

# Host an event with the Good Business Charter



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# GBC events

**At the Good Business Charter (GBC) we are committed to fostering a culture of responsibility and sustainability within the business community.** As advocates for ethical practices, we believe that every company has the potential to make a positive impact on society and the environment.

That's why we love to actively participate in a diverse array of events, both physical and virtual, but as a small charity are limited to how many we can attend. **That's where you can play such a key role.** From seminars and workshops to conferences and networking sessions, you can engage with businesses and the public to promote responsible behaviour and drive meaningful change.

**We would like to invite accredited organisations to join us in our mission by hosting events in collaboration with the GBC,** whether that's requesting a speaker from our team or using the GBC framework to showcase your responsible business practices, encouraging other businesses to join the movement and engaging your employees.

# Why host an event with the GBC

Partnering with us offers a unique opportunity to make a **difference in society**, as well as benefits to your business, including:



**Amplified impact:** We can help you promote your event via our events webpage, newsletter and social media, helping to amplify the reach and impact of your event



**Brand visibility:** Showcase your company's dedication to ethical business practices and sustainability by promoting your accreditation with the GBC during the event, enhancing your brand's reputation and visibility



**Networking opportunities:** Connect with other businesses and individuals who share your commitment to responsible business, fostering valuable partnerships and collaborations

Whether you are interested in hosting a webinar, panel discussion or interactive workshop, **we'll work closely with you to tailor the event to your goals and audience.**

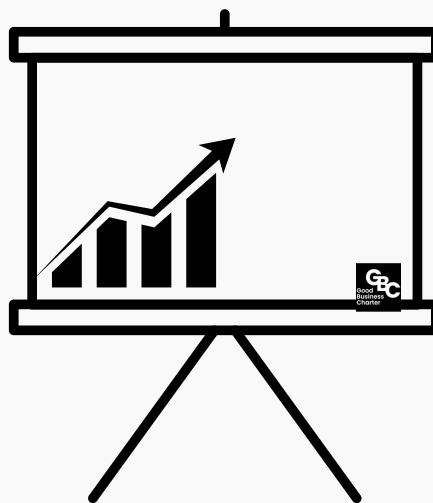
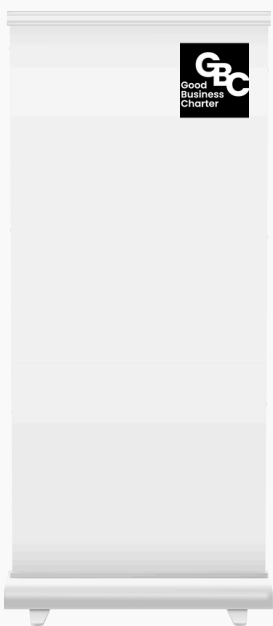


# Using the GBC brand

By using the GBC brand in your event, you can help showcase your company's dedication to ethical business practices.

We have various branded materials available for you to use, including:

- Presentations
- Bookmarks
- Banners
- Different versions of our branded components and logos for digital and print
- [GBC brand guide](#) to give you the necessary tools to promote your event with us



# Branding protocols

**By agreeing to run an event with us, and therefore use our brand, you will agree to the following:**

- Your event will promote your responsible business practices, linking in with the GBC (note that **we cannot partner with you if the event is to simply sell your products/services**; GBC events are aimed at encouraging responsible business practices, whether that's to your employees, suppliers or other stakeholders)
- **You will not edit the branding** in any way (e.g. cropping the logos, or changing the colours of our components)
- **You will adhere to our brand guidelines.** Our brand guide will give you the necessary tools to promote your event with us, whilst still reflecting the GBC brand

In return, we will...

- Help promote your event via social media, our newsletter and events page
- Be on hand to help with any questions you may have (from helping with an event description or subject, to using our brand)
- Ensure you have everything you need to run a successful event!

# Examples of past events

The following pages will showcase some example events we have partnered on in the past.

Each event aligns with the GBC's core values and encourages others to behave responsibly.



# West London Chambers of Commerce



## Workshop: Embedding Responsible Business

Earlier this year, accredited organisation, West London Chambers of Commerce (WLCoc) hosted a workshop at the Festival of Business on embedding responsible business and the advantages of Good Business Charter accreditation to businesses from across West London.

Using our branded slide deck, WLCoc used their session to encourage responsible business practices across West London, to benefit their organisations, their employees and the public.

In addition, WLCoc requested a GBC banner and bookmarks to further help promote our brand at the event.





# Aviva



## Panel Discussion: The Power of Good Business

Earlier this year, spokespeople from Aviva, MONDRAGON Corporation and Pavers came together to discuss the power of Good Business at the 2024 York Festival of Ideas.

York and North Yorkshire entered a new phase of devolution with the election of their first Mayor, aiming to enhance economic collaboration and innovation. During the event, Sally Dillon from Aviva highlighted how the GBC's principles align with Aviva's transformation goals, emphasising the Charter's importance in fostering responsible business practices and driving regional economic growth.



# Institute of Directors



## Keynote speaker: Responsible Business

Earlier this year, the Chartered Director Conference, held at Nissan's Sunderland plant, focused on innovation and productivity, featuring a tour of the plant and networking opportunities.

The Institute of Directors requested our CEO, Jenny Herrera, as a speaker at the event who discussed the importance of responsible business practices and explored the link between innovation and productivity.



# Whitespace Group

whitespace  
group

## Exhibition: Reset Connect

Whitespace Group exhibited at this year's Reset Connect Conference at the ExCeL, the UK's leading sustainability and Net Zero event for businesses, investors and innovators and a flagship event of London Climate Week. They also took part in two panel discussions during the event on Transforming Industries and Moving Towards a Future of Greener Events.

Using the GBC brand on their exhibition stand and our GBC bookmarks in their VIP lounge area, they promoted the importance of sustainability and wider ESG within businesses and supply chains.



# Register your interest in hosting an event

To register your interest, **please fill out this form** which requests details on:

- Your company
- Your aims for the event
- What support you need from GBC (e.g. speaker request, slides, brand use)
- The date of the event
- Contact details

## **Need further support?**

If you need further support on deciding on a event subject, description or have further questions on hosting an event with the GBC, please contact [communications@goodbusinesscharter.com](mailto:communications@goodbusinesscharter.com)

## **Keep up to date on our events!**

To keep up to date on our upcoming events, please bookmark our [Events Page](#) and keep an eye on [our newsletter](#) where we frequently promote upcoming events.