



The 12th Junzi Corporation Award Selection Criteria

Background Information

Junzi, which denotes an ideal personality standard in Confucianism, is also the epithet given to a person who observes the utmost Confucian ethical standard. Likewise, the name “Junzi Corporation” is assigned to a business corporation, which operates in accordance with the Confucian ethics. In Chinese tradition, the “Five Virtues” refer to “Benevolence”, “Rightness”, “Propriety”, “Wisdom”, and “Trustworthiness”, which are the core values of Confucianism. In the business context, the principles for Junzi Corporations to adhere to:

- (1) The vision, missions, values, principles of decision-making or policies of the corporation that were distinctly in agreement with the elements of Junzi “Five Virtues”;
- (2) Activities hosted, sponsored, or supported by the corporation that were distinctly in relation to Junzi “Five Virtues”; and
- (3) The outstanding achievements, contributions, awards, or titles of honour earned by the corporation.

Judging Process

The Judging Panel will score the participating corporations according to the information provided by the corporations. To avoid bias or subjective opinions affecting the evaluation results, the name and identity of the reviewed corporations will be hidden. In addition, the VPI Model will be used for scoring and assessing the "Values-Process-Impact" variables to evaluate the commitment, practice, and effectiveness of the participating corporations to the "Five Virtues".



The Definition of Junzi's "Five Virtues" and the Rules of Scoring

1. BENEVOLENCE -- Being kind with a loving heart

It means the corporation cares about the needs and well-being of its stakeholders. When formulating business strategies in sought of its stakeholders' benefits, factors related to benevolence will be considered, for instance, demonstration of human touch, care for the customer and society, preservation of nature, etc.

REFERENCES AND EXAMPLES

- **Participated in charitable activities:**

Example: Encouraged employees to participate in charitable fundraising activities such as flag-selling, paid visits to elderly homes, appreciated employees who have performed outstandingly in voluntary work, and organised blood donation days / volunteer days, etc.

- **Engaged in social integration activities:**

Example: Promoted the "Welcome Guide Dogs" programme across all brand stores; encouraged workers to serve as volunteers for public services.

- **Provided welfare to employees:**

Example: Provided paid paternity leave, birthday leave, examination leave, recognition and commendation scheme to all employees.

RULES OF SCORING

VALUES (V)	Corporation's vision, missions, values, principles of decision-making or policies that were based on being benevolent to people.
PROCESS (P)	The benevolent activities hosted, sponsored or supported by the corporation, such as providing employees with benefits that exceed the market average, providing extraordinary value to customers, supported social integration programmes, spoke out for the disadvantaged in the community, and actively participating in public welfare activities such as poverty alleviation, etc.
IMPACT (I)	The outstanding achievements, contributions, awards, or titles of honour earned by the corporation.



2. RIGHTNESS -- Being fair and maintain high level of justice

A rightness-oriented corporation operates in accordance with reasonable business practices, and that their business decisions and implementations are in line with high standard of business ethics. It does not harm the public interest for its own good, it does not make profit from unjust and unfair business, and deceptive business practices are not allowed, etc.

REFERENCES AND EXAMPLES

- **Did not make profit by conducting business activities that damage public interests:**
Example: Adopted clear pricing strategies, used genuine and quality materials in production, and exercised goods-return guarantee to customers, etc.
- **Pursued positive social values:**
Example: Promoted ethical standard of business practices, conducted periodical reviews to all aspects of business practices and followed them up accordingly.
- **Provided supervision mechanisms:**
Example: Established internal audit mechanisms that prevent employees from misconduct by harming public interests for their own good.

RULES OF SCORING

VALUES (V)	Corporation's vision, missions, values, principles of decision-making or policies that put "Rightness" as a priority.
PROCESS (P)	The corporation hosted, sponsored or supported activities which were in accordance with the meaning of rightness. For example, engaged in just business competitions, fair trade, prevented hiring sweatshops, reduced carbon emissions, saved energy, and protected the environment, etc.
IMPACT (I)	The outstanding achievements, contributions, awards, or titles of honour earned by the corporation.



3. PROPRIETY -- Treat people with courtesy and respect, and eager to pursue a win-win situation

It means the corporation commits to seek harmonious and win-win situations. It emphasises etiquette internally and externally, treats people with courtesy, maintains politeness and mutual respect even if there are conflicts of interest between different stakeholders, etc.

REFERENCES AND EXAMPLES

- **Awards received:**
Example: Received recognition and awards in appreciation of the outstanding services provided by the corporation.
- **Effectively communicated with customers:**
Example: Maintained close connections with customers through different ways; Set up "Opinion Collection Box" and follow up complaints in a proactive manner.
- **Maintained neat and tidy environment for doing business:**
Example: The store environment is always kept clean and tidy, and front-line staff are in uniforms.

RULES OF SCORING

VALUES (V)	Corporation's vision, missions, values, principles of decision-making or policies that showed the importance of "Propriety".
PROCESS (P)	The corporation hosted, sponsored or supported activities which achieved a win-win and mutually beneficial situation.
IMPACT (I)	The outstanding achievements, contributions, awards, or titles of honour earned by the corporation.



4. **WISDOM -- Being visionary, able to distinguish right from wrong; flexible and creative**

It means the corporation can intelligently grasp different opportunities and understand the connections between them. The corporation can master these situations and is able to make smart decisions. Being visionary and not acting as a blind follower, and dare to be innovative.

REFERENCES AND EXAMPLES

- **Successfully expanded the business:**

Example: Planned for effective marcom strategies, developed new markets, products and services, identified direction of long-term development with corresponding investments.

- **Being innovative and creative:**

Example: Deployed expertise from professional R&D personnel to develop new product. The products and services are constantly improved with innovation and that are recognized by the industry.

- **Effectively mastered contingencies and tackle with accidents:**

Example: Set up task force consisting of relevant departments to enhance the corporation's ability in dealing with emergencies or accidents, and conducted post-incident reviews to improve awareness of crisis.

RULES OF SCORING

VALUES (V)	Corporation's vision, missions, values, principles of decision-making or policies that oriented to "Wisdom".
PROCESS (P)	Training or activities sponsored or supported by the corporation that helped making correct business decisions, thus able to grasp the market opportunities; Adjusted marketing strategies that addressed to the ever-changing market environment; Adopted creativity in the production and operation processes to enhance the quality of products and services.
IMPACT (I)	The outstanding achievements, contributions, awards, or titles of honour earned by the corporation.



5. TRUSTWORTHINESS -- Being honest, reliable and trustworthy

It means the relationship between the corporation and its stakeholders must be based on honesty in order to establish mutual trust and achieve success.

REFERENCES AND EXAMPLES

- **Protected the privacy of customers:**

Example: The corporation adopted privacy policy and codes of practice to protect the privacy and interests of the customers.

- **Developed goodwill through long-term business relations:**

Example: Undertook contracts, or established long-term partnerships with government departments, NGOs or charitable organisations

- **Obtained professional accreditation:**

Example: The corporations obtained ISO certificates, or certificates in food safety, or environmental preservation, or became the member of GS1 HK, etc.

RULES OF SCORING

VALUES (V)	Corporation's vision, missions, values, principles of decision-making or policies that oriented to "Trustworthiness".
PROCESS (P)	Training or activities sponsored, sponsored or supported by the corporation that aimed to establish or to enhance its goodwill, or to promote its reputation and integrity.
IMPACT (I)	The outstanding achievements, contributions, awards, or titles of honour earned by the corporation.