



# MINNESOTA BUSINESS ETHICS AWARD™ JUDGING CRITERIA & SUBMISSION REQUIREMENTS

## MBEA CATEGORIES

Companies entering the Minnesota Business Ethics Award (MBEA) competition, whether public or privately held, will be judged in one of three categories based on number of employees:

|        |                            |
|--------|----------------------------|
| SMALL  | <b>Under 100 employees</b> |
| MEDIUM | <b>100 - 500 employees</b> |
| LARGE  | <b>Over 500 employees</b>  |

## JUDGING

Judging for the MBEA is conducted by preliminary and final panels of ethics experts drawn from business and academia. At the judges' discretion, the award may not be given in a particular category. If there is a finalist in a category, at least one award will be given in that category. Previous recipients of the MBEA are not eligible to receive the award again for five years from the year the award was received. The MBEA is designed to recognize Minnesota businesses. Companies that do business nationally and internationally are requested to focus the information provided on their Minnesota operations.

## THE MINNESOTA PRINCIPLES

The foundational standards for the MBEA are found in *The Minnesota Principles*. Published by the Center for Ethical Business Cultures (CEBC), *The Minnesota Principles* may be found at [www.cebcglobal.org](http://www.cebcglobal.org).

*The Minnesota Principles* describe the ethical relationships which businesses are expected to maintain with key stakeholders: Customers, Employees, Owners & Investors, Suppliers, Communities and Competitors.

In light of the stakeholder relationships described in *The Minnesota Principles*, the MBEA looks at:

- √ What you say you stand for
- √ How you do what you say you stand for, and
- √ How well you do what you say you stand for.

# SUBMISSION REQUIREMENTS

*Only electronic submissions will be accepted.*

## Section 1 Company Information

- A copy of the official Entry Form.

## Section 2 Mission and Values

### *What You Say You Stand For*

Please include the full text of any company mission, vision or values statements, along with any other documents of a similar nature (ethics code, “credo”, “direction statement”, etc...) This is the place to describe “what you SAY” in your company’s ongoing efforts to “DO what you SAY you stand for”.

## Section 3 Ethics & Compliance Program

### *How You Do What You Say You Stand For*

**(No more than 8 pages allowed for Section 3)**

1. Values statements, codes of conduct, ethics programs, and the like serve only one purpose: to promote an ethical business culture. Describe two (2) examples within your organization that you believe demonstrate the ethical culture of your organization.
2. Succinctly describe the key elements of the organization’s ethics and compliance programs, as well as written or unwritten standards and procedures to be followed by employees and agents. How does the organization communicate these standards and procedures?
3. Identify the job titles and relevant responsibilities of the specific individual(s) ... (from the top of the organization down) ... who have been assigned responsibility for the organization’s ethics and compliance programs. How does the organization ensure that substantial discretionary authority is delegated to appropriate individuals at appropriate levels?
4. Describe steps the organization has taken to ensure its standards and procedures are followed by employees and agents (e.g. monitoring, auditing and reporting systems) and how the organization ensures the standards and procedures are consistently enforced.
5. State in one or two (1-2) examples how the organization has ensured its employees and agents are appropriately rewarded and recognized for adherence to the organization’s standards and procedures.
6. Provide one or two (1-2) examples of how the organization responds to a violation of the standards and procedures.

## Section 4 Demonstration Excellence in Stakeholder Management-Balancing Relationships

### *How Well You’ve Done*

**(No more than 6 pages allowed for Section 4)**

**NOTE: *Your examples in this section are critical. Demonstrate how your company has excelled in its ethical performance with all of its stakeholders. Be specific.***

1. How has the organization exceeded industry norms, raised industry standards, or developed a unique way of serving one or more of its stakeholders?
2. How has the organization displayed responsibility for its actions that respect the dignity and interests of its stakeholders?
3. How has the organization responded to an ethical challenge or crisis in a way that is exemplary and could serve as a benchmark for others? Describe how the organization assessed the impact on stakeholders in its response to the challenge.
4. Describe a situation where the organization was required to assess the long and short term impact of a decision on the organization and its stakeholders, and how the final decision was reached.
5. Provide an example of the organization balancing its relationship with “immediate stakeholders” such as employees, customers and owners/shareholders with those of broader stakeholders such as the local and global communities in which the organization conducts business.

**NOTE: *If application materials exceed the page limits for specific sections or include appendices, judges are not obligated to review those additional materials in judging a submission.***

# MINNESOTA BUSINESS ETHICS AWARD™ ENTRY FORM



DEADLINE FOR ENTRIES: **MARCH 15, 2017**

SUBMIT YOUR ENTRY ONLINE AT:  
[www.MNETHICSAWARD.ORG](http://www.MNETHICSAWARD.ORG)

HOLD THIS DATE:  
**Wednesday, May 10, 2017**  
12:00PM - 1:30PM  
Nicollet Island Pavilion  
40 Power Street, Minneapolis, MN 55401

## COMPANY INFORMATION

[www.MNETHICSAWARD.ORG](http://www.MNETHICSAWARD.ORG)

COMPANY NAME: \_\_\_\_\_  
(The company name you use here may be used in publicity, certificates and trophies.)

MINNESOTA BUSINESS MAILING ADDRESS:

\_\_\_\_\_  
\_\_\_\_\_

LOCATION OF PRINCIPAL HEADQUARTERS  
(if different than address above)

\_\_\_\_\_

WEBSITE: \_\_\_\_\_

CEO NAME: \_\_\_\_\_

BRIEF DESCRIPTION OF BUSINESS: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_

COMPANY SIZE:

SMALL (UNDER 100 EMPLOYEES)

MID-SIZE (100-500 EMPLOYEES)

LARGE (OVER 500 EMPLOYEES)

YEAR COMPANY WAS FOUNDED: \_\_\_\_\_

COMPANY CONTACT FOR MBEA ENTRY

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

\_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

VERIFICATION STATEMENT

I have reviewed the foregoing Minnesota Business Ethics Award submission, and to the best of my knowledge, the information contained in this submission is a true and accurate reflection of our ethical aspirations, processes and performance.

INDIVIDUAL  
ATTESTING: \_\_\_\_\_

TITLE OF  
PERSON ATTESTING: \_\_\_\_\_

DATE: \_\_\_\_\_

QUESTIONS? DAVID RODBOURNE  
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E: [DHRODBOURNE@CEBCGLOBAL.ORG](mailto:DHRODBOURNE@CEBCGLOBAL.ORG)

OR VISIT [WWW.MNETHICSAWARD.ORG](http://WWW.MNETHICSAWARD.ORG)



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CENTER FOR ETHICAL  
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