STEP certificate of Brand Excellence standards

1. **Adding value to the STEP network and STEP network members**

STEP staff will determine the work of the STEP network member аnd the ways their work has contributed to the development of the STEP network.

1. **Self-sustainability and improving STEP network sustainability**

STEP staff will determine the work of the STEP network member аnd the how they have achived sustainability thorugh their work.

1. **Advanced marketing standards**

STEP staff will determine the work of the STEP network member and how well they have developed their marketing strategy. This will be done by the marketing specialists.

1. **Cross-border cooperation**

STEP staff will determine the work of the STEP network member аnd the ways their work has contributed to the development of the STEP network in the aspect of cross-border cooperation.

1. **Code of ethics standard**

STEP staff will review the code of ethics of аs well as the activities of the STEP network member to determine if they adhere to their code of ethics all times.