

Good Business Charter fact sheet

The Good Business Charter (GBC) is a simple and effective way for an organisation to demonstrate its commitment to people and planet.

What is the Good Business Charter?

The Good Business Charter (GBC) sets a clear benchmark for responsible business in the UK. Developed with the Confederation of British Industry (CBI), Trades Union Congress (TUC) and Federation of Small Businesses (FSB), GBC accreditation is a recognised and trusted signpost to organisations that act responsibly, looking after people and planet.

It covers 10 core components and ensures a business, charity or public sector organisation is caring for people and the planet while paying its fair share of tax, which really matter to the general public. Its requirement to meet all 10 components sets it apart as being clear and transparent, making it uniquely suited to communicating with customers and colleagues the ways in which you are a good business.

Who is it for?

Everyone - the GBC has large corporates and household names accredited, but also organisations of all types and sizes, including micro businesses and non-profits. It is straightforward and accessible, with costs heavily subsidised by founder, Julian Richer.

Why does it matter?

97% of consumers believe it's important that businesses act responsibly ([TSB, 2021](#)). 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).

What are the 10 GBC Components?



[See the GBC components page to find out more.](#)

What are the benefits?

- Stand out with a trusted accreditation endorsed by the CBI, TUC, FSB, IoD and CIPD, clearly showing you meet all 10 standards and prioritise people
- Boost your brand, attract top talent and earn customer loyalty with a framework that enhances employee engagement, trust and reputation and is a cost-effective alternative to B Corp
- Achieve a competitive advantage by demonstrating your responsible business commitments in bidding for business and attracting clients

How do I apply?

It's easy to apply via self-certification: accreditation.goodbusinesscharter.com. There's no need to submit evidence and paperwork – just confirm commitments and provide brief examples in key areas. [You can see the questions you would get asked here.](#)

How much does it cost?

Organisations who hear of the GBC through a GBC-accredited organisation will receive a discount: if they say in their application that they're directly referred, the GBC will waive their sign-up fee.

[See the costs page for more information.](#)

Ready to apply?

Visit: accreditation.goodbusinesscharter.com

Have questions? Email: accreditation@goodbusinesscharter.com