

Getting employees to buy in to your CSR policy

Groundbreaking businesses

Is it possible to have a Corporate and Social Responsibility policy that's not *just* altruistic? It's time to get seriously creative.

Drew Goodall runs an ethical shoeshine company based in London.

Times are hard, the economy is flatlining and many businesses are finding it hard to make ends meet. With this in mind it's good to hear a genuine success story.

On the face of it shoeshine does not sound like an obvious panacea to the current economic ills sweeping the UK, but in the case of Sunshine it's working very nicely, thank you.

'Sunshine offers employers an opportunity to enhance staff well being in a creative and thoughtful way' budgets are being squeezed across the board, what then makes Sunshine so different? 'We donate proceeds of our visits to our clients chosen charity to help them with their CSR, they offset this against the yearly donations, saving the client thousands of pounds every year'

The Sunshine client list reads like a who's who of international business, names such as Societe Generale, HSBC Private Banking, Lazard Brothers and Aviva. 'I am so proud to be making a difference to so many people's lives, not just our clients or all the different charities we give to, but our staff too, Sunshine is like a big family'

The success of Sunshine Shoeshine goes to show that with a bit of creativity and hard work, businesses can still thrive.

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