

GOOD BUSINESS WEEK 2026

TOOLKIT

RAISING

THE

BAR

TOGETHER

[#GoodBusinessMatters](#)



9-13 February

GET INVOLVED!

Good Business Week (9th-13th February) is our annual awareness week celebrating and raising awareness of responsible business across the UK.

This year's theme, 'Raising the Bar Together', shines a spotlight on organisations championing fairness, sustainability and ethical practices, making a positive impact on their people and the planet, while inspiring others to join the movement.

Our social channels

LinkedIn: [Good Business Charter](#)

Instagram: [goodbusinesscharter](#)

Facebook: [GBCharterUK](#)

#GoodBusinessMatters

Download all assets

You can download all Good Business Week assets including social cards, icon, GBC logos, component tiles and brand guidelines [here](#).



Celebrating Good Business Week

Social copy

We're proud to support Good Business Week 2026! 🎉

This week, we're joining organisations across the UK to celebrate and raise awareness of responsible business.

This year's theme, *Raising the Bar Together*, shines a light on organisations leading the way on fairness, sustainability and ethical practices - and inspiring others to join the movement. 🤝

With 97% of consumers wanting organisations to act more responsibly, there's never been a better time to join the movement. 🌍

👉 Find out more about Good Business Week:
goodbusinesscharter.com/good-business-week-2026

#GoodBusinessWeek #GoodBusinessMatters



[Download the social card here.](#)

Alt text

Graphic promoting Good Business Week 2026 with the slogan "Raising the Bar Together" and the hashtag #GoodBusinessMatters.



Share your story

Social copy

We're proud to be Good Business Charter accredited! 🌟

Here's what [insert name & job title] had to say about the difference responsible business has made to our organisation and how we're raising the bar together to drive positive impact. 🚀

👉 *Discover how your organisation can make a real difference with Good Business Charter accreditation: goodbusinesscharter.com*

#GoodBusinessWeek #GoodBusinessMatters

GOOD BUSINESS WEEK 2026

“

The accreditation has proven valuable when Aviva's clients ask about our credentials and has even delivered new business opportunities. Having the GBC seal of approval has become a powerful and differentiating selling point.”

Simone Wyatt,

Sustainable Business & Social Impact Manager,
Aviva



goodbusinesscharter.com

[Access the editable social card here.](#)

Alt text

Graphic promoting Good Business Week 2026 with a quote from [insert name and organisation].



Celebrate and show off your accreditation!

Social copy

We're proud to be Good Business Charter accredited! ✓

This accreditation recognises our commitment to responsible business in action - from fair pay and supportive workplaces to ethical practices and sustainability. It's our way of showing we raise the bar for our people, our community and the planet every day.

This Good Business Week, we're celebrating this commitment and the positive impact responsible businesses can make.

👉 Find out more: goodbusinesscharter.com/good-business-week-2026

#GoodBusinessWeek #GoodBusinessMatters



[Access the editable social card here.](#)

Alt text

Graphic promoting Good Business Week 2026 and the Good Business Charter accreditation stamp.



Inspire your network

Encourage suppliers, clients and partners to follow your lead and get accredited. Share the benefits of responsible business and motivate others to raise the bar together. You can share these ideas via newsletters, social media, blogs or other communications to inspire those in your network:

- **Share your responsible business practices:** highlight what works for your organisation and how it benefits your employees, community and the planet.
- **Tell your story:** share your positive experiences, such as improved staff engagement, customer satisfaction or stronger supplier relationships.
- **Promote Good Business Week:** include it in your newsletters to celebrate your achievements and spread the message.
- **Make introductions:** connect us directly to your suppliers or clients by CC'ing info@goodbusinesscharter.com.

Don't forget, if you refer an organisation, you'll receive your next year's accreditation for free, and they'll have their sign-up fee waived!



LET'S RAISE THE BAR TOGETHER!

Get in touch

If you have any questions about Good Business Week or need any further assets to support your campaign, email:

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[#GoodBusinessMatters](https://www.instagram.com/GoodBusinessMatters)