



BBB INSTITUTE QUARTERLY NEWSLETTER

Summer 2022

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- Online purchase scams, other types, impact military consumers
- BBB, FINRA spotlight Fighting Financial Fraud program in new video
- BBB Forum XV on September 14 — Free Registration
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BBB Research: Online purchase scams impact military consumers



As the popularity of online shopping continues to grow, so does the risk of shopping-related scams. According to the [BBB Scam Tracker Risk Report](#), online purchase scams are the riskiest for military consumers. The second riskiest scams for military spouses and veterans are employment scams.

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BBB, FINRA Foundation Spotlight Fighting Financial Fraud Program in New Video

BBB and the FINRA Foundation have released a new video spotlighting the Fighting Financial Fraud program. 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. Together, BBB and FINRA have trained BBB professionals throughout North America to learn about and share best practices on how to avoid financial fraud. Check out the full video and learn more about our work here:

[Visit our website](#)

A promotional banner for a BBB event. The background is a green leaf with a water droplet containing a globe of the Earth. The text is white and yellow. It includes the BBB 100 Years logo, the event title 'BBB® Forum on Corporate Responsibility XV Online Edition', the main theme 'Risk and Responsibility', the subtitle 'Business Integrity in an Age of Disruption', and a call to action 'Register Now'. At the bottom, a dark blue bar contains the text 'Free Webcast, September 14, 2022, 12:30 - 2:30 pm ET' in white.

100
BBB YEARS

BBB® Forum on
Corporate Responsibility XV
Online Edition

Risk and Responsibility
Business Integrity in an
Age of Disruption

**Register
Now**

Free Webcast, September 14, 2022, 12:30 - 2:30 pm ET

Forum on Corporate Responsibility: Sept. 14

Register for free today

On September 14, from 12:30 – 2:30 PM ET, the Better Business Bureau® Serving Metropolitan New York and its Foundation will present the 15th BBB® Forum on Corporate Responsibility. This year's theme is "Risk and Responsibility: Business Integrity in an Age of Disruption." Presented as a free international webcast, the 2022 Forum will explore the latest corporate responsibility trends.

Topics will include:

- The Power of Employees
- ESG: Environmental, Social and Governance Issues
 - Update on Proposed SEC Rules for Climate Risk Disclosure
 - Why ESG Measures Are Rising in Importance
 - Stakeholder Views about ESG
 - Potential Impact on Businesses

Speakers will include (list in formation):

- Laurie Lovett, Global Chief People Officer, Nielsen
- Eric Solomon, Senior Vice President, Marketplace Enablement, Nielsen
- Ann Tracy, Chief Sustainability Officer, Colgate-Palmolive Company
- Margaret A. Merritt, Partner, EY
- Audrey Metzger Bailey, Senior Manager, Climate Change and Sustainability Services, EY
- Eric Kane, Director of ESG Research for the Americas, Bloomberg Intelligence
- Brian Matt, CFA, Director - Head of ESG Advisory, New York Stock Exchange
- Bryan McGannon, Director of Policy and Programs, US SIF: The Forum for Sustainable and Responsible Investment
- Jorgette Mariñez, Director and Americas Lead, Consumer Sectors, BSR

For more details contact: llewis@newyork.bbb.org. Register now for free at this [signup link: REGISTER NOW](#).



Digital IQ®: Stay safe online with tips on savvy shopping

Online purchase scams typically involve the purchase of products and/or services where the transaction occurs via a website or other online means.

How and where you search, research, and conduct transactions online makes a difference in how susceptible you may be to an online purchase scam.

Shop Smart. Download our *Savvy Shopping* infographic to improve your Digital IQ with tips on finding the right product and price.

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BBB Institute welcomes new staff member



The BBB Institute for Marketplace Trust welcomed Mark Batchelor to its team this quarter. Mark joined as the manager of programs and outreach, bringing with him years of experience in the nonprofit sector. He is excited to support the needs of our network of BBBs and businesses and consumers throughout North America.

[Read More](#)

News from the Field



BBB helps families prepare with new Back to School HQ

As your children get ready to go back to school, BBB has tips to help get them ready and keep them safe.

[Read more](#)



Considering an electric bike? Check out these tips from BBB

Electric bicycles— or e-bikes – allow riders to go farther and faster than a standard bicycle. Riding an e-bike instead of driving a car can help you

lower your carbon footprint, save on gas money, and stay active.

[Read more](#)



BBB Scam Alert: Airfare scams cashing in on canceled flights

Airline travel is back in full swing, but scammers are taking advantage of increased flight cancellations with a new con. [BBB Scam Tracker](#) has received multiple reports of scammers creating fake airline ticket booking sites or customer service numbers to charge travelers for rescheduling fake flights. |

How the scam works

[Read more](#)

Upcoming events

- **October:** New research about online scams will be published.
- **November:** A new-and-improved BBB Scam Tracker will be launched.
- **November:** The 2022 International Torch Awards for Ethics winners will be announced.

Special thanks to our Corporate Trust Council members

The Corporate Trust Council is a coalition of select companies that have joined with BBB Institute to foster a marketplace that is trustworthy and accessible for all by providing their expertise, resources, and funding support.



Brought to you by BBB Institute for Marketplace Trust

We work with local BBBs across North America to deliver programs that build a trusted marketplace by:

- **Empowering consumers** to take control of their purchasing decisions and avoid falling prey to scams.

- **Helping businesses** be better by delivering excellent service with integrity, and becoming integral stakeholders in their communities.
- **Publishing research** that provides critical insights for the public and our partners, and informs how we develop and deliver our programs.

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