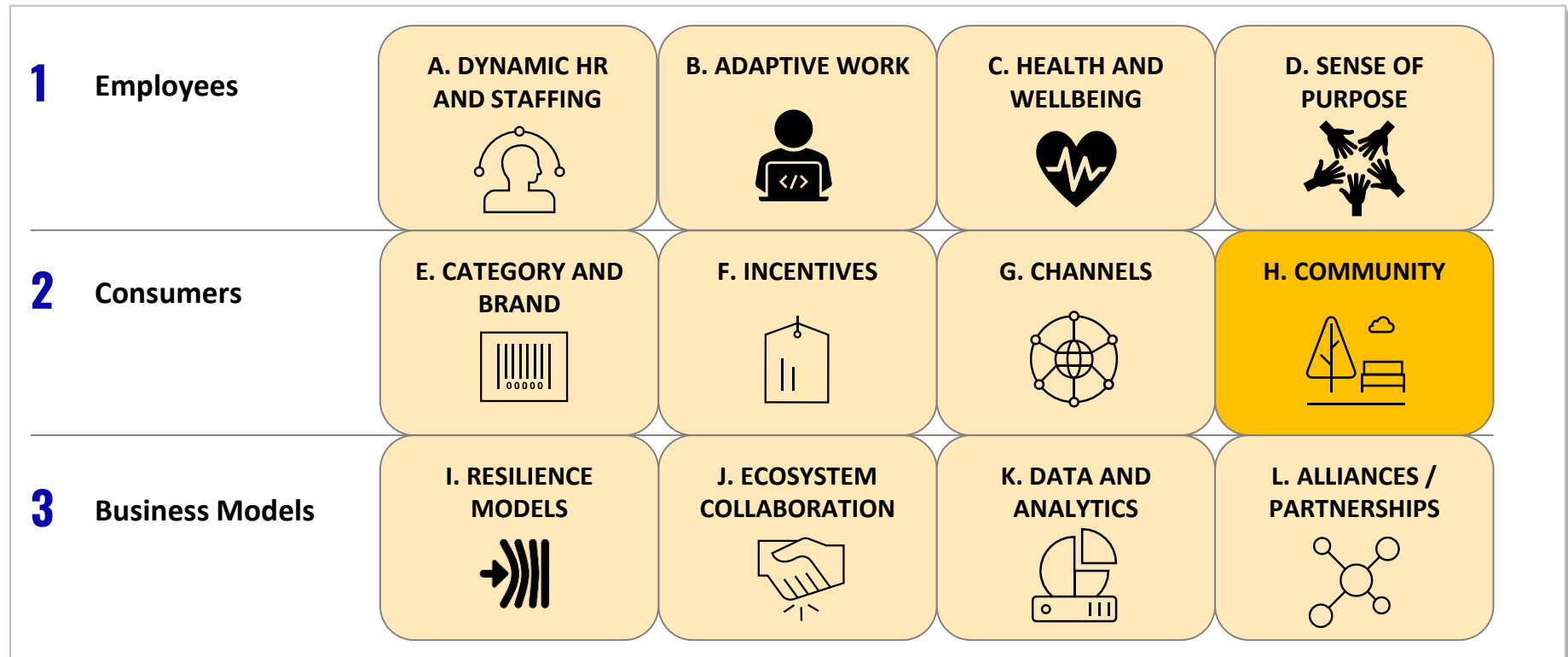


LEARNINGS & NEW NORMAL FRAMEWORK OVERVIEW



Looking for similar sections?

- Filter to any module in the “Covid-19 Framework” filter on the GLM for other module summaries
- Search “**Learnings**” in the GLM for all module learnings summaries
- Search “**New Normal**” in the GLM for all module new normal summaries

LEARNINGS SUMMARY OVERVIEW

H. COMMUNITY



Challenges/ trends

Maintaining Business Continuity (Short-term)

- Importance of health and safety of employees and community, especially high-risk populations
- Specific areas / geographies may be adversely more affected



Key learnings

- Provide in-store signage to educate, serve, and protect local communities
- Engage with local communities and health organizations to protect shoppers and employees
- Support local areas and staff to best manage where issues may be more severe
- Constantly communicate online with the right tone and be a "local friend"
- Support the local community with initiatives to support mental health

Managing the Crisis (Medium-term)

- Government restrictions may challenge operations going forward
- Having worked / served throughout the crisis, food retailers and manufacturers may become a more visible authority on COVID-19 and on other issues in general

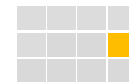


- Work and establish close partnerships with local authorities to collaborate through the crisis and its aftermath
- Develop new community partnerships to better educate community and reduce spread
- Step up engagement in between industry associations and community organizations
- Build local store marketing programs to make the community aware of store's efforts

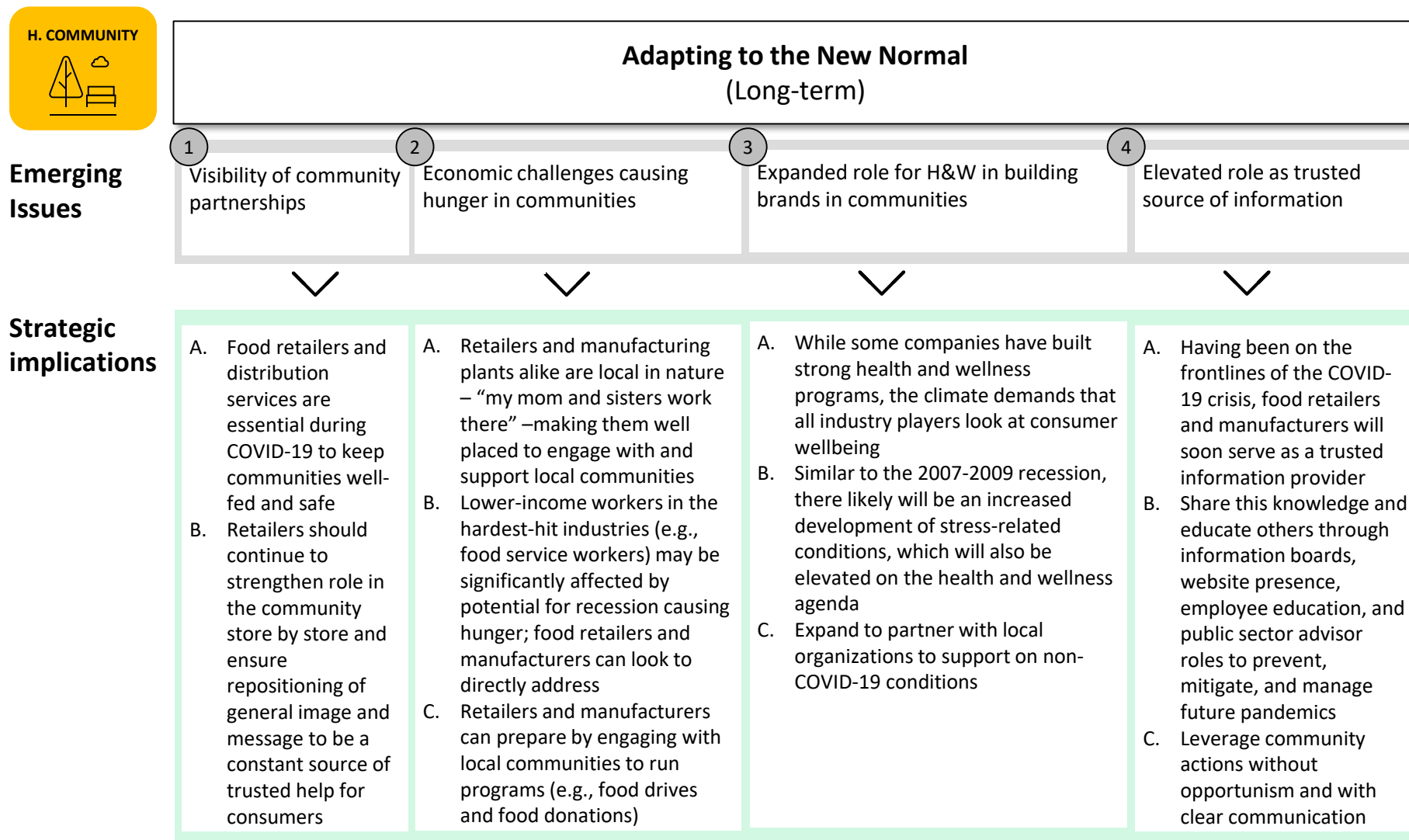
OW Social Listening: Supermarket social responsibility, % of tweets

<i>Efforts to help elderly get food</i>	6%	6%	4%	2%	8%	3%
<i>Supermarket's help to local community</i>	1%	3%	4%	1%	6%	4%

Customers' reactions to the critical role of food retailers during the COVID-19 crisis is very relevant in social networks. Failing to lead on social responsibility can be harmful for a retailer's customer perception for the long-term.



NEW NORMAL HIGHLIGHTED INSIGHTS





HIGHLIGHTED CASE STUDIES (1 OF 2)

Case Study (CS)	E	Employees	D	Digital and online
Module Legend:	S	In store	C	In communities

Logo	Name / Region	CS Module	Overview	Contact
	Colgate Palmolive 		<p>(E D S C)</p> <p>Mobilized 5 manufacturing plants to produce 25M soap bars to donate</p>	<p>Business Wire Article Link, or contact Sharon Bligh at The Consumer Goods Forum</p>
	Walgreens 		<p>(E D S C)</p> <p>Used closed locations in May for testing locations; expanded drive-thru testing at open locations</p>	<p>Robert Tompkins, Group Vice President, Grl. Merch. Manager, Health & Wellness</p>
	Danone 		<p>(E D S C)</p> <p>Delivered safe drinking water to hospitals, clinics, elderly homes, and community centers</p>	<p>Isabelle Grosmaître, Alimentation Initiative Catalyst</p>
	Mars Fishcare 		<p>(E D S C)</p> <p>Made and donated hand sanitizer for first responders</p>	<p>Alex West, Director, Global Public Affairs</p>
	L'Oréal 		<p>(E D S C)</p> <p>Ramped up production of hand sanitizer to donate to food distribution & hospitals</p>	<p>Contact Sharon Bligh at The Consumer Goods Forum</p>
	Lawson Inc. 		<p>(E D S C)</p> <p>Distributed food to school children, set up helpline to deliver meals to affected patients</p>	<p>Miho Yomoda, Deputy Director, Health & Wellness Promotion Centre</p>
	Perifem, FCD, Comerso 		<p>(E D S C)</p> <p>Platform to connect retail unsold goods with foodbanks / charities</p>	<p>Contact Sharon Bligh at The Consumer Goods Forum</p>
	Sainsbury's / WH Smith 		<p>(E D S C)</p> <p>Extend supply partnership to hospitals – NHS staff will have 20% discount on all products (incl. Sainsbury)</p>	<p>Ninali Sritharan, Sainsbury's Healthy Living Manager</p>
	Royal Swinkels Family Brewers 		<p>(E D S C)</p> <p>Repurposed cellar beers to make disinfectants and donate to hospitals & care homes</p>	<p>LinkedIn Article Link, or contact Sharon Bligh at The Consumer Goods Forum</p>

Please view numerous additional case studies, submitted by CGF members, in the Case Study Library



HIGHLIGHTED CASE STUDIES (2 OF 2)

Case Study (CS)
Module Legend:



Employees
























Digital and online



In store



In communities

Name / Region	Logo	CS Module	Overview	Contact
Barilla	 		<p>(E) (D) (S) (C)</p> <p>Donated to US non-profit to fund research on a COVID-19 therapy based on stem cells</p>	Anna Rosales, Director of Nutrition and Science Affairs
Marks & Spencer	 EST. 1884 		<p>(E) (D) (S) (C)</p> <p>Donated uniforms & scrubs for hospitals and clothing packs for discharged patients</p>	Laura Street, Company Nutritionist at M&S
Spar	 		<p>(E) (D) (S) (C)</p> <p>Created volunteer responders programme to shop for vulnerable persons in SPAR stores</p>	SPAR Article Link , or contact Sharon Bligh at The Consumer Goods Forum
Decathlon	 		<p>(E) (D) (S) (C)</p> <p>Donated entire stock of snorkeling masks to hospitals once aware this was used to keep COVID-19 patients safe</p>	France TV Article Link , or contact Sharon Bligh at The Consumer Goods Forum
El Corte Inglés	 		<p>(E) (D) (S) (C)</p> <p>Offered hotel space to be used by hospitals to treat COVID-19 patients</p>	Food Retail Article Link , or contact Sharon Bligh at The Consumer Goods Forum
Johnson & Johnson	 		<p>(E) (D) (S) (C)</p> <p>Donated surgical masks, generators, medical devices, isopropyl alcohol, contact lenses, and scientists</p>	Donna Padovano, Director Global Retail Health Innovation
Nestlé	 Good Food, Good Life. 		<p>(E) (D) (S) (C)</p> <p>Mobilized entire value chain to launch global response; raised awareness of online resources that helps families find free meals</p>	Saliha Barlatey, Head of Corporate Industry Affairs

Please view numerous additional case studies, submitted by CGF members, in the Case Study Library