

Fleet Forum Code of Conduct for Benchmarking¹

Benchmarking—the process of identifying and learning from global best practices—is a powerful tool in the quest for continuous improvement and breakthroughs.

Fleet Forum adheres to this Code of Conduct to:

- guide benchmarking efforts,
- advance the professionalism and effectiveness of benchmarking, and
- help protect its members from harm.

Adherence to this Code will contribute to efficient, effective, and ethical benchmarking.

By participating in the Fleet Forum Benchmarking for Road Safety Exercise you underwrite this Code of Conduct.

BENCHMARKING CODE OF CONDUCT

1. Legality

- 1.1. If there is any potential question on the legality of an activity, we advise participating organisations to consult with their corporate counsel.
- 1.2. We do not, as a participating organisation or as Fleet Forum, extend benchmarking study findings to another organisation without first ensuring that the data is appropriately blinded and anonymous so that the participants' identities are protected.

2. Exchange

- 2.1. We are willing to provide to our benchmarking partner the same type and level of information that we request from our benchmarking partner.
- 2.2. We communicate fully and early in the relationship to clarify expectations, avoid misunderstanding, and establish mutual interest in the benchmarking exchange.
- 2.3. We are honest and complete with the information submitted.
- 2.4. We provide information in a timely manner as outlined by the stated benchmarking schedule.

3. Confidentiality

- 3.1. We treat benchmarking interchange as confidential to the individuals and organisations involved. Information will not be communicated outside the partnering organisations without the prior consent of the benchmarking partner who shared the information.
- 3.2. An organisation's participation is confidential and should not be communicated externally without their prior permission.

4. Use

¹ APQC: American Productivity and Quality Center, www.apqc.org

- 4.1. We use information obtained through benchmarking only for purposes stated to the benchmarking partner.
- 4.2. The use or communication of a benchmarking partner's name with the data obtained or practices observed requires the prior permission of the benchmarking partner.
- 4.3. Contact lists or other contact information provided in any form may not be used for purposes other than benchmarking and networking.

5. Contact

- 5.1. We respect the corporate culture of partner organisations, and work within mutually agreed procedures.
- 5.2. We use benchmarking contacts designated by the partner organisation if that is its preferred procedure.
- 5.3. We obtain mutual agreement with the designated benchmarking contact on any hand-off of communication or responsibility to other parties.
- 5.4. We obtain an individual's permission before providing his or her name in response to a contact request.
- 5.5. We avoid communicating a contact's name in an open forum without the contact's prior permission.

6. Preparation

- 6.1. We demonstrate commitment to the efficiency and effectiveness of benchmarking by being prepared prior to making an initial benchmarking contact.
- 6.2. We make the most of each other's time by being fully prepared for each exchange.
- 6.3. We help our benchmarking partners prepare for the benchmark by facilitating preparation workshops during which the benchmark process is explained

7. Completion

- 7.1. We follow through with each commitment we made to our benchmarking partners in a timely manner.
- 7.2. We complete a benchmarking effort to the satisfaction of all benchmarking partners as mutually agreed.

8. Understanding and Action

- 8.1. We understand how our benchmarking partners would like to be treated.
- 8.2. We treat our benchmarking partners in the way that our benchmarking partners would want to be treated.
- 8.3. We understand how the benchmarking partners would like to have the information he or she provides handled and used. We handle and use it in that manner.

9. Learning

- 9.1. We use the benchmarking results as a starting point for learning from differences in performance.
- 9.2. We enable dialogue between benchmarking partners who come together to explore new possibilities and identify opportunities to solve challenging problems
- 9.3. We capture and share existing knowledge to help benchmark partners improve their practice by providing a forum to identify solutions to common problems and a process to collect and evaluate good practices.
- 9.4. We apply Plan-Do-Check-Act and the cycle of continuous improvement in all our benchmarking efforts.