



# Promoting your Good Business Charter accreditation

#GoodBusinessMatters

# **Congratulations on achieving your Good Business Charter accreditation!**

Whether you are new to Good Business Charter (GBC) accreditation, or you are a long standing accredited organisation, this pack will help you promote your accreditation and communicate your fantastic work to your customers, suppliers and employees.



# Communicating your accreditation externally

## Social media

### Follow us

Follow us on social media so you can keep up to date with recent news, events, blogs and more!

### Tag us!

Don't forget to tag us (using the social handles on the right) in your social posts so we can reshare your exciting achievement.

### Creative assets

We have a range of creative assets you can use to support your social posts and celebrate your accreditation.



Good Business Charter



goodbusinesscharter



@GBCharterUK



GBCharterUK

# Communicating your accreditation externally

## Social media: example posts

### LinkedIn/Facebook:

*We're excited to announce we've achieved **Good Business Charter** accreditation! 🌟*

*To achieve this, we've committed to all 10 GBC components, covering care for employees, suppliers, customers and the environment, while ensuring we pay our fair share of tax. This includes paying the real living wage, fair hours, employee well-being, representation, EDI, environmental responsibility, fair tax, customer commitment, ethical sourcing and prompt payment. With 97% of people valuing responsible business, GBC's independent certification sets us apart as a leader in ethical capitalism. It's a clear sign we put people first, attracting top talent and fostering loyal customers. 🌍*

*Find out more about the Good Business Charter and join us in supporting responsible businesses 📍 [goodbusinesscharter.com](https://goodbusinesscharter.com)*

### X:

*We're thrilled to announce our **@GBCharterUK** accreditation! 🌟*

*We've committed to all 10 GBC components, ensuring care for employees, suppliers, customers and the environment while paying our fair share of tax.*

*Find out more about the Good Business Charter and join us in supporting responsible businesses 📍 [goodbusinesscharter.com](https://goodbusinesscharter.com)*

### Instagram:

*We're excited to announce we've achieved **Good Business Charter** accreditation! 🌟*

*To achieve this, we've committed to all 10 GBC components, covering care for employees, suppliers, customers and the environment, while ensuring we pay our fair share of tax. This includes paying the real living wage, fair hours, employee well-being, representation, EDI, environmental responsibility, fair tax, customer commitment, ethical sourcing and prompt payment. With 97% of people valuing responsible business, GBC's independent certification sets us apart as a leader in ethical capitalism. It's a clear sign we put people first, attracting top talent and fostering loyal customers. 🌍*

# Communicating your accreditation externally

## Newsletters and emails: example copy

Shout about your achievement in your newsletters and mailshot updates! Download the email banner [here](#).

### ***We've achieved Good Business Charter accreditation!***

*At **[insert organisation]**, we are thrilled to announce that we have been awarded Good Business Charter (GBC) accreditation! This recognition highlights our dedication to ethical business practices across all of our operations.*

*To earn this accreditation, we adhered to all 10 GBC components, which encompass a broad spectrum of responsibilities towards employees, suppliers, customers and the environment. The 10 components are:*

### ***[Insert components graphic]***

*In a world where 97% of people value responsible business practices, the GBC's independent certification distinguishes us as a leader in ethical capitalism. This accreditation signals that we prioritise people, which helps us attract top talent and build loyal customer relationships.*

*Join us in celebrating this achievement and learn more about the Good Business Charter at [goodbusinesscharter.com](http://goodbusinesscharter.com).*

*Together, we can support and promote responsible business practices!*

# Communicating your accreditation externally

## Website

### GBC logo

Ensure you display the GBC logo prominently on your website. You can download these [here](#).

### Blog

Write a blog to celebrate your GBC accreditation and share this on your social media channels! Include quotes from key partners, employees and customers to show your support in ethical business practices.

# Communicating your accreditation externally

## Website: example blog copy

### ***Celebrating our Good Business Charter accreditation: A milestone in ethical business practices***

*We are proud and excited to announce that our organisation has achieved Good Business Charter (GBC) accreditation! This significant milestone underscores our unwavering commitment to ethical business practices and our dedication to making a positive impact on society and the environment.*

### ***What is the Good Business Charter?***

*The Good Business Charter is an independent certification that recognises responsible business behaviour across ten key components. These components are designed to ensure that businesses operate with integrity, fairness and respect for all stakeholders, including employees, customers, suppliers and the environment. Achieving this accreditation means we have met the rigorous standards set by the GBC, demonstrating our commitment to ethical practices.*

*Our commitment to the ten GBC components*

***[Set out how you have met the 10 components]***

*In today's world, responsible business practices are more important than ever. According to recent surveys, 97% of people value businesses that operate ethically and sustainably. Our GBC accreditation not only sets us apart as a leader in ethical capitalism but also reinforces our commitment to putting people and the planet first. This achievement is a testament to our dedication to building a better, fairer world through our business practices.*

### ***What this Means for our stakeholders***

***[Set this out for your employees, customers, suppliers, community etc]***

***[Quote from a key contact at your company]***

*We invite you to join us in celebrating this significant achievement. Learn more about the Good Business Charter and how it promotes responsible business practices by visiting [goodbusinesscharter.com](http://goodbusinesscharter.com). Together, we can support and encourage ethical behaviour in business, creating a better future for everyone.*

# Communicating your accreditation externally

## PR

Distribute a press release to regional and national press to further celebrate your ethical business achievements.



# Communicating your accreditation externally

## PR: example press release

### **[Organisation name] Achieves Good Business Charter Accreditation**

**[City, Date]** – **[Organisation name]** is delighted to announce that it has been awarded the highly respected Good Business Charter (GBC) accreditation, underscoring its unwavering commitment to ethical business practices and social responsibility.

The Good Business Charter is an independent certification recognising responsible business behaviour across ten key components. These components ensure that businesses operate with integrity, fairness and respect for all stakeholders, including employees, customers, suppliers and the environment.

CEO **[Name]** stated, “We are incredibly proud to have achieved the Good Business Charter accreditation. This milestone reflects our dedication to upholding the highest ethical standards in all our operations and reinforces our commitment to making a positive impact on our community and the environment.”

To earn the GBC accreditation, **[Organisation Name]** adhered to the following ten principles:

### **[Insert 10 components]**

In a recent survey, 97% of people expressed that they value businesses that operate ethically and sustainably. The GBC’s independent certification distinguishes **[Organisation name]** as a leader in ethical capitalism, highlighting its commitment to putting people and the planet first.

CEO of the Good Business Charter, Jenny Herrera, said: “**[insert quote, please contact [communications@goodbusinesscharter.com](mailto:communications@goodbusinesscharter.com)].**”

### **Join Us in Celebrating**

We invite everyone to join us in celebrating this significant achievement. To learn more about the Good Business Charter and how it promotes responsible business practices, please visit [goodbusinesscharter.com](http://goodbusinesscharter.com).

# Communicating your accreditation externally

## PR: example press release continued

### **Notes for Editors**

About *[Organisation name]*

*[Brief description of the organisation, including mission, values and key services or products.]*

### **For media enquiries:**

*[Your name]*

*[Your position]*

*[Organisation name]*

*[Your email]*

*[Your phone number]*

### **About the Good Business Charter**

*The Good Business Charter was developed, and is overseen by, the Good Business Foundation, an independent charity established in 2019 by entrepreneur Julian Richer.*

*The Charter is a simple accreditation which organisations in the UK can sign up to in recognition of responsible business practices. It measures behaviour over ten components (nine for charities and public sector): real living wage; fairer hours and contracts; employee well-being; employee representation; equality, diversity and inclusion; environmental responsibility; paying fair tax; commitment to customers; ethical sourcing, and prompt payment.*

*An organisation must meet all ten components (nine for charities and public sector) to receive GBC accreditation. It is open to private sector, public sector and charities of all sizes including a streamlined version for organisations with 50 employees or fewer.*

*The Good Business Charter is an initiative of the Good Business Foundation, charity number 1186547, company number 12278437.*

*Website: [www.goodbusinesscharter.com](http://www.goodbusinesscharter.com)*

### **For media enquiries:**

*Harriet Gilholm*

*Marketing and Communications Officer*

*Good Business Charter*

*[Harriet@goodbusinesscharter.com](mailto:Harriet@goodbusinesscharter.com)*

*+44 73 5567 3964*

# Communicating your accreditation externally

## Events

Why not host a launch event for your suppliers, customers or your community, teaching them all about your commitment to ethical business and how they can get involved.

To find out more about hosting an event in partnership with us, please visit [oodbusinesscharter.com/good-business-charter-events](http://oodbusinesscharter.com/good-business-charter-events) or contact [communications@goodbusinesscharter.com](mailto:communications@goodbusinesscharter.com).



# Communicating your accreditation internally

## Emails, newsletters and intranets

### Email signatures

Add the GBC accredited logo to your employees email signatures to further communicate your commitment to good business practices.

### Newsletters and intranets

Communicate the exciting news to your employees in your employee newsletter and/or on your intranet (download the email banner [here](#)). Here is some example copy:

#### ***We've achieved Good Business Charter accreditation!***

*We are thrilled to announce that we have been awarded Good Business Charter (GBC) accreditation! This recognition highlights our dedication to ethical business practices across all of our operations.*

*To earn this accreditation, we adhered to all 10 GBC components, which encompass a broad spectrum of responsibilities towards employees, suppliers, customers and the environment. The 10 components are:*

***[Insert components graphic]***

*In a world where 97% of people value responsible business practices, the GBC's independent certification distinguishes us as a leader in ethical capitalism. This accreditation signals that we prioritise people, which helps us attract top talent and build loyal customer relationships.*

*Join us in celebrating this achievement and learn more about the Good Business Charter at [goodbusinesscharter.com](http://goodbusinesscharter.com).*

*Together, we can support and promote responsible business practices!*

# Communicating your accreditation internally

## Events

Why not host a launch event for your employees, teaching them all about your commitment to ethical business and how they can get involved. To find out more about hosting an event in partnership with us, please visit [goodbusinesscharter.com/good-business-charter-events](https://goodbusinesscharter.com/good-business-charter-events) or contact [communications@goodbusinesscharter.com](mailto:communications@goodbusinesscharter.com).



# Communicating your accreditation internally

## Posters

Print and display posters of your accreditation across your office with pride!

Access the poster [here](#).

We're proud to be accredited with the

# Good Business Charter

Recognising our commitment to the key components that help make organisations better for people and planet.

- Real Living Wage
- Fairer Hours and Contracts
- Employee Well-being
- Employee Representation
- Equality, Diversity and Inclusion
- Environmental Responsibility
- Pay Fair Tax
- Commitment to Customers
- Ethical Sourcing
- Prompt Payment to Suppliers

**GBC**  
Good Business Charter  
Accredited

The Good Business Charter is an initiative of the Good Business Foundation.  
Charity Number 1006547 | Company Number 12270437.

goodbusinesscharter.com  
102023

# Further resoures

## Introducing the ten components (Organisations with 51+ employees)

We are proud to be accredited by the Good Business Charter. The GBC consists of 10 components and more details for each of these components can be found on their website: [www.goodbusinesscharter.com](http://www.goodbusinesscharter.com)

- We are a **Living Wage Employer** who pays directly employed staff and regular contracted staff the regular living wage OR We are working toward becoming a Living Wage Employer with the Living Wage Foundation within XXX months.
- We commit to a fair approach to **zero or minimal hours contract** including giving at least two weeks' notice for scheduling shifts and still paying shifts cancelled at less than two weeks' notice. We commit to give proper consideration to providing contracts with guaranteed hours. Both of the above necessary unless requested otherwise by the employee of their own free will.
- We will have clear, fair and transparent policies that support and encourage **employee well-being** and ban unreasonable penalties for legitimate sickness.
- We will engage with **worker representatives** and ensure there is a voice that represents employees around the boardroom table.
- We will commit time and money to creating an **inclusive workplace**. We will monitor the diversity of our workforce, commit to close the gender, disability and ethnicity pay gaps and narrow the CEO/worker pay gap.
- We care about the **environment** and have an environmental policy which demonstrates the ways in which we are committed to reducing our environmental impact and continually improving our environmental performance.
- We commit to **pay our taxes**, not engage in tax avoidance and be transparent in our relationship with HMRC.
- We recognise our **commitment to our customers**. We publish this commitment on our website and gather and monitor customer feedback, reporting to the board and addressing concerns.
- We commit to the standards set out in the **Ethical Trading Initiative Base Code** where relevant to our organisation.
- We are signatories of the government's **Prompt Payment Code**. OR We will become signatories of the government's Prompt Payment Code in the next three months.

# Further resources

## Introducing the ten components (Organisations with 50 employees or fewer)

We are proud to be accredited by the Good Business Charter. The GBC consists of 10 components and more details for each of these components can be found on their website: [www.goodbusinesscharter.com](http://www.goodbusinesscharter.com). As an organisation with under 51 employees:

1. We commit to pay our directly employed and regularly contracted staff the **real living wage** as defined by the Living Wage Foundation.
2. We commit to only use **zero or minimal hours contracts** when it is mutually beneficial and accepted by both us and the employee.
3. We will actively support and encourage **employee well-being** treating those with legitimate sickness in a fair and respectful manner and promote access to impartial support and advice for employees with physical and mental health needs.
4. We commit to having a way where every **employee can make suggestions** or raise issues with senior management.
5. We commit to have robust measures in place to **encourage diversity** at key stages of recruitment, selection and retention of employees and to prevent harassment or victimisation in the workplace.
6. We care about the **environment** and encourage the development of good environmental practice as an organisation, seeking to minimise our impact and commit to improve it.
7. We commit to **pay our taxes** where applicable, only use tax allowances for the purpose intended, and be transparent in our relationship with HMRC.
8. We have a clear **commitment to our stakeholders** and prioritise addressing and learning from stakeholder feedback, seeking to put negative issues right.
9. We commit to **ethical sourcing** of anything we purchase, such as by applying standards set out in the Ethical Trading Initiative Base Code where relevant.
10. We commit to **paying our suppliers promptly**, and within at least 30 days.



# Further resoures

## Useful stats

Below you will find some useful stats to support your GBC accreditation promotion.

### Real Living Wage

3.5m jobs in the UK paying less than the Real Living Wage (Living Wage Foundation, 2022)

### Fairer Hours and Contracts

There are 3.9m workers in the UK in insecure, low-paid work with millions facing cancelled shifts and a lack of stable hours (TUC, 2023)

### Employee Well-being

The average rate of employee absence per employee per year is 7.8 days, the highest for over a decade (CIPD health and wellbeing at work, 2023)

### Employee Representation

The number of FTSE350 companies who have worker directors on their board is just 1.4% (Workforce Engagement and the UK Corporate Governance Code, 2021)

### Equality, Diversity and Inclusion

86% of job seekers want to work for companies that value EDI (Monster's global Future of Work Report, 2022)

# Further resoures

## Useful stats

### Environmental Responsibility

76% of consumers are calling out for companies to take initiative to reduce their environmental footprint ('The Changing Climate of Sustainability', NielsonIQone)

### Pay Fair Tax

The estimated tax gap arising from companies not paying their fair share of tax is at £35.8 billion (HMRC, 2023)

### Commitment to Customers

The amount spent on ethical consumer spending and finance in UK is at £122 billion (Co-op, 2020)

### Ethical Sourcing

There were >16,938 potential victims of modern slavery referred to UK authorities in 2022 (up 33%) (Home Office Modern Slavery National Referral Mechanism statistics, 2022)

### Prompt Payment to Suppliers

400,000 businesses face winding up because of late payment (FSB Small Business Index, 2022)

# Further resoures

## Useful links

**GBC website:** [goodbusinesscharter.com](http://goodbusinesscharter.com)

**GBC apply page:** [goodbusinesscharter.com/join-the-good-business-charter](http://goodbusinesscharter.com/join-the-good-business-charter)

**GBC 10 components page:** [goodbusinesscharter.com/our-10-components](http://goodbusinesscharter.com/our-10-components)

**GBC creative assets:** [Dropbox](#)

## Contact us

If you have any further questions around promoting your GBC accreditation or want to find out more about the opportunities to work with us, please contact [communications@goodbusinesscharter.com](mailto:communications@goodbusinesscharter.com)