



Join forces with BBB Institute to foster a trustworthy marketplace.

Together, we'll empower
consumers to choose better
businesses and avoid fraud.

About BBB Institute

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 the vast network of BBBs working in communities across North America.

Why partner with BBB Institute?

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 aligned with our mission.

Your organization can make a significant impact by partnering with BBB Institute:

- Align your brand with a nonpartisan organization that fosters trust in the marketplace to benefit consumers and businesses.
- Create effective programs that can be delivered in communities across the United States and/or Canada via the vast network of Better Business Bureaus serving their local communities.
- Develop innovative programs, resources, and research based on timely data reported to the Better Business Bureau.
- Reach Main Street America and Canada, including underserved populations, thanks to BBB's presence as a household brand via the BBB.org website and BBB social media network.



BBB Institute Programs

BBB Institute can deliver both community-specific programs and national initiatives thanks to our network of BBBs serving communities across North America. Our programs are focused on fostering trust in the marketplace and empowering consumers to protect themselves from fraud.

RESEARCH

As a non-partisan, neutral organization, BBB Institute publishes research that provides fresh insights into the scam landscape. Our findings enable us to spotlight the latest tactics used by scammers, create data-driven consumer and business education resources, and share our findings with law enforcement.



FRAUD PREVENTION

- **BBB Scam TrackerSM** is an online tool that enables consumers and businesses to report scam activity. This data enables us to develop effective programs to stop scammers and prevent others from falling prey to similar cons.
- **BBB AdTruthSM** teaches consumers how to spot potential advertising abuses that could cause financial or personal harm due to false promises or faulty products.
- The **Military & Veterans Initiative** delivers in-person workshops and online resources to help military service members, veterans, and their families protect their assets, plan for the future, and prosper in a trustworthy marketplace.
- The **Digital IQ** program provides consumers with the practical knowledge they need to navigate the digital world safely and take advantage of its benefits.



TRUST BUILDING

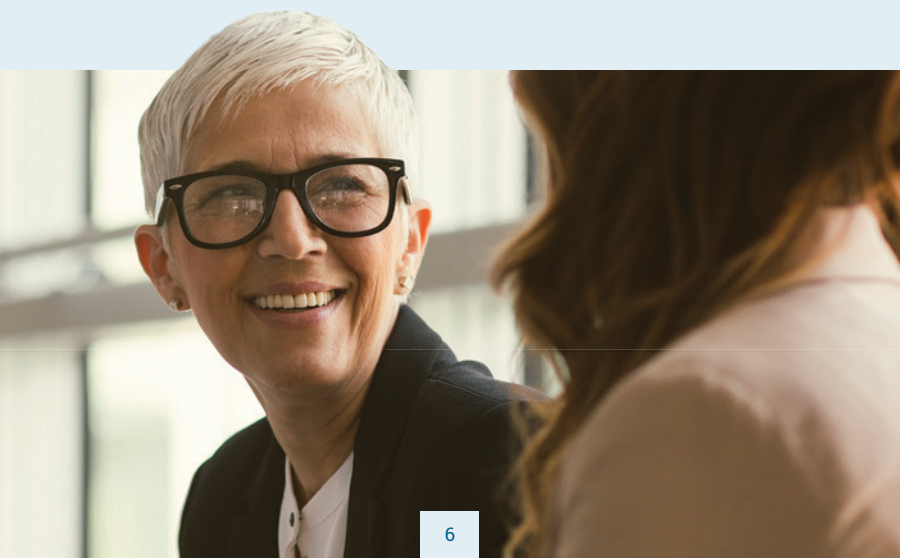
- **BBB4Good**, BBB Institute's newest program, empowers consumers to choose purpose-driven businesses that integrate social impact into their business models.
- The **International Torch Awards for EthicsSM**, presented annually since 1996, honors companies that demonstrate best practices, leadership, social responsibility, and high standards of organizational ethics that benefit everyone across the community.
- The **BBB Spark Award**, a Torch Award for Entrepreneurship, recognizes business owners 35 and under or business owners of any age operating for less than three years who demonstrate a higher level of character, a culture that is authentic about its mission, and a deep connection with their community.
- Building trust in the marketplace requires ethical businesses and employees who demonstrate integrity. BBB offers **ethics programming** for young people and businesses.



Partnership Opportunities

BBB Institute's programs empower consumers and promote better business practices. Your engagement enables us to foster increased trust between consumers and businesses, which helps everyone prosper together. We seek partners to:

- Deliver effective consumer education programs to empower all consumers, especially underserved populations, to protect themselves from scams.
- Create new technology and resources to empower people to safely navigate the online marketplace.
- Provide the information and other resources needed for consumers to choose trustworthy businesses.
- Establish new programs and resources that help the public choose better businesses.
- Conduct research to identify threats to a trustworthy marketplace.
- And much more!



Corporate Trust Council

The Corporate Trust Council is a coalition of companies that have joined with the BBB Institute to foster a trustworthy marketplace by:

- Identifying new threats to a trustworthy marketplace and creating strategies to address them.
- Working together to deliver programs, resources, and tools to protect consumers and build trust between consumers and businesses in the marketplace.
- Engaging new partners that can enhance the work of the BBB Institute and the Corporate Trust Council.

Let's work together to foster
marketplace trust.

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