



## The 15<sup>th</sup> Junzi Corporation Awards Selection Criteria

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### Judging Criteria

Junzi, which denotes an ideal personality standard in Confucianism, is also the epithet given to a person who observes the utmost Confucian ethical standards. 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”, “Righteousness”, “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 related 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 comprise a team of experienced academics and practitioners including representatives of past awardee(s). The panel members will score the participating corporations according to the information provided. To avoid bias or subjective opinions affecting the final results, the panel members will declare if there are any conflicts of interest with the participating corporations. 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 regarding the “Five Virtues”.

The judging panel will score the participating corporations on the Junzi “Five Virtues” according to the information provided. The full marks for each category of the five virtues is 100. Participating corporations that attain an average mark of 80 or above across the five virtues will be presented with the “Junzi Corporation Award” of their respective categories. Participating corporations that attain an average mark of 90 or above across the five virtues will be presented with the “Junzi Corporation Award for Exemplary Business Practices” of their respective categories.



## The Definition of Junzi “Five Virtues” and the Rules of Scoring

### 1. BENEVOLENCE (100 Marks)

#### -- Being kind with a loving heart

It means a 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 have been considered, for instance, demonstration of human touch, care for the customers and society, preservation of nature, etc.

#### REFERENCES AND EXAMPLES

- **Participate in charitable activities:**

*Example:* Encourage employees to participate in charitable fundraising activities such as flag-selling, pay visits to elderly homes, appreciate employees who have performed outstandingly in voluntary work, and organise blood donation days / volunteer days, etc.

- **Engage in social integration activities:**

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

- **Provide welfare to employees:**

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

#### RULES OF SCORING

<b>VALUES (V)</b>	Corporation’s vision, missions, values, principles of decision-making or policies that are based on being benevolent to people.
<b>PROCESS (P)</b>	The benevolent activities hosted, sponsored or supported by the corporation. For example: Provide employees with benefits that exceed those of the market average, provide extraordinary value to customers, support social integration programmes, speak out for the disadvantaged in the community, and actively participate in public welfare activities like poverty alleviation.
<b>IMPACT (I)</b>	The outstanding achievements, contributions, awards, or titles of honour earned by the corporation.



## 2. RIGHTEOUSNESS (100 Marks)

### -- Being fair and maintain a high level of justice

A Righteousness-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

- **Does not make profit by conducting business activity that damage public interests:**  
*Example:* Adopt clear pricing strategies, use genuine and quality materials in production, and exercise goods-return guarantee to customers, etc.
- **Pursue positive social values:**  
*Example:* Promote ethical standard of business practices, conduct periodical reviews to all aspects of business practices and follow them up accordingly.
- **Provide supervision mechanisms:**  
*Example:* Establish internal audit mechanisms that prevent employees from misconduct by harming public interests for their own good.

#### RULES OF SCORING

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



### 3. PROPRIETY (100 Marks)

#### -- Treat people with courtesy and respect, and eager to pursue a win-win situation

It means a corporation commits to seek harmonious and win-win situations in its business. It emphasises etiquette inside and outside of the corporation, 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:* Receive recognition and awards in appreciation of the outstanding services provided by the corporation.
- **Effectively communicate with customers:**  
*Example:* Maintain close connections with customers through different ways; Set up "Opinion Collection Box" and follow up complaints in a proactive manner.
- **Maintain neat and tidy environment for doing business:**  
*Example:* The store environment is always clean and tidy, and front-line staff are in uniforms.

#### RULES OF SCORING

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



#### 4. WISDOM (100 Marks)

-- Being visionary, able to distinguish right from wrong; flexible and creative in business operation

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 expand the business:**

*Example:* Plan for effective marcom strategies, develop new markets, products and services, identify direction of long-term development with corresponding investments.

- **Being innovative and creative:**

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

- **Effectively master 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 conduct post-incident reviews to improve awareness of crisis.

#### RULES OF SCORING

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



## 5. TRUSTWORTHINESS (100 Marks)

### -- Being honest, reliable and trustworthy

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

#### REFERENCES AND EXAMPLES

- **Protect the privacy of customers:**

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

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

*Example:* Undertake contracts, or establish long-term partnerships with government departments, NGOs or charitable organisations

- **Obtain professional accreditation:**

*Example:* The corporation receives ISO certificates, or certificates in food safety, or environmental preservation, or becomes the member of GS1 HK, etc.

#### RULES OF SCORING

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



## 第十五屆《君子企業獎》 評審準則

### 評審準則

君子是儒家的理想人格標準，一個人能達到儒家的道德要求，能冠上「君子」之稱；在商場上，一家企業若能依循儒家的道德準則營商，則可以被稱為「君子企業」。中華倫理當中，「仁、義、禮、智、信」，合稱「五德」，是儒家價值體系的核心，以符合此五德原則來經營的企業就是「君子企業」。具體而言，「君子企業」應當：

- (1) 在企業價值觀、使命、長期目標、決策原則或政策上，有明確合乎君子「五德」的元素；
- (2) 參與主辦、贊助或支持與君子「五德」顯著相關的活動；
- (3) 取得卓越的成效、貢獻，或獲取相關領域的重要獎項、榮譽及表揚。

### 評分流程

評審委員會由具豐富經驗的學者、從業人員和歷屆得獎者組成，他們將根據參選企業所提供的資料進行評分。為確保評審結果的公平公正，評審委員會會申報利益衝突，並以客觀和專業的態度進行評分。此外，評審委員會運用 VPI Model 評分，以「價值觀 (Values) — 過程 (Process) — 影響 (Impact)」來評估參選企業對「五德」的承擔、實踐和成效

評審委員會將根據參賽企業所提交的資料，在「君子五德」上評分，每項滿分為100分。參賽企業在「君子五德」上平均取得80分或以上，將在相應的參賽類別獲得「君子企業獎」；而平均分達到90分或以上的參賽企業，將在相應的參賽類別獲得「君子企業典範獎」。



## 君子「五德」的演繹及評分法則

### 1. 「仁」：仁愛和有善心 (100分)

是指企業會關心持份者的需要及福祉，針對增加持份者的益處而制定營商策略，會考慮「是否富有人情味」、「替顧客設想」、「愛護員工」、「關懷社會」、「愛護大自然」等。《論語·顏淵》中記載，樊遲問仁，子曰：「愛人」。

#### [ 參考範圍及例子 ]

- 參與慈善活動 — 例：鼓勵員工參與賣旗、探訪老人院等慈善籌款活動、嘉許對義務工作表現出色的員工、舉辦捐血日 / 義工日等
- 參與共融計劃 — 例：所有品牌全線分店推行「歡迎導盲犬」計劃；鼓勵員工擔任義工共服務
- 員工福利 — 例：設有有薪侍產假、生日假、考試假、表揚及嘉許計劃

#### 評分法則

企業文化和價值 (V)	企業實踐活動 (P)	影響力 (I)
企業有何價值觀、使命、長期目標、決策原則或政策，應以「仁」為本。	企業可主辦、贊助或支援仁善的活動，可參考以下（但不限於）：如給予員工超越市場平均水平的福利待遇、為消費者提供卓越的價值和服務、支援社區共融計劃、為弱勢群體發聲、積極參與扶貧等公益慈善活動等。	企業參與仁善的活動所獲得的影響力包括成效、貢獻，以及獲得的獎項和榮譽稱號等。

### 2. 「義」：正義和公平 (100分)

是指企業經營手法合理和合乎道義，會根據高度企業良知作決策及行事、「不為私利而損害公眾利益」、「不為利潤而做不當的事」、「從不詐騙顧客」等。孟子有名的「四端說」中羞惡之心，即憎惡不合理和不正義行為的心就是「義」的根本。

#### [ 參考範圍及例子 ]

- 不為私利 — 例：明碼實價、真材實料、退貨保證等
- 正面社會價值觀 — 例：提高企業操守道德、定期檢討各項操守則並跟進
- 監察機制 — 例：設立內部監察 / 內審機制，避免員工因私利或疏忽而損害公眾利益

#### 評分法則

企業文化和價值 (V)	企業實踐活動 (P)	影響力 (I)
企業有何價值觀、使命、長期目標、決策原則或政策，應以「義」為先。	企業可主辦、贊助、或支援合理、合乎道義的活動，可參考以下（但不限於）：如正當競爭、公平交易、不僱用血汗工廠、減少碳排放、節能環保工作等。	企業參與合理、合乎道義的活動所獲得的影響力包括實際成效、貢獻，以及獲得的獎項和榮譽稱號等。



### 3. 「禮」：以禮待人，互相尊重和追求共贏 (100分)

指企業會致力於「成為追求雙贏、和諧的企業」、「對內對外，重視禮儀」、「以禮待人」、「即使不同持份者有利益衝突，依然會保持禮貌和彼此尊重」等。荀子《禮論》中稱「禮」為「群居和一之道。」即是禮最大的作用是令人可和諧地一起生活。

#### [ 參考範圍及例子 ]

- 曾獲獎項 — 例：有關優質服務之嘉許或獎項
- 客戶溝通 — 例：透過不同方式，與客戶緊密聯繫；設立「意見收集箱」及積極跟進投訴
- 企業環境整潔 — 例：店舖環境能保持整齊清潔，前線員工穿著制服

#### 評分法則

企業文化和價值 (V)	企業實踐活動 (P)	影響力 (I)
企業有何價值觀、使命、長期目標、決策原則或政策，應以「禮」待人。	企業可主辦、贊助，或支援的注重禮儀、促進多方共贏及互助互利的活動。	企業所參與符合「禮」的活動所獲得的影響力包括實際成效、貢獻，或所獲得的獎項、榮譽稱號等。

### 4. 「智」：有遠見，明辨是非和靈活創新 (100分)

是指企業能有智慧地深入瞭解事物以及事物之間的聯繫，「掌握時局，決策精明」、「有遠見」、「善於應變，有能力處理突發事件」、「不盲從世俗，敢於創新」等。《孟子·公孫醜章句》說：「是非之心，智之端也。」有「智」的人，必定擁有明辨是非之心，明白有所為有所不為。

#### [ 參考範圍及例子 ]

- 成功的業務拓展 — 例：宣傳營銷策略、開拓新市場、業務、產品及服務、企業長遠發展方向及投資
- 創新及創意 — 例：產品設計由專業 R&D 團隊負責，服務或產品不斷創新求變，精益求精，獲業界認同
- 處理突發事件及意外能力 — 例：設立專責小組跟進、由專責部門負責、企業應變能力、事後檢討及改進、企業危機意識等

#### 評分法則

企業文化和價值 (V)	企業實踐活動 (P)	影響力 (I)
企業有何價值觀、使命、長期目標、決策原則或政策，應以「智」為臻。	企業可主辦、贊助、或支援有助於正確判斷和把握市場機遇的活動、根據市場需求變化調整的推廣策略、生產經營中的創新活動、以及支持和提升產品與服務質素，同時也能成功處理突發事件等等。	企業所參與符合「智」的活動所獲得的影響力包括實際成效、貢獻，或所獲得的獎項、榮譽稱號等。



## 5. 「信」：誠實、可靠和講究信用 (100分)

是指企業與不同的持分者必須以誠信為本，才能建立互信，達致成功。《論語·學而》說：「與朋友交，言而有信。」

### [ 參考範圍及例子 ]

- 保障客戶私隱 — 例：制定客戶私隱政策及清晰的員工守則，以保障客戶私隱和利益
- 以信譽承辦工作及長期合作 — 例：為政府部門、非牟利機構或慈善機構承辦工作、長期合作伙伴及顧客關係
- 專業認證 — 例：ISO、食品安全、環保、香港條碼學會等認證

### 評分法則

企業文化和價值 (V)	企業實踐活動 (P)	影響力 (I)
企業有何價值觀、使命、長期目標、決策原則或政策，是要求言而有「信」的。	企業可主辦、贊助，或支持致力於建立和提高本企業信譽、誠信經營的活動、培訓等。	企業所參與合符「信」的活動所獲得的影響力包括實際成效、貢獻，或所獲得的獎項、榮譽稱號等。