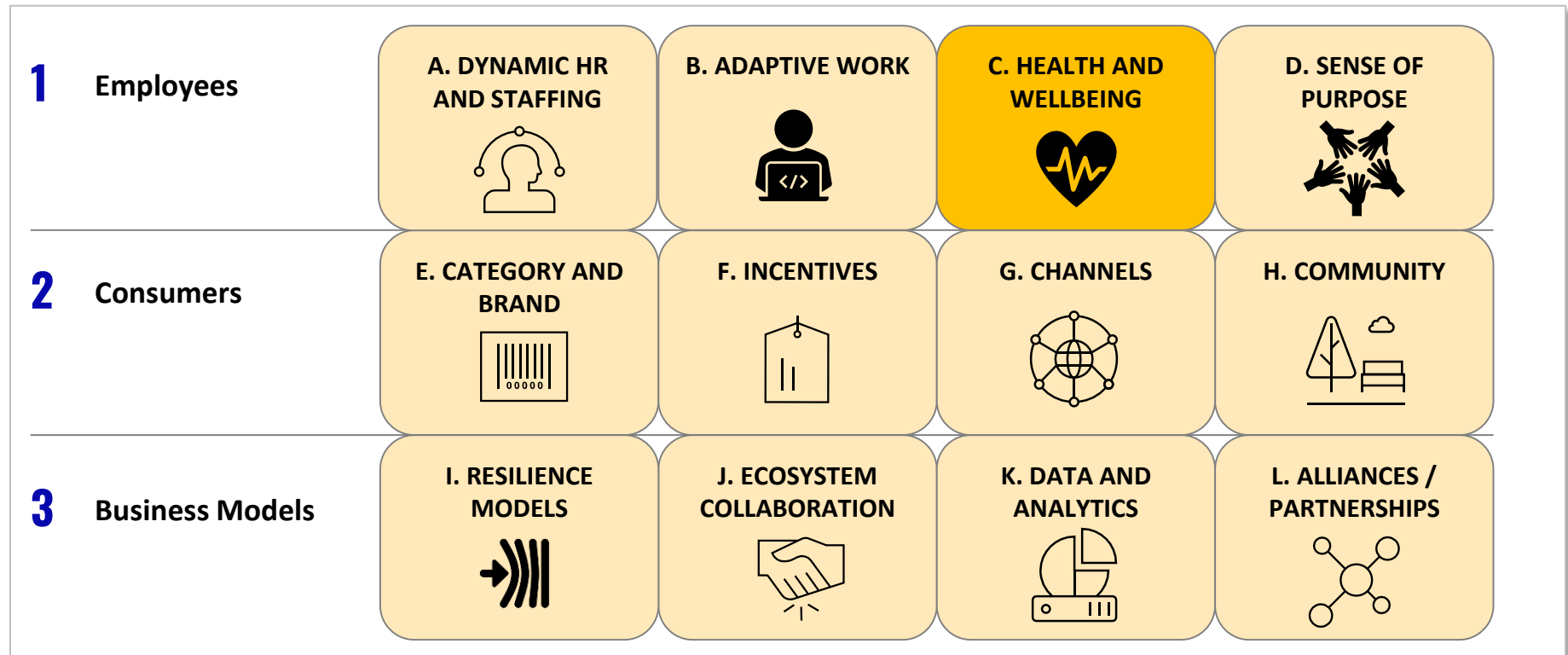
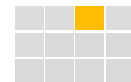


LEARNINGS & NEW NORMAL FRAMEWORK OVERVIEW



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

C. HEALTH AND WELLBEING



Challenges/ trends

Maintaining Business Continuity (Short-term)

- Unavailability of protective equipment at first
- Impact of long hours, risk, and stress
- Employees' safety and motivation is top of mind
- Employees feeling sick or worried about contracting the virus



Key learnings

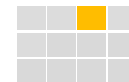
- Provide protective equipment especially for the essential frontline workers as quickly as possible given supply concerns
- Recognize increased health risks involved for on-site work, varying by job and level
- Prioritize cleaning supplies for retailer (i.e., employees, store environment) and manufacturer (i.e., trucks, plants, distribution centers) operations prior to consumer need
- Utilize alternatives to physical contact like curbside pickup, drive-thru services, and online ordering if possible
- Show appreciation to workers:
 - Provide hazard fees for every delivery made to consumers' doors and provide weekly bonuses
 - Increase hourly wages and expedite Q1 pay
 - Provide meals for frontline workers if possible

Managing the Crisis (Medium-term)

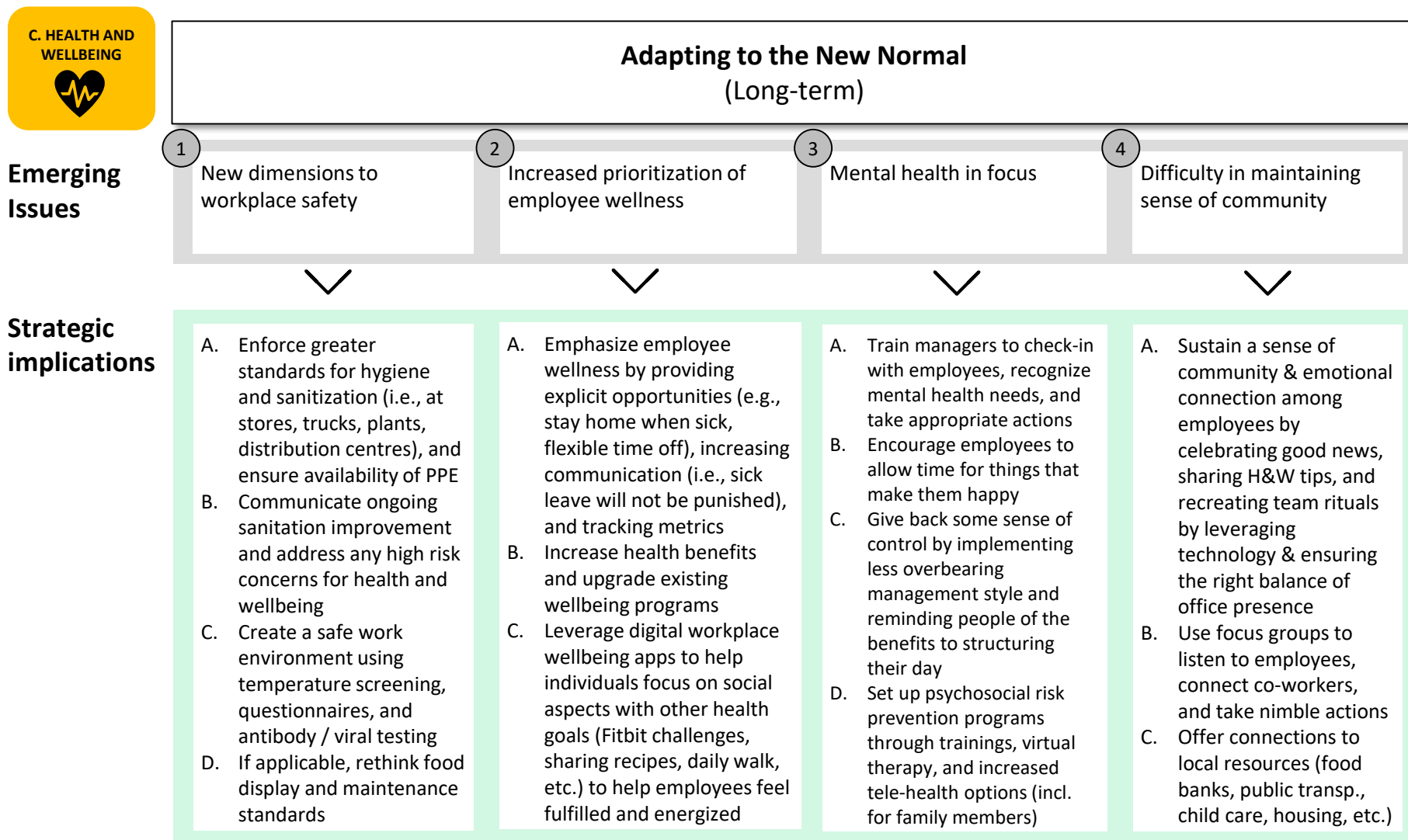
- Development of stress-related diseases and prolonged anxiety due to length of crisis presence
- Increased demand for PPE on a daily basis
- Potential pushback from employees due to dissatisfaction around safety precautions and exposure to health hazards



- Provide protective equipment (masks, gloves, sanitizer, plexiglass, disinfectant wipes) continuously
- Provide coronavirus testing and other solutions to soothe worker fears when available
- Encourage social distancing using tape markers or signage, or have a monitor at the door enforcing capacity or distance
- Implement new workplace configurations (e.g., "partial capacity," deep cleaning, A/B team) for safety
- Consider providing paid sick leave, family leave, health coverage, and caregiving support
- Have managers check in with employees as much as possible for a 1:1 meeting on health and wellbeing
- Ensure employees are able to maintain mental health while adapting to work-from-home using surveys and focus groups
- Offer telehealth (both physical and mental) and online courses (i.e., fitness) for employees and family members
- Assess fatigue impact of 100% digital work



NEW NORMAL HIGHLIGHTED INSIGHTS





HIGHLIGHTED CASE STUDIES (1 OF 2)

Case Study (CS)
Module Legend:

E

Employees

D









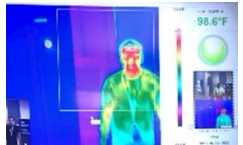












Digital and online

S

In store

C

In communities

Name / Region	Logo	CS Module	Overview	Contact
Ocado	 		<p>(E) (D) (S) (C)</p> <p>Bought COVID-19 test kits to test grocery packers and delivery drivers</p>	<p>The Guardian Article Link, or contact Sharon Bligh at The Consumer Goods Forum</p>
Tilda	 		<p>(E) (D) (S) (C)</p> <p>Clear wall that separates inventory section from clients; use phone to interact; sterilized pens; purchased items are left on Isolated table</p>	<p>COVID Innovations Article Link, or contact Sharon Bligh at The Consumer Goods Forum</p>
Tyson	 		<p>(E) (D) (S) (C)</p> <p>Installed 150 walk-through temperature scanners at plants; faster, less disruptive, and non-contact technology</p>	<p>Consumer Goods Article Link, or contact Sharon Bligh at The Consumer Goods Forum</p>
Amazon	 		<p>(E) (D) (S) (C)</p> <p>Amazon testing disinfectant fog at warehouse in NY to prevent COVID-19 spread</p>	<p>ESM Magazine Article Link, or contact Sharon Bligh at The Consumer Goods Forum</p>
Grupo Bimbo-GB	 LATAM & 		<p>(E) (D) (S) (C)</p> <p>Rolled out app that monitors symptoms and provides guidance if employees are experiencing symptoms</p>	<p>Rocio Flores, Global GB Wellness Manager</p>
PepsiCo	 		<p>(E) (D) (S) (C)</p> <p>Employees receive enhanced benefits (i.e., compensation if showing symptoms, sick family, facility closure, among others)</p>	<p>John C. Jove, VP International Sales</p>
Procter & Gamble	 		<p>(E) (D) (S) (C)</p> <p>Employed their athletes and family members to create short videos showing how to stay active in living room</p>	<p>Dawn Elvin, VP Global Pharmacy & Sales Personal Healthcare International</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

Logo	Name / Region	CS Module	Overview	Contact
	Bimbo 		<p>(E) (D) (S) (C)</p> <p>Customized COVID-19 task observations checklist in an app to reinforce safe behaviors and coach on unsafe behaviors</p>	Leslee A. Will , VP Labout and Associate Relations
	CPM 		<p>(E) (D) (S) (C)</p> <p>Each employee can consult a general practitioner free of charge on all mobile devices</p>	Contact Sharon Bligh at The Consumer Goods Forum
	Migros Ticaret 		<p>(E) (D) (S) (C)</p> <p>Started Psychological and Medical Counseling service for family members of employees to connect with expert psychologists & doctors</p>	Ahu Baskut Alyanak , Corporate Communications Director Demir Aytac , Business Alliance Executive
	New Hope Liuhe 		<p>(E) (D) (S) (C)</p> <p>Established a prevention and control steering group that continuously released prevention and control guidelines</p>	Li Qin , Director of Business Development
	Nestle 		<p>(E) (D) (S) (C)</p> <p>Provided cash loans or advances for those in financial distress; free meals & transport for those in factories/distribution centers; flexibility to manage family responsibilities</p>	Saliha Barlatey , Head of Corporate Industry Affairs
	LALA 		<p>(E) (D) (S) (C)</p> <p>Created Measure of Prevention COVID-19 program to teach associates about virus and prevention</p>	Alvaro Suarez , Team Leader
	St Hubert 		<p>(E) (D) (S) (C)</p> <p>Shared individual good practices within the company by implementing a neighbor directory that allows everyone to ask for help and share within the company</p>	Contact Sharon Bligh at The Consumer Goods Forum

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