please include a label on or a brief note with the media that identifies your company name.

## Nominator Information

*(Please print)*

Nominator's Name	<input type="text"/>	Title	<input type="text"/>
Company	<input type="text"/>		
Street Address	<input type="text"/>		
City	<input type="text"/>	State	<input type="text"/>
		Zip	<input type="text"/>
Phone	<input type="text"/>	Fax	<input type="text"/>
E-mail	<input type="text"/>		
Relationship to Nominated Company	<input type="text"/>		

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**MEDIA CONSENT AND RELEASE**

By signing this form, I give consent to be photographed, videotaped and/or interviewed by representatives of the news media and/or representatives of Buffalo Niagara Business Ethics Association for the purposes of publication, display, broadcast, web & social media.

I agree that such pictures, videotape, and/or interviews become the property of the news media, representatives and/or Buffalo Niagara Business Ethics Association. I waive any claim of liability arising out of the use of my image or my comments as a result of being photographed, taped or interviewed.

I acknowledge that I will receive no money for giving this consent and release, and that I am an adult (18 years of age or older), and that I have read and understand this form.

Check here if giving consent for a minor child.

<hr/>	
Signature	<input type="text"/>
Date	<input type="text"/>
<input type="text"/>	<input type="text"/>
Name (Please print)	Name of minor child (if applicable)
<input type="text"/>	
Name of Company/Organization	
<input type="text"/>	<input type="text"/>
Street Address	Town/City/State/Zip

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Signature of Witness