

Belgium Best Managed Companies

Code of Conduct

The Belgium Best Managed Companies programme aims to inspire, celebrate, and build a community of private businesses that are creating a better future. A leading business programme, recognising excellence in private Belgian-owned companies, it celebrates the entrepreneurial spirit, determination, and innovation of the private business community.

Companies undergo a rigorous application process and are judged on core business criteria across four pillars - Strategy, Capabilities, Commitment, and Financials - by an external panel of judges.

This prestigious designation becomes a fundamental part of who the Best Managed companies are and how they are perceived in their respective markets. As a member of the community, each company has an obligation to live and uphold the behaviours outlined in this Code.

The following four commitments illustrate the programme's core expectations of Best Managed labelled companies:

1. Integrity

As a Best Managed company, we will act lawfully, honestly, ethically and with integrity towards our customers, employees, vendors, and stakeholders.

Best Managed companies are truthful and honest about the business information provided to the Best Managed programme:

- Best Managed companies must abide by Belgian and European laws
- Best Managed candidates will not exert undue influence upon programme coaches, sponsors, or judges
- Best Managed companies must update any change in business affecting their designation (ownership, financial, legal) when re-qualifying year over year

Treat interactions with programme sponsors, partners and their staff with the same honesty and integrity that you would apply within your own organisation.

2. Foster diversity, equity and inclusion

All Best Managed companies have a role to play in helping Belgium on the path to a more inclusive environment. As a member of this community, we foster a culture and working environment where people treat each other with respect, courtesy and fairness, promoting equal opportunity for all.

- Embed gender and diversity-smart approaches into recruitment & development, including performance management, promotion, succession and pay processes
- Implement employee assistance programmes related to diversity, equity inclusion and accessibility so employees can feel comfortable and bring their whole selves to work
- Provide flexible and accessible work arrangements and remote work opportunities where applicable

3. Commitment to upholding the standard of the Best Managed programme designation through the four pillars

As a Best Managed company, we commit to upholding quality among the four pillars (Strategy, Capabilities, Commitment, and Financials), and the programme brand standards and identity.

Upholding brand standards

- The Best Managed designation represents strong private companies that are the economic engine of this country. The brand is a result of the outstanding companies in the programme and is recognised nationally (and internationally). As a Best Managed company, we agree to uphold this brand legacy and follow brand and logo guidelines.
- Uphold programme brand standards consistent with the four pillars (Strategy, Capabilities, Commitment & Financials)
- Proper use of current logo by awarded entity (see 'Logo use with affiliated companies').
- Proper use of designation naming convention – “Belgium Best Managed Companies”
- Logo use permitted for duration of programme year. Must be removed immediately should the company choose not to re-apply, or become ineligible

Commitment to upholding the standard of the Best Managed programme designation through the four pillars

- Continuously evolve and improve upon your strategy
- Drive a culture of innovation and productivity
- Foster a purpose-led culture
- Put your customers and employees first
- Drive year over year revenue growth through strong strategy, governance and operational efficiency

4. Best Managed community role model

We commit to participate in the Best Managed community through programme activities & events, while treating all members with dignity and respect. We also commit to be a respectable citizen within society and doing our part to build a positive future for Belgium's economy.

- Participate in Best Managed programming and events
- Act as a mentor to new members of the Best Managed community
- Engage in social media conversation with Best Managed community (#BestManaged)
- Act as a Best Managed brand ambassador, abiding by the terms under 'Upholding brand standards'
- Contribute to Best Managed objective of 'making all businesses better' by participating in research (i.e., surveys, case studies), panels and speaking opportunities