GEES-1.0 / VERSION 1.0

Great Entity Excellence Standard

Organizational performance and service quality

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Assessment and certification standards.

In this document

01 Eligibility & Scope

02 Scoring & Decisions

03 Stakeholder Feedback

04 Certification Overview

05 Surveillance & Renewal

06 Certificate Verification

07 Certification Mark Use

Use this document with its stated edition. Applications and enquiries: contact@greatentity.com. Certificate verification: verify@greatentity.com. Certification follows an assessment and an authorized decision.

Eligibility & Scope

Define the organization and its evidence before assessment.

Eligibility requirements

An identifiable operating entity must provide an authorized representative, at least 12 months of operating evidence, a defined assessment scope, access to relevant records and stakeholders, and acceptance of confidentiality, integrity, and mark-use requirements. The scope must fit at least one category module.

Scope statement

Record entity name, activity description, locations, service channels, categories, evidence period, outsourced dependencies, exclusions, and the responsible representative. Explain any boundary between the legal entity and the assessed operating unit.

Exclusions and changes

An exclusion must not remove a material part of the claimed service journey or conceal a significant control failure. Amend the scope through documented agreement and assessor review. All locations named on a certificate require assessment coverage.

Readiness route

Organizations without a sufficient operating history or evidence base can use the same criteria for a readiness assessment. Its output is a gap report and improvement plan, not a certificate or permission to use a certification mark.

Scoring & Decisions

A transparent rubric with explicit gates for certification.

The calculation

For every criterion, rate four components: approach (20%), implementation (30%), results (30%), and learning (20%). Give each component a level from 0 to 4. Criterion points = 50 x [(0.20 x approach + 0.30 x implementation + 0.30 x results + 0.20 x learning) / 4]. Sum the 20 criteria without intermediate rounding. Report one decimal place; determine qualification from the unrounded total.

Approach and implementation anchors

Level 0: absent or unsupported. Level 1: informal, reactive, or isolated. Level 2: documented and used in a material part of the scope, with significant gaps. Level 3: consistently deployed across the relevant scope, with clear ownership and controlled exceptions. Level 4: systematic, risk-aware deployment supported by independent checks and demonstrated adaptation. A document without implementation evidence cannot establish deployment.

Results and learning anchors

Results: 0 = no trustworthy results; 1 = isolated measures without a usable baseline; 2 = reliable baseline with mixed or limited outcomes; 3 = sustained results against relevant targets over 12 months, with gaps explained; 4 = sustained strong outcomes supported by valid comparative context and segmentation. Learning: 0 = no review; 1 = ad hoc reaction; 2 = recurring review with incomplete follow-through; 3 = completed actions with verified effects; 4 = repeated improvement cycles with sustained benefits and transfer of learning. Award the highest level fully supported by evidence; do not use fractional levels.

Threshold and dimension floor

A qualifying assessment requires at least 800/1,000 and at least 120/200 in each of the five dimensions. No criterion may be omitted or reweighted. Where the organization uses different terminology, assess the equivalent function and record the mapping. If a criterion cannot be meaningfully assessed, redefine the scope or decline certification.

Mandatory gates

Evidence must be sufficient and authentic; the required stakeholder coverage must be achieved; the category module must be covered; assessor independence must be established; and all critical and major findings must be closed. Fees and commercial considerations do not affect the score or decision.

Finding classifications

Critical: fabricated evidence, coercion of respondents, deliberate concealment affecting the decision, or a substantiated serious uncontrolled risk within the assessed scope. Major: a missing required system, systemic implementation failure, materially unreliable evidence, or repeated ineffective corrective action. Minor: an isolated lapse that does not undermine the system or evidence sufficiency. Every finding must identify its criterion, evidence, impact, and closure requirement.

Illustrative calculation

For a criterion rated approach 3, implementation 4, results 3, and learning 2, the weighted level is 3.1 and the score is 38.75/50. An illustrative dimension with four such criteria totals 155/200. Five dimensions at that level total 775/1,000 and do not qualify. These figures are examples, not an assessment result.

Stakeholder Feedback

A repeatable protocol for sampling, collection, and interpretation.

Define the population

Identify people who used or depended on the scoped services within the evidence period. Document population size where known, material user groups, service channels, locations, and exclusion reasons. Employee feedback may supplement beneficiary feedback but cannot replace it.

Response and coverage rules

For a population of 20 or more, obtain at least 20 valid beneficiary responses, with at least five from each material group unless the group contains fewer than five people, in which case invite all. A material group represents at least 10% of the population or has a distinct high-risk, accessibility, or service experience. If the total population is below 20, invite all and obtain at least 60% participation, rounded up, with at least two independent interviews; for a one-person population, interview that person and disclose the limitation. These are minimum evidence rules, not statistical representativeness guarantees.

Selection and independence

The assessor approves the sampling plan before collection. Use a complete contact frame and randomized selection where practical; document alternatives. The organization may facilitate access but must not select only satisfied users, screen individual answers, condition service on participation, or coach responses. Collect responses through an assessor-controlled channel.

Core questionnaire

Use a five-point scale from strongly disagree to strongly agree, plus not applicable: 1. Information about the service was clear. 2. I could access the service I needed. 3. The service was delivered as promised. 4. The service was completed within the communicated time. 5. I was treated respectfully. 6. I could obtain help or resolution when needed. Add optional free-text questions about strengths and improvements. Adjust wording for context without changing the intended concept; record translations and adaptations.

Validity and analysis

Exclude duplicates, ineligible respondents, blank submissions, and responses with documented integrity problems; preserve exclusion counts and reasons. Report invitations, valid responses, response rate where calculable, missing answers, group coverage, and question distributions. Favorable percentage means agree plus strongly agree divided by valid applicable answers. Do not directly convert satisfaction percentages into certification points.

Protection and follow-up

Explain purpose, voluntary participation, intended use, and confidentiality. Do not publish identifiable comments or group breakdowns with fewer than five respondents. Investigate conflicts between feedback and service records. If minimum coverage cannot be achieved, record evidence insufficiency and defer certification rather than lowering the requirement.

Certification Overview

Evidence-based recognition within a clearly defined scope.

What certification means

A Great Entity certificate records that a defined organizational scope met GEEF 1.0 requirements on the basis of an independently reviewed assessment. It identifies the entity, activities, locations, category modules, issue and expiry dates, standard edition, and current status.

Conditions of recognition

The organization must achieve 800/1,000 overall and 120/200 in every dimension, satisfy evidence and stakeholder-coverage rules, and close all critical and major findings. An independent decision maker reviews and authorizes the outcome. Certification is never automatic from payment or self-assessment.

Decision outcomes

Grant: all requirements are met. Defer: additional evidence or corrective action is needed. Decline: requirements are not met or the scope cannot be assessed under the scheme. Every outcome includes reasons, findings, next steps, and appeal rights. No certificate may be represented as issued without a signed decision and a verification record.

Payment before issue

A successful assessment and independent approval are required before the final USD 2,200 balance becomes payable. The certificate and register entry are issued only after the balance has been received and confirmed. The total fee is USD 3,000, including the non-refundable USD 800 initial payment.

Scope and limitations

Certification covers the stated organizational scope and period. It does not guarantee every future result, replace applicable approvals, or certify products or technical systems unless expressly covered by a separate scheme.

Surveillance & Renewal

A three-year cycle with annual surveillance and defined status rules.

Certificate term

A certificate is valid for three years from the signed grant decision, subject to continuing conformity and surveillance. It expires automatically on its stated date unless renewal is completed; no grace period extends a certification claim.

Annual surveillance

Complete surveillance at months 12 and 24, with a window of 30 calendar days before or after the anniversary. Review material changes, complaints, performance, feedback, earlier findings, and risk-selected criteria. After the window, the register displays surveillance overdue; active certification cannot be claimed until review is complete.

Renewal assessment

Begin renewal planning at least 90 days before expiry. Reassess all 20 criteria and applicable modules using the current evidence period and edition applicable to renewal. A new grant requires the same score, dimension floors, evidence rules, and independent decision as the initial assessment.

Change notification

The certified organization must notify the scheme authority within 10 business days of material changes to ownership, activities, locations, major service failures, or evidence integrity that could affect the certified scope. The authority records whether an additional assessment, scope reduction, or suspension is necessary.

Suspension and withdrawal

Suspend immediately on substantiated integrity compromise or a critical uncontrolled issue within scope, and for overdue surveillance or refused necessary access. While suspended, stop certification claims and mark use. Restore only after verified correction and an independent decision. Withdraw if conditions remain unresolved after 90 calendar days, or on deliberate ongoing misuse, voluntary surrender, or cessation of the certified activities. Record reasons, dates, and appeal rights.

Public status

The register uses active, suspended, withdrawn, expired, or surveillance overdue. A deferred or declined application is not a certificate. The register retains historical status changes without implying that past certification remains valid.

Certificate Verification

Check the identity, scope, and status of a Great Entity certificate.

Where to find the number

The certificate number is issued by Great Entity after an independent approval decision. It appears on the certificate and beside its verification QR code. An application reference beginning GEA is not a certificate number. Ask the organization for its issued certificate, or contact verify@greatentity.com.

Check the current record

Enter the certificate number or at least three characters of the organization name. The result shows the organization, approved scope, locations, sector and programs, framework edition, dates, and current status. Compare the scope with the claim being made.

What the status means

Active means the certificate remains within its validity period and recorded surveillance requirements. Suspended, withdrawn, expired, or surveillance overdue records must not be presented as current active certification. A PDF is a snapshot; use the live register for the latest status.

If a record cannot be found

Check the number and organization name. A missing search result does not by itself establish fraud or lack of certification. Send the certificate copy to verify@greatentity.com for a direct check.

Certification Mark Use

Use certification claims only within a valid, verified scope.

Permission and identification

Mark use requires a granted, active certificate and a written license from the scheme authority. Accompany the mark with the certified entity or operating unit and a certificate reference or verification link. The institute's logo alone does not establish certification.

Accurate scope

Claims must match the assessed activities, category, and locations. Do not place the mark where it suggests product approval, academic accreditation, statutory approval, or assurance of unassessed activities. An organization-wide claim is prohibited when only a unit is certified.

Artwork and placement

Use only the supplied licensed artwork. Preserve proportions, lettering, colors, and clear space; do not stretch, crop, recolor, or combine it into another logo. Keep clear space at least equal to the height of the capital G around the mark and a minimum digital width of 96 pixels, increasing size when accompanying certificate details need it.

Status changes and misuse

Stop mark use immediately on suspension, withdrawal, or expiry. Remove digital claims within five business days and cease distribution of printed materials carrying the claim. Document corrective action. The scheme authority may require correction, suspend or withdraw permission, and publish the accurate certificate status.