

## 2021 ETHIE Award Application

Each year the Elevate Rochester proudly sponsors the *ETHIE* Awards, which celebrates organizations in the Rochester region that exemplify high ethical standards. Since 2003, more than 100 organizations have applied for the Award, leading to 53 finalists and 29 ETHIE Award recipients. We are pleased that your organization has decided to apply this year.

We've designed the application to help you review, reflect upon, and describe the ethical standards, policies, and practices in your organization. While the process may seem a bit daunting at first, we believe it has value. Many past applicants have used the application as an assessment tool in order to improve their ethics program and organizational culture. In addition to answering the questions and providing examples in each of the five sections, we ask that all applicants include any applicable supporting documentation (e.g., code of ethics, mission statement, newsletter, policy statements, etc.) that might assist the judges in reviewing your application.

The Elevate Rochester Board and the Awards Committee wish you the best of luck in what we hope will be an exciting and illuminating process! If you have any questions about the application, please don't hesitate to contact Renee Spang, Chair/Award Process Committee at [renee.spang@gmail.com](mailto:renee.spang@gmail.com) or 585-259-9759.

**Organization Name and Address:**

**Organization Description (aka "elevator speech" that briefly describes what the organization is, what it does, the goods and services it provides, and its customers):**

**Contact Name:**

**Contact Phone Number:**

**Contact Email:**

**Organization Size:**

**Years in Operation:**

## **Section One: Ethical Leadership**

**Ethical leadership emphasizes and communicates the importance of values, ethical standards, and moral conduct in all stakeholder relations (i.e., with shareholders, employees, customers, suppliers, communities, and the environment) and at every operational level within the organization.**

**A strong ethical leader has a tremendous influence on an organization's culture, and helps to establish the values and ethical standards that determine how employees interact with stakeholders.**

Please reference any enclosed documentation in addressing the following prompts:

- What values and ethical standards are central to your organization and its culture? (250 words maximum)
- How does the organization's leadership specifically demonstrate a commitment to these values and ethical standards? (Please provide two (2) specific examples of no more than 250 words each).
- How is the leadership's commitment to the organization's values and ethical standards consistently communicated to employees (e.g., leading through example, newsletters, and employee training sessions)? (Please provide two (2) specific examples of no more than 250 words each)

## **Section Two: Organizational Excellence**

**Organizational excellence refers to ongoing efforts to establish and maintain an internal framework of ethical standards, values, and operational processes that motivate employees to collaborate effectively and to do their best work for the welfare of the organization and its stakeholders.**

Please reference any enclosed documentation in addressing the following prompts:

- What specific policies and practices reflect the organization's ongoing commitment to the values and ethical standards outlined in Section One? (250 word maximum)

Please provide specific examples (maximum of 250 words each) that illustrate the following:

- How does your organization promote and maintain organizational excellence over time (e.g., employee training and assessment, process reviews)?
- What daily workplace practices demonstrate that employees understand, accept, and follow the organization's commitment to organizational excellence?
- What difference have these efforts made in your organization and its culture?

### Section Three: Ethical Challenges

All organizations face a wide range of ethical issues that can be both internal (relating to the behaviors of executives, managers, and employees) and external (relating to other stakeholders). While some ethical issues are unique to certain industries (e.g., non-disclosure agreements), others apply to all areas of business (e.g., discrimination). The challenge is to discover solutions to ethical issues that are fair, legal and consistent over time.

Please reference any enclosed documentation in addressing the following prompts:

- Describe your organization's general approach to handling ethical issues, especially those that are unique to your industry (250 words maximum)

Please provide a minimum of two (2) specific examples (maximum of 250 words each) that illustrate the following:

- How your organization handled an **internal** ethical issue? What was the outcome? What, if anything, was either maintained or revised as a result of this issue? What ethical lesson did the organization learn from this issue?
- How your organization handled an **external** ethical issue? What was the outcome? What, if anything, was either maintained or revised as a result of this issue? What ethical lesson did the organization learn from this issue?

### Section Four: Corporate Citizenship

Corporate citizenship involves the economic, legal, social, and environmental responsibilities of businesses in their relations with shareholders, stakeholders, and community partners. Activities may include employee engagement, community service, charitable contributions, disaster relief, environmental initiatives, and creating socially responsible products.

Please reference any enclosed documentation in addressing the following prompts:

- Describe your organization's general approach to corporate citizenship (250 words maximum).
- Provide at least two specific examples (maximum of 250 words each) that demonstrate how your organization contributes to the welfare of Rochester area communities.
- Describe how these activities contribute to the welfare of your organization (250 words maximum).

## Section Five: Diversity, Equity and Inclusion

**Diversity, equity, and inclusion (DEI) refers to the commitment of the organization to equitable and inclusive practices. This commitment integrates DEI into decision-making, day-to-day operations, and organizational culture. *Diversity* is an integral part of organizational climate and engagement with differences that deepens the experience for all and must be reflected in sound practices and policies that create an environment in which all employees can thrive. *Equity* is fair and equal treatment with the ability to access resources without barriers. True *inclusion* requires intentionality; everyone's voice needs to be heard throughout the fabric of the organization. Creating a culture that includes commitment to DEI is difficult and requires intentionality. Intentionality includes actions, not just words. It is critical to conduct an honest assessment of DEI cultures and practices and the extent to which they have an equitable effect on groups of employees and their sense of belonging.**

Please include (if available) these documents:

- Benefits Package
- Hiring and Recruitment Documents
- Employee Handbook/Policies
- Climate Surveys
- Documents that support your DEI goals and accountability to drive key results

Please reference any enclosed documentation in addressing the following prompts:

- Do you have a formal DEI plan? Please describe it and explain how the plan is incorporated into your organization's strategic goals? (250 words maximum)
- How are you translating your DEI strategy into action? Please provide specific examples. (250 words maximum)
- How do your DEI initiatives impact your employee experience and organizational culture? How are you measuring it? (250 words maximum)
- How are you continuing to drive sustainable growth in diversity, equity, and inclusion? Please provide examples. (i.e., recruitment and hiring, selecting suppliers, other stakeholder groups, benchmarking, leveraging data and resources) (250 words maximum)
- Do you have any training programs in place to educate and embed inclusive behaviors and manage diverse populations? Please provide examples. (250 words maximum)