



**Introducing the Good Business
Charter to your company**

The Good Business Charter



What is the Good Business Charter?

A national accreditation that sets a clear benchmark for responsible business in the UK. Developed with the Confederation of British Industry, Trades Union Congress and Federation of Small Businesses, GBC accreditation is a recognised and trusted signpost to organisations that act responsibly.

Measuring behaviour over ten components, it comprehensively demonstrates your commitment to people and planet, communicates your values to your employees, suppliers, customers, subcontractors and local communities, and acts as a useful framework for your company to uphold to.

"We found the accreditation accessible and relatable as it is a national scheme rather than an international one. We are signatories of the UN Global Compact, and the SDGs sometimes feel too broad for our colleagues and stakeholders."

Kate Osiadacz, Head of Responsible Business, TSB

What makes the GBC different?



Uniquely customer and staff friendly, making it easy to communicate to them what you stand for

You have to meet all 10 components – or be committed to meeting all 10 - to achieve accreditation. This all-or-nothing accreditation rather than an average scoring makes it more transparent and thus holds more credibility with stakeholders.

Works for all sizes and sectors, founded by Julian Richer and endorsed by business organisations including the Confederation of British Industry, Federation of Small Businesses and Institute of Directors.

Operates in the same space as B Corporation but is quite different - in terms of cost and process we are more accessible, our requirement to meet all 10 components makes it a high bar to achieve GBC accreditation and many organisations, including B Corp companies, would not be able to achieve it.

Why does it matter to business?

People are demanding it.

97% of consumers think it is important for a business to act responsibly (*TSB Consumer poll, June 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)

76% of consumers are calling out for companies to take initiative to reduce their environmental footprint. *'The Changing Climate of Sustainability'*, NielsenIQone

The most recent Institute of Business Ethics survey (2023) found that 43% of respondents felt that corporate tax avoidance was the most important ethical issue for them. This topped the list for the 11th year running.

A framework for good business



The accreditation not only showcases your dedication but also helps identify gaps within the company, fostering growth and embedding these practices more deeply into the corporate culture.

"The Good Business Charter has been instrumental in making our ESG objectives come to life. It has enabled us to focus on our ESG goals and drive actionable changes across the business."

Georgia Bright, Group People and Talent Partner of Praetura

"The Good Business Charter is a comprehensive and user-friendly way for organisations to help show they care and for the rest of us to spend our money ethically."

Matthew Taylor, Author of *The Independent Review of Employment Practices in the Modern Economy*

"For us, the GBC's ten components are a simple to understand but extremely robust framework that show us how we should think about responsibility and sustainability."

Joel Ripley, CFO, Schroders Personal Wealth

The 10 components



Embedding responsible practices: case study



Schroders Personal Wealth, joint venture of Schroders and Lloyds, used the GBC to develop their responsible business journey. It helped them identify areas they needed to develop.

A Responsible Business group was formed, chaired by the FD, bringing people from across different departments. Each year they produce a Responsible Business Report, framed around the Good Business Charter's 10 components.

This achieves a high level of employee engagement and pride in what the company does. The report enables them to align standard disclosure requirements and financial performance with the GBC's 10 components in a user-friendly way to share with all stakeholders.

As they have embedded the framework into company culture, they have ensured the components become central to operations, involving employees in this and fostering an environment where employees feel valued and prioritised, leading to a more cohesive and supportive workplace.

Why accredit?

Alongside the clear framework accreditation provides there are a comprehensive array of benefits, including:

**Increase
customer engagement**

An icon representing three stylized human figures, one in the foreground and two behind it, symbolizing customer engagement or a group of people.

**Improve
colleague recruitment
and engagement**

An icon of a single stylized human figure wearing a suit and tie, representing a colleague or employee.

**Derisk your
supply chain**

An icon depicting a supply chain with a truck, a gear, a house, and a person, all connected by curved lines, symbolizing risk management in the supply chain.

**Positively
impact your community**

An icon showing three stylized human figures holding up a large heart, symbolizing community impact and social responsibility.

Engagement



Customers

The GBC accreditation, with its minimum standards and easy-to-understand framework, acts as a distinctive marker that sets your business apart from the competition. This differentiation drives customers to your door, your credibility further enhanced through the GBC's independent endorsement.

Colleagues

The GBC logo on job adverts serves as a powerful tool for attracting potential employees, and improving retention, offering a clear indication of the company's commitment to responsible business practices. It also helps address questions from job seekers about the company's actions towards social and environmental responsibility.

Community

Working with other institutions in your headquarters or key office locations and potentially developing a GBC place-based scheme will positively impact the community where many of your workers may live. The collective effort raises the bar on business behaviour across the community, promoting higher standards for all. You are part of a movement where connections are encouraged and ideas shared to give even greater resonance with customers, colleagues and political stakeholders.



Suppliers

You can achieve wider impact with GBC accreditation, by encouraging your supply chain to adopt the charter. It helps to derisk your supply chain and ensures suppliers meet minimum ethical, social and environmental standards. GBC accredited organisations encourage this via supplier documentation, adding GBC accreditation to social value criteria and/or by introducing their main suppliers to the GBC.

You will also be better positioned to win contracts that demand transparency and ethical standards throughout the supply chain.

Derisking your supply chain

Accreditation can play a crucial role in helping derisk your supply chain by using it as part of responsible procurement to ensure that all suppliers meet responsible business standards.

The GBC's versatile framework is suitable for organizations of all sizes, making it an ideal solution for integrating responsible practices across your entire supply network.

For large companies, this means that GBC accreditation can serve as an effective tool to engage SMEs in their supply chain, helping them significantly reduce Scope 3 emissions by driving companies of all sizes in their supply chain towards net zero commitments. Requiring SMEs in your supply chain to accredit with the GBC helps create a supply chain that is better for both people and the planet.



Some of our accredited organisations





Over 1,000 signatories!



Key information

 We want to recognise and celebrate every organisation committed to our components, which is why GBC accreditation is free and accessible to all.

 We commit to rigorously monitor and enforce the Charter. You commit to comply with the 10, answer the accreditation honestly and commit to renew annually, paying your invoice promptly.

 Application is done online through a simple form with questions for each component and some detail on what your company is doing. You will not be required to submit evidence and there is no audit undertaken ensuring the process is accessible and streamlined.

 Visit our website for more information: www.goodbusinesscharter.com

"It matters how businesses treat people and planet, and we should be leading the way on behaving responsibly. The Good Business Charter helps you ensure you are meeting the benchmark that consumers and employees demand – in an easy to explain, accessible way. Show you care by accrediting and inspiring others to follow suit." Julian Richer, Founder