

Businesses and organisations

This toolkit is for business and organisations who have taken the Choose Kindness pledge and provides inspiration as to how you can promote kindness to your staff and customers both in how you function and through your values and procedures.

We've broken down how kindness can make a difference to:

- People – staff, customers and those linked to your business or organisation.
- Place – the wider community and locality that your business or organisation is based in.
- Planet – the environment and natural world.

There are no limits to how kindness can be shown, so please feel free to use the following as a starting point or to develop your own ways of supporting the Choose Kindness movement.

People

Choosing Kindness for your staff

- Identifying kindness – recognise and reward kindness amongst your staff (you could use the Choose Kindness certificate in the resources toolkit)
- Sickness absence
- Volunteering – allow staff time off to volunteer.
- Lunch time activities – provide activities to engage staff such as talks, presentations by health professionals, walks.
- Kindness days - identify specific days where you can focus on what kindness means and how this can be demonstrated.
- Be kind to yourself – promote wellbeing and encourage active healthy lifestyles.
- Being kind online – discuss and promote the importance of being kind online.

Choosing Kindness for your customers

- Customer needs – think about whether certain customers have specific needs and require tailored service offer eg quiet shopping hour, sessions for particular groups.
- Customer services pledge – if you haven't already got one, consider creating and promoting a pledge that outlines how your staff are expected to treat customers and your customers are expected to treat staff.

Places

- Volunteering – consider whether staff can be given time off to volunteer and make a difference locally.
- Food banks – organising donations to support local people.
- Local pride - taking care of your premises, ensuring that they contribute positively to the local area.
- Support local – where possible support local partners, groups, suppliers and initiatives (eg holding meetings or events in local venues).

Planet

- Litter picks – organise a litter pick in and around your premises. Look out for local and national initiatives that you could support.

- Recycling – identify ways things could be reused or upcycled across your business or donate to others who could use them.
- Be kind to the planet – be aware of the materials you use as a business and think about how these could be reduced eg consider banning single use plastic or reducing paper usage etc.
- Planting - plant bulbs, plants or trees in your grounds if possible.
- Active travel – encourage and incentivise staff to walk to work or use other forms of transport other than a car. [Get Involved in Cycling - City of Doncaster Council](#)

Feel free to shout about you promote kindness on social media or other communication channels. Use #ChooseKindness so that the movement can keep track of what you are up to.

We'd also love you to share examples of how you support and promote the values of Choose Kindness. You can do this by completing the online [Tell us about a kind act](#) form.