



## CRITERIA FOR SUBMISSION OF CONTENT

### Background / Mission Statement:

Forceforgood.com provides a one-stop shop for thought leadership and practical examples of business acting as a Force for Good in the world.

We host articles, videos, audio and other downloadable content that illustrates:

- Why it is in companies' own interests (and all our interests) for business to act as a Force for Good
- What it means to be a 'Force for Good' company, and
- How companies can become a Force for Good

### Structure:

Each piece of content follows the following structure:

- 1) Title
- 2) Brief Description: around 30 words
- 3) What this piece of content is about: summary of around 200 words
- 4) What makes this an especially good example of:
  - a. Why businesses need to become a force for good, and/or
  - b. What is a force for good business, and/or
  - c. How to become a force for good business
- 5) Files which may be used as attachments, and/or link(s) to key materials on the originator's website (the example organisation)
- 6) Web-links to 2-4 key credible reports, providing external validation of the story

### Additional Guidelines:

The following guidelines can help to assess what makes for a good example of a Force for Good case study, and what does not.

Content on forceforgood.com is about business that is innovative, collaborative, multi-dimensional, and gives evidence of positive impacts both 'internally' and 'externally'.

We INCLUDE material that shows:	We EXCLUDE material that shows:
Corporate responsibility is inseparable from core business strategy and operations	Corporate responsibility as an add-on.
Businesses become more successful by many measures, when they act as a force for good.	Success supposedly measurable by a single metric.
Leaders choosing the 'forceforgood' path in difficult circumstances, even where this might mean apparent reduction in short term results.	Actions and decisions where there was little or no risk involved for the company.
Proactively addressing issues outside companies' immediate/apparent scope or responsibility.	Compliance mentality where behaviour is based on 'what is good for me' or 'what I have to do'.
Innovative actions: new business models, implemented, profitable, and with benefits to multiple stakeholders.	Impractical theory, action alone, profit alone, philanthropy alone.
Thought leaders and thought leadership.	Random actions not based on some underlying framework. Chance.
Quantitative (or qualitative) evidence of results, especially where researched or verified by a third party.	Unsubstantiated claims. Self-promotion. 'Greenwash'.
Clear and compelling evidence and argument.	Wordy and unclear, defamatory or libellous.