

The Good Business Charter

The Good Business Charter is a simple accreditation to recognise responsible businesses. It is open to UK organisations of all sizes and structures and measures them on ten components.





What is The Good Business Charter?

The Good Business Charter is an initiative of the Good Business Foundation, a charity registered in England and Wales. We encourage organisations of all sizes, including sole traders and non-profits, to consider accreditation as a way of demonstrating their commitment to responsible business behaviour. We worked closely with our partner organisations, including the CBI, TUC and FSB, to establish the ten components which make up the Charter.

A company must meet requirements in each of these ten areas to receive GBC accreditation (nine for charities/public sector). We believe that this is the huge value of the GBC - an all-or-nothing accreditation rather than an average scoring - which we think makes it more transparent and thus holds more credibility with employees, customers and other stakeholders. Ultimately you are not left guessing - any company that signs up to the GBC will be meeting the criteria for each of the components. Accreditation costs are kept to a minimum.

It is simple and streamlined with accreditation done through online self-certification because we want to inspire as many businesses as possible to sign up and change their business behaviour where necessary, which we believe will in turn encourage wider good business practice. There is rigorous monitoring and enforcement with whistle-blowing actively encouraged.

Why is it needed?

97% of consumers in a 2021 poll said they think it is important for a business to act responsibly (TSB Consumer poll, June 2021)

The Institute of Business Ethics survey (2023) found that 43% of respondents felt that corporate tax avoidance was the most important ethical issue for them. This topped the list for the 11th year running.

Almost half of younger workers (46%) want the company they work for to demonstrate a commitment to ESG, and 20% have turned down a job offer when the company's ESG commitments were not in line with their values. (KPMG, January 2023)



Why does it matter?

Many people believe in a fairer society and want to work for and purchase from organisations that are ethical and responsible. At the current time it is almost impossible to know which those organisations are. The Good Business Charter seeks to provide a clear accreditation for all stakeholders to recognise those businesses operating responsibly in these areas.

The goal of the Good Business Charter is to gain a critical mass of accredited companies of all sizes and from all sectors and work to get the brand widely recognised in the UK for consumers, employees, investors and other stakeholders.

Benefits for Members

There are three strong benefits for members

1. A clear signpost to customers, employees, suppliers and other stakeholders that you put people first
2. A framework to help you communicate your values, attract top talent and foster loyal customers
3. An accreditation that sets you apart from the competition because you can meet our 10 minimum standards

What is the impact?

The Good Business Charter has the potential to change business behaviour which will have a positive impact on all stakeholders including employees, customers and suppliers. Employees earning under the real living wage will see a salary uplift and those on zero hours will have important guarantees on stability of their hours. These are tangible examples of the positive impact of businesses raising their standards in order to be GBC accredited.

Our aim is to create a fairer society by promoting this accreditation scheme through encouraging businesses to pay people a fair wage for a fair day's work, as well as pay their UK taxes not only in accordance with, but in the spirit of national legislation to ensure that revenue is reinvested back into the country's education, healthcare, transport and other areas. This will benefit both current and future employees.

Ethical sourcing and prompt payment to suppliers ensures smaller companies are not exploited and appropriate behaviour towards customers all make for a fairer society where everyone is well informed of the choices they are making and the contribution their custom brings.