



BBB Institute for Marketplace Trust

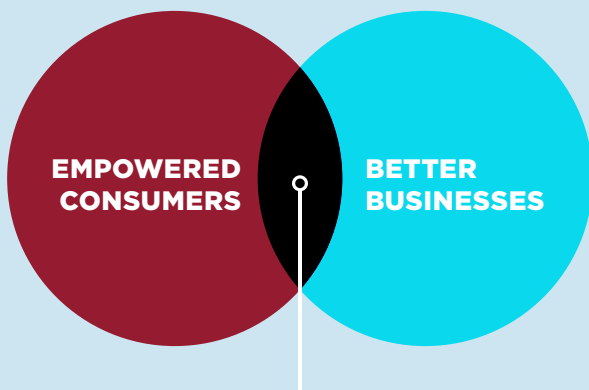
Better Businesses.
Empowered Consumers.

A trustworthy marketplace

only occurs when all consumers, including vulnerable populations, are empowered to protect themselves from fraud and choose better businesses. The Better Business Bureau (BBB) has been working to build trust in the marketplace for more than 100 years. BBB Institute for Marketplace Trust (BBB Institute) expands on this work through its partnerships with corporations, government agencies, and like-minded nonprofits.



A trustworthy marketplace requires both empowered consumers and better businesses.



TRUSTWORTHY MARKETPLACE





WHO WE ARE

The BBB Institute for Marketplace Trust (BBB Institute) is the charitable arm of the International Association of Better Business Bureaus (IABBB). BBB Institute publishes timely marketplace research and delivers a wide range of consumer education programs both in-person and online in partnership with our vast network of BBBs working in communities across North America.



MISSION

BBB Institute's mission is to educate and protect consumers, promote best practices for businesses, and solve complex marketplace problems.



NATIONAL & GRASSROOTS INITIATIVES

BBB Institute delivers both community-specific programs and international initiatives thanks to our network of BBBs serving communities across North America.

BBB Institute can deliver both community-specific programs and international initiatives thanks to our network of BBBs serving communities across North America. BBBs are experts on how to talk to consumers and businesses about both honest and untrustworthy practices and they understand the specific challenges facing their own communities. Because they work, live, and interact with businesses in the local marketplace, they are committed to ensuring it is trustworthy. BBBs build and maintain long-term relationships in their communities that allow them to build trust with other local organizations and unite with government agencies, corporate partners, and other like-minded groups.

DATA-BASED APPROACH

BBB Institute develops its programs based on three factors: 1) real-time data reported by consumers and businesses regarding scams and complaints against certain types of businesses, 2) groundbreaking research about the latest marketplace challenges, and 3) critical needs BBBs are witnessing in their communities.

This approach is possible thanks to crowdsourced data that is submitted to BBB 24/7 via our online consumer reporting tools that collect scam reports, business complaints, and reports about misleading advertisements. The data reveals marketplace trends, trustworthy and untrustworthy practices, and educational opportunities for both consumers and businesses.

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OUR APPROACH

1

Use crowd-sourced data to identify marketplace challenges.

2

Create tools and resources needed to empower consumers and businesses.

3

Deliver resources online and via in-person trainings in communities across North America.

PROGRAMS



BBB Scam TrackerSM

is an online tool that enables consumers to report scam activity. Scam reports are published for the general public, empowering them avoid falling for similar cons. A new-and-improved BBB Scam Tracker will be launched in 2022 with support from our partners, Amazon and Capital One.

**MORE THAN
9 Million**

**have used the BBB
Scam Tracker platform.**

**In 2021 alone,
BBB Scam Tracker
HELPED PEOPLE SAVE
\$31.4 Million.**





BBB AdTruthSM

teaches consumers about potential advertising abuses or personal harm due to problematic tactics or faulty products.

217 Million
PEOPLE REACHED
thanks to a PSA campaign
funded by a cy pres award.

1 Million
PEOPLE
engaging with our
online content.



The **Digital IQ** program provides consumers with the practical knowledge they need to navigate the digital world safely and take advantage of its benefits.

16,000
CONSUMERS
engaged with
our online
articles and
resources.





The BBB Military & Veterans Initiative ensures those who have served our country can safely navigate an ever-changing marketplace. On bases and in communities across the country, BBBs facilitate in-person financial literacy and scam-prevention workshops to service members, their families, and veterans.

617,000
MILITARY CONSUMERS
reached nationwide.

NEARLY 14,000
MONTHLY SUBSCRIBERS
to the Saluting Trust e-newsletter.



Fighting Financial Fraud, funded through the FINRA Foundation, provides individuals with the tools and resources they need to make informed investment decisions and avoid fraudulent or unwise financial schemes.

MORE THAN
62,000
PARTICIPANTS
attended a **Fighting Financial Fraud** workshop or event hosted by local BBBs.





Ethics and trust are the foundation of fostering a trustworthy marketplace. BBB Institute partners with BBBs to deliver ethics training to the youth who will be our future business leaders.

**24
Years**
**OF HONORING
ETHICAL BUSINESSES**
**at the local and
international level.**



Purpose-driven businesses are changing the marketplace, using the power of capitalism to strengthen communities. **BBB4Good** empowers consumers to choose purpose-driven businesses that pursue purpose and profit. This new program enables businesses to validate their social good efforts.

**Launching in
2022, BBB4Good**
**will provide a comprehensive
list of purpose-driven businesses
consumers can use throughout
the United States and Canada.**





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RESEARCH

As a non-partisan, impartial organization with access to real-time data, BBB Institute produces research that provides fresh insights into the scam landscape and other threats to a trustworthy marketplace. Using data pulled from BBB Scam Tracker and other sources, we identify the latest tactics used by scammers, create data-driven consumer and business educational materials and programs, and share our findings with law enforcement and other partners engaged in fighting fraud. Each year, BBB Institute produces the **BBB Scam Tracker Risk Report**, which spotlights the scam types that pose the biggest risks to consumers and businesses. Our **other timely research reports** analyze certain scam types, the impact on specific demographic groups, and what differentiates victims from non-victims.

BBB Institute research reaches millions, helping us spread the word about honest and untrustworthy marketplace practices:

**The 2021
BBB Scam Tracker
Risk Report reached
26 Million
PEOPLE.**



PARTNERSHIPS

Internationally recognized for our programs and services, BBB Institute works with like-minded partners to expand our impact. We are committed to developing strategic partnerships with organizations that are aligned with our mission. Effectively fostering a trustworthy marketplace requires a multi-sector effort that includes like-minded not-for-profits, government entities, and the corporate sector. BBB Institute aims to bring together the business community to unite behind a movement to fight fraud and spotlight how the business community is strengthening communities locally and nationally. The Corporate Trust Council is a coalition of companies that have joined with BBB Institute to foster a trustworthy marketplace through research, consumer educational campaigns, new technology solutions, and much more.

CORPORATE GRANTS & SPONSORSHIPS

BBB Institute partners with companies and foundations to create online consumer reporting tools, launch public awareness campaigns to protect consumers, and much more. Our work is strengthened by teaming with foundations that seek to amplify their impact and responsible companies that are dedicated to creating a trustworthy marketplace in which consumers and businesses can thrive. By working together we can fight fraud, empower consumers, and uplift ethical businesses.



INSTITUTE for
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TRUST SM

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