The World's Most Ethical Companies®
A Guide to Applying in 2020

Webcast | Thursday, August 15, 2019

2020 **WORLD'S MOST** ™
ETHICAL
COMPANIES®
WWW.ETHISPHERE.COM

Speakers

Neal Thurston
Director, Data & Services
Ethisphere

Douglas Allen
Director, Data & Services
Ethisphere

Today's Agenda

1. An Introduction to Ethisphere & the World's Most Ethical Companies Process

2. Why Apply?

3. Components of an Application and What Gets Evaluated

4. Changes to the 2020 Application Process & Methodology

5. How to Get Started and Common Pitfalls and Challenges

6. Important Dates

Who is This Presentation For?

The Veterans
"I applied last year and am ready for 2020! What's new?"

The Rookies
"This is our first year applying. How do we begin?"

The Curious
"My supplier/customer mentioned WME. What is this?"

What's Changed for 2020?

What is Evaluated?

Why Should I Participate?

2019/2020 Important Dates

How Do I Apply?

What is Evaluated?

Avoiding Common Pitfalls

How Do I Get Started?

How Do I Get Started?

Ethisphere is the Global Leader in Advancing the Standards of Ethical Business Practices

MEASURE AGAINST STANDARDS	RECOGNIZE EXCELLENCE	INSPIRE ADVANCEMENT

2007 WORLD'S MOST ETHICAL COMPANIES® ™
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What is the World's Most Ethical Companies® Program?

1 Celebration & Recognition of Your Efforts

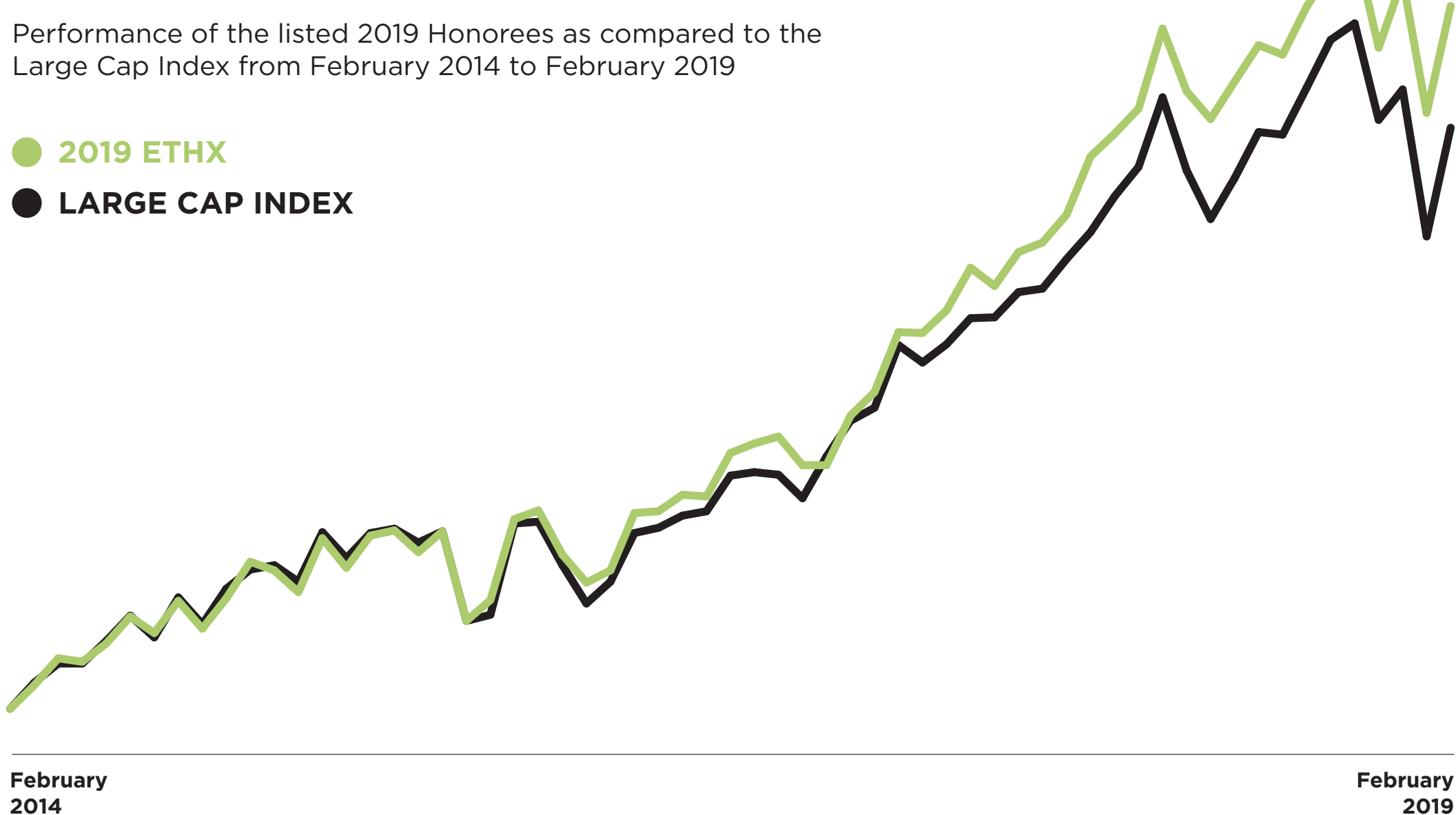**2** Gap Analysis & Road Map

3 Vetted Data & Trusted Insights

FIVE-YEAR ETHICS PREMIUM: 14.4%

Performance of the listed 2019 Honorees as compared to the
Large Cap Index from February 2014 to February 2019

- 2019 ETHX
- LARGE CAP INDEX

February
2014

February
2019

What is Evaluated?

WME Applications evaluate a company's performance using hundreds of inputs organized into five weighted categories.

Ethics and Compliance Program	**Application Weight of 35%**
Measurement of Ethical Culture	**20%**
Sustainability & Corporate Social Responsibility	**20%**
Corporate Governance	**15%**
Leadership and Reputation	**10%**

How Do I Apply?

1.
Complete the 2020 Ethics Quotient® Questionnaire

2.
Gather and submit supporting documentation
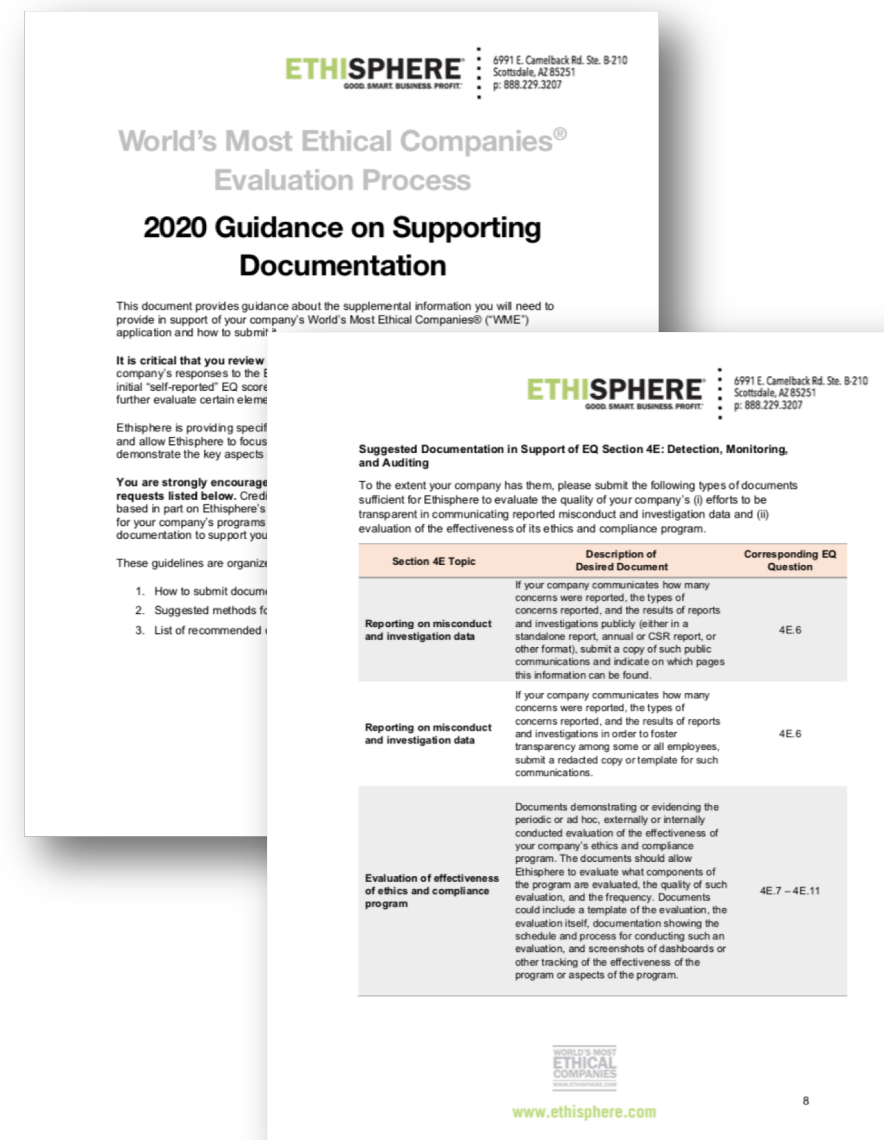
3.
Submit the application processing fee

All materials due **on or before Friday, November 8, 2019** at 11:59PM EST

What is Contained in the Ethics Quotient Survey?

Section
1. Introduction
2. Organizational Profile
3. Corporate Governance
4. Ethics and Compliance Program
5. Third Party Management
6. Citizenship, Sustainability, and Corporate Responsibility
7. Leadership and Reputation
8. Conclusion

4A. Program Structure, Resources, Oversight

4B. Due Care

4C. Written Standards

4D. E&C Training, Communications & Awareness

4E. Detection, Monitoring & Auditing

4F. Enforcement, Discipline & Incentives

4G. Measuring Ethical Culture

What Documentation is Requested?

- Documentation used to verify select EQ survey answers and attest to the quality of underlying programs and practices

- 33 items requested across 10 categories

- Clear associations between documents and survey questions

- Preferred secure file upload service: Box

- Redact as needed

- Follow the Guidelines closely:

  1. How to submit documents to Ethisphere

  2. Suggested methods for organizing documents

  3. List of recommended documents to submit

- Ask questions!

How Are Companies Evaluated?

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1 Self-Reported EQ Score automatically generated from questionnaire results

2 Documentation reviewed to attest to the quality of program and related elements and qualitatively scored

3 Adverse media search and review of outstanding litigation, history of misconduct, overall ethical track record using public sources and Factiva

4 EQ survey, documentation, and research combines to arrive at a final EQ score is generated

5 Final EQ score is evaluated in the context of like-applicants

What's Changed for 2020?

- **Ethics Quotient Questionnaire**

  - Annotated document for easy identification of year-over-year changes

  - Changes focused on clarifying existing questions

  - New question on how managers are interacting with the report intake system

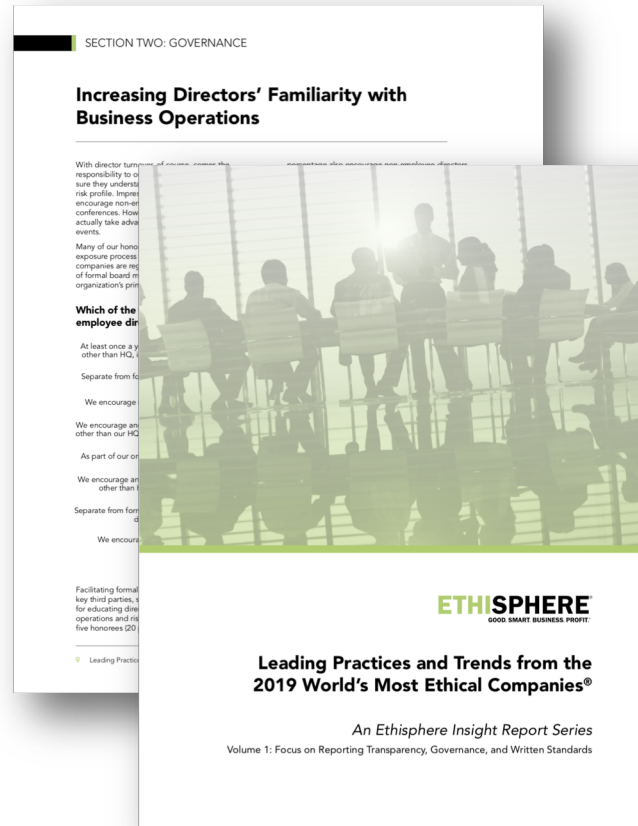 - New question evaluating mental health programs for employees

- **Documentation Requirements**

  - Annotated document for easy identification of year-over-year changes

  - Changes focused on clarifying existing questions

  - Request for how organizations are leveraging the findings following an assessment of their ethical culture

Beyond the List: What You Get From Participating

EQ 2020 Scorecard

WME 2020 Insights Series of Reports, Webcasts

BELA Member Focused Facts Report, Benchmarking

I'm Ready. What Should I Do First?

1. **Confirm Organization Eligibility**

   - Any company, public or private, for-profit or not-for-profit, based anywhere in the world, is eligible to participate

   - Non-profit colleges and universities, governments, governmental agencies, government majority owned companies, and NGOs are not eligible

2. **Review Application Materials**

   - Previous honoree? Your application has been sent automatically

   - Viewing this live? Link to form will be sent in follow up email

   - Listening to a recording? Register at: www.worldsmostethicalcompanies.com

3. **Review the FAQs**

   - https://www.worldsmostethicalcompanies.com/faqs/

Avoiding Common Application Pitfalls

- Start early!

- Use PDF version of the Ethics Quotient survey to solicit input and prepare responses in advance of completing the online survey

- Heed the the FAQ section of Ethisphere's WME website

- Designate a single individual to own the survey and application process

- Lean on the documentation guidelines as you organize and prepare your submission

- Request a copy of your previous EQ survey results

- Save a record of your application and materials for future years

Questions? We're here! Reach the team at **WMEapplications@ethisphere.com**

What Does it Cost to Apply?

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$3,000 Administrative Fee

- Only required fee to participate
- The same fee regardless of organization
- Unchanged from 2019 application year

Optional Logo Licensing Fees for Honorees

Optional Benchmarking Services

2019/2020 Important Dates

August 6
2020 WMEC Applications Open

February 7*
Applicants privately notified of their status

March 31
Honorees recognized during Gala Awards Dinner celebration

April 3*
Ethics Quotient Analytical Scorecards delivered

November 8
EQ Survey, Documentation, and application fee due by 11:59PM EST

February 25*
Public announcement of 2020 class of World's Most Ethical Companies

April 1 & 2
11th Annual Global Ethics Summit at the Grand Hyatt in New York, NY

April 4*
Ethics Quotient Benchmarking sessions available for all applicants *(fees may apply)*

*Date is approximate

Thank You

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Contact Us

wmeapplications@ethisphere.com