Accreditation Business Benefits

In October 2026, we surveyed Good Business Charter accredited organisations to understand the impact accreditation has on businesses. The results provide compelling evidence of clear, tangible benefits.



94%
Say accreditation strengthened their reputation



64%
Won more Business



Good Business Charter accreditation helps improve business performance and practices.

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It's really encouraging to see how many organisations have experienced positive benefits from Good Business Charter accreditation. These results show that putting responsible business practices at the heart of an organisation can make a real difference, not just to people and the planet, but to the long-term success of the business too.

Jenny Herrera, CEO, Good Business Charter

Strengthened Reputation

94% said being accredited by the Good Business Charter has helped strengthen their organisation's reputation.

94%

Our commitment to fairness, integrity and responsible business practices has long been part of our ethos. Good Business Charter accreditation provides independent recognition of those values and offers prospective residents, their families and our employees further reassurance about the principles by which we operate.

Red Rocks Nursing Home

Accreditation has given us a recognised way to demonstrate the values that underpin how we work. It helps us show our employees, customers and suppliers that our commitment to doing business responsibly is more than just words.

MHT Technology

The Good Business Charter is an excellent way of leading by example and showing exactly what kind of business we are to customers, suppliers and, perhaps more importantly, to my own Management team.

Star Uretech

64%

Won Business

64% said their commitment to the Good Business Charter has helped them win new business.

The principles of the Good Business Charter are definitely helping us to win and retain customers of the type that we really want to work with. We are seeing sales go up and costs come down. It doesn't get much better than that!
The Wow Awards

Being part of the Good Business Charter has helped us convert larger customers and many of our smaller customers appreciate what our being part of Good Business Charter means. It demonstrates that any business can commit and benefit - potentially from things that they do automatically anyway.
A Local Printer Ltd

We have contracts with Local Authorities and they like to see that we are an accredited Good Business Charter organisation and this helps us to win contracts.
Deaf & Sensory Network

Engaged Employees

82% said Good Business Charter accreditation helps make their employees feel more engaged, valued or proud to work for the organisation.

82%

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As a founder and employee-owned business, we believe responsible business is the only way for our whole team to truly buy in and build something together.
United Mortgages

One of the biggest differences is how it has made us more conscious of our responsibilities, both within and beyond our organisation. It has encouraged us to think more about the impact our decisions have on others and helps ensure that as we grow, we continue to do the right things for the right reasons.
York Podiatry Ltd

We already had a business that rated environmental responsibility, sustainability and ethical practices very highly. The Good Business Charter has made us look more positively at improving employee engagement and our role in the community.
Roost Coffee Limited

85%

Improved Practices

85% said Good Business Charter accreditation has helped to improve their responsible business practices.

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Good Business Charter accreditation made us look at internal processes and stopped us having to 'guess' what good looks like.
Weir Insurance

Good Business Charter accreditation has strengthened our culture, embedding an even stronger commitment to fairness, integrity and respect for our employees, suppliers and NHS partners, while giving us a framework to continually raise our standards.
Regent's Park Healthcare Limited

Good Business Charter accreditation makes us, as a Board, think about the wider impact of our decisions.
Database for Business Limited



goodbusinesscharter.com