

ETHICAL ACCREDITATION

Apply for Ethical Accreditation on behalf of a Company, Brand or Product

The Good Shopping Guide offers Ethical Accreditation, which certifies that the Company, Brand or Product in question has scored highly enough in our overall analysis of its Corporate Social Responsibility record.

Application process

The application process takes **6-8 weeks** and involves our research teams analysing each applicant company, brand or product's record on up to 15 specific criteria under the 3 general headings of **Environment, Animals** and **People**, in accordance with the relevant criteria for that category.

We search for criticisms within several thousand documents from NGOs, campaign groups and court reports.

Application fees

The annual Ethical Accreditation fee is tiered and based on annual revenue. The fee includes our in-depth research and scoring, highlighting in our ethical benchmark rating table on The Good Shopping Guide (where applicable), and license to use our ethical trademark for the top-performing companies, brands and products.

A member of our team will be happy to discuss this with you in more detail – please call **0333 011 3320** or email **accreditation@thegoodshoppingguide.com**

How to apply

Apply for Ethical Accreditation by filling out the form and please return by email to:

accreditation@thegoodshoppingguide.com

Alternatively, return the form by post to:

The Good Shopping Guide

1 Northumberland Avenue
Trafalgar Square
London WC2N 5BW
United Kingdom

To apply for free Ethical Accreditation Rapid Assessment, **[please click here](#)**.

ETHICAL ACCREDITATION

Types of Ethical Accreditation

Ethical Accreditation for a Company

As companies evolve, expand, merge and consolidate it becomes harder for businesses to demonstrate their ethical and sustainable practices to the public. Ethical Accreditation from The Good Shopping Guide is a clear, independent and trusted sign of a company's ethical position and credentials.

In assessing an application at a company level, we will research all the activities of that company, its subsidiaries and parent company against a set of key ethical criteria. Success in this category means that our **Good Shopping Guide Ethical** logo can be added to brands and products owned by the company as well as being included in our website and marketing material as a Company with Ethical Accreditation.

Ethical Accreditation for a Brand

Brands are the identity of a product or service. They create an emotional connection with the consumer and develop a character and personality in their own right. As consumers look for ethical and sustainable characteristics in the brands they purchase, so our Ethical Accreditation gives them the ability to clearly communicate a brand's ethical persona to the public.

There are many reasons why a company may not qualify for Ethical Accreditation. However, a company may have launched or acquired a brand that is ethical and sustainable, and it is important that this is communicated to the public.

In awarding Ethical Accreditation to a brand, we research and measure the ethical and sustainable practices of a particular brand against our criteria.

We will also look at the activities of the parent or holding company and where this produces a negative score, we will highlight this to the public. However, we believe in encouraging brands to take steps to become more ethical and sustainable, so by awarding Ethical Accreditation to a specific brand, we aim to show the public which ones have. Success in this category means that the brand in question can display our **Good Shopping Guide Ethical** logo to the brand and the products under that brand.

Ethical Accreditation for a Product

Customers are faced with many purchase decisions every day and it can sometimes be difficult for them to identify ethical products at the point of sale.

Ethical Accreditation at a product level, provides clarity and visible ethical credentials to customers when they pick up a product. We research the ethical practices in producing and distributing a particular product and score this accordingly. In analysing a product for Ethical Accreditation, we will look at the activities of the brand and/or the company ownership and this may produce a negative score. However, we believe that products that clearly demonstrate ethical practices should be visible to the public by a trusted source so that they can make an informed purchase decision. Success in this category means that our **Good Shopping Guide Ethical** logo can be added to product labels and marketing materials.

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Application Form



Please answer all relevant questions below for your Company, Brand or Product and suppliers. You can answer "N/A" to any question that doesn't apply to you. If you want any help with filling out this form just call the Ethical Accreditation team at The Good Shopping Guide on **0333 011 3351**.

Are you applying for Ethical Accreditation for a Company, Brand or Product?

Company

Brand

Product

Registered Company Address:

Registered Company Name:

What is the annual turnover of the Company, Brand or Product which you are applying for?:

Brand Name(s):

Please list, or provide web links to your Company, Brand or Product (depending on which you are applying for):

Product Name(s):

Ultimate Holding Company Name (if different):

Name of Applicant:

Email Address:

Direct Telephone number:

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Environment

Do you have an environmental/CSR/sustainability policy or report?

Yes No N/A

If yes, please provide details or a link to where it can be found on your website

Do you have any end product(s) which are organic?

Yes No N/A

If so, please give details of any certifications:

Do you have any other third-party certifications relevant to the environment?

Yes No N/A

If yes, please provide details below:

Do you use any GM ingredients in any of your products?

Yes No N/A

If yes, please provide details below:

Do you use any Palm Oil in any of your products?

Yes No N/A

If yes, is it sustainably sourced?

If this application is for a Product specifically (rather than Company or Brand), please provide the list of ingredients/raw materials used in producing your product:

Do you use any hazardous chemicals in the production of your product(s)?

Yes No N/A

If yes, please provide details below:

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Environment

Tick any of the following which are relevant to your Company, Brand or Products' packaging:

- widely recyclable
- made from recycled materials
- biodegradable
- reusable
- refillable
- other – please give details

Does your Company, Brand or Product have any involvement in the Nuclear Power industry e.g. supplying/manufacturing components or materials specifically for use in Nuclear Power plants?

Yes No N/A

If yes, please provide details below

Does your company have a recycling policy?

Yes No N/A

If yes, please provide details below:

Other - please provide any other information on your environmental related policies or initiatives such as waste, emissions, energy, packaging, transport, local sourcing:

What steps have you taken to reduce your energy consumption in the manufacturing and/or distribution process of your product(s)?

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Animal Welfare

Do you have an animal testing policy for your Company, Brand or Product?

Yes No N/A

If yes, please provide details below

Do you have any other third-party certifications relevant to animal welfare?

Yes No N/A

If yes, please provide details below

Do you have a fixed cut-off date (if applicable)?

Yes No N/A

If yes, please provide details below

Are you involved in the production or sale of fur, down, angora or merino wool?

Yes No N/A

If yes, please provide details below

Do you sell your product(s) in China, that are not manufactured there?

Yes No N/A

If yes, please provide details below

Are you involved in the use of factory farming?

If yes, please provide details below

Yes No N/A

Do you have any product(s) which are vegetarian or vegan?

Yes No N/A

If so, please give details of any certifications:

Other - please provide any other information on your animal welfare policies or initiatives:

please continue on next page

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People

Do you have any product(s) which are Fairtrade?

Yes No N/A

If so, please give details of any certifications:

Do you have any other third-party certifications relevant to labour practices?

Yes No N/A

If yes, please provide details below

If you are applying on behalf of a company involved in Fashion, does it have membership of any of the following:

Better Cotton Initiative

Ethical Trading Initiative

Fair Labor Association

Other – please give details

Do you have any diversity and equality employment policies?

Yes No N/A

If yes, please provide details below

Do you apply the current living wage for your country?

Yes No N/A

Do you currently have any employees working under a zero hours contract?

Yes No N/A

If yes, please provide details below

Do you have a published supplier code of conduct?

Yes No N/A

If yes, please provide details or a link to where it can be found on your website

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People

Is your Company, Brand or Product in contract with any armament manufacturers or military/defence organisations?

Yes No N/A

If yes, please provide details below

Does your company have a policy on political donations/contributions?

Yes No N/A

If yes, please provide details below

If you are applying on behalf of a company involved in Finance (including banks and building societies, credit cards, insurance, ISAs, mortgages or ethical investment) does it have any of the following:

A Responsible Investment Policy

Interest in Lobby Groups

Other Controversial Investments (e.g. tobacco)

If yes, please provide details below

If you are applying on behalf of a company involved in Technology, do any of your products contain conflict minerals?

Yes No N/A

If so please give details of how you manage human rights issues within your supply chain

Has your company made any political donations in the last 5 years?

Yes No N/A

If yes, please provide details below

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Other

If you are applying on behalf of a company involved in Finance (including banks and building societies, credit cards, insurance, ISAs, mortgages or ethical investment) are you a member or signatory of any sustainable investment initiatives (eg. PRI, Montreal Pledge, Equator Principles etc)?

Yes No N/A

If yes, please provide details below

Please provide any other information on your ethical policies or initiatives:

Signature

Name

Date

Position

Signature

I accept the Terms and Conditions – full details of T&Cs are available on our website.