

GOOD BUSINESS FORTNIGHT TOOLKIT

3rd - 14th February 2025



SUPPORT GOOD BUSINESS FORTNIGHT

Good Business Fortnight will take place from 3rd to 14th February 2025 and will bring together everyone who is passionate about responsible business practices.

The fortnight-long awareness week will celebrate the outstanding efforts of businesses across the UK in championing responsible practices and making a positive impact on society and the environment.

Not only will it celebrate those acting responsibly, the awareness campaign also acts as a platform to encourage other businesses to adopt similar practices. It will also make the public aware of what an ethical business looks like, and the importance of acting responsibly.

The campaign will foster a broader movement towards ethical business practices, contributing to a fairer and more sustainable world.



GET INVOLVED WITH GOOD BUSINESS FORTNIGHT

This pack is designed to guide you through each step of the fortnight, ensuring your organisation can effectively participate, contribute and benefit from the awareness week. Whether you are a small start-up or a large corporation, there is a place for every business to showcase its commitment to good practices.

This pack includes:

- Creative assets for all platforms
- Suggestions for daily themes with specific details and suggestions on how you and your employees can get involved each day
- Examples on how organisations got involved in 2024
- Information on how you can host an event within Good Business Fortnight
- Details on our Good Business Fortnight competition
- Useful links and contact information



RESOURCES AND ASSETS: SOCIAL MEDIA

Example social posts

We have a range of example social media posts to help guide you through the fortnight.

Creative assets

We have a range of creative assets you can use to support your social posts throughout the fortnight.

Hashtag

Don't forget to use the hashtag #GoodBusinessMatters during the fortnight so we can share your inspiring posts!

Tag us!

Don't forget to tag us in your social posts so we can reshare your posts throughout the fortnight.



Good Business Charter



goodbusinesscharter



@GBCharterUK



GBCharterUK



#GoodBusinessMatters

RESOURCES AND ASSETS

Website

Utilise our [website banners](#) to help you promote your Good Business Fortnight campaign!

Posters

[Print out our range of banners](#) and stick them in your shop window to further promote your accreditation and responsible business practices!

Slide deck

Use our [example slide deck](#) to promote your Good Business Fortnight activities. This can be used during events and on screens throughout your office(s).

Newsletters

Utilise our [newsletter banners](#) to help communicate your Good Business Fortnight support to employees, customers and your supply chain.

Email signatures

Use our [email signature graphic](#) to communicate your Good Business Fortnight support to employees, customers and your supply chain. Share this with your colleagues, encouraging them to use it to!



GOOD BUSINESS FORTNIGHT

DAILY THEMES

Week one

**Responsible
Business
Monday**

Monday 3rd February

**EDI
Tuesday**

Tuesday 4th February

**Wellness
Wednesday**

Wednesday 5th February

**Employee
Representation
Thursday**

Thursday 6th February

**Fair Pay
and Hours
Friday**

Friday 7th February

Week two

**Environmental
Responsibility
Monday**

Monday 10th February

**Timely
Tuesday**

Tuesday 11th February

**Ethical
Sourcing
Wednesday**

Wednesday 12th February

**Customer
Thursday**

Thursday 13th February

**Fair Tax
Friday**

Friday 14th February

RESPONSIBLE BUSINESS MONDAY

Monday 3rd February

By championing responsible business practices, you can set a powerful example that can inspire other organisations to follow suit, benefiting both people and the planet. An overwhelming 97% of people believe it's important for businesses to act responsibly, and consumers are increasingly demanding consistent and transparent information to verify these practices.

Organisations

Celebrate your impact: Highlight how your organisation is leading the way in responsible business practices. Share your successes through case studies, social media posts or employee testimonials to inspire others to take similar steps.

Create a video: Showcase why embedding responsible business practices is essential to your organisation. A short, engaging video can make a powerful statement.

Host an event: Bring together local businesses to discuss the importance of responsible behaviour and share how it has positively impacted your organisation.

Publish a report: Share your commitment to responsible business by publishing a Responsible Business Report or ESG Report, highlighting your achievements and future goals.

Engage your stakeholders: Send an email to your customers, clients and suppliers about how you're supporting Good Business Fortnight and invite them to join in.

Internal Communications: Share your participation in Good Business Fortnight with your employees through your intranet or internal newsletter, explaining why it's important to your company and how they can get involved.

Employees

Get involved on social media: Share how your organisation is championing responsible business practices. Use the hashtag #GoodBusinessMatters to join the conversation and highlight why this matters to you as an employee.

Leverage your networks: Use your personal and professional networks to advocate for responsible business practices and express your pride in working for a GBC-accredited organisation.



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RESPONSIBLE BUSINESS MONDAY

Examples

Videos



Case studies



Internal communications



Responsible business reports



Social media posts



EDI TUESDAY

Tuesday 4th February

A diverse, equal, and inclusive culture is essential for a business to thrive because it places people at the heart of its operations. When individuals feel valued and included, they are more likely to excel in their work. Diverse teams drive better business outcomes, leading to enhanced customer orientation, innovation, productivity, profitability, morale, and staff retention. Achieving this requires concrete actions to improve diversity, with data playing a crucial role in measuring progress.

Organisations

Host educational workshops: Organise workshops and training sessions for your employees focused on key EDI (Equality, Diversity, and Inclusion) topics such as unconscious bias, cultural competency and inclusive leadership.

Share your insights: Write a thought leadership piece, blog or case study highlighting the importance of EDI and how your organisation is making strides in this area.

Employees

Invest in your education: Attend workshops or training sessions on EDI topics, or explore resources from initiatives like Change the Race Ratio to deepen your understanding of these issues.

Engage with EDI initiatives: Get involved in your organisation's EDI groups and contribute to creating a more inclusive workplace.

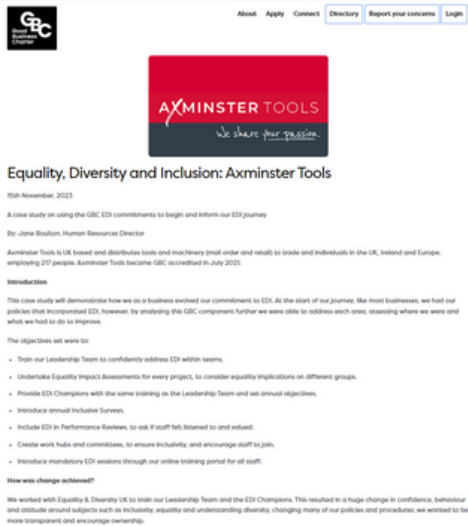


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EDI TUESDAY

Examples

Case studies



Equality, Diversity and Inclusion: Axminster Tools
15th November, 2023

A case study on using the GBC EDI commitments to begin and inform our EDI journey.

By: Jane Boulton, Human Resources Director

Axminster Tools is UK based and distributes tools and machinery (mail order and retail) to trade and individuals in the UK, Ireland and Europe, employing 217 people. Axminster Tools became GBC accredited in July 2023.

Introduction

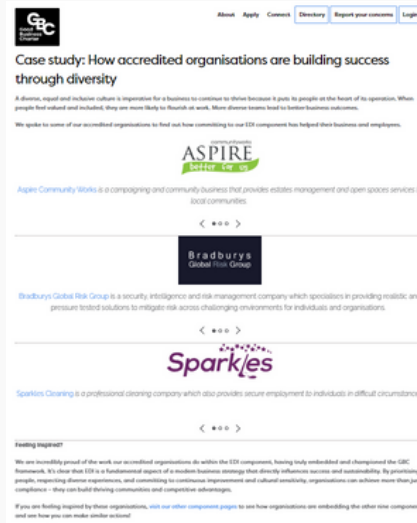
This case study will demonstrate how we as a business evolved our commitment to EDI. At the start of our journey, like most businesses, we had our policies that incorporated EDI, however, by analysing this GBC component further we were able to address each area, assessing where we were and what we had to do to improve.

The objectives set were to:

- Train our Leadership Team to confidently address EDI within teams.
- Undertake Equality Impact Assessments for every project, to consider equality implications on different groups.
- Provide EDI Champions with the same training as the Leadership Team and set annual objectives.
- Introduce annual Inclusive Surveys.
- Include EDI in Performance Reviews, to ask if staff felt listened to and valued.
- Create work hubs and committees, to ensure inclusivity, and encourage staff to join.
- Introduce mandatory EDI sessions through our online training portal for all staff.

How was change achieved?

We worked with Equality & Diversity UK to train our Leadership Team and the EDI Champions. This resulted in a huge change in confidence, behaviour and attitude around subjects such as inclusive equality and understanding diversity. Changing many of our policies and procedures, we wanted to be more transparent and encourage ownership.



Case study: How accredited organisations are building success through diversity

A diverse, equal and inclusive culture is imperative for a business to continue to thrive because it puts its people at the heart of its operation. When people feel valued and included, they are more likely to flourish at work. More diverse teams tend to better business outcomes.

We spoke to some of our accredited organisations to find out how committing to our EDI component has helped their business and employees.

ASPIRE
ASPIRE Community Works is a campaigning and community business that provides estates management and open spaces services to local communities.

Bradburys
Bradburys Global Risk Group is a security intelligence and risk management company which specialises in providing realistic and pressure tested solutions to mitigate risk across challenging environments for individuals and organisations.

Sparkjes
Sparkjes Cleaning is a professional cleaning company which also provides secure employment to individuals in difficult circumstances.

Feeling Inspired?

We are incredibly proud of the work our accredited organisations do within the EDI component, having truly embedded and championed the GBC framework. It's clear that EDI is a fundamental aspect of a modern business strategy that directly influences success and sustainability. By prioritising people, respecting diverse experiences, and committing to continuous improvement and cultural sensitivity, organisations can achieve more than just compliance - they can build thriving communities and competitive advantages.

If you are feeling inspired by these organisations, [visit our other component pages](#) to see how organisations are embedding the other core components and see how you can make similar actions!

Educational resources



WELLNESS WEDNESDAY

Wednesday 5th February

Employees' physical and mental health are paramount. Neglecting these aspects can lead to adverse effects not just within the business but also across society. Cultivating a culture that demands long working hours is counterproductive, leading to issues like absenteeism and presenteeism, which can harm productivity and team morale.

No one should fear becoming unwell due to their job or feel compelled to work when they're not well. Responsible organisations foster environments where supportive line management encourages open and honest discussions without the fear of punitive repercussions.

Organisations

- **Showcase success stories:** Share case studies and post on social media highlighting how your organisation has successfully implemented employee wellbeing initiatives.
- **Educate and engage:** Host workshops or training sessions for clients, suppliers, or local businesses emphasising the importance of employee wellbeing.
- **Promote Wellness Wednesday:** Use this day as an opportunity to remind colleagues about available wellness activities, schemes, and support.
- **Community involvement:** Organise a team volunteering day to contribute positively to your community.

Employees

- **Initiate wellbeing activities:** Organise initiatives like lunchtime wellbeing walks or yoga sessions for colleagues to participate in.
- **Share healthy habits:** Arrange a healthy lunch and discuss with your colleagues how you manage and prioritise your own wellbeing.



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WELLNESS WEDNESDAY

Examples

Wellbeing activities (wellbeing walks)



Case studies

LEEK Building Society

Championing Wellbeing

10th December 2023

As a financial institution, Leek Building Society provides an excellent example of how people can be truly championed and employee wellbeing put at the heart of business. The GBC, the British Retail Bank Association and the Financial Conduct Authority all recognise Leek as an award-winning employer who has been named as the UK's most ethical employer in the 2023 Ethical Awards. Leek Building Society is a member of the Financial Conduct Authority and the British Retail Bank Association.

This led to an Employee Support Programme which was perfectly placed to guide them through the COVID-19 pandemic. As the pillars were:

- 1. In-house support:** This included a range of health and wellbeing services for employees and their families, such as mental health and wellbeing support, financial support, legal support, and a dedicated support team for employees.
- 2. Third party support:** Leek Building Society also worked with external providers to offer support to employees and their families, such as mental health and wellbeing support, financial support, legal support, and a dedicated support team for employees.
- 3. Employee training:** The Society also provided training to its employees on mental health and wellbeing, ensuring that all employees understood their role and the support available to them. Training was rolled out to all employees to help them identify and support their colleagues with their wellbeing needs and signs.
- 4. Executive promotion:** The Society's leaders, including the CEO, regularly promote the Society's health and wellbeing message to its staff and visitors. This has been a key part of the Society's strategy to ensure that its employees and their families are supported and that its business is successful.
- 5. Employee support and recognition:** A group of COVID-19 Support Champions, led by the CEO, supported the pandemic. This included regular communication with all staff during the pandemic, including support and advice on how to work from home, and ensuring that all staff were supported and that their families were supported.

With the pandemic largely behind us, the focus has moved to the cost of living crisis that is impacting many. Leek Building Society will look to bring these two challenges together, to ensure that its employees and their families are supported and that its business is successful.

1. A workplace wellbeing strategy to ensure ongoing resilience by employees who can act on their own as well as being supported by their colleagues.

2. A commitment to a fair and equitable pay system, such as signing up to the Living Wage Foundation and a general cost of living increase to ensure employees receive fair and well-matched pay for their skills and experience.

3. Effective pension and retirement planning, including an auto-enrolment scheme to ensure that all employees have a pension plan from 1% to 15%, without requiring an increase in the contribution from staff.

4. A supportive employment and pay system, with full pay for two months for individuals with significant health conditions.

5. A range of maternity, paternity and adoption pay, including two weeks' full pay for paternity leave in addition to two weeks' statutory, along with a considerable uplift in maternity and adoption pay.

blusky

Case study: How prioritising employee wellbeing can enhance productivity and business success

blusky is a North East based accountancy firm that supports scaling tech and professional services businesses across the UK.

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Social posts

"Happiness at work is being trusted to get the job done, knowing that there is support around you when you need it"

HELEN, DIRECTOR OF PEOPLE & DEVELOPMENT

#TEAMBOO boo

Aviva plc @avivapl

We're continuing to celebrate #GoodBusinessWeek by highlighting the importance of employee wellbeing!

At Aviva we offer a range of benefits to support our people.

- Equal Parental Leave
- Aviva Digital GP
- Paid carers leave
- and much more

aviva.com/careers/all-ab-...

#GoodBusinessMatters

GOOD BUSINESS WEEK
5th to 11th February 2024

Wellness Wednesday

GBC Good Business Charter

#GoodBusinessMatters



EMPLOYEE REPRESENTATION THURSDAY

Thursday 6th February

Empowering all employees to have a voice ensures the best ideas are heard and protects vulnerable workers. With ongoing workplace issues like sexual harassment, it's crucial that employees can speak up, feel confident they'll be heard, and trust that action will be taken. When this fails, organisational trust quickly erodes.

Worker representatives, including trade unions, are vital in this process. Employee forums, regular satisfaction surveys, and clear escalation paths to senior management are essential for maintaining a healthy workplace culture.

Organisations

- **Establish or strengthen employee representation:** If your organisation doesn't already have Employee Councils or Committees, create them. If these structures are in place, review and enhance their effectiveness. Ensure they are inclusive and provide a real platform for employees to voice their concerns and ideas.
- **Host listening sessions:** Organise sessions where leadership actively listens to employee concerns, suggestions, and feedback, demonstrating a commitment to taking action where needed.
- **Engage unions and representatives:** Invite trade unions or employee representative groups to host a "lunch and learn" session to discuss the importance of having a voice at work.

Employees

- **Get involved:** Volunteer for projects or committees that focus on improving workplace culture and community engagement. Your involvement can drive meaningful change.
- **Promote representation:** Introduce colleagues to the benefits of joining a union or employee representative group. Share your experiences of communicating your views or participating in organisational change on social media, inspiring others to do the same.



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EMPLOYEE REPRESENTATION THURSDAY

Examples

Case studies

Case study: How to ensure all employees have a voice

Ensuring robust employee representation within organisations, including employee representatives such as trade unionists and employee forums, is vital for fostering an environment where all voices are heard. This not only facilitates the sharing of the best ideas but also serves as a crucial mechanism for safeguarding vulnerable workers from exploitation. Such representation, coupled with avenues for consultation like regular satisfaction surveys, not only empowers employees to speak up but also reinforces trust and confidence in the organisation, crucial for its sustained success.

We spoke to some of our accredited organisations to explore their proactive efforts in meeting the employee representation component, looking at how these organisations prioritise employee voices and foster inclusive cultures to drive success.

First Steps ED



First Steps ED is the largest face-to-face and only all age eating disorder charity in the UK providing evidence-based individual and group therapeutic services for people of all ages, genders and backgrounds affected by disordered eating and disorders, and support to carers.



Mediascape Ltd



Mediascape is a Scottish employee-owned business designing, supplying, installing and maintaining integrated AV systems throughout Scotland.



Systematic



Systematic provide design, print, mailing and marketing services to UK organisations to help them achieve their business goals.



Feeling inspired?

We are incredibly proud of the work our accredited organisations do within the employee representation component, having truly embedded and championed the GBC framework. We need to continue to advocate for and implement strategies that amplify employee voices, ensuring that every individual feels valued, heard and empowered within their workplace.

If you are feeling inspired by these organisations, visit our [other component pages](#) to see how organisations are embedding the other nine components and see how you can make similar actions!



FAIR PAY AND HOURS FRIDAY

Friday 7th February

Fair hours, contracts and pay are essential for providing workers with the financial stability needed to budget effectively and secure essentials like housing and childcare. Insecure jobs with fluctuating incomes and last-minute shift cancellations cause significant financial and personal stress. Implementing fair shift scheduling and reliable cancellation policies allows workers to plan their lives with confidence. Paying the Real Living Wage, which is calculated to meet the actual cost of living, reduces wage inequality and ensures employees can afford basic necessities. Fair pay and stable contracts also lead to higher employee retention, lower recruitment costs and a more motivated, loyal workforce.

Organisations

- **Share your impact:** Post a quote card on social media or write a case study about how paying the Real Living Wage and providing fair hours has benefited your business and improved employee wellbeing.
- **Advocate for change:** Write an article or issue a press release on the importance of fair pay and contracts. Encourage other local businesses to seek GBC accreditation and make these commitments.

Employees

- **Share your experience:** Post a short video on social media using the hashtag #GoodBusinessMatters, sharing how being paid the Real Living Wage and having fair hours has positively impacted your life.



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ENVIRONMENTAL RESPONSIBILITY MONDAY

Monday 10th February

Environmental responsibility is essential for businesses aiming to reduce their impact on the planet and help mitigate the climate crisis driven by excessive CO2 emissions. As consumers increasingly demand sustainable practices, companies are urged to adopt policies that improve resource management and waste disposal. Committing to environmental responsibility not only enhances a company's reputation but also supports the urgent goal of achieving net zero emissions for a sustainable future.

Organisations

- **Educate and engage:** Host workshops and training sessions on environmental topics like waste reduction, sustainable transportation and carbon footprint reduction to equip your employees with the knowledge they need to make a difference.
- **Empower green teams:** Encourage Sustainability Groups and Green Teams to share updates on their initiatives or organise activities that promote environmental awareness and action.
- **Get involved locally:** Organise a team environmental activity, such as volunteering at a nature reserve, planting trees or conducting a litter pick. Involve other local businesses and share your efforts during Good Business Fortnight to inspire wider community participation.
- **Internal communications:** Use your employee intranet to highlight the importance of environmental responsibility and key initiatives. Get employees excited about supporting your activities and working towards Net Zero.
- **Share success stories:** Create case studies or send out a press release on why environmental responsibility matters to your organisation and how your GBC accreditation plays a role in your commitment.



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ENVIRONMENTAL RESPONSIBILITY MONDAY

Examples

PR

AV Dawson: Port prioritises the environment as part of 'Good Business Week'

Case studies

Case study: How accredited organisations pave the way towards environmental responsibility

Environmental responsibility matters now more than ever, as businesses commit to reducing their environmental impact and improving their performance, aligning with targets crucial for mitigating the climate crisis. With a significant percentage of millennials considering social and environmental commitments when choosing where to work, organisations must prioritise sustainability to attract and retain talent, while also fulfilling their duty to minimise environmental harm and work towards a net-zero future.

We spoke to some of our accredited organisations to explore their proactive efforts in meeting the environmental responsibility component, looking at how these organisations prioritise their sustainable practices.

AngliaResearch
Established in 1979, Anglia Research provides probate genealogy and related services to legal firms, local authorities, private deputyship organisations, and the general public, both in the UK and worldwide.

OUREA EVENTS
Ourea Events organise world class mountain running events across the UK. These events include Dragons Back race, Cape Wrath Ultra, Scarpa Great Lofeland 3 Day, SILVA Northern Traverse and Salomon Skyline Scotland.

How every corner of your organisation plays a crucial role in achieving net zero

feedwater
the water treatment specialists

feedwater is a manufacturer and supplier of water treatment chemicals, equipment and water solutions, with a long history of innovation and excellence. As a Planet Mark certified business, feedwater is committed to reducing its environmental impact and achieving net zero.

As a Planet Mark certified business, we're committed to environmental change. Here are some of the things we do...

- We've made several improvements as a business in the past year, including:
 - Reduced our own use of PPE bottles and change points
 - Reduced our electricity consumption by 10% compared to last year when we had our own solar energy, while still using solar electricity
 - Reuse our first format design on the job to be used over and over again to plan for further future data for our carbon footprint

What environmental action are you most proud of?

"I have a mixed view on what we've done as a business, but I think it's important to highlight the contribution of individuals in the office. Many of our colleagues, suppliers and customers are passionate about reducing their impact on the environment, and it's their individual actions and the management that give us a daily task that keeps us going in the right direction."

What is the future looking like for feedwater?

Technical changes, every region around the world to keep moving ahead, continuing.

"As a Planet Mark certified business, we recognise that Net Zero is a goal for our business. Our customers want us to do this and we want to be a positive part of the process and all regional plans."

"We have a long plan for technical improvements and further sustainable energy projects to power them, together with a major overhaul of our vehicle fleet."

Videos

Axminster Tools
1,475 Followers

As part of Good Business Week 2024 we wanted to share our environmental commitment as a Planet Mark certified business.

#Environment #Environmental #EnvironmentalImpact #EnvironmentallyFriendly #GoodBusiness #GBC #GoodBusinessMatters #GoodBusiness #PlanetMark

As a Planet Mark certified business, we're committed to environmental change. Here are some of the things we do...

Environmental activities



#GoodBusinessMatters



TIMELY TUESDAY

Tuesday 11th February

Ensuring timely payments to suppliers is vital for preventing small businesses from facing financial instability, with 400,000 businesses at risk of closure each year due to late payments. Prompt payments are a sign of respect and fairness, strengthening business relationships and maintaining a healthy supply chain. This practice isn't just an operational necessity—it embodies corporate social responsibility, enhancing a company's reputation while supporting the sustainability of small suppliers.

Organisations

- **Share your success:** Post on social media about how promptly paying your suppliers has benefited your business and strengthened relationships. Use the hashtag #GoodBusinessMatters to join the conversation.
- **Promote Timely Tuesday:** Use Timely Tuesday to highlight the importance of paying suppliers, especially small businesses, within 30 days. Emphasise why responsible businesses should prioritise this often-overlooked area.
- **Highlight internal commitment:** Gather testimonials from your accounts team on why prompt payments matter, their pride in adhering to the Prompt Payment Code and how they've supported small suppliers.
- **Communicate with your suppliers:** Reach out to your suppliers to reaffirm their importance to your business and your commitment to timely payments as part of your GBC accreditation. Encourage them to consider GBC accreditation as well, promoting a culture of responsibility.

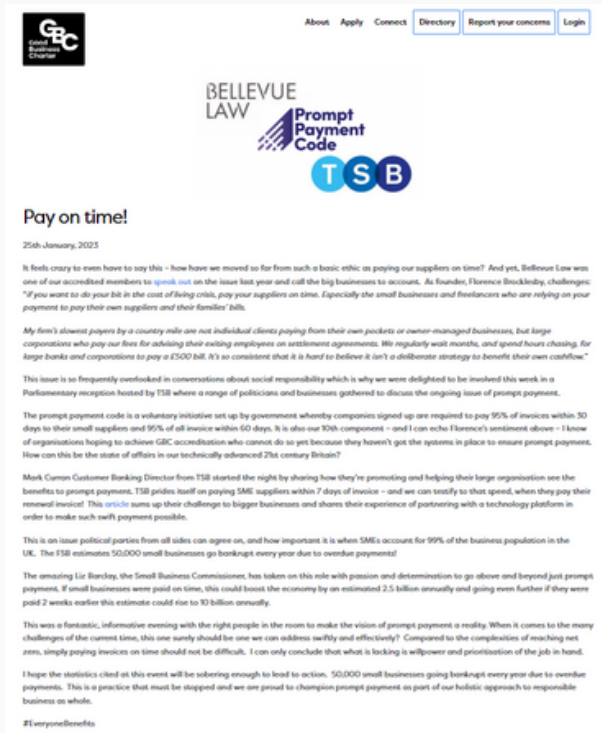


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TIMELY TUESDAY

Examples

Case studies



Pay on time!

25th January 2023

It feels crazy to even have to say this – how have we moved so far from such a basic ethic as paying our suppliers on time? And yet, Bellevue Law was one of our accredited members to [speak out](#) on the issue last year and call the big businesses to account. As founder, Florence Buckleby, challenged: "If you want to do your bit in the cost of living crisis, pay your suppliers on time. Especially the small businesses and freelancers who are relying on your payment to pay their own suppliers and their families' bills."

My firm's slowest payers by a country mile are not individual clients paying from their own pockets or owner-managed businesses, but large corporations who pay our fees for advising their existing employees on settlement agreements. We regularly wait months, and spend hours chasing, for large banks and corporations to pay a £500 bill. It's so consistent that it is hard to believe it isn't a deliberate strategy to benefit their own cashflow."

This issue is so frequently overlooked in conversations about social responsibility which is why we were delighted to be involved this week in a Parliamentary reception hosted by TSB where a range of politicians and businesses gathered to discuss the ongoing issue of prompt payment.

The prompt payment code is a voluntary initiative set up by government whereby companies signed up are required to pay 95% of invoices within 30 days to their small suppliers and 95% of all invoice within 60 days. It is also our 10th component – and I can echo Florence's sentiment above – I know of organisations hoping to achieve GBC accreditation who cannot do so yet because they haven't got the systems in place to ensure prompt payment. How can this be the state of affairs in our technically advanced 21st century Britain?

Mark Cavan Customer Banking Director from TSB started the night by sharing how they're promoting and helping their large organisation see the benefits to prompt payment. TSB prides itself on paying SME suppliers within 7 days of invoice – and we can testify to that speed, when they pay their renewal invoice! This [article](#) sums up their challenge to bigger businesses and shares their experience of partnering with a technology platform in order to make such swift payment possible.

This is an issue political parties from all sides can agree on, and how important it is when SMEs account for 99% of the business population in the UK. The FSB estimates 50,000 small businesses go bankrupt every year due to overdue payments!

The amazing Liz Barclay, the Small Business Commissioner, has taken on this role with passion and determination to go above and beyond just prompt payment. If small businesses were paid on time, this could boost the economy by an estimated 2.5 billion annually and going even further if they were paid 2 weeks earlier this estimate could rise to 10 billion annually.

This was a fantastic, informative evening with the right people in the room to make the vision of prompt payment a reality. When it comes to the many challenges of the current time, this one surely should be one we can address swiftly and effectively. Compared to the complexities of reaching net zero, simply paying invoices on time should not be difficult. I can only conclude that what is lacking is willpower and prioritisation of the job in hand.

I hope the statistics cited at this event will be sobering enough to lead to action. 50,000 small businesses going bankrupt every year due to overdue payments. This is a practice that must be stopped and we are proud to champion prompt payment as part of our holistic approach to responsible business as a whole.

#EveryoneBenefits

Videos



Showcasing the Good Business Charter with the TSB

Showcasing the Good Business Charter

With the TSB

With guest speaker
Kate Osiadacz - Head of Responsible Business, TSB

Watch on  YouTube

Resources



Prompt Payment Code

Small Business Commissioner | Department for Business & Trade

Administered by the Office of the Small Business Commissioner on behalf of DBT



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ETHICAL SOURCING WEDNESDAY

Wednesday 12th February

Millions worldwide endure inadequate and often shocking working conditions, including child labour and modern slavery. By tolerating unethical practices within supply chains, businesses inadvertently contribute to these issues—even in the UK. Ethical sourcing ensures that suppliers uphold fair labour standards, protecting vulnerable workers and improving global working conditions. This commitment not only reflects corporate social responsibility but also enhances a company's reputation and supports a sustainable, ethical global supply chain.

Organisations

- **Engage with suppliers:** Host an event with your suppliers, potential suppliers, and local organisations to highlight the importance of ethical sourcing for the community and the planet. Encourage your UK suppliers to pursue GBC accreditation, offering your support throughout the process.
- **Celebrate ethical sourcing:** Organise an employee lunch or a "lunch and learn" session to celebrate your commitment to ethical sourcing. Consider sharing locally produced foods or setting up an ethically sourced tasting table to make the event more engaging.
- **Empower procurement teams:** Encourage your procurement team to use Environmental Responsibility Monday to share your ethical sourcing commitments with colleagues. This can foster pride in your initiatives and provide opportunities for employees to get involved through workshops, training, or other activities.
- **Share your story:** Use social media, employee testimonials, and your intranet to communicate the importance of ethical sourcing and any key initiatives. Highlight case studies—through written pieces, podcasts, or videos—showcasing why this matters to your organisation and how your GBC accreditation plays a role. Share examples of the suppliers you work with, and promote these stories across social media and within your supply chain.



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CUSTOMER THURSDAY

Thursday 13th February

Great customer service is the cornerstone of any successful business, fostering trust and satisfaction among customers. Treating customers fairly and addressing complaints promptly is a sign of respect and a key element of ethical business practice. In today's competitive landscape, outstanding customer service offers a significant edge, shaping public perception through social media and review platforms. A strong commitment to customer satisfaction not only enhances your company's reputation but also builds customer loyalty, driving long-term success. By consistently monitoring and responding to customer feedback, businesses can refine their services and solidify their market position.

Organisations

- **Showcase your commitment:** Create a short video or written case study highlighting your dedication to customer needs and share it on social media with the hashtag #GoodBusinessMatters.
- **Promote your participation:** If you have a shop or office, display a Good Business Fortnight (GBF) poster or transform your space into a GBF-themed display for the duration of the fortnight.
- **Elevate customer service:** Host workshops or training sessions for clients, suppliers, or local businesses to share how you prioritise customer care. Seek feedback, ensure accessibility and help others improve their customer service as part of celebrating GBC's Customer Thursday.



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CUSTOMER THURSDAY

Thursday 13th February

Case studies

Case study: How accredited organisations lead by example with excellent customer commitment

Good customer service is of the utmost importance when it comes to running and growing your business. It is also a mark of respect to treat your customers fairly and deal appropriately with complaints. In a competitive environment, good customer service will give your business an advantage - we live in an age where people communicate widely and publicly with others, and business receiving comments of good or poor service on social media and review websites like Trustpilot, can make a huge difference to their sales and bottom line.

We spoke to some of our accredited organisations to explore their proactive efforts in meeting the customer commitment component and how they fulfil client needs.

alocalprinter

A Local Printer is an online and direct print business which is focussed on delivering affordable eco-friendly printing to all.

My Life My Choice (MLMC) is a multi-award winning charity run for and by adults with learning disabilities in Oxfordshire.

Feeling Inspired?

We are incredibly proud of the work our accredited organisations do within the customer commitment component, having truly embedded and championed the GBC framework. These examples from accredited organisations serve as a vital lesson for all organisations: in a world where transparency and accountability is more important than ever, the ability to effectively engage with and respond to customer and feedback is not just an added benefit - it is a fundamental component of sustainable growth and operational excellence.

If you are feeling inspired by these organisations, visit our other component pages to see how organisations are embedding the other nine components and see how you can make similar actions!

Showcasing excellence: how GBC accredited organisations demonstrate their commitment to their customers

5th September, 2024

Whether you treat customers, clients, members, benefit holders or the public as the people you serve in running your organisation, they should be at the heart of what you do, and the GBC framework is designed to ensure people act. It is a mark of progress or some your customers or benefit holders fairly and deal appropriately with complaints. In a competitive environment, good customer service will give your organisation an advantage of course, but it is also a strong indicator of the values of your organisation.

We spoke to some of our accredited organisations to explore their proactive efforts in meeting the GBC customer commitment component, and showcasing their commitment as part of their accreditation, to help inspire other organisations.

Dedicated customer commitment webpages

Legal & General is a leading UK financial services group and major global insurer.

richersounds is a British home entertainment retailer operating from 33 stores nationwide, online and the store's website and business as Business Departments.

AXMINSTER TOOLS offer an extensive range of quality woodworking tools, machinery and working consumables.

Legal and General, Richer Sounds and Axminster Tools' commitment to exceeding customer expectations in terms of performance, quality and innovation is clearly demonstrated through their dedicated customer pages, making their values and practices:

- Legal and General: [Commitment for Customers](#)

Showcasing your accreditation



#GoodBusinessMatters

FAIR TAX FRIDAY

Friday 14th February

Meeting tax obligations is crucial for ethical business operations and sustainable growth. Fair tax practices build trust and reinforce integrity, while transparent management of taxes upholds essential ethical standards.

In a competitive market, fair tax compliance enhances corporate reputation and trust. Just as excellent customer service drives loyalty, committing to fair tax practices strengthens credibility and stability. Consistently following fair tax guidelines supports public services and infrastructure, affirming a business's role as a responsible corporate citizen.

Organisations

- **Promote Fair Tax practices:** Share your thoughts on the importance of fair tax compliance on social media using the hashtag #GoodBusinessMatters. Use our stats guide to highlight key points.
- **Reflect and share:** As Good Business Fortnight concludes, write a blog post summarising your participation and why these values are important to your company.
- **Communicate your commitment:** Evaluate how and where you communicate your commitment to fair tax practices. Could this be made more prominent? Get inspired by how these three GBC-accredited organisations showcase their tax commitments (LINK to FTM and case study).
- **Take the next step:** Amplify your commitment to fair tax practices by accrediting with the Fair Tax Mark, adding your voice to this important issue.



#GoodBusinessMatters

FAIR TAX FRIDAY

Friday 14th February

Case studies

Pay Fair Tax

Commitment to Paying Fair Tax How GBC accredited organisations lead the way with transparency and responsibility

3.3 PAYING FAIR TAX

3. PAY FAIR TAX

Good Business Charter (GBC) accredited organisations must commit to paying their share of taxes, including local business rates and corporation tax, in a timely and transparent manner. This commitment is a key part of the GBC's mission to promote responsible business practices and ensure that all organisations contributing to the UK economy are treated fairly.

3.1 PAY FAIR TAX

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Socials

thebeechesuk @thebeechesuk

We've had a fantastic time celebrating #GoodBusinessWeek which aims to raise #awareness of #responsiblebusiness behaviour, and for this to be the established norm in the UK. We are proud to be accredited by @GBCharterUK and strongly believe that #GoodBusinessMatters.

#thebeeches

Silver Birch Care @silverbirchcare - Feb 9

Had a great time celebrating #GoodBusinessWeek which aims to encourage #responsiblebusiness behaviour to be the established norm in the UK. We were the first #socialcare provider & one of the first 20 organisations to join @GBCharterUK. We strongly believe #GoodBusinessMatters.

GOOD BUSINESS WEEK
5th to 11th February 2024

Wilson Wright 2,171 followers 6mo

To round off the Good Business Charter's #GoodBusinessWeek, we collaborated with Ed Blum of Tin Pan to bring the Firm's values and culture to life.

This video focuses directly on our people's stories, highlights our inclusive culture and portrays what it truly means to work for a firm like Wilson Wright.

#Equality #Diversity #Inclusion #GoodBusinessMatters

wilson wright

Celebrating Good Business Week

GBC Good Business Charter

4:29 1x

PR

Good Business Charter stages awareness week for York firms

Good Business Charter (GBC) has staged an awareness week for York firms, highlighting the importance of responsible business practices and the role of the Good Business Charter in promoting these values.

The week-long event, which ran from February 5th to 11th, featured a series of activities, including a panel discussion, a networking event, and a series of workshops. The panel discussion, which was moderated by GBC's Executive Director, focused on the challenges of responsible business practices and the role of the Good Business Charter in addressing these challenges.

The networking event, which was held at the York Guildhall, provided an opportunity for York firms to connect with each other and with GBC's representatives. The workshops, which were held at various locations across York, focused on a range of topics, including responsible business practices, environmental sustainability, and social responsibility.

The awareness week was a success, with a large number of York firms participating in the activities. This demonstrates the growing awareness of responsible business practices among York firms and the role of the Good Business Charter in promoting these values.

Get involved with the news

1. Wilson Wright celebrates Good Business Week

2. York Guildhall event celebrates Good Business Week

3. Panel discussion on responsible business practices

4. Networking event at York Guildhall

5. Workshops on responsible business practices

6. York Guildhall event celebrates Good Business Week

7. Panel discussion on responsible business practices

8. Networking event at York Guildhall

9. Workshops on responsible business practices

10. York Guildhall event celebrates Good Business Week

Resources



#GoodBusinessMatters

HOST YOUR OWN EVENT

Encourage your suppliers, employees and the general public to get involved in Good Business Fortnight by hosting your own event!

Whether it's a webinar, panel discussion, roundtable or interactive workshop, you can encourage organisations to behave responsibly and encourage the public to shop responsibly. **View our events document** to find out more about hosting an event, how you can utilise our brand and get inspired by past events.

If you are planning to host an event, **fill out this form** and let us know what you are planning so we can help promote it via our website and social media.



GOOD BUSINESS FORTNIGHT COMPETITION

Join the Celebration: Win £500 in Richer Sounds vouchers for your creative Good Business Fortnight ideas!

Show us how you are celebrating Good Business Fortnight from 3rd to 14th February 2025 for a chance to win £500 worth of Richer Sounds Vouchers.

To enter, simply share your creative celebrations by tagging us on social media and emailing your entries to communications@goodbusinesscharter.com.

Join the celebration and make your mark!

Need inspiration? Check out how last year's winners made an impact

AV Dawson stood out not just for their efficient operations but also for their unwavering commitment to good business practices. This commitment was **celebrated during our inaugural Good Business Week**, where they emerged as the undeniable champion, winning our Good Business Week competition!



**PORT OF
MIDDLESBROUGH**
An AV Dawson Facility

#GoodBusinessMatters

USEFUL LINKS

- ▶▶ **GBC website:** goodbusinesscharter.com
- ▶▶ **GBC apply page:** goodbusinesscharter.com/join-the-good-business-charter
- ▶▶ **GBC 10 components page:** goodbusinesscharter.com/our-10-components
- ▶▶ **Good Business Fortnight webpage:** goodbusinesscharter.com/good-business-fortnight-2025
- ▶▶ **Link to all available Good Business Fortnight creative assets:** [Dropbox](#)
- ▶▶ **Link to Good Business Fortnight social media pack:** [Dropbox](#)

**For any further information or support, please contact:
communications@goodbusinesscharter.com**

