

Your guide to Good Business Charter accreditation



A clear benchmark

The Good Business Charter (GBC) was founded by retail entrepreneur and philanthropist, Julian Richer, to champion organisations that care about people and the planet. He worked with the Trade Union Congress (TUC), the Confederation of British Industry (CBI) and the Federation of Small Businesses (FSB), to develop a clear benchmark defining what responsible business looks like in the UK.



A trusted signpost

The Good Business Charter requires organisations to commit to all ten components. As more people choose to support ethical businesses, GBC accreditation acts as a trusted signpost, showing customers and colleagues that your organisation does the right thing.

Straightforward and accessible

While committing to all ten components is a considerable achievement, the accreditation process is straightforward. The application takes less than an hour, and organisations can receive accreditation within a week.

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

Why accredit



Stand out

Good Business Charter accreditation helps organisations stand out. With more customers and employees making values-driven choices, it signals that your business is one they can feel proud to support and work for.

Through national advertising, GBC Perks and ongoing campaigns, we also provide further opportunities for you to showcase your business.

Embed good practices

The Good Business Charter framework provides a clear, actionable roadmap for embedding good business practices into your organisation's culture and operations, creating strong foundations for lasting success.

Make a difference

Stand alongside small businesses, charities, and household names, all working together to champion responsible business and create a fairer, more sustainable future for everyone.

“

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

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

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Three steps to accreditation

1 Commit to ten components

Commit to all 10 components by answering yes to the questions.

The tax component does not apply to non profits. Sole traders are asked to commit to the employee-related components in principle.

2 Share some examples

You don't need to provide full policies - simply give some examples of how your organisation puts the Good Business Charter components into practice.

3 Display the GBC logo

Once we have completed our checks and your application has been approved, you will be able to display the Good Business Charter accreditation logo on your website and share your achievement with employees and customers.



Getting prepared

Answer the questions below to help you prepare for the application and understand which components you already meet and which may require further work before applying.

NB: The tax component does not apply to charities or not-for-profits. For sole traders we ask that you commit to the employee-related components in principle.

During the application process you will also be asked to provide some basic information, including company number, registered address, contact details and number of employees.

If you have any questions or would like some guidance, please email accreditation@goodbusinesscharter.com

Question	Y/N	Action
1. The Real Living wage Do you pay everyone on your payroll (including those on zero hours/no guaranteed hours contracts) the real living wage as defined by the Living Wage Foundation and currently pay, or have plans in place to work toward paying your regularly contracted employees the real living wage?	Yes No	
2. Fairer hours and contracts Do your contracts without guaranteed hours or minimal hours ensure at least two weeks' notice of shifts (except for emergencies) and full payment for cancelled shifts with less than two weeks' notice, and do employees face no penalties for declining shifts or requesting more fixed hours and have annual meetings to review actual hours worked for potential adjustments to their contracts? (If this does not apply enter N/A.)	Yes No NA	

Question	Y/N	Action
3. Employee wellbeing Do you 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 (this can include signposting to NHS services or charities)?	Yes No	
4. Employee representation Is there a way where every employee can make suggestions or raise issues with senior management and can you confirm they are dealt with in a respectful manner? (If you recognise a trade union, do you commit to regular engagement?)	Yes No	
5. Equality, Diversity and Inclusion Do you put robust measures in place to encourage diversity and inclusion at key stages of recruitment, training and retention of employees? And have you put in place robust measures to prevent harassment or victimisation in the workplace with access to independent third-party support if necessary?	Yes No	
6. Environmental responsibility Do you encourage the development of good environmental and net zero practice as an organisation and by your employees, suppliers and customers, seeking to minimise your impact and commit to improve it, in relation to the size, sector and relevance of your organisation?	Yes No	

Question	Y/N	Action
7. Pay fair tax (Companies only) Do you commit to pay your taxes where applicable, only use tax allowances for the purpose intended, and be transparent in your relationship with HMRC, providing all relevant information and to cooperate in resolving any disputes?	Yes No	
8. Commitment to customers Do you clearly publish your commitment to customers (beneficiaries if not-for-profit) on your website (or other platform) and prioritise addressing and learning from customer feedback, seeking to put negative issues right? And have you taken action to strengthen your organisation's cyber resilience to better protect the personal data of customers and other stakeholders?	Yes No	
9. Ethical sourcing Do you commit to a process of ethical sourcing - including by applying the standards set out in the Ethical Trading Initiative Base Code and appropriate animal welfare standards, where relevant?	Yes No	
10. Prompt payment Do you commit to pay your suppliers on time, within at most 60 days, including paying small suppliers (50 employees or fewer) within 30 days?	Yes No	

Putting good business into practice

As part of the application, you will be asked some additional questions to help us understand how your organisation puts the components into practice. We don't prescribe how you should implement them - every organisation is different in size, structure, sector, team members and resources, so employee, procurement environmental and customer commitment practices will naturally vary.

NB: Sole traders will not be asked to provide any details regarding the employee-related components.

If you would like some guidance, please don't hesitate to contact us at: accreditation@goodbusinesscharter.com

1. Give examples of how actively support and encourage employee wellbeing.
2. How do your employees make suggestions and raise concerns?
3. What measures do you have in place to encourage diversity and inclusion?

4. Give examples of how you measure and minimise your environmental impact and any relevant links to published information on your website.
5. Please provide a link to or give details to where you communicate your commitment to customers (beneficiaries if not-for-profit) on your website (or other platform), and tell us how you encourage and handle feedback from them.
6. What processes do you have in place when sourcing supplies?
7. If you use contracts with no guaranteed hours or minimal hours contracts, please state how many people were moved to fixed hour contracts this year. (If this does not apply enter N/A.)
8. How do you plan to communicate, or how have you already communicated, your accreditation to both your colleagues and other stakeholders?

Get the recognition you deserve

We're here to guide you through the accreditation process and help ensure your organisation gets the recognition it deserves.



Become accredited

www.goodbusinesscharter.com

Get support and guidance

accreditation@goodbusinesscharter.com