ARE YOU A GOOD EGG?
What is a Good Egg?

A Good Egg is a responsible finance mark (registered trade mark), which is awarded to financial services firms that can demonstrate positive impact.
Why do we need a mark?

The Good Egg has been introduced to help people make more informed choices about how their money is being used when they buy a financial product.

According to research from the UK Sustainable Investment and Finance Association (UKSIF), 63% of the UK backs the introduction of a label to identify ethical or sustainable financial products.
About Good With Money

Good With Money is the UK’s first responsible personal finance website. Our mission is to show everyone that it is possible to achieve good value that also has values, and profit with principles. We champion the products and providers that make this possible.

About Ethical Screening

Good With Money has partnered with Ethical Screening, a responsible investment research and analysis provider, to develop the criteria and assess applicants for the Good Egg. Marked companies will be issued with a report produced by Ethical Screening, which will also sit on the website.

Ethical Screening provides services to investors, ethical investment funds and investment managers to enable responsible and sustainable investment. Its research identifies positive and negative corporate activities on a wide range of issues from human rights to environmental exploitation and animal welfare. This provides the means to invest in environmentally and socially beneficial activities, and avoid investing in activities which are deemed to be unacceptable.
How do you decide who gets one?

Firms need to apply for a Good Egg by filling in a short form which can be downloaded on our website - and paying an application deposit.

The next step is for us to send an initial set of questions for you to answer.

Answers to these questions will form the basis of a report, drafted by an independent ethical consultancy, which will also include publicly available information from NGOs, third party reports and data, news and press.

The purpose is to determine how well a provider measures up against a range of different environmental, social and industry impact factors, taking into account the size and history of the firm and its performance relative to its closest peers.

You can read more about the criteria and methodology here.

Once the report has been created, it is sent to our panel of industry experts, who give their view.

The combination of the report and the panelists’ assessments will then be used to make the final decision.

If a provider is eligible for a mark, the remaining fee is paid and the licence becomes available to download. The fee covers the licence, marketing support, a content partnership with Good With Money and social media promotion.

Fees for the mark are dependent on the size of the firm. (See page “How much does it cost?”)
**Application stages**

1. Application fee
2. Publicly available information
3. Consultation with firm
4. Evidence of impact across core areas assessed
5. Report produced by independent consultant
6. Recommendation for a Good Egg
7. Decision reviewed by panel of experts
8. Remaining fee paid, licence granted
How much does it cost?

The cost of the Good Egg covers research time, legal fees and marketing support.

The application deposit is £480 for a small company and £960 for a large firm, including VAT.

Please note: The deposit is non-refundable if a Good Egg is not awarded but we can perform an initial screen free of charge to give you an indication of likely success (see below).

Small companies pay a lower total fee of £1,020 for the annual package, including the deposit and VAT. Larger firms pay £2,400, including the initial deposit, with the balance payable once the Good Egg is awarded and the licence is downloaded.

The licence is subject to an annual review and there is a small annual renewal fee.
Like the idea but not sure you will get one?

We can perform an initial screen to determine whether an application is likely to be successful (no guarantees, but it should give you a good idea).

If there are areas of concern, we can suggest improvements you could make in order to become eligible.

The Good Directory

We also have a directory of companies we think have potential, who have not yet applied for a Good Egg. Ask us to list you on here, if you are not already on. This is completely free of charge.

Please get in touch by emailing Rebecca@good-with-money.com if you are interested.
Want to be a Good Egg?

- Application form
- Terms of licence

Got more questions?

Get in touch Rebecca@good-with-money.com