

## Purpose

BBB4Good empowers consumers to choose purpose-driven businesses and allows “Verified BBB4Good Businesses” to display the BBB4Good Trustmark and promote the good work they’re doing on the BBB.org website.

## Verification Standards

BBB® is building a comprehensive list of purpose-driven businesses in the United States and Canada. Similar to the [BBB Standards for Trust](#), which set standards for BBB Accreditation, BBB4Good has adopted standards for BBB4Good Verified Businesses.

The full list of BBB4Good businesses provided on [BBB.org](#) includes two categories of businesses:

### BBB4Good Verified Businesses

- + Have submitted information via the BBB4Good application, enabling BBB to vet their social good initiatives against the BBB4Good Standards.
- + Can be found on BBB.org, and are distinguished by the BBB4Good Trustmark that appears on their BBB business profile.
- + Can use the BBB4Good Trustmark to market their business.



A BBB4Good “**Verified**” Businesses Must:

- 1 Be a BBB Accredited Business.
- 2 Fill out the BBB4Good application to enable BBB to verify the business’s claims of social and/or environmental Impact and agree to random spot checks by BBB. The application includes 17 questions.
- 3 Receive a passing score (80 points) after being vetted against the BBB4Good Standards. Answers provided to the following questions are assessed to determine if the business is approved.

### BBB4Good “Self-Identified” Businesses

- + Did not submit information to be vetted against the BBB4Good Standards.
- + Underwent a BBB basic review using information that was made publicly available.
- + Can be found via a search on BBB.org for purpose-driven businesses but are **unable to display the BBB4Good Trustmark.**



Focus Area	Questions
<p><b>Higher Purpose</b></p> <ul style="list-style-type: none"> <li>• Internal alignment</li> <li>• Internal messaging</li> </ul>	<p><i>Purpose-driven businesses create accountability and transparency throughout the organization, showing the intent, strategy, and reasoning in supporting a higher social or environmental purpose.</i></p> <p>Briefly describe your social and/or environmental impact on the community?</p> <p>What is your mission or purpose statement? Does it mention your social or environmental goals and how they impact your community, the environment, or a specific population?</p> <p>How does your leadership encourage, promote, incentivize, and provide opportunities to employees to give back their time, talent, and treasure to social and/or environmental purposes in the company or the community?</p> <p>How is your executive team held accountable for following through on the company's social and/or environmental impact goals?</p> <p>How do you go above and beyond for your employees compared to the industry standard? Consider pay, time off, work culture, benefits, employee engagement, etc.</p>
<p><b>Community Engagement</b></p> <ul style="list-style-type: none"> <li>• External alignment</li> </ul>	<p><i>Purpose-driven businesses invest a portion of their time, talent, and treasures into community impact initiatives that align with their businesses' purpose. The best businesses will connect their products and services to directly impact their communities in a positive way.</i></p> <p>How does your company work with like-minded companies that prioritize social and/or environmental impact?</p> <p>How do you encourage community members and customers to pursue efforts that positively impact your community or other communities?</p> <p>What causes does your company support and how do these incorporate into your company's purpose?</p> <p>Do you and your stakeholders engage in a feedback loop for how the business addresses social and/or environmental issues? Are you doing enough in their eyes? Are you impacting the right things? Are there any unintended consequences? Please provide examples of the format and setting of these discussions.</p>

## Focus Area

## Questions

### Authentic Marketing

- External marketing

*Consumers are generally skeptical of businesses promoting their businesses as purpose-driven organizations. While consumers vary in their expectations about how much a business should be focused on social and environmental issues, they are generally looking for businesses that understand the larger picture of social and environmental needs, focus on communicating what they are doing in those spaces, and genuinely engage their customers in working together to solve these issues.*

Provide examples that demonstrate how you communicate your company's involvement in social and/or environmental causes to employees and other stakeholders?

Do you measure and report your social and/or environmental accomplishments to your stakeholders? Please provide examples.

Clearly disclose how a partner organization benefits from the sale of products or services.

Is it clear for people to understand their claim and its significance? (This question is analyzed by BBB.)

Are they conveying how the work they are doing helps to address the larger social or environmental issue with seek to address? (This question is analyzed by BBB.)

Is the message honest and not self-glorifying? (This question is analyzed by BBB.)

### Impact Substantiation

- Verification of claims

*Purpose-driven businesses invest their organization's time, talent, and treasures towards the furthering of their company's purpose and social good efforts. They reinvest in the community and offer products and/or services that support the success of the community. Additionally, they are more focused on long-term improvements for their stakeholders, rather than short-term gains. Without the ability to verify how a business holds itself accountable, businesses are less incentivized to carry out their commitments.*

How do your products or services directly impact or improve your community, community members, and customers?

How do you measure success of your social and/or environmental initiatives? (The business must provide documentation that will enable BBB to verify the business's claims of social and/or environmental initiatives and agree to random spot checks by BBB.)

## “Self-identified” BBB4Good Businesses

“Self-identified” BBB4Good Businesses have NOT been vetted against the BBB4Good Standards. These businesses have passed a basic review process and will appear in BBB4Good search results; language on the BBB business profile explains that the business has not been vetted and will not be able to display the BBB4Good Trustmark.

### Basic BBB4Good Review Process:

- 1 If not already accredited, does the business have a business rating of “B” or higher and otherwise eligible for accreditation? **YES**
- 2 Is it clear to the reviewer that the business is conveying how the work they are doing helps to address the larger social or environmental issues they seek to address? **YES**
- 3 Is there supporting documentation on their website or social media around their social and/or environmental claims? **YES**
- 4 Is there negative information internally or externally around the business (i.e. pattern of complaints, negative reviews, negative media coverage, any disputes of their social/environmental impact, etc.)? **NO**
- 5 Is there negative information on the business owner internally on the intranet or externally? **NO**