



#COVID19

Employees Case Studies

Business as a Force for Good
in Times of a Crisis

Collaboration for Healthier Lives

The Coalition of Action's response to Covid-19

Best practices from CGF members and stakeholders classified by category:

- **Employees**
- **Digital & on line**
- **In store**
- **In communities**
 - **Vulnerable populations**
 - **Local businesses**
 - **Healthcare organizations**
 - **General Public**

This pack contains the Employees case studies

Employees

Company list



<u>Ahold Delhaize</u>	<u>Bimbo 9</u>	<u>Heineken</u>	<u>New Hope Liuhe 2</u>
<u>Ajinomoto</u>	<u>Carrefour 1</u>	<u>John Lewis Partnership</u>	<u>Ocado</u>
<u>Albertsons</u>	<u>Carrefour 2</u>	<u>Johnson & Johnson</u>	<u>PepsiCo</u>
<u>Amazon 1</u>	<u>Carrefour 3</u>	<u>Kaufland</u>	<u>RB (Reckitt Benckiser)</u>
<u>Amazon 2</u>	<u>Carrefour 4</u>	<u>Lala 1</u>	<u>Sodexo</u>
<u>Amazon 3</u>	<u>Coca-Cola 1</u>	<u>Lala 2</u>	<u>Suning/Carrefour</u>
<u>Auto Mercado</u>	<u>Coca-Cola 2</u>	<u>Loblaw/Metro</u>	<u>Target</u>
<u>Barilla 1</u>	<u>CPM</u>	<u>Manufacturers</u>	<u>Tom's/Colgate-Palmolive</u>
<u>Barilla 2</u>	<u>Danone 1</u>	<u>Masoutis</u>	<u>UK Retailers</u>
<u>Bimbo 1</u>	<u>Danone 2</u>	<u>Migros Ticaret A.S. 1</u>	<u>Unilever</u>
<u>Bimbo 2</u>	<u>Despar 1</u>	<u>Migros Ticaret A.S. 2</u>	<u>Walmart 1</u>
<u>Bimbo 3</u>	<u>Despar 2</u>	<u>Migros Ticaret A.S. 3</u>	<u>Walmart 2</u>
<u>Bimbo 4</u>	<u>FairPrice Group</u>	<u>Migros Ticaret A.S. 4</u>	<u>Whole Foods</u>
<u>Bimbo 5</u>	<u>General Mills 1</u>	<u>Nestle 1</u>	
<u>Bimbo 6</u>	<u>General Mills 2</u>	<u>Nestle 2</u>	
<u>Bimbo 7</u>	<u>Google Facebook</u>	<u>Nestle 3</u>	
<u>Bimbo 8</u>	<u>GSK</u>	<u>New Hope Liuhe 1</u>	

IDENTITY

COMPANY | Ahold
Delhaize

COUNTRY | USA & Europe

DATE |

KEY VISUALS



<https://www.ahold-delhaize.com/en/home/>

WHAT

- Ahold Delhaize called on every employee to help out where the need was high. So people from the head-offices were helping in the stores, distribution centers or online order-picking centers
- For employees there are now associates mental support hotlines to express need for help during these times. To try to keep the connection, different associates are organizing webinars, yoga classes, virtual quizzes etc.
- Many new employees were hired amidst of the crisis, helping communities by providing jobs
- DLL Belgium gives employees 25% solidarity discount till the end of the year

KEY CONTACT

Imke Van Gasselt, Director Health, Ahold Delhaize

IDENTITY



DATE | 20 April 2020

KEY VISUALS



<https://www.ajinomoto.com/>

WHAT

CEO Message to the Ajinomoto Group Employees about COVID-19 Global Pandemic

- Ajinomoto is committed to providing a safe and healthy work environment:
- Our factories around the world have ramped up development and production of the raw materials needed for detergents
- We have ramped up production of PCR primers, a key material in one of our customer's diagnostic test kits being used in Japan.
- Supporting frontline healthcare workers through the donation of Cystine and Theanine to multiple hospitals in Japan
- Continue to look for ways to partner with governments and our customers to support the global fight against COVID-19

<https://www.youtube.com/watch?v=wX2Vhl72HYo>

KEY CONTACT

Yukiko Takatori, General Manager, Science Communication Group, Public Communications Department

IDENTITY



DATE | 07 April 2020

WHAT

Albertsons Cos. has partnered with the United Food and Commercial Workers International (UFCW) union in a national drive to get grocery workers classified as emergency first responders during the novel coronavirus (COVID-19) pandemic

That classification will enable those grocery workers to be prioritized for testing and personal protection equipment as the country continues to battle the spread of COVID-19

KEY VISUALS



www.albertsons.com

Source: <https://www.supermarketnews.com/issues-trends/albertsons-ufcw-seek-first-responder-status-grocery-workers>

IDENTITY

COMPANY | **amazon**



DATE | May 2020

WHAT

Amazon employees measure: safety, pay, benefits, job creation, communication tool...

KEY VISUALS



<https://www.amazon.com/>

Source: <https://blog.aboutamazon.com/company-news/how-amazon-prioritizes-health-and-safety-while-fulfilling-customer-orders>

IDENTITY

COMPANY | **amazon**



DATE | 17 March 2020

WHAT

Amazon to Hire 100,000 Warehouse and Delivery Workers Amid Coronavirus Shutdowns

- (announced on 16th March)
- To match the huge increase of online shoppers
- Company will raise pay by \$2 an hour for warehouse and delivery employees through April

KEY VISUALS



<https://www.amazon.com/>

Source: <https://www.wsj.com/articles/amazon-to-hire-100-000-warehouse-and-delivery-workers-amid-coronavirus-shutdowns-11584387833>

IDENTITY

COMPANY | **amazon**



DATE | 24 March 2020

KEY VISUALS



<https://www.amazon.com/>

WHAT

How we're taking care of employees during COVID-19

- Masks for our employees
- Temperature checks
- Working on building scalable testing for coronavirus
- Filled 100,000 new jobs since March, and we are adding 75,000 more to help meet customer demand and assist existing employees fulfilling orders for essential products
- Employees receive comprehensive health benefits
- Increased pay for hourly employees
- Established a \$25 million relief fund for partners (e.g. delivery drivers) and seasonal associates facing financial hardship or quarantine

IDENTITY

COMPANY |



COUNTRY |



DATE | 17 April 2020

KEY VISUALS

¿Qué es la empatía y por qué es importante?

LA EMPATÍA

Es la capacidad de ponerse en los zapatos de otra persona, de por un momento imaginarnos cómo es la situación o cuáles podrían ser los sentimientos de esa persona.

Entonces, ¿se confunde con tener una actitud impasibilidad por sus actitudes y comportamientos?

¡Escucha para comprender y no para reaccionar! ¡Sé empático con clientes y compañeros (a)!.

Estamos pasando por un momento difícil y los sentimientos y reacciones pueden ser diversas e inusuales. ¡Esto pasará y volveremos a la calma!

PACIENCIA



Aprende el Auto Control

Tips para poder manejar y manejar el miedo

1 Empezar por lo fácil y poco a poco ir a lo más difícil. Esto es una situación que nos preocupa y nos afecta a todos, se maneja mejor cuando se maneja al mismo paso a paso.

2 Subirnos y compartir las preocupaciones, pero no hacer nada. COMUNICAR es la clave.

3 Recordar que cuando estamos en SALUD, ENSEÑEMOS, más se puede saber todo, pero también se puede perder la calma.

¡Almuerzo en este momento no es el control de los pasos, si podrá elegir cómo reaccionar! ¡JESÚS LA CALMA!



<https://automercadoesmilugar.com/protejamonos-juntos/>

WHAT

- Protect our employees from the stress Covid 19 situation is causing and protect them physically, emotionally and economically
- Distribution of cloth mask to every in-store employee. (Cashier, administrators, stock clerks)
- Ensure that employees practice washing their hands thoroughly with soap and water every 30 minutes.
- Distribution of a hand washing kit to every Auto Mercado employee.
- Constant communication to all collaborators about social distancing recommendations
- Creation of a special line of credit through our employee association to help with financial matters for those how need it
- Our employee association suspended all loan collection for the next 4 months.
- Creation of a "Phycological support campaign" for in-store employee
- Creation of a "Good financial habits" for all Auto Mercado employee
- Apply "Work from home" using all the technological facilities from the company, for all administration and services staff
- The company medical service doubles the staff to ensure all collaborators medical care
- Temperature control to every person entering the administration and service building
- Every Auto Mercado's collaborator had an increase from 8% to 12% in their shopping discount for 3 months
- Social behavior training
- Constant recognition and thanks to all the staff
- Identification of employees who's family income has been affected due to the present situation
- Creation of a solidarity support fund with the contribution of every Auto Mercado's employee

KEY CONTACT

Anabelle Durán aduran@automercado.biz

IDENTITY

COMPANY |



COUNTRY |



DATE |

WHAT

Giving thanks

“We are proud of you” - that is the message that appeared in Italian newspapers signed by the brothers Guido, Luca and Paolo Barilla, alongside the names of all the 2,700 employees of the Italian pasta manufacturer Barilla

KEY VISUALS



<https://www.barilla.com/>

Source <https://wfanet.org/covidcompendium#people>

KEY CONTACT

Anna Rosales, Director of Nutrition, Barilla

IDENTITY

COMPANY |



COUNTRY |



GLOBAL

DATE |

18 May 2020

KEY VISUALS



CLICK HERE AND JOIN THE CONVERSATION ON MICROSOFT TEAMS



<https://www.barilla.com/>

WHAT

Internal People Support

- Timely safety and security measures
- Extended Smart Working to everyone in the office where applicable as preferred way of working (even phase 2)
- Global Insurance for all the employees for hospitalization due to COVID19
- Possibility to pick up IT tools (i.e.: monitor)
- E-Learning Platform
- Measure to guarantee safety in the plants (more distance, different shifts)
- Psychological support to Managerial Team in the Plants
- Gift delivered at home to all the employees with a letter from the shareholders
- New Communication Plan with weekly newsletter
- New One hug portal with different channels: be inspired, be informed, be healthy, be part giving the possibility to share emotions and many social activities
- Agreement with Gyms for physical activity on line and lesson from the employees
- Cooking lesson with star chef on line
- Page on newspaper with a thank you from the shareholders

KEY CONTACT

Anna Rosales, Director of Nutrition, Barilla

IDENTITY



DATE | April 2020

KEY VISUALS



COVID-19

<https://grupobimbo.com/es>

WHAT

Objective:

- COVID-19 Information & Resources Portal/Newsletter for Associates

Detail:

- Health information from verified sources
- Official communications: Guidelines, Protocols & FAQ (e.g. Vehicle sanitation, Safety Observations, Suspected cases mgt. for Physicians, PPE use, temperature measurement at work centers entrance, temporary void of meeting & international travels)
- 5,000 associates home office with full pay
- Stress mgt., Leadership, Teamwork, Fitness training & productivity tips
- #GBYourStory video testimonials
- Covid-19 MS Teams group for best practices sharing among GB business units.

KEY CONTACT

Karen Murillo, New Business - Health & Wellness Director, Grupo Bimbo

IDENTITY



DATE
April 2020

WHAT

Objective:

- Focused Safety Observations (SO) Checklist for COVID Prevention

Detail:

- Focuses on behaviors of associates in regards to hygiene/physical distancing (Safe & Unsafe)
- 50% of SO's are Covid19 Focused

KEY VISUALS

Opportunities to Observe	Expected Behaviors
Talking with other Associates	<ul style="list-style-type: none"> Associates are not huddled closely together (social distance) Using “no touch” greetings Not touching their faces
Shift change	<ul style="list-style-type: none"> Washing hands for at least 20 seconds, drying fully Using “no touch” greetings Maintaining appropriate distances at time clocks, sinks, etc. Sanitizing hands after touching common surfaces, e.g. time clocks, hand trucks,
Meetings in a conference room or huddle room or Using a common area – e.g. break room, locker room, etc.	<ul style="list-style-type: none"> Washing or sanitizing hands before and after using the area Adhering to social distancing – e.g. sitting apart, non contact Are associates washing hands when coming in contact with others?
Entering the facility	<ul style="list-style-type: none"> Sanitizing or washing hands immediately upon entering Are associates using their own tools or sharing tools?
Entering a work area or Returning to Sales Center	<ul style="list-style-type: none"> Disinfecting surfaces they have used; tables, door knobs, railings, handhelds, vehicles order computers, hand trucks, spare trucks, dock plates, etc. Wearing appropriate PPE (e.g. gloves)

<https://grupobimbo.com/es>

KEY CONTACT

Dan Schorn,
Daniel.Schorn@grupobimbo.com
Sr. Director, Corporate Safety

IDENTITY



DATE | April 2020

KEY VISUALS



<https://grupobimbo.com/es>

WHAT

Objective:

- Safety Tips for Sales Centers

Detail:

- Ensure PPE is available for all team members: Every Associate given Hand Sanitizer, Gloves, and Mask
- Vehicle surfaces inside and out sanitized
- Surfaces cleaned after each use (e.g. computers),
- Clearly mark spaces for social distancing.
- Hang all relevant COVID-19 communications in highly-visible locations.

KEY CONTACT

Dan Schorn,
Daniel.Schorn@grupobimbo.com
Sr. Director, Corporate Safety

IDENTITY

COMPANY |



COUNTRY |



DATE |

April 2020

WHAT

Objective:

- COVID-19 Prevention Manual

Detail:

- Health & Sanitation Best Practices for Associates:
 - Sales,
 - Operations,
 - Staff (Home Office)

KEY VISUALS



<https://grupobimbo.com/es>

KEY CONTACT

Anderson Felix De Oliveira
anderson.deoliveira@grupobimbo.com
National Director, Safety & Wellness

IDENTITY



DATE | May 2020

WHAT

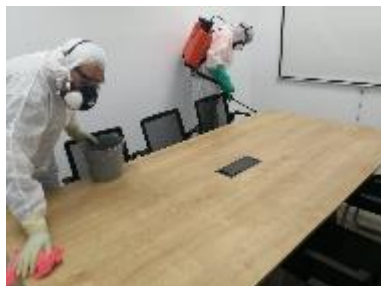
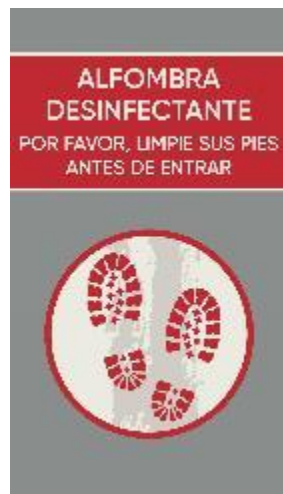
Objective:

- Post-Covid-19 Protocol for the return of associates to offices

Detail:

- Recommendations for:
 - Measures to be taken by the building owner
 - Measures to adopt in our offices
 - Information for associates

KEY VISUALS



<https://grupobimbo.com/es>

KEY CONTACT

Jose Maria Mazon Satrustegui jose.mazon@grupobimbo.com
IBERIA National Director, Safety & Wellness

IDENTITY



DATE | March 2020

WHAT

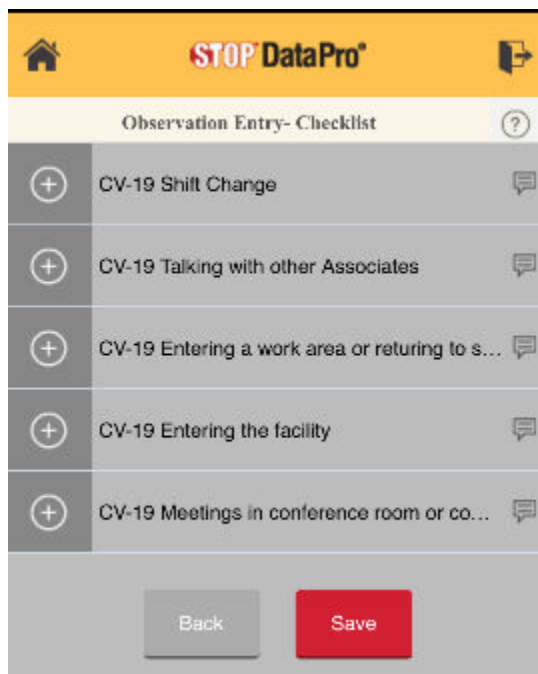
Objective:

Reinforce safe behaviors and coach on unsafe behaviors

Detail:

To help prevent the infection from spreading, we have created customized Covid-19 task observations check list in STOP DataPro to reinforce safe behaviors and coach on unsafe behaviors.

KEY VISUALS



<https://www.bimboCanada.com/>

KEY CONTACT

Leslee A Will, leslee.wills@grupobimbo.com VP Labour & Associate Relations

IDENTITY



DATE | March 2020

WHAT

Objective:

Monitor hygiene measures and register special groups

Detail:

Increase cleaning frequency at the work center, transportation, vehicles, canteens, common use sites.

KEY VISUALS

Protocol for vehicle cleaning in case of suspected infection Coronavirus



Preventive measures



<https://bimbo.com.mx/en>

KEY CONTACT

Carlos Moreno, carlos.moreno02@grupobimbo.com

Mexico Safety & Wellness Director

IDENTITY



COUNTRY | Grupo Bimbo-GB
(Latin America & Spain)

DATE | April 2020

WHAT

Objective:

Monitor associates health

Detail:

- Available in iOS and Android
- Monitors your symptoms
- Provide guidance
- In case of serious symptoms, your doctor will contact you to guide you

KEY VISUALS



COVID-19

<https://grupobimbo.com/en>

KEY CONTACT

Rocio Flores Torres maria.r.flores@grupobimbo.com

Global GB Wellness Manager

IDENTITY



DATE | 27 April 2020

WHAT

Carrefour Belgium Takes Steps To Strengthen Staff Safety

- Carrefour Belgium has introduced new measures to ensure the safety of staff during the coronavirus epidemic:
- Distribution of yellow vests adorned with a message inviting customers to respect the principle of social distancing.
- Distribution of plastic face shields to protect employees.

KEY VISUALS



<https://www.carrefour.es/>

Source: <https://www.esmmagazine.com/coronavirus/carrefour-belgium-takes-steps-strengthen-staff-safety-96672>

KEY CONTACT

Raymond Wesselse, Global Customer Director

IDENTITY



DATE | May 2020

WHAT

Carrefour Spain launches digital medical assistance for staff

KEY VISUALS



<https://www.carrefour.es/>

Source: <https://www.revistainforetail.com/noticiadet/carrefour-ofrece-teleasistencia-medica-a-sus-trabajadores/f2a46e54f5bbc37185651dbbf1dd6f3b>

IDENTITY



DATE | 21 March 2020

WHAT

CARREFOUR gives a 1000 € bonus to its in-store staff

- A 1000 € bonus will be distributed to Carrefour's in-store staff
- The bonus will be paid before the end of May

KEY VISUALS



<https://www.carrefour.es/>

SOURCE: <https://www.bfmtv.com/mediaplayer/video/jerome-nanty-drh-de-carrefour-declare-que-la-prime-de-1000-euros-destinee-aux-salaries-sera-versee-au-plus-tard-sur-la-paie-de-mai-1232846.html>

IDENTITY



DATE | 20 March 2020

WHAT

CARREFOUR, AUCHAN & INTERMARCHE

Support frontline employees with
1000 € bonus/employee

CARREFOUR

Plexiglas shield
to protect cashier

KEY VISUALS



Alexandre @Bompard sur @France2tv: « une prime de 1000 euros net sera versée par le Groupe en reconnaissance du comportement exemplaire des collaborateurs engagés chaque jour sur le terrain, en magasin, en drive, en entrepôt »

♥ 488 21:11 - 22 mars 2020



<https://www.carrefour.es/>

Source: <https://www.nouvelobs.com/coronavirus-de-wuhan/20200323.OBS26458/auchan-carrefour-intermarche-ces-enseignes-qui-vont-verser-une-prime-aux-employes-exposes.html>

IDENTITY

COMPANY



COUNTRY



DATE

March 2020

KEY VISUALS



<http://www.jeveuxaider.com/>

WHAT

- Encouraging employees to use two days of solidarity leave to participate in the #JeVeuxAider platform set up by the Ministry of Education. This platform enables the reinforcement of the workforce for the priority missions of the Civic Reserve: emergency food aid, exceptional childcare, links with isolated fragile people, local solidarity
- Employees who wish to do so can also use their two volunteering days of solidarity to benefit the French Red Cross and its platform "Croix-Rouge chez vous" (solidarity deliveries, listening to isolated people) or the association "Nos Quartiers ont du Talent" of which CCEP France is a partner

IDENTITY

COMPANY |



COUNTRY |



DATE |

March 2020

KEY VISUALS

<https://www.coca-cola.com/>

WHAT

- CCEP France has decided to pay a bonus payment of up to EUR 1 000 to all those who work every day at its plants in Clamart (92), Dunkerque (59), Grigny (91), Marseille (13) and Toulouse (31)

IDENTITY



DATE | March 2020

KEY VISUALS



<https://www.fr.cpm-int.com/>

WHAT

Providing all CPM employees free medical teleconsultation service with general practitioner or specialist

Each employee can consult a general practitioner or specialist free of charge, 24/7, from all mobile devices. This service is completely free, with a unique phone number.

The teleconsultation service is:

- A dedicated 24/7 telephone line available anywhere in France or abroad,
- A treatment done by a doctor registered with the College of Physicians and based in France
- An interview protected by medical secrecy
- The possibility of prescribing an e-prescription available online
- A report is sent to the attending physician who remains at the centre of the care journey
- Referral to an emergency service if needed

IDENTITY



Danone 50 000 Home workers



DATE | March - June 2020

KEY VISUALS

Stay Strong - Stay Safe

Setting Boundaries to Preserve Yourself

Boundaries, Quality, Priority, Efficiency

Stay Strong - Stay Safe



Townhall with Danone Chairman & CEO

WHAT

OBJECTIVES

Support people working from home, keep the link with the company
Learn from employees to set up new ways of working

5 HUMAN-CENTRIC THEMES

Efficiency, Physical health, Mental health, Proximity management, Solidarity & caring.
One global editorial committee, 1 Community leader per theme, 1 post per day on Danone Social Network

5 DIMENSIONS

A. One visible campaign Stay Strong-Stay Safe on Danone Social Network to support people

B. Global learnings with internal and external content on Danone learning platform

C. Empowerment and monitoring of the Business Units to provide support to employees – Employee assistance programme

D. Regular townhalls with Comex leaders

E. Pulse surveys at Company / local level to monitor employee morale, needs and engagement and drive Company support.

IDENTITY

COMPANY



COUNTRY



DATE

23 March 2020

WHAT

DESPAR Northeast Italia insures employees

- Aspiag Service which operates the SPAR brand in northern Italy will take out an insurance policy with a leading insurance firm to support all employees. The insurance will provide operational and economic support to colleagues in the event that they are diagnosed with COVID-19

KEY VISUALS



<https://www.despar.it/it/>

Source: <https://spar-international.com/news/despar-nordest-italia-insures-employees/>

IDENTITY

COMPANY | **DESPAR** 

COUNTRY | **worldwide**

DATE | 23 March 2020

WHAT

- Spar provides protective clothing or equipment in stores and DCs
- Spar set up staff rotation to reduce contact
- Provides online training on crisis management
- Employee recognition: bonuses for employees

KEY VISUALS



<https://spar-international.com/covid-19/>

<https://www.linkedin.com/feed/update/urn:li:activity:6644850086679457792/>

IDENTITY

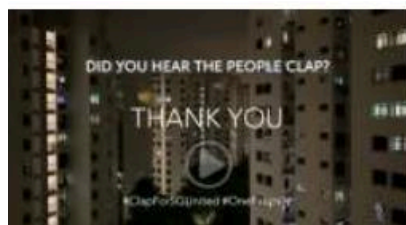
COMPANY | FairPrice Group

COUNTRY |



DATE | 15 April 2020

KEY VISUALS



<https://www.fairprice.com.sg/wps/portal/corporate/corpHome>

WHAT

Keeping employees safe:

- Regular health advisories, FAQs and posters
- Providing masks and sanitizers to all
- Mandatory temperature checks and safe distancing measures at all workplaces
- Equipping office-based employees to telecommute

Working as one team:

- Care package for daily commuting Malaysians employees affected by travel restrictions. Package included hotel accommodation and allowances to help the stay on in Singapore
- Office-based staff volunteering at our stores
- Redeploying staff from food outlets where footfall has reduce to work at supermarkets

Recognizing their contributions:

- Email messages from Group CEO to rally employees and thank them
- Videos on how employees are going the extra mile
- Special cash award for all employees

KEY CONTACT

Alvin Neo, alvin.neo@fairprice.com.sg

IDENTITY



DATE | 06 April 2020

KEY VISUALS



Dear Valued Supplier,

I want to take a moment to thank you for your commitment during this unprecedented time. Our company purpose is to make food the world loves, and your partnership has been critical in helping General Mills make food the world needs. Our most important priorities are the continued health and safety of our people and our ability to serve our consumers around the world.

As our supplier, your reliability and support are imperative. To show continued support for our employees and communities, General Mills has announced several initiatives:

- An opportunity for corporate employees to work at manufacturing plants. To ensure the company continues to safely manufacture food to service consumer demand, General Mills has offered healthy office employees the opportunity to provide temporary help in manufacturing facilities and support them in a variety of ways
- Enhanced benefits for plant employees, including a daily bonus for production-essential plant employees who are working on-site
- Two weeks of paid leave to employees under conditions including voluntary or mandated quarantine, school closure for a child, medical risk, and suspended work as a result of COVID-19
- \$5 million in charitable grants to ensure the most vulnerable children have access to meals amid school and community program closures. Additionally, General Mills will support strategic community partners near its manufacturing plants, to ensure they are better equipped to face the challenging demands of today and the days ahead.

As we continue to navigate COVID-19, we will post announcements and materials on our [Supplier Connect site](#). Please check back frequently for updates.

Thank you again for what you are doing to support General Mills and our consumers.



<https://www.generalmills.com/>

WHAT

Letter to supplier to show continued support and present several initiatives:

- An opportunity for corporate employees to work at manufacturing plants
- Enhanced benefits for plant employees, including a daily bonus for front line employees
- Two weeks of paid leave to employees under conditions
- \$5 million in charitable grants to ensure the most vulnerable children have access to meals amid school and community program closures. [IN COMMUNITIES SECTION]

IDENTITY

COMPANY |



COUNTRY |



DATE |

17 April 2020

KEY VISUALS



<https://www.generalmills.com/covid19>

WHAT

- General Mills announced new ways to show continued support for our employees and communities:
- A paid community service program for Minneapolis, Minnesota-based employees to redirect their work hours to serving hunger-relief nonprofits
- An opportunity for corporate employees to temporarily work at our manufacturing plants
- An additional \$500 match from the General Mills Foundation for employees who participate in the company's charitable gift matching program
- Enhanced benefits for plant employees

KEY CONTACT

**Claudine Galloway, Corporate Communications
General Mills**

IDENTITY

COMPANY |  

COUNTRY | 

DATE | 10 May 2020

WHAT

Most of Google and Facebook employees are not going back to the office until 2021

KEY VISUALS



<https://www.google.com/>

Source: <https://www.newcastleherald.com.au/story/6751308/return-to-office-in-2021-google-facebook/?cs=7579>

IDENTITY

COMPANY |



COUNTRY |



DATE |

KEY VISUALS



<https://www.gsk.com/en-gb/home/>

WHAT

Tips for managing self-isolation

- Building and maintaining your health and wellbeing during social isolation
- Physical health and wellbeing
- Emotional health and wellbeing
- Mental health and wellbeing
- Spiritual health and wellbeing

Source: <https://www.theconsumergoodsforum.com/wp-content/uploads/GSK-Tips-for-managing-self-isolation-18-March-2020.pdf>

KEY CONTACT

Raymond Wesselse, Global Customer Director

IDENTITY

COMPANY |



COUNTRY |



DATE | 13 April 2020

KEY VISUALS

<https://www.theheinekencompany.com/age-gate/574>

WHAT

Our response to Covid-19

Our three guiding principles:

- Health, safety and trust of our people
- Safeguard the continuity of our business and appeal of our brands
- Support to the communities who are most impacted

Source: <https://www.theheinekencompany.com/our-response-covid-19>

IDENTITY

COMPANY | JOHN LEWIS
PARTNERSHIP



DATE | 06 April 2020

WHAT

John Lewis Partnership thanks staff with new reward payment and increased discount

This is for all non-management staff and first level managers working from 12 April, they will receive a bonus payment of £25 for each week worked in May and June

This follows the award of a 2% bonus which was given to all staff in March.

The retailer is also increasing the partnership staff discount rate in Waitrose shops from 15% to 25% for thirteen weeks.

KEY VISUALS



<https://www.johnlewis.com/>

Source: <https://www.theretailbulletin.com/general-merchandise/john-lewis-partnership-thanks-staff-with-new-reward-payment-and-increased-discount-06-04-2020/>

IDENTITY

COMPANY | *Johnson & Johnson*



DATE | May 2020

KEY VISUALS



<https://www.inj.com/>

WHAT

How Johnson & Johnson is Supporting Its Global Workforce During COVID-19

- We have moved to a work from home approach for office-based, for those whose work in a facility we have taken steps to protect their health and safety, they will also be given a one-time award of \$1,000*
- Paid time off for those who cannot work remotely or onsite and for those who are primary care givers. We're also encouraging flexible or adjusted schedules
- Employee Assistance Program, employees have access to counselors who understand pandemic-related stress

Source: <https://www.inj.com/our-company/how-johnson-johnson-is-supporting-its-global-workforce-during-covid-19>

KEY CONTACT

Donna Padovano, Sr. Director Global Retail Health Innovation, J&J

IDENTITY

COMPANY |



COUNTRY |



DATE |

17 March 2020

KEY VISUALS



<https://www.kaufland.ro/>

WHAT

Biggest retailer in Romania offers its employees bonuses totaling EUR 1.6 mln amid Covid-19 crisis

- Kaufland offers a bonus of EUR 1.6 million to its "first line" teams in shops and warehouses, and introduces the immediate payment of the extra hours made in this period, according to the internal criteria, the company announced in a press release
- To protect the most vulnerable employees, the company has also decided that people over 65 and pregnant women should get paid leave, if they wish
- The retailer has also announced recently that it would pay its invoices to suppliers within 7 days

Source: <https://www.romania-insider.com/kaufland-bonuses-employees-romania>

IDENTITY

COMPANY |



COUNTRY |



DATE |

KEY VISUALS

<https://www.lala.com.mx/lala100/>

WHAT

Lala has been also implementing some measures for the customers and the associates

Remote work for administrative personnel, isolation protocol for associates who have been in touch with foreign, travel bands, providing antibacterial gel dispensers in the stores, gloves and face masks, the creation of the Measures of Prevention COVID-19 program, to teach the associates about the virus and how to prevent it, running a sanitation program for all of the facilities and transportation units through an external provide and infographics were generated, for each type of functions of the collaborators.

KEY CONTACT

Alvaro Suarez

IDENTITY

COMPANY |



COUNTRY |



DATE |

KEY VISUALS

<https://www.lala.com.mx/lala100/>

WHAT

Specific measures for the associates that are being in touch with the customers such as: if the associate has traveled internationally or had contact with international visitors within the previous 14 days:

They must refrain from reporting to work, the associates must check their temperature every morning, the associates should stay home if they are sick, the associates must wash their hands and disinfect the phones. Additionally, they have instructed the collaborators from the facilities and provide them with face masks, antibacterial gel and gloves depending on the functions they perform

KEY CONTACT

Alvaro Suarez

IDENTITY



KEY VISUALS

<https://www.loblaw.ca/>
<https://www.metroag.de/en>

WHAT

Loblaw, Metro announce pay boost for staff during COVID-19 pandemic by approximately 15 per cent retroactive to March 8.

Source: <https://www.ctvnews.ca/health/coronavirus/loblaw-metro-announce-pay-boost-for-staff-during-covid-19-pandemic-1.4862962>

IDENTITY

COMPANY | Manufacturers

COUNTRY |



DATE | 26 March 2020

KEY VISUALS

Source: <https://www.foodbusinessnews.net/articles/15698-manufacturers-meeting-employee-community-needs-in-the-wake-of-covid-19>

WHAT

Many companies are rewarding front-line employees for their efforts and seeking new employees to support the elevated pace of demand:

- Maple Leaf Foods: C\$80 per week in addition to their regular and overtime pay
- Hormel Foods, is paying more than \$4 million in bonuses to its full and part time employees
- The JM Smucker Co: paying a one time hardship award of \$1500 to 5700 of its employees
- PepsiCo: is paying an incremental \$100 per week for full time workers over the next month
- Mondelez: giving a \$2 per hour pay increase to employees until May 2nd, and a \$125 per week bonus to sales representatives

Community support: Section

- Nestle entered a partnership with the red cross and red crescent societies to donate food, medical nutrition products and bottled water to people in need.
- Kellogg has donated food and funds totaling \$5 million for food relief efforts
- Conagra Brands has made contributions totaling \$1.75 million to organizations including Feeding America, the Greater Chicago Food Depository and Food Bank for the Heartland in Omaha.
- Maple Leaf Foods has donated approximately C\$2 million to support emergency food relief efforts and C\$2.5 million in a fund to provide personal support to front line health providers during the crisis.

KEY CONTACT

Alyson Greenhalgh-Ball, Global Lead Wellbeing, Kellogg's

IDENTITY

COMPANY | **μασούτης**
ΟΙΚΟΝΟΜΙΚΑ ΚΑΙ ΕΛΛΗΝΙΚΑ

COUNTRY |



DATE | 03 April 2020

WHAT

Masoutis To Offer 30% Of Net Profits As Bonus To Employees

KEY VISUALS



www.masoutis.gr

Source: <https://www.esmmagazine.com/coronavirus/masoutis-offer-30-net-profits-bonus-employees-94752?preview=1>

IDENTITY

COMPANY | **MİGROS
TİCARET A.Ş.**

COUNTRY | 

DATE |

KEY VISUALS



www.masoutis.gr

WHAT

Administrative Units Applications

- **Home office working is held by Headquarter and Regional Offices.** Administrative employees are **rotating to work in office or out of office for Monday, Wednesday and Friday.** On **Tuesday and Thursday**, the **offices are closed to be disinfected** in detail
- HQ Employees, **who have chronic diseases or live with people with chronic diseases work at home**
- All of the **employees' temperature is taken in the entrance** of the office
- **Frequency of disinfection processes** with relevant chemicals and hygiene controls are **increased** with the **use of nanotechnology**
- **Hygiene dispensers** are located **on every floor** next to doors
- Continuously, **awareness infographics** are shown through screens located on the office walls, along with the **online trainings and videos**

Source: <https://www.esmmagazine.com/coronavirus/masoutis-offer-30-net-profits-bonus-employees-94752?preview=1>

IDENTITY

COMPANY | **MIGROS
TİCARET A.Ş.**

COUNTRY | 

DATE | April 2020

WHAT

- Exclusive Discounts for Health Care Professionals from Migros Ticaret

KEY VISUALS



<https://www.migroskurumsal.com/>

Source: https://www.theconsumergoodsforum.com/wp-content/uploads/Migros-Ticaret_Precautions-against-the-Covid-19-7.pdf

KEY CONTACT

Ahu Baskut Alyanak, Corporate Communications Director

Demir Aytaç, Business Alliance Executive

IDENTITY

COMPANY | **MİGROS
TİCARET A.Ş.**

COUNTRY |



DATE | April 2020

WHAT

Migros started "**Psychological and Medical Counselling Service**" for our family members can easily solve all their problems with the help of expert psychologists. You can easily reach out specialist psychologists, doctors and nurses from anywhere, and you can talk by phone.

This support will be good for all of us.

KEY VISUALS



<https://www.migroskurumsal.com/>

Source: <https://www.theconsumergoodsforum.com/wp-content/uploads/Positive-Action-8.pdf>

KEY CONTACT

Ahu Baskut Alyanak, Corporate Communications Director

Demir Aytaç, Business Alliance Executive

IDENTITY

COMPANY | **MİGROS
TİCARET A.Ş.**

COUNTRY |



DATE | March 2020

KEY VISUALS



<https://www.migroskurumsal.com/en/>

WHAT

- Store, warehouse and distribution center **employees, who have chronic diseases or live with people with chronic diseases are on annual leave or paid excused absence**
- Employees who have close contact with our customers are using **plexy personal face shields** and **face masks**. **Personal sanitizers and hand creams** are delivered to store employees
- **Online trainings and videos** are frequently circulated to ensure their **personal hygiene and motivation**
- We provided **box of fruits** (orange, grapefruit, kiwi, lemon, green apple) and **Vitamin C supplements** to all store and warehouse employees to **empower their immune system**
- **Additional employment** was provided to **3,200 people** in one month. With this extra employment, the workload of our employees was balanced and job opportunities were provided for those who were unemployed during this period
- Our frontline employees were awarded with **4-fold bonus**

KEY CONTACT

Ahu Baskut Alyanak, Corporate Communications Director

Demir Aytaç, Business Alliance Executive

IDENTITY

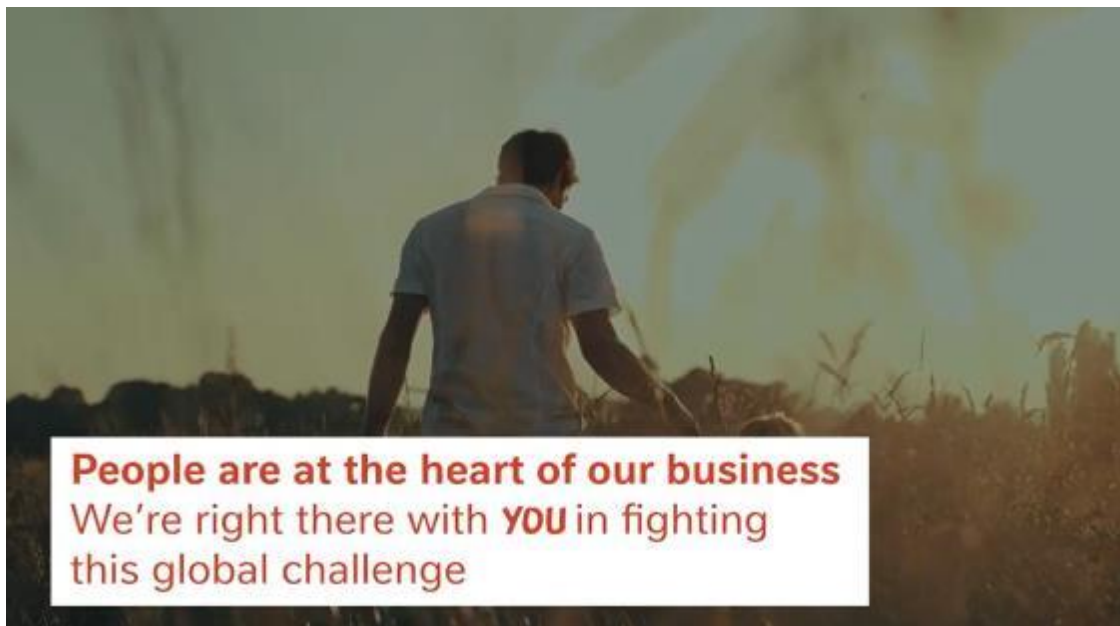
COMPANY



COUNTRY | Global

DATE | 20 April 2020

KEY VISUALS



People are at the heart of our business
We're right there with **YOU** in fighting
this global challenge

<https://www.nestle.fr/>

WHAT

Keeping our employees healthy, safe and supported.

Our global action includes:

- In addition to our normal strict hygiene standards, putting in place additional safety measures in our factories, offices and distribution centers
- Encouraging office-based employees to work from home whenever possible
- Asking our employees worldwide not to travel internationally for business purposes
- Offering generous sick leave arrangements for those who contract the virus
- Providing cash loans or advances for those in financial distress
- Paying all hourly and salaried staff affected by temporary stoppages in full for a minimum of twelve weeks*
- For employees in factories and distribution centers, offering free meals and transport for staff to help reduce the risk they fall ill
- Providing parents with the flexibility to manage their family responsibilities and their role

KEY CONTACT

Saliha Barlatey

Head of Corporate Industry Affairs

IDENTITY

COMPANY |



Nestlé Good Food, Good Life

COUNTRY |



DATE |

KEY VISUALS

<https://www.nestle.com/>

WHAT

Response to Covid 19

Generous sick leave arrangements, Team Coffee Call to express personal & professional concerns,...

Source: <https://www.nestle.com/ask-nestle/health-nutrition/answers/help-stop-spread-coronavirus>

KEY CONTACT

Saliha Barlatey, Head of Corporate Industry Affairs

[Back to company list](#)

IDENTITY

COMPANY



Nestlé Good Food, Good Life

COUNTRY



DATE

03 April 2020

KEY VISUALS

<https://www.nestle.com/>

WHAT

UK retailers reward workers during COVID-19 crisis

Nestlé front line workers will receive a bonus, free meals, transportation compensations and vouchers

Source: https://www.nestle.ch/fr/media/pressreleases/covid-19_nestle_recompense_les_efforts_de_ses_collaborateurs_de_premiere_ligne_en_suisse

KEY CONTACT

Saliha Barlatey, Head of Corporate Industry Affairs

IDENTITY

COMPANY



COUNTRY



DATE

22 April 2020

KEY VISUALS



<http://en.newhopegroup.com/sp/index.html>

WHAT

Fight against the COVID-19 together, overcome the difficulties together

For the health and safety of all employees, New Hope Liuhe uses all its resources and tries its best to buy medical protective equipment such as masks, goggles and disinfectants from home and abroad. Special measures for epidemic prevention and control have been fully launched in various production and operation links such as feed, breeding, slaughtering, deep processing of meat, direct joint stores, logistics and distribution

1. The video conference system is enabled, and social software groups are used to communicate with each other on prevention and control experience, and guide employees to prevent and control themselves and their families.
2. Monitoring: daily body temperature testing of all employees on and off duty, and observation of the temperature above 37.3 ° C leaving the post to isolate, and up to now the safety of the staff on duty is 100%
3. Preparation of prevention and control materials, protection upgrade of key positions, and implementation of decontamination measures in accordance with the protection level of the hospital;
4. Comprehensive disinfection: disinfection of tools, vehicles, employees, office areas, operation areas, workshops, etc.
5. Implement zone management
6. Management of the closure (factory), cut off contact with the outside world, and avoid the risk of cross infection.

IDENTITY

COMPANY



COUNTRY



DATE

22 April 2020

KEY VISUALS

COVID-19 Prevention Guideline V2.0



COVID-19 Prevention Guideline V3.0



<http://en.newhopegroup.com/sp/index.html>

WHAT

Lead by a professional department, fully attack the COVID-19 prevention

1. Since the first report on Dec. 30, 2019, the Headquarters Dep. of SHE, under the leadership of General Manager Liu Longhai, pre-judged and responded quickly, immediately established a prevention and control steering group, and took the first place on New Year's Eve on January 24 "", and continue to update the "COVID-19 Prevention and Control Guide" to the 3rd edition according to the development of the COVID-19 situation, giving scientific guidance on the protection methods of employees at home and going out, fever emergency treatment, etc.
2. In order to cooperate with the "COVID-19 Prevention and Control Guide", the company also updated the "New Hope Liuhe Disinfectant Use Specification", "New Hope Liuhe Staff Prevention and Control Wear Code" and other corporate standards to provide powerful assistance for the smooth work resumption and ensure production safety.
3. The establishment of the prevention and control steering group and the continuous release of prevention and control guidelines provide a powerful guarantee for winning the COVID-19 protection campaign and maintaining the stable development of the enterprise. Up to now, with the continuous promotion of various sectors and the active cooperation of employees, our employees have not found a confirmed or suspected case of the new coronavirus, and the work of each business unit has resumed smoothly.

IDENTITY

COMPANY |



COUNTRY |



DATE | March 2020

KEY VISUALS



www.ocado.com

WHAT

Ocado buys 100,000 Covid-19 test kits to ensure 'safety for all' but says it will hand over testing equipment to the NHS if required

Ocado wants to ensure staff can continue “working round the clock” to get as much food delivered to as many homes as possible, with demand 10 times higher than average

The kits will allow Ocado to test grocery packers and delivery drivers who have emerged as one of the most vital segments of the workforce during the coronavirus crisis because of their role in bringing food to those who cannot leave the house

Source: <https://www.theguardian.com/world/2020/mar/29/ocado-buys-100000-coivid-19-test-kits-to-ensure-safety-for-all>

IDENTITY



DATE | 20 March 2020

KEY VISUALS

<https://www.pepsico.com/>

Source: <https://finance.yahoo.com/news/pepsico-enhanced-benefits-u-employees-195200380.html/>

WHAT

PepsiCo will provide enhanced benefits to all U.S.-based employees and additional compensation to U.S. frontline employees

Compensation consists of a minimum of \$100 per week for full-time employees over the next month

PepsiCo also announced it will hire 6,000 new, full-time, full-benefit frontline employees across the U.S. in the coming months

The enhanced PepsiCo benefits to all U.S. employees include:

- Employees who must quarantine will receive 100% of their pay during the up to 14-day quarantine period
- Employees who are either showing symptoms or are diagnosed with COVID-19 will receive 100% of their pay during the 14-day quarantine period
- Employees who are caring for a family member living in the same household is either showing symptoms or has been diagnosed with COVID-19 will receive 100% of their pay during the 14-day quarantine period
- Employees who work at a facility that must be closed will receive 100% pay for up to 12 weeks
- Employees who are impacted by school or day care center closure with no one home to look after a child, will receive a minimum of two-thirds of their pay for up to 12 weeks
- Employees are also eligible for free COVID-19 testing, a "Crisis Care" reimbursement of \$100 a day for child care, and access to specially trained mental health professionals

KEY CONTACT

John C. Jove, VP International Sales

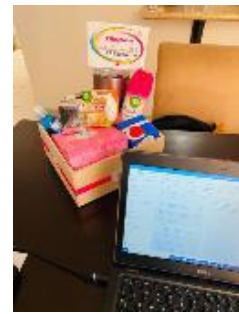
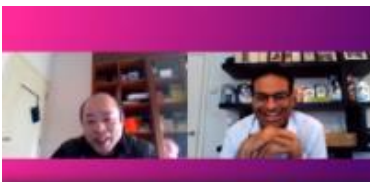
IDENTITY

COMPANY | **RB (RECKITT BENCKISER)**

COUNTRY | **GLOBAL**

DATE | **13 April 2020**

KEY VISUALS



<https://www.rb.com/>

WHAT

- "Together we are stronger" campaign
An internal/external campaign to thank people for their relentless pursuit of our Purpose and supporting our consumers through our brands
- We launched the Sir James Reckitt Award, celebrating one of our founders from 200 years ago, and awarded in service of truly special accomplishments. Its inaugural recipients were our **Shashi factory in Jingzhou, China**, close to Wuhan
- Care packages of hygiene products for employees and their families
- A robust internal communications programme to keep our teams aware of progress, motivated and connected to our senior leaders through our virtual sofa chit chat. It has received at 85% positive approval rating.
- Wellbeing content for our teams - to maintain mental and physical health

IDENTITY



DATE | 03 April 2020

WHAT

Sodexo Partners With Amazon, Kroger, PepsiCo and Others to help its employees find work, stay working and support them if they are out of work.

They are moving employees from temporarily closed Sodexo sites to critical needs in hospitals, senior living centers and homecare, to partnerships with employers who are desperate for staff

KEY VISUALS



<https://www.sodexo.com/home.html>

Source: <https://www.techrseries.com/news/sodexo-partners-with-amazon-kroger-pepsico-and-others/>

IDENTITY

COMPANY



COUNTRY



DATE

15 April 2020

WHAT

- CRF training video on Supermarkets' Action to response the epidemic
- Released on CRF online training platform to all staff.
- Be used by CCFA* to communicate with retail business.

CCFA*: China Chain-Store & Franchise Association

Source: <https://www.theconsumergoodsforum.com/wp-content/uploads/Positive-Action-8.pdf>

KEY VISUALS



For Carrefour stores and employee

**Video on
Action to response the epidemic**
- What to do and How to do



https://mp.weixin.qq.com/s/tSSs_7X4RUKEFc5EKO0rBw

KEY CONTACT

Dr. Jing REN,
National Quality and Food Safety Director
Carrefour China

IDENTITY

COMPANY |



COUNTRY |



DATE |

20 March 2020

KEY VISUALS

<https://www.target.com/>

WHAT

Target is investing 300 million in added wages, a new paid leave program, bonus payouts and relief fund contributions

- Front-line teams working in stores and distribution centers will receive a \$2-per-hour wage increase through at least May 2.
- 65 or older, pregnant or who have underlying medical conditions now have access to paid leave for up to 30 days if they prefer not to work

Target and the Target Foundation will be giving \$10 million to expand relief and assistance to our team members, as well as local, national and global organizations responding to the pandemic.

Source: <https://corporate.target.com/article/2020/03/target-coronavirus-giving>

IDENTITY

COMPANY



COUNTRY



DATE

13 May 2020

WHAT

- Tom's of Maine Sponsors Small Wellness Businesses During Coronavirus Crisis
- Series of Videos Funded by the Natural Care Leader Brings the Healing Power of Nature Indoors

KEY VISUALS



https://www.beautypackaging.com/contents/view_breaking-news/2020-04-13/toms-of-maine-sponsors-small-businesses/

Source: <https://www.prnewswire.com/news-releases/toms-of-maine-sponsors-small-wellness-businesses-during-coronavirus-crisis-301039374.html>

IDENTITY

COMPANY | UK retailers

COUNTRY |



DATE | 02 April 2020

KEY VISUALS

WHAT

UK retailers reward workers during COVID-19 crisis

- **Morrisons:** store staff get bonus for coming into work, with a threefold increase in bonus for the next 12 months.
- **Aldi:** employees will get a 10% bonus on hours worked, effective from 9 March 2020."
- **Sainsbury's:** 10% of the hours they have worked since March 8
- **Tesco:** 10% bonus on the hourly rate for hours worked to colleagues across its stores
- **Asda:** There will be an extra week's pay in June
- **Lidl:** are being given a £150 voucher each."
- **Co-op:** we've given them a bonus, money to spend and extra time off
- **Waitrose:** tbd
- **M&S:** 15% pay reward in recognition of the work they are doing

Source: <https://www.bbc.com/news/business-52119560>

IDENTITY

COMPANY



COUNTRY



DATE

13 March 2020

KEY VISUALS

<https://www.unilever.com/>

Source: <https://www.unilever.com/news/news-and-features/Feature-article/2020/unilever-announces-covid-19-actions-for-all-employees.html>

WHAT

New set of measures to help protect employees and their families from coronavirus have been put in place by company CEO:

THE MUST NOTS:

- Travel by air either internationally or domestically. Any air travel which is currently booked, apart from return-bound flights, will be cancelled centrally by our travel booking partners.
- Work from any Unilever site other than your principal location.
- Enter a Unilever site if you are suffering from cold or flu-like symptoms.
- Invite any visitors onto a Unilever site without the prior approval of the site leader.
- Attend meetings, conferences or events of more than 20 people.

THE MUSTS:

- Self-isolate for 14 days if you are experiencing any cold or flu-like symptoms or have returned to your country from another location for either business or personal reasons.
- Apply hand sanitizer when you enter a Unilever site.
- Undergo thermal testing upon arrival at any Unilever site as legislation and equipment allows.
- Use non-physical greetings (i.e. avoid shaking hands) and maintain appropriate "social distance".
- For the avoidance of doubt, all these measures are applicable to all employees, irrespective of role or geography.

KEY CONTACT

Thea Koning, Corporate Affairs, Food and Refreshment

IDENTITY

COMPANY | 

COUNTRY | 

DATE | 10 March 2020

KEY VISUALS

<https://corporate.walmart.com/>

WHAT

COVID-19 emergency leave policy

- Attendance occurrence policy is waived through the end of April, giving the employees the choice of going to work or not
- Anyone who is under mandated quarantine will receive up to two weeks of pay
- Anyone with the disease will receive up to two weeks pay minimum

Source: <https://corporate.walmart.com/newsroom/2020/03/10/new-covid-19-policy-to-support-the-health-of-our-associates>

KEY CONTACT

Marcus Osborne, Vice President, Walmart Health

IDENTITY

COMPANY | **Walmart** 

COUNTRY | 

DATE |

WHAT

- Special cash bonus for frontline employees
- Plexiglass barriers at pharmacy – IN STORE SECTION
- Hiring 150 000 employees - IN STORE SECTION

KEY VISUALS



<https://www.walmart.com/>

Source: https://corporate.walmart.com/newsroom/2020/03/10/new-covid-19-policy-to-support-the-health-of-our-associates?utm_source=TCGF+News+Release&utm_campaign=1dd7f2276c-MAILCHIMP_EMAIL_COVID19_2020-03-18&utm_medium=email&utm_term=0_0efe68d81b-1dd7f2276c-69798397

KEY CONTACT

Marcus Osborne, Vice President, Walmart Health

IDENTITY

COMPANY



COUNTRY



DATE

17 March 2020

KEY VISUALS

<https://www.wholefoodsmarket.co.uk/>

WHAT

Whole Foods, Amazon enact temporary wage hike in coronavirus response

- Hourly associates in U.S., Canada get extra \$2; UK workers receive £2 more in support of their extra effort during the pandemic from now until the end of April

Source: <https://www.supermarketnews.com/retail-financial/whole-foods-amazon-enact-temporary-wage-hike-coronavirus-response>

IDENTITY

COMPANY



COUNTRY



DATE | March - June 2020

KEY VISUALS



WHAT

Danone measures to protect employees

We believe that the full engagement of our teams and the collaboration with our partners will make us succeed, whatever the challenges we face today and tomorrow. We stand by them, in line with **our dual project for social progress and economic success**.

1. SAFETY

Continue to fight against COVID-19 propagation in our food chains

- Within our facilities: protection guidelines for all employees, following or anticipating local regulations, and adaptation of the organization to each situation, striving for no proximity between workers at any moment
- With our partners: promotion of the protection guidelines, supply of protection equipment when available.

2. SOCIAL principles to protect Danone employees

- Guarantee revenue to all employees through the crisis over the months of April, May and June
 - All work contracts are secured – no work contract termination due to the sanitary crisis
- In case of sick leave, quarantine or childcare, health insurance is completed by Danone to 100%. In some countries, like China, we have also upgraded locally our Dan'Cares policy (our global program providing all Danone employees worldwide with quality healthcare coverage) to cover care expenses for our employees and their families.
- Food Emergency recognition scheme for production & distribution teams (plans defined in each site).

IDENTITY



COUNTRY | Brazil

DATE | May 2020

KEY VISUALS



WHAT

Objective:

- COVID-19 Communication Strategy Guidelines

Detail:

- Daily & Weekly communication from Bimbo Brazil (BB) President to associates through videos, yammer, WhatsApp or emails
- Engage associates by placing them in communications.
- Positive and weekly communication (TV's, Weekly Newsletter, Yammer and through BB leadership).
- Encourage the exchange of kind words and recognition among associates.

KEY CONTACT

Anderson Felix De Oliveira
anderson.deoliveira@grupobimbo.com

National Director, Safety & Wellness