



# #COVID19

## Communities 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 In Communities case studies**



# In communities

1. [Serve vulnerable populations](#)
2. [Assist other local businesses](#)
3. [Help healthcare organizations](#)
4. [Serve the general population](#)



# **1. Serve vulnerable populations**



# Company list



<a href="#"><u>A.S. Watson Group</u></a>	<a href="#"><u>Danone 4</u></a>	<a href="#"><u>Hipermaxi</u></a>	<a href="#"><u>Reckitt Benckiser</u></a>
<a href="#"><u>A.S. Watson Group 2</u></a>	<a href="#"><u>Danone 5</u></a>	<a href="#"><u>Jerónimo Martins</u></a>	<a href="#"><u>Spar</u></a>
<a href="#"><u>Ajinomoto</u></a>	<a href="#"><u>Danone 6</u></a>	<a href="#"><u>Kellogg's</u></a>	<a href="#"><u>Spar 2</u></a>
<a href="#"><u>Ajinomoto 2</u></a>	<a href="#"><u>Danone 7</u></a>	<a href="#"><u>Kellogg's 2</u></a>	<a href="#"><u>St. Hubert</u></a>
<a href="#"><u>Ajinomoto 3</u></a>	<a href="#"><u>Danone 8</u></a>	<a href="#"><u>Kroger</u></a>	<a href="#"><u>St. Hubert 2</u></a>
<a href="#"><u>Ajinomoto 4</u></a>	<a href="#"><u>Edeka</u></a>	<a href="#"><u>Kroger 2</u></a>	<a href="#"><u>Tesco</u></a>
<a href="#"><u>Ajinomoto 5</u></a>	<a href="#"><u>Edeka 2</u></a>	<a href="#"><u>Lawson</u></a>	<a href="#"><u>Tesco 2</u></a>
<a href="#"><u>Barilla</u></a>	<a href="#"><u>General Mills</u></a>	<a href="#"><u>Mondelez</u></a>	<a href="#"><u>Danone, Aldi, Lidl, M&amp;S, Coca Cola</u></a>
<a href="#"><u>Brewdog</u></a>	<a href="#"><u>Greencore</u></a>	<a href="#"><u>Nestle</u></a>	<a href="#"><u>Danone, Aldi, Lidl, M&amp;S, Coca Cola 2</u></a>
<a href="#"><u>Carrefour</u></a>	<a href="#"><u>Groupe Savencia</u></a>	<a href="#"><u>Nestle 2</u></a>	<a href="#"><u>Unilever</u></a>
<a href="#"><u>Carrefour 2</u></a>	<a href="#"><u>Grupo Exito</u></a>	<a href="#"><u>Nestle 3</u></a>	<a href="#"><u>Unilever 2</u></a>
<a href="#"><u>Coca Cola</u></a>	<a href="#"><u>Grupo Exito 2</u></a>	<a href="#"><u>Nestle 4</u></a>	<a href="#"><u>UPS &amp; CVS</u></a>
<a href="#"><u>Coca Cola 2</u></a>	<a href="#"><u>Grupo Exito 3</u></a>	<a href="#"><u>Nestle 5</u></a>	<a href="#"><u>Walmart</u></a>
<a href="#"><u>Coca Cola 3</u></a>	<a href="#"><u>Grupo Exito 4</u></a>	<a href="#"><u>Nutrisa</u></a>	<a href="#"><u>Walmart</u></a>
<a href="#"><u>Danone</u></a>	<a href="#"><u>Hannaford</u></a>	<a href="#"><u>Nutrisa 2</u></a>	<a href="#"><u>Walt Disney</u></a>
<a href="#"><u>Danone 2</u></a>	<a href="#"><u>Heineken</u></a>	<a href="#"><u>PepsiCo</u></a>	<a href="#"><u>Woolworths, Spar, Pick n Pay, Checkers, Shoprite</u></a>
<a href="#"><u>Danone 3</u></a>	<a href="#"><u>Heineken 2</u></a>	<a href="#"><u>PepsiCo 2</u></a>	

## IDENTITY

COMPANY | **A.S. Watson Group**  
A member of CK Hutchison Holdings



COUNTRY |



DATE |

## WHAT

A.S. Watson Group and Watsons Hong Kong donates 150,000 pieces of surgical mask to vulnerable elders in 10 districts through our social networks with Hong Kong YWCA, YMMSS, St. James' Settlement and Hong Kong Christian Service to save them queuing for hours for the masks amid the pandemic. Volunteers spent the weekend to help pack the masks in small bags for easier distribution

## KEY VISUALS



<https://www.aswatson.com>

<https://www.aswatson.com/update-from-aswatson/type/covid-19/#.XrOurWgzZPY>

## IDENTITY

**COMPANY** | **A.S. Watson Group**  
A member of CK Hutchison Holdings



**COUNTRY** |



**DATE** |

## WHAT

A.S. Watson Group's business [Watsons China](#) donates over RMB1 million worth of products to Wuhan to help fight the Covid-19 outbreak

## KEY VISUALS



<https://www.aswatson.com>

[https://www.weibo.com/1684452940/luWIBn7Ur?from=page\\_1002061684452940\\_profile&wvr=6&mod=weibotime&type=comment&utm\\_source=TCGF+News+Release&utm\\_campaign=2370e144f2-MAILCHIMP\\_EMAIL\\_COVID19\\_2020-05-05&utm\\_medium=email&utm\\_term=0\\_0efe68d81b-2370e144f2-#\\_rd1588834389947](https://www.weibo.com/1684452940/luWIBn7Ur?from=page_1002061684452940_profile&wvr=6&mod=weibotime&type=comment&utm_source=TCGF+News+Release&utm_campaign=2370e144f2-MAILCHIMP_EMAIL_COVID19_2020-05-05&utm_medium=email&utm_term=0_0efe68d81b-2370e144f2-#_rd1588834389947)

## IDENTITY

COMPANY | **Eat Well, Live Well.**

**Aji**  
AJINOMOTO

COUNTRY | 

DATE | 10 April 2020

## WHAT

Ajinomoto Group Thai affiliate donates their products to support fight against Covid-19

## KEY VISUALS



Source: <https://www.ajinomoto.com/media/covid-19/ajt01>

## KEY CONTACT

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

## IDENTITY

COMPANY |

Eat Well, Live Well.



COUNTRY |



DATE | 15 April 2020

## KEY VISUALS



## WHAT

**Ajinomoto Group Brazilian affiliate donates USD 320,000 to combat COVID-19**

Source: <https://www.ajinomoto.com/media/covid-19/abr01>

## KEY CONTACT

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



## IDENTITY

COMPANY |

Eat Well, Live Well.



COUNTRY |



DATE | 22 April 2020

## WHAT

Ajinomoto Group Peruvian affiliate donates food to families affected by COVID -19

Source: <https://www.ajinomoto.com/media/covid-19/apu01>

## KEY VISUALS



## KEY CONTACT

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

## IDENTITY

COMPANY |

Eat Well, Live Well.



COUNTRY |



DATE | 08 May 2020

## WHAT

**Ajinomoto Co., Inc. Joins the IP Open Access Declaration Against COVID-19 as a Founding Signatory**

Source: [https://www.ajinomoto.com/media/covid-19/ip\\_oad](https://www.ajinomoto.com/media/covid-19/ip_oad)

## KEY VISUALS



## KEY CONTACT

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

## IDENTITY

COMPANY | **Eat Well, Live Well.**  
**Aji**  
AJINOMOTO

COUNTRY |   
DATE | 13 May 2020

## WHAT

Ajinomoto Philippines Corporation donated calcium-rich rice topping mix to Filipino communities under quarantine

## KEY VISUALS



Source: <https://www.ajinomoto.com/media/covid-19/apc01>

## KEY CONTACT

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



## IDENTITY

COMPANY | Barilla

COUNTRY |  Global

DATE | 18 May 2020

## WHAT

### External People Support

- 3 Million Euro donated to association supporting the crisis recovery
  - 500 K to support research in US for Covid 19
  - Support education in schools with computer donated
  - 1 Mio breakfast donated in Italy
  - Product donated everywhere
- 
- New adv campaign related to Covid

## KEY VISUALS



REGION ITALY PRODUCT DONATIONS



TURKEY PRODUCT DONATIONS

## KEY CONTACT

Anna Rosales, Director of Nutrition, Barilla

## IDENTITY

COMPANY |  **BREWDOG**

COUNTRY |



DATE |

## WHAT

- BrewDog begins making hand sanitiser amid shortages in UK
- Brewer says product will be given away for free to local charities and the community

## KEY VISUALS



<https://www.surimax.com.co/>

<https://www.prnewswire.com/news-releases/the-kroger-co-zero-hunger--zero-waste-foundation-commits-3-million-to-help-combat-food-insecurity-during-pandemic-301024889.html>

## IDENTITY



DATE | 24 March 2020

## KEY VISUALS



<https://www.surtimax.com.co/>

## WHAT

### Carrefour provides truckers with free meals

- Truckers can ask for a free sack lunch in Carrefour hypermarkets (on presentation of a professional ID).
- The sack lunch features a sandwich, an alcohol-free drink and a dessert (fruit or dairy product)
- This service is available at any time during opening hours

[http://www.carrefour.com/sites/default/files/communique\\_carrefour\\_24.03.2020.pdf](http://www.carrefour.com/sites/default/files/communique_carrefour_24.03.2020.pdf)  
<https://www.ouest-france.fr/sante/virus/coronavirus/coronavirus-carrefour-fournit-des-paniers-repas-aux-routiers-saint-malo-6789586>

## IDENTITY



DATE | 16 April 2020

## KEY VISUALS



## WHAT

### Carrefour joins the solidarity fund

Carrefour will share part of its income linked to the Covid-19 to help those suffering from the situation. This income will be distributed every week until the end of the crisis through the "Fonds de Solidarité des Consommateurs et Citoyens"

Source:  
<https://lamarqueduconsommateur.com/carrefour-rejoint-le-fonds-de-solidarite-des-consommateurs/>

## IDENTITY

COMPANY | *The Coca-Cola Company*



DATE | 20 March 2020

## KEY VISUALS



Photo: <https://www.foodnavigator-asia.com/Article/2020/03/31/Going-off-air-for-COVID-19-Coca-Cola-Philippines-cancels-all-commercial-advertising>

## WHAT

**Coca-Cola Philippines re-channels P150M advertising budget for COVID-19 response:**

- Providing hydration needs, providing personal protective equipment to health workers, delivering food packs to the most vulnerable families and communities, supporting distribution partners

Source: <https://finance.yahoo.com/news/coca-cola-foundation-donates-5-153300900.html>

## KEY CONTACT

**Wouter Vermeulen, Senior Director, Public Policy**



## IDENTITY

COMPANY |



COUNTRY |



DATE | 20 March 2020

## KEY VISUALS



<https://www.coca-colacompany.com/shared-future/communities/the-coca-cola-foundation>

## WHAT

The Coca-Cola Foundation Donates \$5 Million in COVID-19 Relief Funding to Boys & Girls Clubs of America to Support The organization's commitment to youth and communities during the COVID-19 PANDEMIC

150 Club organizations across 400 communities are already working to provide meals and, in some cases, lending support to families of first responders, military, and healthcare workers.

Boys & Girls Clubs of America is also utilizing digital platforms to provide services and training, children can continue their learning and development but can also get psychological help.

Source: <https://finance.yahoo.com/news/coca-cola-foundation-donates-5-153300900.html>

## KEY CONTACT

**Wouter Vermeulen, Senior Director, Public Policy**

## IDENTITY

COMPANY



COUNTRY



DATE

March 2020

## KEY VISUALS

## WHAT

- Special donations of products and protective equipment in support of the French associative network and hospitals
- 880,000 drinks are currently being distributed throughout France for Les Restos du Cœur, food banks and Secours Populaire
- In addition, the CCEP plants in Dunkerque, Clamart, Grigny, Marseille and Toulouse, as well as The Coca-Cola Company's plant in Signes (83), have donated protective equipment (gowns and charlots) for healthcare personnel in hospitals near their sites

## IDENTITY



DATE | March 2020

## WHAT

- Education: Healthy Habits & Prevention Measures Recommendation in Social Media- leveraging the strength of the water Brand Bonafont
- Donations to Banco de Alimentos de Mexico

## KEY VISUALS





## IDENTITY



DATE | 29 March 2020

## KEY VISUALS



## WHAT

- Support the heroes in the front line
  - Support the most vulnerable
- With its leading brand Fontvella Danone Waters Spain
    1. Acknowledgment of the Heroes in the front line on Social media
    2. Deliver safe drinking water to the field with the #SolidarityWaterBankas, a coalition to support the #redcross organization
      1. WHERE: in Hospitals, Clinics, Community centers and to senior people houses.
      2. HOW MUCH: As much as requested from the Red Cross.
      3. COMMUNICATION: Initiated by the Companies collation, followed by Danone Corporate, the Brands and the final thanks from the NGO.

<https://www.instagram.com/explore/tags/bancodeaguasolidario/>

## IDENTITY

### COMPANY



Corporate & Emergency fund partner



Corporate partners

### COUNTRY



### DATE

April 2020

## KEY VISUALS



<https://www.linkedin.com/pulse/living-our-purpose-support-employees-communities-mariano-lozano/?trackingId=ioVIVXvbRouMrQv8vawZvA%3D%3D>

## WHAT

- Danone Canada has contributed \$200,000 CAD to an emergency fund established by their 25-year partner, Breakfast Club of Canada, to help feed hungry children.
- Danone Canada as a partner of Breakfast Club Canada donates products and his employees are volunteering every year.
- Serving more than 243,521 nutritious breakfasts daily in 1,809 schools throughout Canada, our programs make sure children have an equal chance to learn.
- Other emergency fund partner include Kellogg's , General Mills and other companies from various industries

## KEY CONTACT

Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone

## IDENTITY

### COMPANY



Danone – Happy Family Organics

### COUNTRY



### DATE

March 2020

## WHAT

- Danone US Happy Family Organics (babyfood) donating 140 000 servings of organic food and snacks to families in need in New York City area.
- Partnership with Good 360 USA for the delivery.

## KEY VISUALS



**happyfamilyorganics** In these difficult times, supporting one another and families who are struggling is more important than ever. We're working with our crisis-relief partner, @good360usa to bring food donations directly to families who are in need in the New York City area - where schools are closed, many businesses are shuttered, and thousands of parents are out of work. NYC is where our company was founded and where many of our team members live, and supporting our local community is the first step in our COVID-19 pandemic donation efforts. We have over 140,000 servings of organic meals and snacks headed to NYC - and more to come. If you're looking for a way to give back to families and children in need at this



<https://www.instagram.com/p/B-PjbX-ndPw/><https://www.instagram.com/p/B-PjbX-ndPw/>

## KEY CONTACT

Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone

## IDENTITY

COMPANY



COUNTRY



DATE

April 2020

## WHAT

### Actions taken by Danone UK to help fight against C19 crisis

- Providing Food & Drinks to those who need them : fare share, city harvest London, Felix, Food aware...
- 125 000 Baby Food products
- 20 000 drinks
- 200 000 Yogurts

## KEY VISUALS

PROVIDING FOOD AND DRINKS TO THOSE  
**WHO NEED THEM**



DONATED IN IRELAND



**45,000**  
BABY FOODS



## KEY CONTACT

Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone

## IDENTITY

COMPANY



COUNTRY



DATE

April 2020

## WHAT

### Actions taken by Danone UK to help fight against C19 crisis

- Supporting NHS Frontline Heroes:
- 100 00 Yogurt
- 300 00 refreshing drinks

## KEY VISUALS

### SUPPORTING NHS FRONTLINE HEROES

100,000  
pots of delicious yogurt; and  
300,000+  
refreshing drinks donated to  
hardworking NHS staff

Information, guidance and support for healthcare workers on the nutritional needs of COVID-19 patients from the Specialised Nutrition Healthcare team

Donations of PPE to nursing homes and hospitals in Wexford and Dublin from Specialised Nutrition



## KEY CONTACT

Isabelle Grosmaître, Alimentation Catalyst, Danone



## IDENTITY

COMPANY



COUNTRY



DATE

April 2020

## KEY VISUALS



**danonenorthamerica** Thank you to @cityharvestnyc, @communityfoodshareco, @feedingwestchester, @wedontwaste, our frontline employees in our plants and across our entire manufacturing and supply teams, our 770+ Farmer Partners, and all our suppliers, retailers and their teams across the country for their dedication to our communities during this time. Together, we can overcome this. To learn more, visit the link in our bio.

We stand with our communities, from farms to tables everywhere.

We're donating \$1.5 million to local food banks and food rescue organizations working tirelessly to support our communities, and have rolled out enhanced benefits for our frontline heroes — the 2,600 hourly employees working at our plants and warehouses to keep grocery shelves stocked for everyone.

**Because together, we will overcome this.**



<https://www.instagram.com/p/B-HrN5hF79p/>

## WHAT

Danone North America is donating \$1.2 million USD in funds, plus an additional \$300,000 in product donations, to organizations making a local impact on food access in communities across the country. The donation will include support for New York-based City Harvest and Feeding Westchester, and Colorado-based Community Food Share and We Don't Waste – food access organizations in two states where Danone North America has headquarters offices and large employee populations. The funds will include donations to food access organizations in the 12 communities nationwide where it makes many of its products, including in California, Florida, New Jersey, Ohio, Oregon, Pennsylvania, Texas, Utah and Virginia.

## IDENTITY

COMPANY



COUNTRY



DATE

April 2020

## KEY VISUALS



twogoodyogurt Right now it's important that we make our food go as far as possible. That's why we've joined forces with @tomcolicchio to show us how to #MakeFoodGoFurther. Tune in during #EarthWeek for delicious recipes that make the best use of your food AND learn about our passion for food rescue and fighting hunger.



[https://www.instagram.com/p/B\\_KjKTzgWAN/](https://www.instagram.com/p/B_KjKTzgWAN/)

## WHAT

To commemorate the 50th anniversary of Earth Day and as part of the brand's journey to reduce food waste and redirect it to those in need facing food insecurity, Two Good will donate 100% of its profits\*\*, up to \$100,000, in store and online at select retailers during Earth Week (April 20-26, 2020) to food recovery organizations, City Harvest and We Don't Waste, making a positive impact on food access in local New York and Denver communities. These organizations rescue food that would otherwise be wasted and instead redistribute it to individuals in their communities who face food insecurity.

## IDENTITY

COMPANY



COUNTRY



DATE

07 April 2020

## WHAT

EDEKA, in collaboration with Deutsche Post and DHL, is offering free of charge home deliveries to consumers living in the hard-hit district of Heinsberg. This service is intended to help protect the most vulnerable people by ensuring they are not exposed to additional risks of infection.

## KEY VISUALS



Source <https://verbund.edeka/presse/pressemeldungen/deutsche-post-und-dhl-paket-weiten-kontaktlosen-lieferservice-von-lebensmitteln-im-kreis-heinsberg-zusammen-mit-edeka-weiter-aus.html>



## IDENTITY

COMPANY |



COUNTRY |



DATE | 27 March 2020

## KEY VISUALS



## WHAT

Belgian supermarkets are donating a total of 500,000 meals to food banks across the country. Panic buying in recent weeks has meant that supermarkets have been left with few of the surplus goods that are normally given to food banks, and they are making up the difference.

Source <https://www.vrt.be/vrtnws/en/2020/03/27/belgian-supermarkets-to-donate-half-a-million-meals-to-the-count/>

## IDENTITY



DATE | April 2020

## KEY VISUALS



<https://www.generalmills.com/en/News/NewsReleases/Library/2020/April/General-Mills-announces-manufacture-to-donate-initiative-to-address-urgent-hunger-needs>

## WHAT



- General Mills announced a \$5 million “**manufacture to donate**” initiative to address urgent hunger needs in the U.S. stemming from the COVID-19 pandemic.
- Select plants are now manufacturing food -- including whole grain cereals, frozen waffles, and granola bars – for direct donation to Feeding America to distribute within its network of 200 food banks.

## KEY CONTACT

Nicola Dixon, Executive Director  
General Mills Foundation

## IDENTITY

COMPANY



COUNTRY



DATE

31 March 2020

## WHAT

“At the weekend our Food to Go team donated ingredients to Nishkam SWAT, a voluntary humanitarian aid organisation serving the homeless, who in conjunction with Punjab Restaurant in Covent Garden, used the ingredients to feed those in need. #feedingthenation #foodheroes”

## KEY VISUALS



Source: <https://www.linkedin.com/company/greencore/>

## IDENTITY

COMPANY |  **GROUPE SAVENCIA**  
Saveurs & Spécialités

COUNTRY | 

DATE | April 2020

## KEY VISUALS

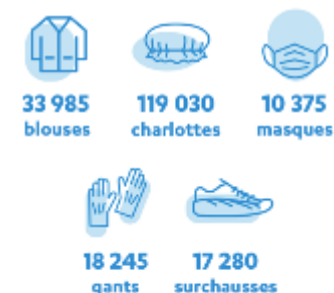


<https://www.savencia.com/savencia-solidaire>

## WHAT



33618 kg  
of food products



198915 units  
of protection equipment

## IDENTITY



DATE | 24 March 2020

## WHAT

Grupo Éxito provides 500.000 food packages at cost price, so that Colombians can support others who have had to cease their work activities because of COVID-19.

## KEY VISUALS



Source:  
<https://www.grupoexito.com.co/es/noticias-grupo-exito/grupo-exito-creara-500-mil-mercados-basicos-precio-de-costo-para-que-muchos-colombianos-puedan-apoyar-otros-que-han-tenido-que-cesar-sus-actividades-laborales-causa-del-covid-19>

## KEY CONTACT

Catalina Ramirez Martinez



## IDENTITY

COMPANY | grupo **éxito**



COUNTRY |



DATE | 02 April 2020

## KEY VISUALS

MERCADO PARA  
**COLOMBIA**

#JuntosSaldremosAdelante

Tarjeta exclusiva para productos mercado

## WHAT

Grupo Éxito creates the “Mercado para Colombia” card available to customers and companies. This will be an easier and practical way to support people who have lost their income as a result of COVID-19. The “Mercado para Colombia” card has the characteristic that the people who receive it can redeem it partially or totally, according to their need

Source:  
<https://www.grupoexito.com.co/es/noticias-grupo-exito/grupo-exito-pone-disposicion-de-clientes-y-empresas-la-tarjeta-mercado-para-colombia>

## KEY CONTACT

Catalina Ramirez Martinez

## IDENTITY



DATE | 20 March 2020

## KEY VISUALS



## WHAT

Grupo Éxito announces the delivery of more than 48.000 food packages for the early childhood shelters. These food packages include milk, eggs and grains and proteins.

Source:  
<https://www.grupoexito.com.co/es/fundacion-mercados>

## KEY CONTACT

Catalina Ramirez Martinez

## IDENTITY



DATE | 20 March 2020

## KEY VISUALS

## WHAT

Grupo Éxito donated 1,300 million pesos in more than 34,000 food packages to the "Donaton" held in Medellin, this will be used to protect families and early childhood.

Source:  
<https://www.grupoexito.com.co/es/donaton-alcaldia-de-medellin-grupo-exito>

## KEY CONTACT

Catalina Ramirez Martinez



## IDENTITY

COMPANY |



COUNTRY |



DATE |

03 March 2020

## KEY VISUALS

## WHAT

Hannaford Supermarkets commits quarter million dollars to area foodbanks in Maine, New Hampshire, Massachusetts, Vermont and New York.

Hannaford is kicking off a register and store kiosk donation program at all Hannaford grocery stores that will make it easy for customers to donate toward hunger relief. Customers can donate to their community's local food bank at the register with a \$5 or \$10 donation or with a cash donation at a kiosk at the front of the store.

Source: <https://www.wiscassetnewspaper.com/article/hannaford-supermarkets-commits-quarter-million-dollars-area-foodbanks/132020>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

## WHAT

In Brazil, Heineken joined forces with Unilever to produce and deliver 'Cif Higienizador + Álcool cleaner' to 210 communities in São Paulo

## KEY VISUALS



Source: <https://juntxsnessa.com.br/>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

## WHAT

In Mexico Heineken made donations of hand sanitizer, drinking water, and face masks.

## KEY VISUALS



Source: <https://heinenmexico.com/>

## IDENTITY

COMPANY | Hipermaxi

COUNTRY |



DATE | 17 April 2020

## WHAT

Government receives food donation from Hipermaxi for people in need. The food supplies were 12 tons of non-perishable food. These products will be distributed according to the requirements of those who need it most.

## KEY VISUALS



Source: <https://www.comunicacion.gob.bo/?q=20200417/29194>

## IDENTITY

COMPANY | **Jerónimo  
Martins**



DATE | 11 March 2020

## KEY VISUALS



## WHAT

JM launches Biedronka Foundation to help seniors in need. The first programme of Biedronka Foundation will be a prepaid programme covering 10 000 seniors. The Foundation has a budget of PLN 50 million.

Source: [https://www.jeronimomartins.com/en/press\\_releases/pr\\_20200311\\_1\\_en/](https://www.jeronimomartins.com/en/press_releases/pr_20200311_1_en/)

## KEY CONTACT

**Carlos Santos, Corporate Quality Director**

## IDENTITY

COMPANY | *Kellogg's*



DATE | 18 March 2020

## KEY VISUALS



## WHAT

**Kellogg contributes fu \$1.6 million to global COVID-19 food relief.**

- The total will be provided to our Better Days partners, Global FoodBanking Network, Feeding America and the United Way of the Battle Creek and Kalamazoo Region, who have established coronavirus relief funds to provide vital support to communities worldwide.
- This is to provide incremental support to our neighbors to ensure they continue to have access to the food they need.

Source: <http://crreport.kelloggcompany.com/covid19foodrelief>

## KEY CONTACT

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



## IDENTITY

COMPANY | *Kellogg's*



DATE | 07 April 2020

## KEY VISUALS



## WHAT

Kellogg's global Better Days purpose platform helps deliver critical nourishment to families when they need it most

Kellogg and its charitable funds have already donated \$7.5 million in cash and food to global COVID-19 hunger relief.

Source [https://www.kelloggs.com/en\\_US/what-we-believe.html?utm\\_source=TCGF+News+Release&utm\\_campaign=668a78249f-MAILCHIMP\\_EMAIL\\_COVID19\\_2020-04-10&utm\\_medium=email&utm\\_term=0\\_0efe68d81b-668a78249f-68976605](https://www.kelloggs.com/en_US/what-we-believe.html?utm_source=TCGF+News+Release&utm_campaign=668a78249f-MAILCHIMP_EMAIL_COVID19_2020-04-10&utm_medium=email&utm_term=0_0efe68d81b-668a78249f-68976605)

## KEY CONTACT

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

## IDENTITY

COMPANY |



COUNTRY |



DATE |

01 May 2020

## KEY VISUALS



[www.kroger.com](http://www.kroger.com)

## WHAT

**Kroger buys and redirects dairy farmers' surplus milk to Feeding America food banks**

Kroger is purchasing 200,000 gallons of fluid milk from dairy farmers who have struggled to find new buyers to purchase their excess supply (much of which was originally destined for foodservice and schools before the pandemic hit). The milk will be redirected to Feeding America's network of food banks across the country.

<https://www.foodnavigator-usa.com/Article/2020/05/01/Kroger-buys-and-redirects-dairy-farmers-surplus-milk-to-Feeding-America-food-banks>

## IDENTITY

COMPANY | LAWSON INC

COUNTRY |



DATE | 20 April 2020

## KEY VISUALS



[https://www.lawson.co.jp/company/news/detail/1391261\\_2504.html](https://www.lawson.co.jp/company/news/detail/1391261_2504.html)

## WHAT

Actions to support communities:

**1. Support meals of childcare establishments:**

Lawson distributed in March 10, 17, and 24th for free 590,000 Onigiri rice balls to over 7,163 establishments for a total 307,332 school children.

**2. Thanks people working in medical establishments:**

Offer coffee and pastery at -50% price in about 320 stores operated inside hospitals.

**3. Set up helpline** to deliver meals to lightly affected patients by Corona virus in confinement at designated places.

## IDENTITY



DATE | 23 March 2020

## WHAT

Mondelez International Foundation will donate \$15 million in financial and in-kind support to community partners advancing critical food stability and emergency relief efforts across the world in the wake of the COVID-19 crisis.

## KEY VISUALS



<https://www.mondelezinternational.com/coronavirus>

Source: <https://ir.mondelezinternational.com/news-releases/news-release-details/mondelez-international-takes-action-support-and-protect>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

20 April 2020

## KEY VISUALS

TOGETHER WE CAN  
TOGETHER WE CAN  
#TOGETHERWECAN

FRESHLY



MEALS ON WHEELS

[Link to website](https://www.freshly.com/blog/articles/freshly-nestle-partner-with-meals-on-wheels-america)

## WHAT

In the spirit of breaking down the barriers to healthy eating and caring for others through wholesome food, we're partnering with Freshly to donate \$500,000 to Meals on Wheels America to support their vital work to help vulnerable seniors amid COVID-19. This donation will provide the safe delivery of 40,000 meals directly to at-risk homebound seniors.

<https://www.freshly.com/blog/articles/freshly-nestle-partner-with-meals-on-wheels-america>

## KEY CONTACT

**Saliha Barlatey**  
Head of Corporate Industry Affairs



## IDENTITY

COMPANY



COUNTRY



DATE

16 April 2020

## WHAT

**Nestlé's donation is worth de 133 millions FCFA**

This donation will benefit more than 110 000 people in Cameroun. This will include 2000 boxes of grocery products and 40 000 masks to health workers.

## KEY VISUALS



[Link to website](#)

<https://mobile.camerounweb.com/CameroonHomePage/NewsArchive/Covid-19-au-Cameroun-Nestl-fait-un-don-d-une-valeur-de-133-millions-508036>

## KEY CONTACT

**Saliha Barlatey, Head of Corporate Industry Affairs, Nestlé**



## IDENTITY

COMPANY



COUNTRY



DATE

16 April 2020

## KEY VISUALS



## WHAT

### Nestlé Pure Life Joins Forces with No Kid Hungry to Help Families in Need

In addition to a \$1 million contribution, Nestlé Pure Life will help raise awareness of No Kid Hungry's new online resource that helps families in need find free meals

<https://www.nestleusa.com/media/pressreleases/allpressreleases/nestle-pure-life-joins-forces-no-kid-hungry-help-families-need-during-covid-19>

## KEY CONTACT

Saliha Barlatey, Head of Corporate Industry Affairs, Nestlé

## IDENTITY

COMPANY



COUNTRY



DATE | 24 April 2020

## WHAT

**Nestlé Philippines mounts Php 500 million Kasambuhay program for 1 million families, frontliners, its people as COVID-19 rages**

Implementing a Php 500 million program to assist one million families and thousands of frontliners, others in need of healthcare, and its own employees and those of its business partners.

## KEY VISUALS



<https://www.nestle.com.ph/media/news/nestle-ph-mounts-php-500-million-kasambuhay-program-1-million-families-frontliners>

## KEY CONTACT

**Saliha Barlatey, Head of Corporate Industry Affairs, Nestlé**

## IDENTITY

COMPANY |



COUNTRY |



DATE |

26 April 2020

## WHAT

Nestlé Algeria has given 660 thousand of food portions and 80 000 litres of water since the beginning of the ramadan

## KEY VISUALS



<https://jornaleconomico.sapo.pt/noticias/nestle-portugal-dooou-mais-de-nove-toneladas-e-bebidas-a-70-hospitais-579493>

## KEY CONTACT

Saliha Barlatey, Head of Corporate Industry Affairs, Nestlé

## IDENTITY

COMPANY



COUNTRY



DATE

16 April 2020

## KEY VISUALS



## WHAT

Grupo Nutresa announced the delivery of 200,000 groceries to people who are being economically affected by the measures to contain the COVID-19. These groceries were selected to cover part of the needs of about 710,000 people in 18 cities of Colombia

<https://www.elcolombiano.com/coronavirus-buenas-noticias-en-colombia-y-antioquia/nutresa-llevara-alimentos-a-mas-de-700000-personas-DC12760355>

## KEY CONTACT

Claudia Rivera

## IDENTITY

COMPANY



COUNTRY



DATE

13 April 2020

## KEY VISUALS



## WHAT

The "Donaton" event in Medellin collected more than \$13.000 millions of pesos, reaching a historic mark. Additionally, they also collected more than 100.435 food packages for vulnerable families.

<https://www.eltiempo.com/colombia/medellin/donaton-en-medellin-dejo-cifra-historica-mas-de-13-000-millones-483720>

## KEY CONTACT

Claudia Rivera



## IDENTITY

COMPANY



COUNTRY



DATE | April 2020

## KEY VISUALS

1



2



<https://www.pepsico.com/news/stories/covid-19>

## WHAT

1

- Tens of millions of nutritious meals to communities in need through:
- The PepsiCo Foundation's Food for Good Program
  - The PepsiCo Foundation provided a \$1 million grant, combined with a public fundraising campaign, to support No Kid Hungry, enabling them to provide emergency grants to schools and community organizations to ensure children nationwide have access to nutrition.
  - Partnership with the Baylor Collaborative on Hunger and Poverty and USDA to reach rural students. McLane Global is the other corporate partner working with the Baylor Collaborative

2

- \$3 million to support Team Rubicon's food delivery operations for partners Feeding America, Meals on Wheels, and others in 100 locations across the U.S.

<https://www.pepsico.com/news/stories/covid-19>

## KEY CONTACT

MAGGIE BISCARR, PEPSICO



## IDENTITY

COMPANY |



COUNTRY |



DATE | April 2020

## KEY VISUALS

1



2



3



Save the Children

4



<https://www.pepsico.com/news/stories/covid-19>

## WHAT

1

Over \$2 million to support feeding programs in the UK, through public and private partnerships, including a \$1 million investment in partnership with Trussell Trust

2

\$1.5 million for [The Global FoodBanking Network](#) to food banks in Mexico, Brazil, Colombia, Argentina, Guatemala, Chile, Peru, Panama, Ecuador, Costa Rica, Venezuela, and Uruguay for food and staff training

3

\$5 Million To Nonprofits In Mexico To Feed Out Of School Children And Their Families

4

Nearly \$12,000,000 to provide meals in South Africa through partnership with local food banks and leading nonprofit partners

<https://www.pepsico.com/news/stories/covid-19>

## KEY CONTACT

[MAGGIE BISCARR](#), PEPSICO

## IDENTITY

COMPANY | **Reckitt Benckiser**

COUNTRY | GLOBAL

DATE | 17 April 2020

## WHAT

We have mobilised **£40 million** as part of our [RB Fight for Access Fund](#) to address our collective fight. Our immediate focus is to address the stress faced by our consumers and communities where we operate, to break the chain of infection.

<https://www.rb.com/sustainability/the-rb-fight-for-access-fund/>

Allocation of savings for additional community programmes

## KEY VISUALS



## IDENTITY

COMPANY | SA Retailers

COUNTRY |



DATE | 29 March 2020

## WHAT

South African retailers work together during Covid-19 crisis

## KEY VISUALS



Source: <https://twitter.com/PicknPay/status/1244143215772684290?s=19>

## IDENTITY



DATE | 14 April 2020

## KEY VISUALS



## WHAT

Spar Gran Canaria has donated approximately 9,000 kilograms of essential food items to the food bank of Las Palmas, Cáritas Diocesana and the Spanish Red Cross to help disadvantaged families during the coronavirus outbreak.

The food bank of Las Palmas received 2,300 kilograms of essential products, including locally produced Canarian flour, canned goods, rice, legumes, and long-life milk.

Source: <https://www.esmmagazine.com/coronavirus/spar-gran-canaria-donates-9000-kilograms-essential-food-items-95670>

## IDENTITY



DATE | 24 April 2020

## WHAT

### DESPAR Italy Partner Maiora's donates 100 connected tablets to local schools

The Cannillo Foundation has donated 100 tablets to several local schools in Corato, Bari, the city where Maiora's head office is located. The tablets have a pre-paid 100 GB internet connection which will be automatically renewed each month.

## KEY VISUALS



<https://spar-international.com/news/despar-italy-partner-maioras-donates-100-connected-tablets-to-local-schools/>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

April 2020

## KEY VISUALS



## WHAT

Support the local community by reinforcing donations to food banks in Lorraine region



IDENTITY

COMPANY



COUNTRY



DATE

April 2020

WHAT

Participer localement à la lutte contre Covid-19 dans les lieux spécifiques considérés comme sensibles.

Dans le contexte de la crise sanitaire actuelle St Hubert a fait don de 3500 masques FFP2 et 450 combinaisons aux EHPAD de Nancy ainsi qu'un don de 25000 euros au **CHRU de Nancy**.

KEY VISUALS



## IDENTITY



DATE | 01 April 2020

## KEY VISUALS



Photo: <https://www.foodnavigator-asia.com/Article/2020/03/31/Going-off-air-for-COVID-19-Coca-Cola-Philippines-cancels-all-commercial-advertising>

## WHAT

Tesco has announced a £30million package of support for local communities tackling Covid-19.

- Groups in York in need can apply for £500 grant from the supermarket giant's COVID-19 Community Fund.
- Tesco will provide an additional top-up donation of £15 million of food to FareShare and the Trussell Trust
- It will also donate £1million between the two organisations to support their operations.
- Tesco will also focus £2million from its existing Bags of Help community donation scheme to charities helping the most vulnerable.
- And Tesco's stores will open up access to more than £1million of funding to support causes in their local area.
- Tesco is also donating £2 million to help the British Red Cross with the extra costs they face in supporting people in need.

Source: <https://www.yorkpress.co.uk/news/18349823.coronavirus-tesco-launches-30m-covid-19-community-fund-help-groups-need/>

## KEY CONTACT

**Judith Robinson, Head of Health, Tesco**

## IDENTITY



DATE | 21 March 2020

## WHAT

In partnership with charity Bite Back 2030 and with great input from Guys and St Thomas's Charity and Behavioural Insight Team, Tesco is delighted to share an update on Free School Meals. As of last night, Tesco Real Food and Instagram Stories content is live helping families put together simple, nutritious lunches for their kids (within the £15 of the free school meals voucher)

## KEY VISUALS



Photo: <https://www.foodnavigator-asia.com/Article/2020/03/31/Going-off-air-for-COVID-19-Coca-Cola-Philippines-cancels-all-commercial-advertising>

<https://realfood.tesco.com/curatedlist/budget-friendly-kids-lunch-plan.html>

## KEY CONTACT

Judith Robinson, Head of Health, Tesco

## IDENTITY

**COMPANY** |      **COUNTRY** | 

**DATE** | 21 March 2020

## KEY VISUALS



Photo: <https://www.foodnavigator-asia.com/Article/2020/03/31/Going-off-air-for-COVID-19-Coca-Cola-Philippines-cancels-all-commercial-advertising>

## WHAT

Support the people that will be most affected by the outbreak, including the elderly, those on low incomes and people at risk of food insecurity.

Danone, M&S, Lidl, Aldi, and Coca-Cola European Partners have partnered with Neighbourly to create the Neighbourly Community Covid-19 Fund, almost 500 000£ committed.

The unrestricted grants will initially go to existing Neighbourly members across the UK and Ireland, including foodbanks, homeless shelters, care homes, youth groups and health charities.

<https://realfood.tesco.com/curatedlist/budget-friendly-kids-lunch-plan.html>

## KEY CONTACT

**Judith Robinson, Head of Health, Tesco**



## IDENTITY

**COMPANY** | M&S, Lidl, Aldi,  
Danone & Coca-Cola



**DATE** | 29 March 2020

## KEY VISUALS



## WHAT

M&S, Lidl, Aldi, Danone and Coca-Cola European Partners support Neighbourly in launching a series of micro-grants to support good causes that are helping communities affected by the new Coronavirus outbreak

Grants will be awarded to existing members of Neighbourly in UK and Ireland whose work will involve supporting members of the community suffering economically, socially or from ill health as a result of the outbreak.

Grants are unrestricted and can go towards food provision, emergency supplies, practical support, running costs, transport and other essentials.

Source <https://www.neighbourly.com/NeighbourlyCommunityFund>

## IDENTITY

COMPANY



COUNTRY



DATE

24 March 2020

## KEY VISUALS



Photo: <https://www.foodnavigator-asia.com/Article/2020/03/31/Going-off-air-for-COVID-19-Coca-Cola-Philippines-cancels-all-commercial-advertising>

## WHAT

- Unilever will contribute €100m to help the fight against the pandemic through donations of soap, sanitiser, bleach and food.
- Unilever will offer €500m of cash flow relief to support livelihoods across its extended value chain, through
- Unilever will protect its workforce from sudden drops in pay, as a result of market disruption or being unable to perform their role, for up to three months.

Source: <https://www.unilever.com/news/press-releases/2020/helping-to-protect-lives-and-livelihoods-from-the-covid-19-pandemic.html>

## KEY CONTACT

Thea Koning, Corporate Affairs, Foods and Refreshment



## IDENTITY

COMPANY



COUNTRY



DATE

03 March 2020

## KEY VISUALS



Photo: <https://www.foodnavigator-asia.com/Article/2020/03/31/Going-off-air-for-COVID-19-Coca-Cola-Philippines-cancels-all-commercial-advertising>

## WHAT

**United for America' initiative helps protect lives and livelihoods from the COVID-19 pandemic**

- Unilever announces \$20 million donation of products and services in the U.S., including national Day of Service with worldwide contributions of more than €100 million to continue helping people affected around the world.
- Unilever will offer €500 million of cash flow relief worldwide: early payment for its most vulnerable suppliers, and extending credit to selected small-scale retail customers
- Personal care, hygiene and homecare brands are working to support people and communities in need
- Food brands are working with partners to ensure quality, nutritious food is accessible to all.

Source: <https://www.unilever.com/news/press-releases/2020/helping-to-protect-lives-and-livelihoods-from-the-covid-19-pandemic.html>

## KEY CONTACT

**Thea Koning, Corporate Affairs, Foods and Refreshment**

## IDENTITY

COMPANY |



COUNTRY |



DATE |

April 2020

## WHAT

CVS Health teams with UPS on drone delivery of prescriptions in a Florida retirement community

## KEY VISUALS



Source: <https://www.theverge.com/2020/4/27/21238196/ups-cvs-drone-delivery-medicine-florida-coronavirus>

## IDENTITY

**COMPANY** | The Kroger Co. Zero Hunger,  
Zero Waste Foundation



**DATE** | 24 March

## KEY VISUALS

THE KROGER CO.  
ZERO  
HUNGER  
ZERO  
WASTE  
FOUNDATION

<https://www.surtimax.com.co/>

## WHAT

### Commits \$3 Million to Help Combat Food Insecurity:

- The money will be equally distributed between the Foundation's nonprofit partners (Feeding America and No Kid Hungry) to ensure that children whose schools may be closed, still have access to nutritious meals.
- Customers can support this action by rounding up their purchases to the nearest dollar or to donate as [zerohungerzerowastefoundation.org](https://www.prnewswire.com/news-releases/the-kroger-co-zero-hunger--zero-waste-foundation-commits-3-million-to-help-combat-food-insecurity-during-pandemic-301024889.html)

<https://www.prnewswire.com/news-releases/the-kroger-co-zero-hunger--zero-waste-foundation-commits-3-million-to-help-combat-food-insecurity-during-pandemic-301024889.html>

## IDENTITY

COMPANY | *Walgreens*



DATE | 03 March 2020

## KEY VISUALS

## WHAT

### Walgreens Announces Frontline Hero Discount Day on April 25

- In appreciation and recognition of all medical personnel, first responders and police, and the critical role they're playing throughout the COVID-19 pandemic, Walgreens is designating April 25 as 'Frontline Heroes Discount Day,' providing 30 percent off regularly-priced Walgreens brands and 20 percent off regularly priced national brand products.

Source: <https://news.walgreens.com/covid-19/press-releases-1/walgreens-announces-frontline-hero-discount-day-on-april-25.htm>

## KEY CONTACT

**Robert Tomkins, Group Vice President & General Merchandise Manager, Health & Wellness**

## IDENTITY



DATE | 17 March 2020

## KEY VISUALS



## WHAT

Walmart and the Walmart Foundation have committed \$25 million to support organizations on the front lines responding to the outbreak.

- The commitment is intended to provide:
- \$5 million to support global efforts to help countries prevent, detect and manage the coronavirus;
- \$10 million to support food banks, school meal programs and organizations that provide access to food for underserved populations; and
- \$10 million to support efforts in local communities in the United States and international markets.

Source: <https://corporate.walmart.com/newsroom/2020/03/17/walmart-and-the-walmart-foundation-commit-25-million-to-global-covid-19-response-effort>

## KEY CONTACT

Marcus Osborne, Vice President, Walmart Health



## IDENTITY

COMPANY |



COUNTRY |



DATE |

19 March 2020

## KEY VISUALS



## WHAT

- Disney donates surplus foods to food banks as parks remain closed amid coronavirus outbreak
- Staffers began working with its distribution services team, which manages donations for the park, on Tuesday 17<sup>th</sup> March “to help the community and share surplus food inventory like fresh salads, greens and expertly cooked hot items with the Second Harvest Food Bank of Central Florida.”

Source: <https://thehill.com/blogs/blog-briefing-room/news/488445-disney-donates-surplus-foods-to-food-banks-as-parks-remain>





## **2. Assist other local businesses**

# Company list



[AB Vassilopoulos](#)

[The Giant Company](#)

[Aldi & McDonalds](#)

[Interspar](#)

[Amazon](#)

[Kroger](#)

[Auchan](#)

[Lotte](#)

[BPI France](#)

[Marks & Spencer](#)

[Carrefour](#)

[Migros Ticaret](#)

[Carrefour 2](#)

[New Hope Liuhe](#)

[Carrefour 3](#)

[Norges Gruppen](#)

[Constellation Brands](#)

[Sainsbury's](#)

[Danone](#)

[Sonae](#)

[Danone 2](#)

[Spar](#)

[Delhaize & Colruyt](#)

[Spar 2](#)

[Esselunga, Auchan, Carrefour, Metro, Penny, Spar](#)

[Spar 3](#)

[Ecolab](#)

[Spar 4](#)

[Fenalco](#)

[Walmart](#)

[The Fresh Market](#)

[X5 Retail Group](#)

[General Mills](#)

## IDENTITY

COMPANY |  **Βασιλόπουλος**  
...και την ποιότητά να γίνει!

COUNTRY | 

DATE | 19 March 2020

## WHAT

**Greece's AB Vassilopoulos Announces Partnership With Speedex On Home Delivery** to increase its range of options for shoppers during the coronavirus crisis.

Elsewhere, the business recently announced a €3 million bonus that would be distributed to its 13,575 store and warehouse employees, for their continued efforts during the crisis.

## KEY VISUALS



Source: <https://www.esmmagazine.com/coronavirus/greeces-ab-vassilopoulos-announces-partnership-speedex-home-delivery-94592>

## IDENTITY

**COMPANY** | Aldi & McDonalds

**COUNTRY** |



**DATE** | 23 March 2020

## WHAT

New alliance: McDonalds' and Aldi

The two companies have opted for a unique cooperation, while McDonalds restaurants have closed and Aldi is seeing an increased activity it has been agreed that McDonald employees would temporarily work for Aldi until McDonalds re-opens its restaurants.

## KEY VISUALS



Photo: <https://www.derwesten.de/wirtschaft/aldi-und-mcdonalds-mit-einzigartiger-kooperation-wegen-corona-so-stellen-wir-fuer-deutsche-sicher-dass-id228740533.html>

Source: <http://www.altaviawatch.com/fr/info-retailers/le-personnel-de-mcdonalds-en-renfort-chez-aldi>

## IDENTITY

COMPANY | **amazon**



DATE | 29 April 2020

## KEY VISUALS



## WHAT

**Amazon is proud to support nonprofit Nest for their PPE initiative, creating opportunities for artisans in need of employment and providing masks for frontline workers**

An inaugural group of funders, led by long-term Nest supporter, Qurate Retail Group, and joined by key partners, Etsy, Target, Amazon, Mastercard, The Winn Family Foundation and The Cordes Foundation, are lifting Nest's COVID-19 response off the ground to fund artisan and maker businesses as they shift from fashion and home goods to PPE for frontline workers and vulnerable populations.

Source: <https://www.buildanest.org/nest-launches-ppe-purchasing-initiative-with-inaugural-funders-to-help-flatten-the-curve-and-employ-artisan-businesses/>

## IDENTITY

COMPANY | 

COUNTRY | 

DATE | March/April 2020

## WHAT

Supporting hospitals and French producers

- Transferring part of the price of soft toy to the hospitals, in order to buy tablets to keep connection with families
- Highlighting French producers in stores (lamb, asparagus, asparagus, fish etc.)

## KEY VISUALS



<https://www.auchan.fr/magasins/faches-thumesnil/sl-61>



## IDENTITY

COMPANY | **bpi**france

COUNTRY |



DATE | 02 April 2020

## WHAT

BPI France has put in place a series of measures and a dedicated access to give companies information and guide them with finance

## KEY VISUALS



Source: <https://www.bpifrance.fr/A-la-une/Actualites/Coronavirus-Bpifrance-active-des-mesures-exceptionnelles-de-soutien-aux-entreprises-49113>

## IDENTITY



DATE | 23 March 2020

## WHAT

**Carrefour commits on fixed prices and quantities to support the french fishing sector**

- The French fishing sector suffers from the COVID-19 crisis as half of its supply is generally sold to the catering industry.
- Carrefour commits to support French fishing by guaranteeing fixed prices and quantity on 10 main species

## KEY VISUALS



Source: <http://www.carrefour.com/current-news/carrefour-is-standing-alongside-french-fishermen-supporting-them-during-the-current?parent=1044>

## IDENTITY



DATE | 25 March 2020

## KEY VISUALS



## WHAT

### Carrefour commits to source 100% of its produces in france

- After the suspension of open markets nationwide in France (derogations remains possible), small farmers have no more points of sales or their products
- Carrefour committed to source its fresh products from French producers only, once the present stocks are sold out.

Source: <https://www.lesechos.fr/industrie-services/conso-distribution/les-supermarches-basculent-vers-100-de-fruits-et-legumes-francais-1188359>

## IDENTITY



DATE | 01 April 2020

## KEY VISUALS

**PLATEFORME SOLIDARITÉ ASSOCIATIONS**

SI VOUS ÊTES :

- UNE ASSOCIATION DE SOLIDARITÉ AUPRÈS DES PUBLICS PRÉCAIRES QUI RENCONTRE DES DIFFICULTÉS D'APPROVISIONNEMENT DE DENRÉES/PRODUITS DE 1<sup>ère</sup> NÉCESSITÉ
- UN MAGASIN QUI N'ARRIVE PLUS À DONNER SES INVENDUS
- UN FOURNISSEUR QUI A DES PRODUITS (DENRÉES ALIMENTAIRES, PRODUIT DE 1<sup>ère</sup> NÉCESSITÉ...) ET DES SERVICES DISPONIBLES (TRANSPORT, LOGISTIQUE...)

LA PLATEFORME EST DÉDIÉE À LA RÉOLUTION DE PROBLÈMES QUI N'ONT TROUVÉ AUCUNE SOLUTION LOCALE AVEC VOS PARTENAIRES HABITUELS.

APPELEZ  
**0 805 690 698** Service & appel gratuits  
du lundi au vendredi de 9h à 17h

NOUS FERONS CE QUI EST POSSIBLE POUR VOUS AIDER.

Cette plateforme est opérée gracieusement par 

## WHAT

- Carrefour initiated the launch of a free hotline to smooth the essential products donations to associations in need
- This hotline (0 805 690 698) is dedicated to both associations that help a precarious audience and stores and suppliers willing to donate essential products and services (i.e. deliveries, etc.)
- The platform aims at matching needs of both types of stakeholders in order to match supply and demand
- This hotline is operated for free by Comerso
- Most French retailers joined Carrefour's initiative on this project

## IDENTITY



DATE | 30 March 2020

## KEY VISUALS



## WHAT

### Constellation brands pledges €2.24 Million To COVID-19 Relief Efforts

- Of these funds, €900 000 will be earmarked for the National Restaurant Association Educational Foundation's (NRAEF)
- The drinks company has also established the Constellation Brands COVID-19 Crisis Relief Fund, through which it will match contributions from its employees 2:1 to donate to non-profit organisations supporting communities affected by the crisis.
- the group will donate €224,000 to support relief efforts in Italy, which is home to the company's Ruffino brand
- Constellation Brands, in partnership with Modelo Especial, has also pledged €450,000 to the US Bartenders' Guild charity,

Source: <https://www.esmmagazine.com/coronavirus/constellation-brands-pledges-e2-24-million-covid-19-relief-efforts-93869>



## IDENTITY

COMPANY |



COUNTRY |



DATE | April 2020

## KEY VISUALS

#MERC LESAGRIS



## WHAT

Maintain workforce and encourage people to buy local products in order to thank farmers for their work and to help them during the crisis

- Launch of the movement « #Merci les agris - Thank you farmers » to thank our farmers with a special hashtag on social media to reach 1 million of contacts
- Empower people to help them with « des bras pour ton assiette » and encourage them to buy local products with « le marché vert-the Grenn Market », « alimentation citoyenne - civil food »

Source: <https://corporate.walmart.com/newsroom/2020/03/17/walmart-and-the-walmart-foundation-commit-25-million-to-global-covid-19-response-effort>

## KEY CONTACT

Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone



## IDENTITY

COMPANY



COUNTRY



DATE

27 March 2020

## KEY VISUALS



Photo: <https://twitter.com/danone/status/1243174668309274624?s=21>

## WHAT

In order to ensure the operational ability of the Danone teams to serve our consumers our customers our patients despite a number of tensions in the supply chains, we are making unprecedented commitments:

**financial support of €300 million cash facility for 15 000 small value chain partners of its eco system.**

- including extended payment terms and credit to farmers, suppliers and smaller customers in its global ecosystem, financed by Danone's cash flow.
- a relief fund, dedicated to supporting the entrepreneurs of Danone Manifesto Ventures' portfolio, and support to the communities of Danone Ecosystem.

Danone has always been committed to develop an inclusive economy . In 2009 it created the Danone Eco system fund. Today it represents 185M€ funding (of which 72 M€ Danone Eco system fund and 113 M€ from partners) , 72 projects (Sourcing and Watershed, Distribution, Caring services) in 29 countries, 4,4 Million beneficiaries.

## IDENTITY

COMPANY | **Delhaize & Colruyt**

COUNTRY |



DATE | 08 April 2020

## WHAT

Belgian supermarket chains Delhaize and Colruyt partner to supply hospital

## KEY VISUALS



Source: <https://www.covidinnovations.com/home/08042020/belgian-supermarket-chains-delhaize-and-colruyt-partner-to-supply-hospital>

## IDENTITY

COMPANY | **ECOLAB®**

COUNTRY | 

DATE |

## WHAT

Ecolab provides expertise and guidance for how you can help combat the spread of COVID-19 in your business and keep your employees and customers safe.

## KEY VISUALS



Source: <https://www.ecolab.com/pages/coronavirus>

IDENTITY

COMPANY | **Fenalco**

COUNTRY |



DATE | **16 March 2020**

WHAT

Fenalco shares an open letter to the people about importance of industry collaboration.

KEY VISUALS



<https://www.facebook.com/fenalco.nacional/photos/a.10154171370239217/10157305991069217/?type=3&theater>

KEY CONTACT

**Catalina Ramirez Martinez**

## IDENTITY

COMPANY | **General Mills**

COUNTRY |



DATE | 20 April 2020

## WHAT

### General Mills Launches 'Manufacture To Donate' Initiative

- General Mills has launched the 'manufacture to donate' initiative to distribute \$5 million worth of food products to food banks in a bid to alleviate hunger among vulnerable people amid the COVID-19 pandemic

## KEY VISUALS



<https://www.esmmagazine.com/coronavirus/general-mills-launches-manufacture-to-donate-initiative-96165>

## KEY CONTACT

**Courtney Bidney, Director, Global Scientific and Regulatory Affairs and Bell Institute of Health Nutrition**



IDENTITY

COMPANY



COUNTRY



DATE

10 April 2020

WHAT

Support local: INTERSPAR Austria extends cooperation with local suppliers

During the current COVID-19 outbreak, many local producers are experiencing challenges selling their goods, as certain sales channels have been cut off. This is where INTERSPAR has stepped in to offer quick and easy support. Under “The best from home!” initiative, SPAR Hypermarkets currently stock over 6,100 products from local suppliers, with the assortment varying per location.

KEY VISUALS



Source: <https://spar-international.com/news/support-local-interspar-austria-extends-cooperation-with-local-suppliers/>



## IDENTITY

**COMPANY** | Auchan, Carrefour, Esselunga, Metro, Penny, Spar

**COUNTRY** |



**DATE** | 10 April 2020

## KEY VISUALS

Chi sceglie  
prodotti italiani,  
sceglie sicurezza,  
impegno,  
responsabilità

## WHAT

Auchan, Carrefour, Esselunga, Metro, Penny, Spar and various other retailers in Italy have responded to Filiera Italia's call to help local suppliers and to ensure fair and transparent commercial practices are rewarded and valued along the entire supply chain.

Source: <https://www.efanews.eu/it/item/11123-filiera-italia-e-coldiretti-lanciano-alleanza-per-la-spesa-made-in-italy.html>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

21 March 2020

## WHAT

Kroger collaborates with other industries such as restaurants, hotels and food service distributors to ensure an undisrupted food supply chain and also help displaced workers by hiring 20 000 workers.

## KEY VISUALS



Source: [https://www.supermarketnews.com/retail-financial/kroger-collaborates-other-industries-bolster-employment-food-supply?NL=SN-02&Issue=SN-02\\_20200330\\_SN-02\\_734&sfvc4enews=42&cl=article\\_1&utm\\_rid=CPG06000000278116&utm\\_campaign=37111&utm\\_medium=email&elq2=760a6ccb28e348c0ae51dd070e625b12](https://www.supermarketnews.com/retail-financial/kroger-collaborates-other-industries-bolster-employment-food-supply?NL=SN-02&Issue=SN-02_20200330_SN-02_734&sfvc4enews=42&cl=article_1&utm_rid=CPG06000000278116&utm_campaign=37111&utm_medium=email&elq2=760a6ccb28e348c0ae51dd070e625b12)

## IDENTITY

COMPANY | お口の恋人  
**LOTTE**

COUNTRY | 

DATE | 10 April 2020

## KEY VISUALS



< Vice Chairman Kag-Gyu Hwang of LOTTE is sending a message of support and gift of flowers to employees of its partner companies >

## WHAT

**LOTTE's participation in a 'Flower' Bucket Relay to help flower farmers amid COVID-19**

- The campaign was initiated to support the flower farmhouses, who are suffering from sales decrease due to the cancellations of commencement ceremonies amid COVID-19 outbreak.
- Like the Ice Bucket Challenge, which was popular around the world in 2014, this relay is being carried out by supporting flower farmers instead of dumping a bucket of ice, pointing the next
- nominee to continue this campaign..
- LOTTE delivered a gift to employees of its partner companies in charge of sanitation and disinfection at LOTTE World Tower in Jamsil, Seoul, along with a bouquet of flowers purchased at Namdaemun Flower Market.

Source [https://www.theconsumergoodsforum.com/wp-content/uploads/20200410\\_Industry-Actions-by-LOTTEFlower-Bucket-Relay\\_en\\_vF.pdf](https://www.theconsumergoodsforum.com/wp-content/uploads/20200410_Industry-Actions-by-LOTTEFlower-Bucket-Relay_en_vF.pdf)

## IDENTITY

COMPANY | M&S

COUNTRY | 

DATE | April 2020

## WHAT

Marks & Spencer UK launches new initiatives to support farmers

## KEY VISUALS



Source: <https://corporate.marksandspencer.com/media/press-releases/5e0f046f7880b21924350282/we-re-all-in-this-together-m-and-s-backs-british-farming>

## KEY CONTACT

Laura Street, Company Nutritionist, M&S



## IDENTITY

COMPANY | **MİGROS  
TİCARET A.Ş.**

COUNTRY | 

DATE | April 2020

## WHAT

### ‘Migros better future’ support package

In order to overcoming these challenging times with our stakeholders, Migros Better Future Support Package is prepared with a 360 degree holistic approach. Through this package, approximately 50 million TL will be allocated in total.

The package will provide support to:

- Citizens and Seniors,
- Our Employees
- Producers and Farmers,
- Healthcare Professionals,
- Restaurant and Café Employees.

Along with this support package, together with its group companies, Migros Ticaret donated 5 million TRY to the National Solidarity Campaign conducted by the Presidency of Republic of Turkey to support the measures, implementations and fight against the Covid-19.

## KEY VISUALS



## IDENTITY



DATE | April 2020

## KEY VISUALS



## WHAT

Donate money and materials to help prevent and control the COVID-19

1. Using the Internet APP to launch a “helping hand, igniting the light of hope” to fight against the COVID-19 donation campaign, the total amount of donations of New Hope Liuhe employees to fight against the epidemic is 1,36,782.63 yuan
2. Donate RMB 10 million to set up a special fund to help agriculture, rural areas and peasants. The company donated RMB 10 million in cash through the Sichuan Green Collar Charity Foundation to participate in the establishment of a special fund for agriculture, rural areas and peasants, and the COVID-19 prevention and relief for groups in need.
3. During the construction of Vulcan Mountain and Raytheon Mountain Hospitals, the company's food industry provided 10 tons of instant rice, small hot pot, ham sausage and other food materials for the first time, and specially supported the construction personnel of the two hospitals.
4. New Hope Liuhe Co., Ltd. Donated 1 million yuan to the government of Laixi City to help the prevention and control of agriculture, rural areas and farmers in Laixi.
5. Shanghe Lihue Feed Co., Ltd. donated 70 sets of instant noodles to the Yuhuangmiao Town Government of Shanghe County to support local prevention and control work and help fight the COVID-19



## IDENTITY



DATE | 27 Marh 2020

## WHAT

Norgesgruppen will prioritise the sale of local fruit and vegetables in its stores this year, in order to show its support for the country's farming sector in the face of COVID-19.

## KEY VISUALS



Source <https://www.esmmagazine.com/coronavirus/norgesgruppen-prioritises-norwegian-fruit-vegetables-94620?preview=1>

## IDENTITY

COMPANY | The Fresh Market

COUNTRY |



DATE | 31 March 2020

## KEY VISUALS



## WHAT

### Grocery and restaurant brands forge partnerships amid widespread foodservice layoffs

Grocery workers have been working tirelessly since March and have been in the front line of the pandemic, whereas restaurant employees have been left unemployed. The Fresh Market thought that hiring restaurant employees from Darden who are trained in both food safety and friendly service, was a perfect match

- The camaraderie between restaurants and grocers is widespread:
- Kroger ordered 12 000 pizzas from Donatos Pizza to feed its employees on a busy Saturday late March
- Krouse is also hiring unemployed restaurant workers including employees of Red Robin Gourmet Burgers

Source: <https://www.supermarketnews.com/prepared-foods/grocery-and-restaurant-brands-forge-partnerships-amid-widespread-foodservice-layoffs>

## IDENTITY

COMPANY | **Sainsbury's**



DATE | 25 March 2020

## KEY VISUALS



## WHAT

### UK's Sainsbury's To Assist Smaller Suppliers During Coronavirus Pandemic

- British supermarket Sainsbury's said on Wednesday it would help its smaller suppliers during the coronavirus emergency by paying them immediately and making finance available.
- They said that its assistance to smaller suppliers will help them to increase production volumes quickly so they can meet customer demand.
- The group said it will pay nearly 1,500 suppliers who have less than 100,000 pounds (\$119,450) annual turnover with it immediately.

Source: <https://www-esmmagazine-com.cdn.ampproject.org/c/s/www.esmmagazine.com/amp/retail/uks-sainsburys-pay-small-suppliers-immediately-coronavirus-pandemic-93414>

## KEY CONTACT

**Nilani Sritharan, Healthy Living Manager**

## IDENTITY

COMPANY | **SONAE**

COUNTRY |



DATE | 31 March 2020

## WHAT

Sonae-owned retailer Continente has announced plans to increase the number of suppliers as members of its Continente Producers Club, in order to help more producers maintain sales during the coronavirus (COVID-19) pandemic.

## KEY VISUALS



Source <https://www.esmmagazine.com/coronavirus/portugals-continente-increase-producer-club-members-93958>



## IDENTITY



DATE | 26 March 2020

## KEY VISUALS



## WHAT

### SPAR Austria steps up support for volunteers and suppliers

Spar Austria is ramping up initiatives to support communities and suppliers by facilitating volunteer home delivery and selling eggs that would otherwise go unsold due to the temporary closure of restaurants and hotels

Payment can either be made using voucher cards purchased by communities in advance, or volunteers can buy groceries on delivery note at SPAR. SPAR will settle the bill with the municipalities after the current measures to curb the spread of COVID-19 have been lifted.

Source: <https://spar-international.com/news/spar-austria-steps-up-support-for-volunteers-and-suppliers/>

## IDENTITY



DATE | 26 March 2020

## KEY VISUALS



## WHAT

### SPAR Croatia supports local producers affected by COVID-19 outbreak

- SPAR Croatia is reminding customers of the benefits of buying locally grown foods
- SPAR Croatia has set up a hotline producers can contact to ensure their fruit and vegetables are made available to the many loyal customers of SPAR Supermarkets and INTERSPAR Hypermarkets.

Source: <https://spar-international.com/news/spar-croatia-supports-local-producers-affected-by-covid-19-outbreak/>



## IDENTITY



DATE |

07 April 2020

## WHAT

**SPAR Gran Canaria partners with local government to support farming sector**

SPAR Gran Canaria has partnered with the local government (El Cabildo) to create a Programme of Support for local farmers and producers affected by the current pandemic. To mitigate the impact of the closure of hotels and restaurants and the resulting surpluses, SPAR Gran Canaria is directly helping producers in the management and sale of local produce.

## KEY VISUALS



Source <https://spar-international.com/news/spar-gran-canaria-partners-with-local-government-to-support-farming-sector/>

## IDENTITY

COMPANY



COUNTRY



DATE | 07 April 2020

## WHAT

Spar Croatia has expanded its cooperation agreements with an additional 60 small-scale agricultural producers across the country, which are facing supply chain challenges due to the coronavirus.

it is also purchasing flowers, seedlings, and spices from domestic suppliers, to avoid food wastage and secure the financial viability of these producers.

## KEY VISUALS



Source <https://www.esmmagazine.com/coronavirus/spar-croatia-increases-cooperation-small-scale-producers-94951?preview=1>

## IDENTITY



DATE |

## KEY VISUALS

TEAM  
PENNSYLVANIA



GiantFoodStores.com

## WHAT

- **Serving Community Partners:** The GIANT Company provides local business grants to keep members of the food community in business during pandemic
- Recognizing the boon in the grocery industry, while many others — especially local businesses — are at risk of closing their doors, we have accelerated our donations plans for many organizations
- The GIANT Company established a **grant program to support local business** that are a part of the food chain — farmers, growers, and purveyors who are strapped at this time. We gave **\$500,000 to 100 local companies** through an application process hosted by Team PA.
- Other key community donations we have been able to provide have helped many at a time when the need is great including:
  - \$500,000 for large regional Feeding America food bank partners and smaller local pantries and food banks, as well as 200,000 pounds of ham and several truckloads of excess product from supplier partners able to give
  - \$250,000 donated to our Children's Miracle Network hospital partners for COVID-19 mitigation costs
  - Many mid-range and small donations provided to local organizations who are helping to eliminate hunger, change children's lives and heal our planet

## KEY CONTACT

Emily Steinkamp, Brand Manager, Social Impact  
Emily.Steinkamp@giantmartins.com

## IDENTITY

COMPANY | **Walmart**

COUNTRY | 

DATE | 25 March 2020

## WHAT

**Walmart to offer rent relief to shops within its stores and ease financing for suppliers**

- Walmart is waiving rent fees for its in-store business partners for the month of April.
- The retailer is also making changes to its supply-chain financing program to help qualified suppliers get payments faster.

## KEY VISUALS

TEAM  
PENNSYLVANIA



GiantFoodStores.com

Source: <https://www-cnbc-com.cdn.ampproject.org/c/s/www.cnbc.com/amp/2020/03/25/walmart-to-offer-rent-relief-to-shops-within-its-stores.html>

## KEY CONTACT

**Marcus Osborne, Vice President, Walmart Health**

## IDENTITY

COMPANY | **X5RETAILGROUP**

COUNTRY | 

DATE | 07 April 2020

## KEY VISUALS



GiantFoodStores.com

## WHAT

**X5 Retail Group shares initiatives to support small and medium enterprises**

We are offering rent holidays for tenants at X5 premises that have had to suspend their operations. We will also provide discounts to all those that continue to operate.

Source: <https://www-cnbc-com.cdn.ampproject.org/c/s/www.cnn.com/amp/2020/03/25/walmart-to-offer-rent-relief-to-shops-within-its-stores.html>

## KEY CONTACT

**Maria Podkopaeva, Project Manager, Sustainable Development**





### **3. Help healthcare organizations**

# Company list



<a href="#"><u>A.S. Watson Group</u></a>	<a href="#"><u>BRF</u></a>	<a href="#"><u>Esselunga</u></a>	<a href="#"><u>Moët Hennessy-Louis Vuitton</u></a>	<a href="#"><u>Nestlé 6</u></a>	<a href="#"><u>Walmart</u></a>
<a href="#"><u>AB InBev</u></a>	<a href="#"><u>Campari &amp; Intercos</u></a>	<a href="#"><u>Essity</u></a>	<a href="#"><u>Moët Hennessy-Louis Vuitton 2</u></a>	<a href="#"><u>P&amp;G</u></a>	<a href="#"><u>Walmart 2</u></a>
<a href="#"><u>Albert Heijn</u></a>	<a href="#"><u>Carrefour</u></a>	<a href="#"><u>Fruits de Ponent</u></a>	<a href="#"><u>Marks &amp; Spencer</u></a>	<a href="#"><u>JM, Pingo doce, Recheio, Montiqueio</u></a>	<a href="#"><u>Zabka</u></a>
<a href="#"><u>Alibaba</u></a>	<a href="#"><u>Carrefour 2</u></a>	<a href="#"><u>Groupe Casino</u></a>	<a href="#"><u>Mars</u></a>	<a href="#"><u>Royal Swinkles</u></a>	
<a href="#"><u>Amazon</u></a>	<a href="#"><u>Coca Cola</u></a>	<a href="#"><u>Heineken</u></a>	<a href="#"><u>Mars 2</u></a>	<a href="#"><u>Sainsbury</u></a>	
<a href="#"><u>Ambev</u></a>	<a href="#"><u>Coca Cola 2</u></a>	<a href="#"><u>IKEA</u></a>	<a href="#"><u>Mars 3</u></a>	<a href="#"><u>Salling Group</u></a>	
<a href="#"><u>Barilla</u></a>	<a href="#"><u>Colgate-Palmolive</u></a>	<a href="#"><u>Jeronimo Martins</u></a>	<a href="#"><u>Mercadona</u></a>	<a href="#"><u>SC Johnson</u></a>	
<a href="#"><u>Beiersdorf</u></a>	<a href="#"><u>Coop</u></a>	<a href="#"><u>John Lewis</u></a>	<a href="#"><u>Metro</u></a>	<a href="#"><u>Spar</u></a>	
<a href="#"><u>Beiersdorf 2</u></a>	<a href="#"><u>Danone</u></a>	<a href="#"><u>Johnson &amp; Johnson</u></a>	<a href="#"><u>Metro 2</u></a>	<a href="#"><u>Spar 2</u></a>	
<a href="#"><u>Beiersdorf 3</u></a>	<a href="#"><u>Danone 2</u></a>	<a href="#"><u>Johnson &amp; Johnson 2</u></a>	<a href="#"><u>Migros Ticaret</u></a>	<a href="#"><u>St. Hubert</u></a>	
<a href="#"><u>Bel</u></a>	<a href="#"><u>Danone 3</u></a>	<a href="#"><u>Johnson &amp; Johnson 3</u></a>	<a href="#"><u>Monoprix</u></a>	<a href="#"><u>Stop &amp; Shop</u></a>	
<a href="#"><u>Bel 2</u></a>	<a href="#"><u>Danone 4</u></a>	<a href="#"><u>Johnson &amp; Johnson 4</u></a>	<a href="#"><u>Morrisons</u></a>	<a href="#"><u>Symrise AG</u></a>	
<a href="#"><u>Bel 3</u></a>	<a href="#"><u>Danone 5</u></a>	<a href="#"><u>Kroger</u></a>	<a href="#"><u>Nestlé</u></a>	<a href="#"><u>Syngenta</u></a>	
<a href="#"><u>Bel 4</u></a>	<a href="#"><u>Danone 6</u></a>	<a href="#"><u>Kroger 2</u></a>	<a href="#"><u>Nestlé 2</u></a>	<a href="#"><u>Tetra Pack</u></a>	
<a href="#"><u>Bonafont</u></a>	<a href="#"><u>Decathlon</u></a>	<a href="#"><u>Lidl</u></a>	<a href="#"><u>Nestlé 3</u></a>	<a href="#"><u>Unilever</u></a>	
<a href="#"><u>Boots</u></a>	<a href="#"><u>El Corte Ingles</u></a>	<a href="#"><u>Lidl 2</u></a>	<a href="#"><u>Nestlé 4</u></a>	<a href="#"><u>Unilever 2</u></a>	
<a href="#"><u>Boots 2</u></a>	<a href="#"><u>El Corte Ingles 2</u></a>	<a href="#"><u>L'oreal</u></a>	<a href="#"><u>Nestlé 5</u></a>	<a href="#"><u>Walmart 2</u></a>	

## IDENTITY

**COMPANY** | Superdrug

**A.S. Watson Group**  
A member of AS Watson Holdings plc



**COUNTRY** |



**DATE** | 21 March 2020

## WHAT

**Superdrug nurses are volunteering with NHS while receiving company wages**

## KEY VISUALS



<https://www.aswatson.com>

<https://morningstaronline.co.uk/article/b/superdrug-nurses-are-volunteering-nhs-while-receiving-company-wages>

## IDENTITY

COMPANY



COUNTRY



DATE

21 March 2020

## WHAT

AB InBev will donate media air time to the Red Cross for public service announcements in the USA. The brewer also announced that it will redirect \$5 million that it normally spends on sports and entertainment marketing to the American Red Cross.

## KEY VISUALS



<https://www.aswatson.com>

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

## IDENTITY



DATE | 23 April 2020

## WHAT

**New partnership between Albert Heijn supermarkets and the Red Cross.**

Red Cross will start handing out food boxes with farmer products and is going to give special shopping cards to people who cannot make ends meet during the corona crisis. The cards, worth €35, were donated by Albert Heijn

## KEY VISUALS



<https://www.aswatson.com>

Source: <https://www.rodekruis.nl/nieuwsbericht/rode-kruis-voedselboxen-voor-getroffenen-coronacrisis/>



## IDENTITY

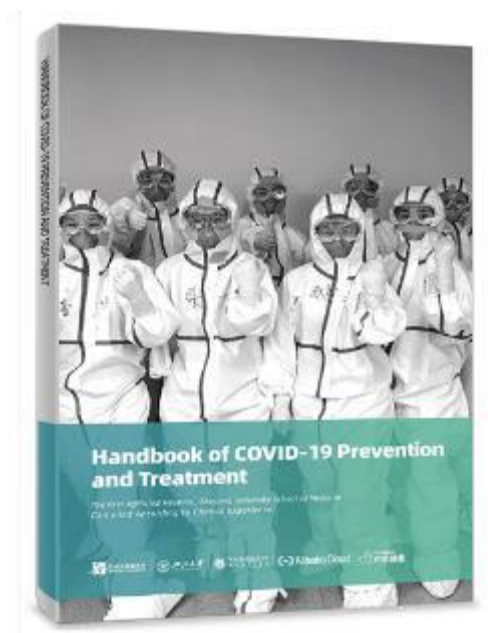


DATE | 23 April 2020

## WHAT

ALIBABA  
Handbook for Covid 19 healthcare workers

## KEY VISUALS



Source <https://www.biospectrumasia.com/news/30/15618/alibaba-releases-handbook-for-covid-19-healthcare-workers.html>

## IDENTITY

COMPANY | **amazon**



DATE | 10 March 2020

## KEY VISUALS



## WHAT

### Amazon Offers to Deliver Coronavirus Test Kits in Seattle Area

- the Bill & Melinda Gates Foundation is working to bring simple home testing kits to market quickly, and Amazon (NASDAQ:AMZN) has offered to use its logistics expertise to deliver them in the Seattle area.
- Through its Amazon Care virtual medical clinic, the e-commerce giant is negotiating with local public health officials to determine the best methods for it to get the tests into the hands of the public.

Source <https://www.fool.com/investing/2020/03/12/amazon-offers-to-deliver-coronavirus-test-kits-in.aspx>

IDENTITY

COMPANY |

CERVEJARIA

ambev

COUNTRY |



DATE |

10 March 2020

WHAT

Ambev turns Brazil beer brewery into sanitizer plant to help coronavirus fight, they will produce half a million sanitizer bottles for public hospitals

KEY VISUALS



[www.ambev.com.br](http://www.ambev.com.br)

Source: <https://www.reuters.com/article/health-coronavirus-ambev/ambev-turns-brazil-beer-brewery-into-sanitizer-plant-to-help-coronavirus-fight-idUSL1N2BA2HG>

## IDENTITY

COMPANY |



COUNTRY |



DATE | 07 April 2020

## KEY VISUALS



## WHAT

### Pasta Maker Barilla Funds Cell Therapy Research For Coronavirus

They donated \$500,000 to US non-profit association 'The Cure Alliance' to fund research on a COVID-19 therapy based on stem cells,

Source <https://www.esmmagazine.com/coronavirus/pasta-maker-barilla-funds-cell-therapy-research-for-coronavirus-95665>

## KEY CONTACT

Anna Rosales, Director of Nutrition, Barilla

## IDENTITY

COMPANY | **Beiersdorf**

COUNTRY |



DATE | 10 March 2020

## KEY VISUALS



<https://www.beiersdorf.fr/> photo: <https://www.info-chimie.fr/covid-19-beierdorf-va-fournir-du-desinfectant,105441>

## WHAT

Beiersdorf ramps up productions of disinfectants within its European production network to support the fight against the coronavirus pandemic. In a first step, Beiersdorf AG will provide 500 tons of the disinfectants to critical public emergency services and personnel. The medical hand sanitizers are produced Hamburg, Waldheim (Saxony/Germany) and Tres Cantos near Madrid, Spain.

In close coordination with the local authorities, distribution is initially primarily to clinics and hospitals, medical and nursing staff, as well as other public services. Beiersdorf had already created the technical prerequisites for the production of disinfectants at the production sites last week and is now starting serial production.

Source: <https://www.beiersdorf.com/newsroom/press-releases/all-press-releases/2020/03/19-beiersdorf-provides-500-tons-of-disinfectant-in-europe>



## IDENTITY

COMPANY | **Beiersdorf**

COUNTRY |



DATE | 29 March 2020

## KEY VISUALS



<https://www.beiersdorf.fr/> photo: <https://www.info-chimie.fr/covid-19-beierdorf-va-fournir-du-desinfectant,105441>

## WHAT

**Beiersdorf steps up its international support program to a 50 million Euro pledge**

Among the immediate measures are:

- Donation of 1,000,000 liters of disinfectant.
- Donation of at least 5,000,000 NIVEA skin- and hand-care products to medical personnel around the world Direct financial support for NGOs, both international organizations as well as local partners
- As Beiersdorf employees are coming together to support local communities, Beiersdorf commits to double any employees' personal donations.

Source: <https://www.beiersdorf.com/newsroom/press-releases/all-press-releases/2020/03/29-50-million-euro-support-program-against-covid-19-pandemic>

## IDENTITY

COMPANY | **Beiersdorf**

COUNTRY |



DATE | 19 March 2020

## WHAT

**Beiersdorf provides 500 tons of disinfectant in Europe** to critical public emergency services and personnel

In close coordination with the local authorities, distribution is initially primarily to clinics and hospitals, medical and nursing staff. The aim is to ensure the fastest and most efficient delivery of sanitizers directly from the plant to the emergency personnel.

## KEY VISUALS



Photo: <https://www.chemeurope.com/en/news/1165482/beiersdorf-provides-500-tons-of-disinfectant-in-europe.html>

Source: <https://www.beiersdorf.com/newsroom/press-releases/all-press-releases/2020/03/19-beiersdorf-provides-500-tons-of-disinfectant-in-europe>

## IDENTITY

COMPANY



COUNTRY



DATE | April 2020

## KEY VISUALS



Tous confinés  
Tous engagés



Photo: <https://www.chemeurope.com/en/news/1165482/beiersdorf-provides-500-tons-of-disinfectant-in-europe.html>

## WHAT

Provide food, financial assistance, donations of hygiene products or equipment, for hospitals located near the group's production sites or in favor of associations

- In France, donation of more than 200 000 portions
- Group has partnered with the “all locked down, all committed” platform to enable its employees during their working hours to engage in national emergency missions identified by the Government as part of the Civic Reserve or proposing skill-based contributions.
- In France: Collaborators possibility to gives a day off. The day will be converted to money given to associations

<https://www.groupe-bel.com/en/newsroom/news/covid-19-information-the-bel-group-is-mobilizing-its-teams-around-the-world-to-be-as-close-as-possible-to-needs-that-are-expressed-on-the-ground-locally/>

## IDENTITY

COMPANY



COUNTRY



DATE

April 2020

## KEY VISUALS



## WHAT

Financial Donation = **staying mobilized and united**

**Devoted one day's production of The Laughing Cow**

- 20 countries, 12 factories, more than 4000 collaborators
- Equivalent to 20 million portions – to donations (financial or in kind) for healthcare personnel and people most in need.
- In France, we mainly donated to the National Association for the Development of Solidarity Grocers, Food Banks and Restos du Cœur.

## IDENTITY

COMPANY



COUNTRY



DATE

March/May 2020

## KEY VISUALS



## WHAT

Donations of equipement

**Distribution of 3,500 protection kits** (gel, masks, food donations) to our street vendors of the Sharing Cities program.

### Donations of protective equipment:

Most of our factories have donated PPE to their local communities – hospitals, liberal health workers:

Fo example in France : Sablé-sur-Sarthe donated 25% of his masks to Le Mans hospital.



## IDENTITY

COMPANY



COUNTRY



DATE

March/May 2020

## KEY VISUALS



CORONAVIRUS COVID-19

LE FONDS DE  
SOLIDARITE



## WHAT

Financial Donations For Associations

- Lebanon, Denmark and the Netherlands in favour of the local Red Cross
- Canada, Slovakia, Vietnam and UK for local associations mainly food banks
- Morocco for the Special Fund for the Fight against COVID launched by King Mohammed VI + 3 associations
- Algeria for the National Solidarity Fund
- Belgium for the King Baudoin Foundation
- Central Europe to an orphanage.

## IDENTITY

COMPANY | **BONAFONT**



DATE | 26 April 2020

## KEY VISUALS

## WHAT

### Bonafont® contributes to fight against COVID-19

- Bonafont joins Miguel Huerta's initiative, an ITESO researcher, and donates recycled PET for manufacturing
- 7,000 masks, intended to protect healthcare professionals in public hospitals in charge of treating the COVID19 cases in Guadalajara, Jalisco.

Source: <https://www.theconsumergoodsforum.com/wp-content/uploads/Bonafont-actions-to-fight-against-COVID-Mex-2020.pdf>

## IDENTITY

COMPANY | 

COUNTRY | 

DATE | 30 March 2020

## WHAT

Boots UK supported National Health Service staff with a donation of more than 500 toiletries and hygiene products.

## KEY VISUALS



Source: <https://www.walgreensbootsalliance.com/news-media/our-stories/everyday-moments-heroism>

## KEY CONTACT

**Robert Tomkins, Group Vice President & General Merchandise Manager, Health & Wellness**

## IDENTITY

COMPANY | 

COUNTRY | 

DATE | 30 March 2020

## KEY VISUALS



## WHAT

Boots is showing support by rolling out Covid-19 testing facilities for NHS workers across the UK. Boots will also recruit trained professionals from both Boots workforce and wider community.

Source: <https://www.retailgazette.co.uk/blog/2020/03/boots-to-roll-out-covid-19-tests-for-nhs-staff/>

## KEY CONTACT

**Robert Tomkins, Group Vice President & General Merchandise Manager, Health & Wellness**

## IDENTITY

COMPANY | **BRF**

COUNTRY |



DATE | 07 April 2020

## KEY VISUALS



## WHAT

### BRF ANNOUNCES DONATIONS OF BRL 50 MILLION

- BRF announces the donation of BRL 50 million worth of food, medical supplies and support to research and social development funds, to contribute to the efforts made to fight the effects of the COVID-19 pandemic.
- The donations are earmarked for hospitals, Santa Casa clinics, social assistance organizations and health professionals in the states and cities where it has operations.

Source: <https://imprensa.brf-global.com/en/news/brf-announces-donations-of-brl-50-million/>



## IDENTITY

**COMPANY** | Campari & Intercos

**COUNTRY** |



**DATE** | 07 April 2020

## KEY VISUALS



## WHAT

### Campari And Intercos Produce Alcohol-Based Sanitiser For Hospitals

- Drinks group Campari and cosmetic products maker Intercos Group have joined forces to produce hydro-alcoholic gel hand cleaners to be donated to healthcare workers in the Italian region of Lombardy, the two companies have said.
- The alcohol donated by Campari has been transformed and bottled by Intercos Group, the two groups said in a statement, adding they will deliver the gel sanitisers where they are most urgently needed.
- In recent weeks, Campari donated €1 million (\$1.09 million) to a hospital in Lombardy and has made available \$1 million to Another Round Another Rally, a non-profit organisation that raises emergency funds for hospitality workers in the United States.

Source <https://www.esmmagazine.com/coronavirus/campari-intercos-produce-alcohol-based-sanitiser-hospitals-95037>

## WHAT



- On [carrefour.fr](https://carrefour.fr), caregivers can access the #TousAvecVous service: a selection of 4000 products to be delivered for free on dedicated time slots, either at home or at the hospital.
- The service will be available in Paris and 11 other agglomerations
- Caregivers also benefit from a priority access in-store, dedicated opening hours in-store, as well as kits of essential products.

## KEY VISUALS

[illegible]

**#TOUTSAVEZVOUS**  
Pour vous accompagner en cette période si difficile, nous avons décidé de vous offrir un service de livraison à domicile gratuit et prioritaire pour faire vos courses.



Passage prioritaire en magasin.

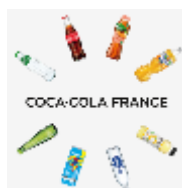
Si vous préférez vous rendre en magasin, vous bénéficiez de :

- Gruppierung erfolgt nach der Anzahl der Teilnehmer
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- Gruppierung erfolgt nach der Anzahl der Teilnehmer

Source: [http://www.carrefour.com/sites/default/files/communiqu%C3%A9\\_carrefour\\_24.03.2020.pdf](http://www.carrefour.com/sites/default/files/communiqu%C3%A9_carrefour_24.03.2020.pdf)  
<https://www.carrefour.fr/edito/soutien-personnel-soignant>

## IDENTITY

COMPANY



COUNTRY



DATE

24 March 2020

## WHAT

Production of sanitizing gel by our Signes plant (83)  
6 tons of gel which was displayed in hospitals and police force units in PACA region

## KEY VISUALS



## IDENTITY

COMPANY |



COUNTRY |



DATE | April 2020

## KEY VISUALS



## WHAT

- The Coca-Cola Company, its bottling partners and the Coca-Cola Foundation announced \$120 million worldwide to support relief efforts for populations affected by COVID19
- In France, support from the Coca-Cola Foundation was directed to the Red Cross to coordinate Coca-Cola's assistance at the national level
- As a result, 300,000 surgical masks, 10,000 FFP2 masks, 15,000 floats and 15,000 overblouses have already been made available to healthcare personnel and affected populations thanks to Red Cross volunteers

IDENTITY

COMPANY



COUNTRY



DATE

24 March 2020

WHAT

Production of sanitizing gel by our Signes plant (83)  
6 tons of gel which was displayed in hospitals and police force units in PACA region

KEY VISUALS





## IDENTITY

COMPANY |



COUNTRY |



DATE | 03 April 2020

## KEY VISUALS



## WHAT

### Colgate Supports the World Health Organization (WHO) #SafeHands Effort to help stop the spread of COVID-19

- Mobilizing to Make and Donate 25 Million Soap Bars to Global Agencies
- Donating \$20 Million in Health and Hygiene Product to Local Nonprofits
- Launching Global Employee Matching Gifts Program to Support Relief

Colgate is mobilizing five of its manufacturing plants on three continents to produce the new soap. It will be specially packaged with instructions on proper handwashing to amplify the WHO #SafeHands message.

<https://www.businesswire.com/news/home/20200403005091/en/Colgate-Supports-World-Health-Organization-SafeHands-Effort>

## IDENTITY



DATE | 07 April 2020

## KEY VISUALS



## WHAT

**Co-op gives all NHS workers 10% discount and priority access to stores**

- They will also be able to get priority access
- This comes after the retailer previously announced a range of measures to support and say 'thank you' to its own colleagues for going above and beyond to keep community stores open.

Source <https://www.retailtimes.co.uk/co-op-gives-all-nhs-workers-10-discount-and-priority-access-to-stores/>

## IDENTITY



DATE | March 2020

## KEY VISUALS



« Stay Strong Wuhan »



3 ambulances car donated



Goods and medical equipment donation  
to over 19 hospitals  
Including vitamin drinks for the staff

## WHAT

- Support, prevent and control the epidemic
- Support the front line (medical / security / cleaning staff)
- Donation through the **China Red Cross Fund**
- Cash and goods (food, medication, medical equipment...) donation (23M Yuan)
  - Waters > 16M articles, including vitamin drinks
  - ELN : 3 ambulances cars, liquidities, and medication (>2M yuan) in over 19 hospitals .
- Delivery through local volunteers to pick up goods directly from the warehouse due to traffic measures

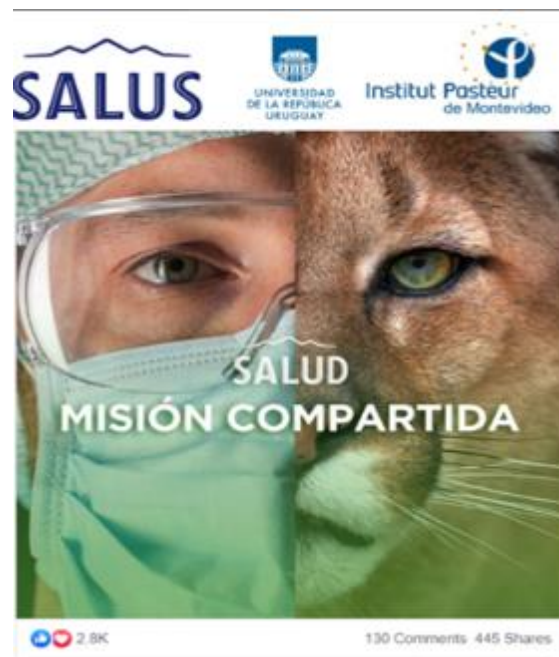
[https://mp.weixin.qq.com/s/uuSkEm9S7N6UFVT48Nk\\_hg](https://mp.weixin.qq.com/s/uuSkEm9S7N6UFVT48Nk_hg)

## IDENTITY



DATE | April 2020

## KEY VISUALS



## WHAT

Cash donation to the Pasteur Institute of Montevideo and the Universidad de la República to accelerate the research against COVID19 on 4 fronts:

1. Development of a nationwide diagnosis methodology and elaboration of diagnosis kits.
  2. Studies on the evolution and epidemiologic surveillance of the virus.
  3. Development of a method to track the immune response to the virus of each patient.
  4. Creation of a serum bank of patients with the best immune response to the virus to treat critical cases.
- in close collaboration with the President of the Medical Academy of Uruguay, Dr. Henry Cohen, who has just been appointed a special advisor to the Government of Uruguay as part of the task force to design the process to get back to the new normality in Uruguay.

Source: <https://www.retailgazette.co.uk/blog/2020/03/boots-to-roll-out-covid-19-tests-for-nhs-staff/>

## KEY CONTACT

Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone

## IDENTITY



DATE | April 2020

## KEY VISUALS



## WHAT

Danone waters Poland supporting heroes in the front line

#WeHelp #ActionsForGood #DanoneActsForHospitals

1. Donation to isolation hospitals
  1. 195 bottles of water
  2. 20.000 Danio
  3. 30.000 bottles of Nutridrink
  4. 3500 € and 500 masks
2. Extending the payment time to HoReCa partners impacted by current closure
3. Cooperation with institute of Mother&Child : 500 masks in delivery, Bottled water donation
4. Encouragement to all Health Care workers on SoMe by ZZ brand, MumDadPreferWater a playful activities for kids : download for free.
5. One Danone : crowdfunding campaign amongst employees :

## KEY CONTACT

Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone



## IDENTITY



DATE | April 2020

## WHAT

### Actions taken by Danone UK to help fight against C19 crisis

- Cash Donation to support local communities
- British Red Cross, Grocery Aid, Neighbourly...

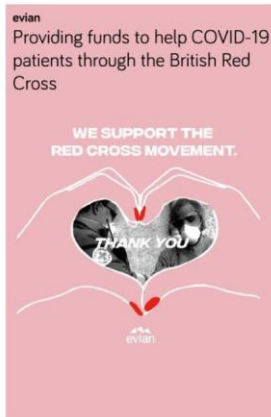
## KEY VISUALS

### CASH DONATIONS TO SUPPORT LOCAL COMMUNITIES

**Danone UKIRL region and Specialised Nutrition**  
Major and founding contributor to the Neighbourly Community Fund giving micro-grants to local charities to help them help their communities



**Felix**  
"Your micro-grant of £400 will enable us to deliver 2,200 meals. This is a huge help and I speak on behalf of the whole Felix Team when I say we are extremely grateful for your support (whether that be through food donations or monetary donations). Your help makes a significant difference in enabling our operation to continue working through these uncertain times."  
The Felix Project Food Redistribution Charity, London



**Specialised Nutrition**  
Helping unemployed grocery and food industry workers via Grocery Aid

**Alpro**  
Supporting independent coffee shops with cash and products to re-start their businesses



**Alpro and Specialised Nutrition**  
Supporting local hospitals near our sites  
Cork and Kettering



## IDENTITY



DATE | April 2020

## KEY VISUALS



## WHAT

### Danone Mexico supports heroes in hospitals

#### Supporting the heroes in the front line in hospitals

- ✓ Danone Mexico is donating yoghurt to 4 main IMSS public COVID dedicated hospitals:
- - Centro Médico Nacional La Raza
- - Hospital de Especialidades Médicas, Centro Médico Nacional La Raza
- - Hospital de Especialidades Médicas, Centro Médico Nacional Siglo XXI
- - Hospital de Pediatría, Centro Médico Nacional Siglo XXI
- ✓ Yoghurt will be distributed twice a week and they will be kept at Danone fridges we have
- already deliver.
- ✓ Products will be delivered for 3 months (12 weeks).
- ✓ More than 800kg of yoghurt will be donated weekly.
- ✓ Our main yoghurt brands will help to feed HCPs who are working hard against the pandemic.
- "Bringing health through food to as many people as possible."

## KEY CONTACT

Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone

## IDENTITY



**DATE** | April 2020

## WHAT

- In New York, Danone US is supporting the heroes in the front with a donation of 195 000 bottles of Evian to hospitals workers and City Harvest (food rescue organization).
- Distribution through partner : Pepsi Cola Bottling Company of New York

## KEY VISUALS



**evianwater** 🌊 Thank you to the people on the front lines for your unwavering commitment to keep New Yorkers safe and support those in need 🌟 To help do our part, together with our distribution partner Pepsi Cola Bottling Company of New York, we are providing more than 195,000 bottles of water to hospital workers in NYC and to @cityharvestnyc to help our community during these challenging times 💙💧  
#evian #staysafe #stayhome #positivedrops

1 sem



<https://www.instagram.com/p/B-wuDJ6qmTy/>

## KEY CONTACT

Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone

## IDENTITY

COMPANY | **DECATHLON**

COUNTRY |



DATE | March 2020

## WHAT

As soon as been made aware that one of their product was used in hospitals, French sports retailer Decathlon donated its entire stock (around 70,000 pcs) of Subea Easybreath full-face snorkelling masks to hospitals in France, Spain and Italy.

## KEY VISUALS



Source [https://www.francetvinfo.fr/sante/maladie/coronavirus/coronavirus-des-masques-de-plongee-decathlon-utilises-par-les-soignants\\_3893631.html](https://www.francetvinfo.fr/sante/maladie/coronavirus/coronavirus-des-masques-de-plongee-decathlon-utilises-par-les-soignants_3893631.html)

## IDENTITY

COMPANY | **El Corte Inglés**



DATE | 19 March 2020

## WHAT

The Ayre Gran Hotel Colón in Madrid , owned by El Corte Inglés and the Palladium Hotel Group, is the first hotel to be offered in order to provide additional hospital space in the fight against coronavirus with 361 rooms for new COVID-19 patients.

## KEY VISUALS



Source: [https://www.foodretail.es/retailers/hotel-madrid-el-corte-ingles-hospital-medicalizado\\_0\\_1420657928.html](https://www.foodretail.es/retailers/hotel-madrid-el-corte-ingles-hospital-medicalizado_0_1420657928.html)



## IDENTITY

COMPANY | **El Corte Inglés**



DATE | 19 March 2020

## WHAT

El Corte Inglés has offered the help of its offices in Shanghai and other parts of Asia to support the Spanish government in purchasing vital medical equipment.

## KEY VISUALS



Source: <https://twitter.com/elcorteingles/status/1242904084430151682>

## IDENTITY



DATE | 10 March 2020

## KEY VISUALS



## WHAT

### Esselunga Announces Measures To Ease Coronavirus Crisis In Italy

- The retailer has donated €2.5 million to hospitals and institutions involved in taking care of the affected, and engaged in scientific research on the disease.
- Shoppers who are members of Esselunga's Carta Fidaty programme can contribute to these hospitals and research organisations
- Other Measures:
- Esselunga has waived delivery charges for customers above the age of 65
- The company has also arranged for a €530 million credit line, in association with Unicredit, in order to pay advances to its suppliers.

Source <https://www.esmmagazine.com/coronavirus/esselunga-announces-measures-to-ease-coronavirus-crisis-in-italy-92031>

## IDENTITY

COMPANY |  **essity**

COUNTRY | 

DATE | March 2020

## KEY VISUALS



## WHAT

Essity has donated \$200,000 to the United Nations Foundation to support the World Health Organization's lifesaving work to help all countries to prevent, detect, and respond to COVID-19 pandemic, as well as supporting finding a vaccine.

The majority of the financial resources needed will go to help vulnerable and at-risk low-income countries to step up their preparedness to prevent COVID-19, enhance their abilities to detect and test for the virus, and bolster their ability to respond to stop COVID-19 spread.

Source: <https://www.essity.com/media/news-features/2020/essity-donation-to-unf-who-covid-19-fund/>

## IDENTITY

COMPANY



COUNTRY



DATE | March 2020

## WHAT

### Fruits de Ponent Donates Fruit Juice To Hospitals In Lleida

Fruits de Ponent Group has donated OKI Juice natural fruit juices to the Arnau de Vilanova and Santa Maria de Lleida Hospitals in Spain as a token of its gratitude for healthcare workers during the COVID-19 outbreak.

## KEY VISUALS



Source <https://www.esmmagazine.com/coronavirus/loreal-announces-measures-fight-coronavirus-pandemic-europe-92924>

IDENTITY

COMPANY | **Groupe Casino**

COUNTRY |



DATE | **March 2020**

KEY VISUALS



WHAT

Groupe Casino has announced it is to deliver two million protective surgical masks to healthcare personnel by the end of April, after a fundraising drive in its stores during Easter.

Source: <https://www.esmmagazine.com/coronavirus/groupe-casino-deliver-two-million-protective-masks-healthcare-staff-96240>



## IDENTITY

COMPANY |



COUNTRY |



DATE | 08 April 2020

## KEY VISUALS



## WHAT

**HEINEKEN announces its response to Covid-19 and donates to the Red Cross**

- HEINEKEN we have been following from the start of the outbreak three guiding principles: First, the health, safety and trust of our people is of paramount importance. Second, we do everything we can to safeguard the continuity of our business and appeal of our brands, which includes supporting the business continuity of our customers and suppliers. And, third, through our local initiatives, we offer our support to the communities who are most impacted by the pandemic
- HEINEKEN is donating €15 million to support the International Federation of Red Cross and Red Crescent Societies (IFRC) relief efforts for the most vulnerable people affected by Covid-19, in particular in Africa, Asia and Latin America.

Source <https://www.theheinekencompany.com/newsroom/heineken-announces-its-response-to-covid-19-and-donates-to-the-red-cross>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

09 April 2020

## WHAT

Furniture giant IKEA is producing face masks and other protective gear for hospitals, joining a growing list of companies branching out of their normal business areas to help meet equipment shortages in the fight against coronavirus.

## KEY VISUALS



Source <https://www.reuters.com/article/us-health-coronavirus-ikea-supply/furniture-giant-ikea-making-masks-to-help-fight-coronavirus-idUSKBN2111EK>

## IDENTITY

COMPANY | **Jerónimo  
Martins**



DATE | 07 April 2020

## KEY VISUALS

<https://www.instagram.com/p/B-wuDJ6qmTy/>

## WHAT

**Funds from Jerónimo Martins help set up second intensive care unit at the Central Hospital in the Alentejo region**

An investment of more than 320 thousand euros.

This new unit will significantly increase the region's response to the evolution of the COVID-19 pandemic, enabling the treatment of 12 patients in an acute phase of the disease.

Source [https://www.jeronimomartins.com/en/press\\_releases/pr\\_20200407\\_1\\_en/](https://www.jeronimomartins.com/en/press_releases/pr_20200407_1_en/)

## KEY CONTACT

**Carlos Santos, Corporate Quality Director**

## IDENTITY

COMPANY



COUNTRY



DATE | 14 April 2020

## WHAT

- John Lewis teams up with the British Medical Association to deliver care packages to frontline NHS staff
- The “refuel & refresh boxes” are intended for staff working in high pressure clinical areas such as ICU
- John Lewis is also creating a wellbeing area for medics & volunteers at the NHS Nightingale London

## KEY VISUALS



Source: <https://www.retailgazette.co.uk/blog/2020/04/john-lewis-to-deliver-care-packages-to-uks-busiest-hospitals/>

## IDENTITY

COMPANY | *Johnson & Johnson*



DATE | 11 February 2020

## KEY VISUALS



## WHAT

6 Ways Johnson & Johnson Is Helping Support Coronavirus Relief Efforts

1. 1 Million Surgical Masks Have Been Donated
2. 1 Million Renminbi, the Currency of China, Has Been Donated to the Chinese Red Cross Foundation
3. 48,000 Bottles of BAND-AID® Brand Isopropyl Alcohol Have Been Donated
4. Electrosurgical Generator and Other Medical Devices Have Been Donated to Hospitals
5. Over 1,300 Packs of Acuvue® Contact Lenses Have Been Donated to Medical Workers
6. 1 Team of Company Scientists Is Hard at Work on a Potential Vaccine.

Source: <https://www.jnj.com/caring-and-giving/how-johnson-johnson-is-helping-support-coronavirus-relief-efforts>

## KEY CONTACT

**Donna Padovano, Director Global Retail Health Innovation**



## IDENTITY

COMPANY | *Johnson & Johnson*



DATE | 27 March 2020

## KEY VISUALS



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

## WHAT

### Supporting Frontline Healthcare Workers and Our Communities

- Johnson & Johnson Announces a \$50 Million Commitment to Support Frontline Health Workers Battling Covid-19
- The funds will be earmarked for assisting the doctors, nurses, midwives and community health workers who are working tirelessly to treat patients around the world during the novel coronavirus pandemic.

Source: <https://www.jnj.com/latest-news/johnson-johnson-announces-a-50-million-commitment-to-support-frontline-health-workers-battling-covid-19>

## KEY CONTACT

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

## IDENTITY

COMPANY | 



DATE | 18 April 2020

## KEY VISUALS



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

## WHAT

**Johnson & Johnson to Expand Partnership with U.S. Department of Health & Human Services to Accelerate the Discovery of Potential COVID-19 Treatments**

- J&J's Janssen Pharmaceutical Companies will expand its existing partnership with the Biomedical Advanced Research and Development Authority (BARDA), to seek treatment solutions for COVID-19.
- This new eight-episode educational video series will examine the latest efforts to respond to the COVID-19 pandemic and break down the complex process of developing a vaccine.  
<https://www.jnj.com/latest-news/the-road-to-covid-19-vaccine-live-video-series>

Source: <https://www.jnj.com/johnson-johnson-to-expand-partnership-with-u-s-department-of-health-human-services-to-accelerate-the-discovery-of-potential-covid-19-treatments>

## KEY CONTACT

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

## IDENTITY

COMPANY | *Johnson & Johnson*



DATE | May 2020

## KEY VISUALS



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

## WHAT

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

We've introduced a new global medical personnel leave policy. Medically trained Johnson & Johnson employees who are either called to serve or who volunteer can take a global minimum paid leave of up to 14 weeks over the course of a year to serve their communities in diagnosing, treating and providing health support for COVID-19. Since its launch, we have had more than 100 medically trained employees volunteer their time to combat this pandemic.

Source: <https://www.jnj.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 | 24 April 2020

## KEY VISUALS



[www.kroger.com](http://www.kroger.com)

## WHAT

### Kroger expands coronavirus drive-thru testing to more states

- Kroger Co. is rolling out COVID-19 drive-thru test sites to Colorado, Michigan and Ohio, as well as opening additional testing locations in Tennessee.
- These tests are for all priority groups, including health care workers, first responders and symptomatic individuals. Testing is free.

<https://www.supermarketnews.com/issues-trends/kroger-expands-coronavirus-drive-thru-testing-more-states>



## IDENTITY

COMPANY |



COUNTRY |



DATE |

14 April 2020

## WHAT

The Kroger Co. has joined with the United Food and Commercial Workers International (UFCW) union in urging federal and state government to designate grocery stores emergency first responders during the coronavirus pandemic.

## KEY VISUALS



[www.kroger.com](http://www.kroger.com)

Source: <https://www.supermarketnews.com/issues-trends/kroger-teams-ufcw-call-grocery-worker-first-responder-status>



## IDENTITY

COMPANY



COUNTRY



DATE

28 March 2020

## WHAT

Lidl is donating thousands of fresh fruit and vegetable bags to NHS staff nationwide

The news follows Lidl's recent announcement that it will be rolling out its customer food donation boxes in stores nationwide, as part of its Feed it Back scheme, and donating £100,000 to its partnership with Neighbourly, to help vulnerable people and children..

## KEY VISUALS



Photo: [https://corporate.lidl.co.uk/media-centre/pressreleases/2020\\_03\\_31-nhs-fruit-veg](https://corporate.lidl.co.uk/media-centre/pressreleases/2020_03_31-nhs-fruit-veg) Website: [lidl.co.uk](http://lidl.co.uk)

Source: <http://www.retailtimes.co.uk/lidl-is-donating-thousands-of-fresh-fruit-and-vegetable-bags-to-nhs-staff-nationwide/>

## IDENTITY

COMPANY



COUNTRY



DATE

28 March 2020

## WHAT

Lidl is donating thousands of fresh fruit and vegetable bags to NHS staff nationwide

The Lidl bags will be distributed to NHS staff at hospital sites UK-wide, getting fresh fruit and vegetables into the hands of frontline health workers.

## KEY VISUALS



Source <http://www.retailtimes.co.uk/lidl-is-donating-thousands-of-fresh-fruit-and-vegetable-bags-to-nhs-staff-nationwide/>

## IDENTITY

COMPANY | L'ORÉAL  
PARIS

COUNTRY |



DATE | 18 March 2020

## KEY VISUALS



## WHAT

### PRESS RELEASE

L'Oréal launches a Europe-wide coronavirus solidarity programme

- - Solidarity with health authorities: the group will ramp up their production of hand sanitizers
- - Solidarity with healthcare and pharmacy staff: La Roche-Posay will equip all partner hospitals, care homes and main partner pharmacies in Europe with hand sanitiser.
- - Solidarity with food distribution stakeholders: Garnier will supply and distribute several million units of hand sanitiser free-of-charge to all its European food distribution customers
- - Solidarity with VSE/SMEs in our distribution networks (hair salons, small perfume shops): L'Oréal will freeze their payments until their businesses resume.
- - Solidarity with our most exposed suppliers: L'Oréal will shorten its payment times with systematic immediate payments

## IDENTITY

COMPANY | **LVMH**  
MOËT HENNESSY • LOUIS VUITTON

COUNTRY | 

DATE | 16 March 2020

## WHAT

- After a call to industry from the French Government Louis Vuitton owner LVMH is converting its cosmetics factories to make hand sanitizers to fight coronavirus – a quick turn around which took them 72 hours
- Twelve tonnes of hand sanitizers will be distributed for free across 39 hospitals in the Paris region.

## KEY VISUALS



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

Source: <https://eu.usatoday.com/story/money/2020/03/16/coronavirus-combat-louis-vuitton-owner-lvmh-produce-hand-sanitizer/5057167002/>

## IDENTITY

**COMPANY** |   
LVMH  
MOËT HENNESSY • LOUIS VUITTON

**COUNTRY** | 

**DATE** | 22 March 2020

## KEY VISUALS



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

## WHAT

LVMH is ordering 40 million health masks from a Chinese supplier to help France cope with the coronavirus outbreak.

The first order, for a total of 10 million masks, will be delivered in coming days, LVMH said in a statement on Saturday (Mar 21). This initial batch will be given to the French health service for distribution to those in need early next week.

The rest of the order, on which LVMH cooperated with the French government, will be funded by the state and should be delivered in coming weeks.

Source: <https://www.channelnewsasia.com/news/world/lvmh-orders-40-million-masks-from-china-for-france-12563808>



## IDENTITY

COMPANY | M&S



DATE | 08 April 2020

## WHAT

M&S shares plans to support NHS response to coronavirus in the UK

Plans include uniform donations to NHS Nightingale in London and scrubs for NHS Derbyshire

M&S also donating clothing packs for discharged patients and free delivery for 2 London hospitals

Source: <https://www.retailgazette.co.uk/blog/2020/04/ms-donates-uniforms-clothing-free-food-delivery-nhs-nightingale-derbyshire/>

## KEY VISUALS



## KEY CONTACT

Laura Street, Company Nutritionist, M&S

## IDENTITY

COMPANY | **MARS**  
petcare

COUNTRY | 

DATE | 08 April 2020

## WHAT

### Mars Fishcare Makes Hand Sanitizer for First Responders, Community

In just three weeks, the team produced and donated nearly 300 gallons of hand sanitizer to the Bucks County Emergency Management Agency and the Central Bucks Emergency Medical Services (Chalfont, Pennsylvania)

## KEY VISUALS



Source: <https://www.mars.com/news-and-stories/articles/mars-fishcare-hand-sanitizer>

## KEY CONTACT

Alex West, Director, Global Public Affairs, Mars, Incorporated

## IDENTITY

COMPANY | **MARS**  
Tomorrow starts today

COUNTRY | 

DATE |

## WHAT

### Mars Donates Ventilators to Support Battle Against COVID-19

- Mars Veterinary Health North America is able to provide mechanical ventilators to support breathing, as well as personal protective equipment to local hospitals and medical staff.
- Mars donated 13 ventilators and 1,200 masks to help our human health care colleagues .

## KEY VISUALS



Source: <https://www.mars.com/news-and-stories/mars-veterinary-health-donates-ventilators>

## KEY CONTACT

Alex West, Director, Global Public Affairs, Mars, Incorporated



## IDENTITY

COMPANY | **MARS**  
Tomorrow starts today

COUNTRY |



DATE |

## KEY VISUALS



Photo: <https://www.nuffodsspectrum.in/news/27/6566/mars-commits-20m-to-communities-in-covid-19-response.html>

## WHAT

### Mars Commits \$20M to Communities in COVID-19 Response

- \$5 million donation to support CARE for critical supplies and expertise
- \$2 million donation to the United Nation's World Food Programme (WFP) to aid in the transport and delivery of critical supplies
- \$1 million donation to Humane Society International (HSI) to help cats and dogs that have been abandoned

Source <https://www.prnewswire.com/news-releases/mars-commits-20m-to-communities-in-covid-19-response-301035122.html>

## KEY CONTACT

Alex West, Director, Global Public Affairs, Mars, Incorporated

## IDENTITY



DATE | 27 March 2020

## WHAT

Mercadona, in collaboration with the Food Bank of Madrid, delivers food products to the hospital of Ifema. Mercadona collaborates with several other food banks such as Bancs dels Aliments, Ceuta White Cross,...

## KEY VISUALS



Source <https://info.mercadona.es/es/conocenos/sala-de-prensa/hemeroteca/mercadona-en-colaboracion-con-el-banco-de-alimentos-de-madrid-entrega-productos-al-hospital-de-campana-de-ifema/news?idCategoriaSeleccionada=1470731303723>



## IDENTITY

COMPANY



COUNTRY



DATE

April 2020

## WHAT

Distribution of comfort packages for the break time

- In support of the medical staff, METRO France offers them products such as fruit juices, coffee, tea, biscuits and chocolate
- This aims to bring comfort to caregivers during their break times
- 500 parcels will be given !

## KEY VISUALS



## IDENTITY



DATE | April 2020

## KEY VISUALS



## WHAT

Prepare meals for medical staff

- METRO makes food donations through an initiative led by Tip Toque
- METRO France donates food and non-food products to chefs cooking for hospitals. Thanks to this initiative, and up to now :
  - about 40 000 meals have been served
  - in 107 hospitals.
  - by more than 707 chefs
- This solidarity action is also a way to reduce food waste

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

## IDENTITY

COMPANY | **MİGROS  
TİCARET A.Ş.**



DATE | April 2020

## WHAT

### Healthcare Professionals Support Package

- In order to say thank you to all NHS heroes, we exclusively provide 5% discount to Health Care Professionals for their purchases up to 500 TL.

## KEY VISUALS



## IDENTITY

**COMPANY** | **Monoprix, Franprix  
Naturalia**



**DATE** | 10 March 2020

## WHAT

Encourage shoppers to support Local hospitals through micro-donation

## KEY VISUALS



Source <https://www.microdon.org/blog/larrondi-solidaire-operation-speciale-covid-19/2020/03/20>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

10 March 2020

## WHAT

- Morrisons announces 10% discount on shopping for all NHS heroes during the Covid-19 pandemic
- The 10% discount comes into effect from Thursday
- It will last for at least 12 weeks

## KEY VISUALS



Source: <https://www.retailgazette.co.uk/blog/2020/04/morrisons-gives-nhs-staff-10-discount-for-12-weeks/>



## IDENTITY

COMPANY



COUNTRY



DATE

April 2020

## KEY VISUALS



Good food, Good life



## WHAT

Giving support to the medical institutions by providing them with masks and other consumer goods

- Providing 95 000 masks to the medical staff
- Making their work environment better by providing them with more than 2 million cups of coffee and chocolate drinks, around 2 tones of chocolate and 280 000 water bottles
- 2 000 coffee machines were provided to hospitals and their workers

<https://www.nestle.fr/covid-19-equipes-nestle-france-mobilisees-solidaires>

## IDENTITY



DATE | 26 April 2020

## WHAT

Nestlé Guatemala donated 2,000 litres of Anchor and Nido Esencial milk, equivalent to 800 glasses, to school children from the public sector

## KEY VISUALS



Source: <https://republica.gt/2020/04/26/covid-19-nestle-y-malher-donan-leche-y-computadoras-para-la-ninez/>

## KEY CONTACT

Saliha Barlatey, Head of Corporate Industry Affairs, Nestlé

## IDENTITY

COMPANY



COUNTRY



DATE

22 April 2020

## KEY VISUALS



## WHAT

Nestlé Portugal donated more than nine metric tons of food products and beverages to 70 hospitals and health institutions in the north and south of the country

<https://jornaleconomico.sapo.pt/noticias/nestle-portugal-doou-mais-de-nove-toneladas-e-bebidas-a-70-hospitais-579493>

## KEY CONTACT

Saliha Barlatey, Head of Corporate Industry Affairs, Nestlé

## IDENTITY



DATE | 22 April 2020

## KEY VISUALS



## WHAT

**Over 1 000 000 CHF for hospitals, humanitarian aid and Swiss Army to support:**

### Organizations active in humanitarian aid

- Donation of 100,000 CHF to the Swiss Red Cross
- Fundraising campaign with employees in Switzerland.
- Logistical and financial support, for the solidarity campaign "Wir, Nous, Noi, Nus" launched by the Federal Office of Public Health (FOPH).

### Intensive care units in Swiss hospitals and the Swiss army

- More than 200,000 Nestlé products made available to intensive care units in more than 40 Swiss hospitals and the Swiss army.
- More than 25,000 protective caps have been donated to various hospitals in Switzerland.

### Delivery services and support to local communities

- Meals delivering at home to Nestlé's retirees in the Vevey region
- Extension of partnership with the start-up youpaq.com which supports online delivery and orders from local shops.
- Support to associations active in the Vevey region such as the L'Étape association and the AACTS foundation.

## KEY CONTACT

**Saliha Barlatey**  
Head of Corporate Industry Affairs

## IDENTITY

COMPANY |



COUNTRY |



DATE | 07 May 2020

## KEY VISUALS

## WHAT

**Staying strong together: Nestlé mobilises entire value chain to launch global COVID-19 response**

- Nestlé has mobilised its brands, supply chain, distribution and retail partners to launch a comprehensive global COVID-19 response.
- This is in addition to the company's initial donation of CHF10 million (US\$1.4 million) to the International Federation of the Red Cross (IFRC) and Red Crescent Societies.

**Source:** <https://www.moodiedavittreport.com/staying-strong-together-nestle-mobilises-entire-value-chain-to-launch-global-covid-19-response/>

## KEY CONTACT

**Saliha Barlatey, Head of Corporate Industry Affairs**



## IDENTITY

COMPANY



COUNTRY



DATE

## KEY VISUALS



## WHAT

**Joining forces with the International Federation of the Red Cross and Red Crescent Societies (IFRC) to provide urgent help for emergency services and caregivers and strengthen healthcare systems.**

- Donating food, medical nutrition products and bottled water to bring relief to those most affected by the pandemic.
- Deploying available logistics capacities from our out-of-home business to support the needs of the IFRC in various countries.
- Donating CHF 10 million for immediate deployment in countries where it is most needed.
- Matching 1:1 any donations to the Red Cross and Red Crescent National Societies or Federation made by our employees.

**Source:** <https://www.moodiedavittreport.com/staying-strong-together-nestle-mobilises-entire-value-chain-to-launch-global-covid-19-response/>

## KEY CONTACT

**Saliha Barlatey**  
Head of Corporate Industry Affairs

## IDENTITY

COMPANY |



COUNTRY |



DATE | 07 May 2020

## WHAT

P&G donated hygiene products to hospitals and nursing homes during quarantine. The donation also includes 1.5 million liters of clean water through the "Agua Limpia para Niños" program.

## KEY VISUALS



Source: <https://www.larepublica.co/empresas/pg-donara-productos-de-aseo-a-hospitales-y-ancianos-del-pais-2986481>

## KEY CONTACT

Monica Fernandez

## IDENTITY

COMPANY

Jerónimo  
Martins

pingo doce

RECHEIO

COUNTRY



DATE

May 2020

## KEY VISUALS



<https://www.pingodoce.pt/covid-19/>

<https://www.pingodoce.pt/pingodoce-institucional/noticias/pingo-doce-apoia-hospitais-com-doacao-de-bens-alimentares/>

## WHAT

- An innovative project, entirely funded by Pingo Doce has enabled the Red Cross Hospital, in Lisbon, to have a new system for “smart screening” of COVID-19 patients and suspicious cases. Developed by the Portuguese company Biosurfit, it will allow the early detection of the most serious cases among patients referred by the National Health Service. The unit has also 110 beds and an intensive care equipped room.
- By donating fresh fruit, water, milk and juices, Pingo Doce is supporting healthcare professionals from about 30 Portuguese public hospitals, who are facing many difficulties at this very demanding time while taking long shifts to fight the pandemic.
- The Jerónimo Martins Group invested more than 300,000 euros in a second intensive care unit at an Hospital in Alentejo. The investment will make it possible to treat 12 patients in the acute phase of the disease (respiratory failure and the need for ventilation support).
- In partnership with a milk producer, Recheio is providing support to health professionals and patients, having donated 25,000 litres of milk to hospitals in Portugal. Montiqueijo provided the milk, while Recheio ensured its packaging and distribution.

Source: <https://www.larepublica.co/empresas/pg-donara-productos-de-aseo-a-hospitales-y-ancianatos-del-pais-2986481>

## KEY CONTACT

**Carlos Santos, Corporate Quality Director, Jeronimo Martins**

## IDENTITY

COMPANY



COUNTRY



DATE

April 2020

## KEY VISUALS



## WHAT

In the next two weeks we will empty the connected tanks of cellar beers at our Dutch catering business entrepreneurs and reuse this beer to make disinfectants in our brewery in Lieshout. These disinfection products will be distributed free of charge to hospitals, general practitioners and care homes in the Netherlands and abroad. In this way we reuse the beer in a sustainable way. #wereinthistogether

Source: [https://www.linkedin.com/posts/royalswinkelsfamilybrewers\\_wereinthistogether-activity-6649647366616027136- Exr/](https://www.linkedin.com/posts/royalswinkelsfamilybrewers_wereinthistogether-activity-6649647366616027136- Exr/)

## IDENTITY

COMPANY | **Sainsbury/WH Smith**

COUNTRY |



DATE | 31 March 2020

## WHAT

WHSmith & Sainsbury's extend supply partnership to hospitals amid Covid-19 pandemic

NHS staff will continue to have a 20% discount on all products including Sainsbury's products

## KEY VISUALS



Source: <https://www.retailgazette.co.uk/blog/2020/03/whsmith-partners-sainsburys-sell-groceries-hospitals-nhs/>

## KEY CONTACT

**Sainsbury's: Nilani Sritharan, Healthy Living Manager**



## IDENTITY

COMPANY | **salling** group

COUNTRY |



DATE | 10 April 2020

## WHAT

### Salling Group Funds Research Into Face Mask Effectiveness

Denmark's Salling Group **has donated DKK 5 million** (€670,000) to a research project undertaken by four hospitals as to the effectiveness of face masks in protecting against COVID-19 infection.

## KEY VISUALS



Source <https://www.esmmagazine.com/coronavirus/salling-group-funds-research-face-mask-effectiveness-95024>

## IDENTITY



DATE | 19 March 2020

## KEY VISUALS



## WHAT

**SC Johnson is committing \$5 million in products and cash to support urgent public needs and those on the front lines.**

- The announcement builds on the \$2 million the company has donated to date, including \$1 million to the CDC Foundation's Emergency Response Fund, and other donations to efforts around the world in China, Italy and the U.K.
- SC Johnson is teaming with the CDC Foundation to deliver care packages for police, fire and medical personnel.

Source: <https://www.scjohnson.com/en/press-releases/2020/march/sc-johnson-further-efforts-to-help-fight-the-spread-and-impact-of-covid-19-with-5-million-donation>

## IDENTITY



DATE | 08 April 2020

## KEY VISUALS



## WHAT

### SPAR UK partners with National Health Service Volunteer Responders programme

- Community Response Volunteers will be able to shop for the vulnerable person they are supporting at over 700 SPAR stores in England.
- The programme enables volunteers to support the vulnerable person via the GoodSam Responder app.

Source <https://spar-international.com/news/spar-uk-partners-with-national-health-service-volunteer-responders-programme/>

## IDENTITY



DATE | 09 April 2020

## WHAT

### SPAR Hungary supports UNICEF child protection programme

SPAR Hungary has responded to a call for aid from UNICEF Hungary which has raised concerns about the health of children in care homes and the people supporting them, at this time. The company has also committed to donating even more sandwiches to the social Feed the Doctor! initiative.

## KEY VISUALS



Source: <https://spar-international.com/news/spar-hungary-supports-unicef-child-protection-programme/>

## IDENTITY

COMPANY



COUNTRY



DATE

April 2020

## KEY VISUALS



## WHAT

Participate locally in the fight against Covid-19 in specific places considered as “sensitive”

- Factory located in Ludres
- Provision of PPE (personal protective equipment) for medical staff and residents of retirement home located around Nancy city



## IDENTITY



DATE | 27 April 2020

## KEY VISUALS



## WHAT

### Stop & Shop, Union Call for Grocery Workers to Be Classified as First Responders

- The supermarket chain Stop & Shop and the United Food and Commercial Workers International Union (UFCW) are calling on federal and state governments to designate associates at grocery stores as “extended first responders” or “emergency personnel”
- In a joint statement released Monday, Stop & Shop President Gordon Reid and UFCW International President Marc Perrone said grocery workers “are essential workers and they deserve essential protections”

<https://www.nbcnewyork.com/news/coronavirus/stop-shop-union-call-for-grocery-workers-to-be-classified-as-first-responders-during-crisis/2391695/>

## IDENTITY

COMPANY



COUNTRY



DATE | 27 April 2020

## KEY VISUALS



1,562 · 60 Comments

## WHAT

- Symrise AG to produce 8 tons of disinfectant for internal use and donation to hospitals and federal health institutions in the Hannover Region
- Local authorities gave us exceptional permission to produce 8 tons of disinfectant for internal use and donation to hospitals and federal health institutions in the Hannover Region to help combat the COVID-19 pandemic.
- Another big thank you goes to our 25 colleagues from Cosmetic Ingredients who produced the amount in 36 hours of extra shifts and the whole CI Team that has formulated the disinfectant, carried out quality control and obtained all permits in record time.

Source [https://www.linkedin.com/posts/symrise\\_covidabr19-heroes-symriseag-activity-6649090986494476288-Bw2B/](https://www.linkedin.com/posts/symrise_covidabr19-heroes-symriseag-activity-6649090986494476288-Bw2B/)

## IDENTITY

COMPANY | **syngenta**

COUNTRY |



DATE | 24 March 2020

## WHAT

**Syngenta to supply hand sanitizer to fight COVID-19 in response to the appeal by Swiss authorities**

- Cooperation to donate approximately 50 tons of hand sanitizer to hospitals and pharmacies
- The first shipment of five tons is expected to be delivered immediately
- Syngenta announced that it has joined forces with Huntsman to enable the production of hand sanitizer for the Swiss Canton of Vaud and the CHUV General Hospital in Lausanne, Switzerland.

## KEY VISUALS



Source: <https://www.syngenta.com/company/media/syngenta-news/year/2020/syngenta-supply-hand-sanitizer-fight-covid-19>

## IDENTITY

COMPANY | **Tetra Pak**

COUNTRY |



DATE | 20 April 2020

## WHAT

**Tetra Laval Group is donating € 10 million towards COVID-19 relief effort**

- To support the global response to this crisis, the Tetra Laval Group will donate € 10 million to various voluntary organisations supporting the health care systems across the countries that we operate in.

## KEY VISUALS



Source: <https://www.tetrapak.com/about/tetra-pak-actions-covid-19>

## IDENTITY

COMPANY

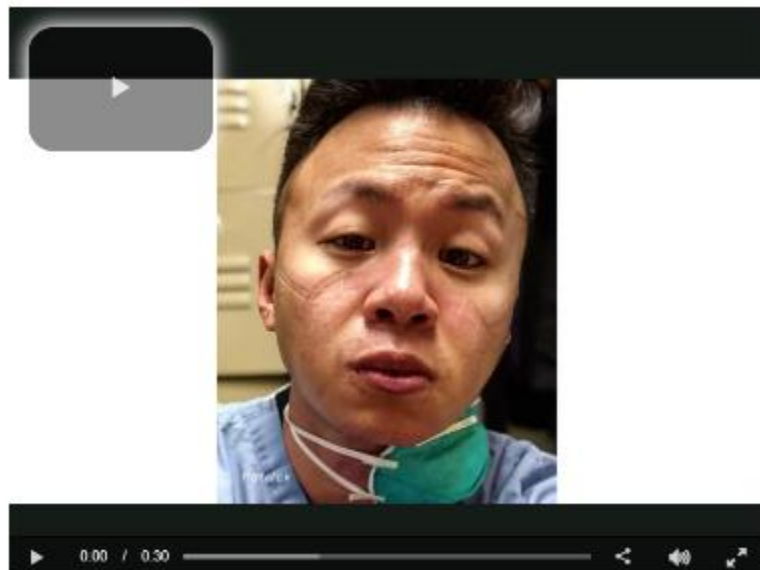


COUNTRY



DATE | 09 April 2020

## KEY VISUALS



## WHAT

### Dove puts new face on 'real beauty' in salute to health workers

- "Courage Is Beautiful" campaign, breaking in the U.S., showing faces of healthcare workers marked by the protective gear they've been wearing during the coronavirus crisis.
- Dove also is rolling out a campaign as part of a commitment with the U.K. government to spend more than \$50 million globally to encourage hand washing.

Source <https://adage.com/article/cmo-strategy/dove-puts-new-face-real-beauty-salute-health-workers/2249186>



## IDENTITY

COMPANY



COUNTRY



DATE | 09 April 2020

## KEY VISUALS



## WHAT

### Unilever joins consortium designing ventilators for UK hospitals

Unilever has joined forces with businesses from the aerospace, automotive and medical sectors in a consortium which has received formal orders from the government to make 10,000 ventilators for use in UK hospitals to support the production of additional medical ventilators. Companies include McLaren F1, Airbus, Ford Motor Company, Rolls-Royce, GKN, Penlon and Siemens among many more also Microsoft for IT support.

Source <https://www.unilever.com/news/news-and-features/Feature-article/2020/unilever-joins-consortium-which-will-make-ventilators-for-uk-hospitals.html>

## KEY CONTACT

Thea Koning, Corporate Affairs, Foods and Refreshment

## IDENTITY

COMPANY



COUNTRY



DATE | 09 April 2020

## KEY VISUALS



## WHAT

Walgreens Donation Helps Extend Emergency Response To COVID-19 to the CDC Foundation

Walgreens has donated

- a \$100,000 gift to support the overall COVID-19 response.
- 1,500 thermometers for distribution by the CDC Foundation to local health departments in Santa Clara and Alameda Counties in California.

Source: <https://www.cdcfoundation.org/blog/walgreens-donation-helps-extend-emergency-response-covid-19>

## KEY CONTACT

**Robert Tomkins, Group Vice President & General Merchandise Manager, Health & Wellness**

## IDENTITY

COMPANY | **Walmart** 

COUNTRY | 

DATE | 10 March 2020

## WHAT

### WALMART

Policy to support health of associates

**Hiring 150 000 employees**

## KEY VISUALS



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](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 | **Walmart**



DATE | 15 April 2020

## WHAT

Walmart México and Centroamérica announces the donation of 100 million Mexican pesos to finance the Temporary Unit of COVID-19, which will be adapted at the Citibanamex Center facilities to provide care to the patients by the health system.

## KEY VISUALS



**Photo:** <https://www.corresponsables.com/actualidad/ods17-walmart-mexico-centroamerica-dona-100-millones-pesos-unidad-temporal-covid19-centro-citibanamex>

Source: [https://www.walmartmexico.com/media-library/document/walmart-de-mexico-y-centroamerica-dona-100-millones-de-pesos-para-la-unidad-de-covid-19-en-el-centro-citibanamex/\\_proxyDocument?id=00000171-7fa5-dbca-a579-ffe587980000](https://www.walmartmexico.com/media-library/document/walmart-de-mexico-y-centroamerica-dona-100-millones-de-pesos-para-la-unidad-de-covid-19-en-el-centro-citibanamex/_proxyDocument?id=00000171-7fa5-dbca-a579-ffe587980000)

## KEY CONTACT

**Marcus Osborne, Vice President, Walmart Health**

## IDENTITY

COMPANY | **zabka**

COUNTRY | 

DATE | 18 March 2020

## KEY VISUALS



## WHAT

- Polish retailer Żabka donated PLN 4.5 million (€1.01 million) to the ministry of health to aid the government in handling coronavirus outbreak in the country.
- The retailer has also implemented several measures to ensure the safety of its employees in stores, logistics centres, and offices: limited operating hours, disinfectants and gloves for store employees, plexiglass dividers to separate cashiers from customers, and improvised hygiene regimes in logistics centres.

Source: <https://www.esmmagazine.com/uncategorized/zabka-donates-pln4-5mn-tackle-coronavirus-pandemic-poland-92700>





## **4. Serve the general population**

# Company list



<a href="#"><u>Ahold Delhaize</u></a>	<a href="#"><u>Danone 4</u></a>	<a href="#"><u>Mediaperformances</u></a>	<a href="#"><u>Unilever</u></a>
<a href="#"><u>Ahold Delhaize 2</u></a>	<a href="#"><u>Danone 5</u></a>	<a href="#"><u>Migros Ticaret</u></a>	<a href="#"><u>Unilever 2</u></a>
<a href="#"><u>Ajinomoto</u></a>	<a href="#"><u>Doordash</u></a>	<a href="#"><u>Migros Ticaret 2</u></a>	<a href="#"><u>Vanderlande</u></a>
<a href="#"><u>Ajinomoto 2</u></a>	<a href="#"><u>Essity</u></a>	<a href="#"><u>Mondi</u></a>	<a href="#"><u>Walgreens, Walmart, Target</u></a>
<a href="#"><u>Alibaba</u></a>	<a href="#"><u>Giant</u></a>	<a href="#"><u>Nestle</u></a>	<a href="#"><u>Walgreens</u></a>
<a href="#"><u>Alibaba 2</u></a>	<a href="#"><u>GSK</u></a>	<a href="#"><u>Nestle 2</u></a>	<a href="#"><u>Walmart</u></a>
<a href="#"><u>Alibaba 3</u></a>	<a href="#"><u>Hannaford</u></a>	<a href="#"><u>P&amp;G</u></a>	<a href="#"><u>Walt Disney</u></a>
<a href="#"><u>Alibaba 4</u></a>	<a href="#"><u>Heineken</u></a>	<a href="#"><u>Ralph Lauren</u></a>	
<a href="#"><u>Amazon</u></a>	<a href="#"><u>Henkel</u></a>	<a href="#"><u>Reckitt Benckiser</u></a>	
<a href="#"><u>Cargill</u></a>	<a href="#"><u>Hormel</u></a>	<a href="#"><u>Rewe</u></a>	
<a href="#"><u>Carrefour</u></a>	<a href="#"><u>IKEA</u></a>	<a href="#"><u>Spar</u></a>	
<a href="#"><u>Carrefour 2</u></a>	<a href="#"><u>ITC, P&amp;G, Hindustan Unilever &amp; Nestle</u></a>	<a href="#"><u>Spar 2</u></a>	
<a href="#"><u>Carrefour, Uber Eats</u></a>	<a href="#"><u>Inditex</u></a>	<a href="#"><u>Spar 3</u></a>	
<a href="#"><u>Cofco</u></a>	<a href="#"><u>Kellogg's</u></a>	<a href="#"><u>Spar 4</u></a>	
<a href="#"><u>Danone 1</u></a>	<a href="#"><u>Kroger</u></a>	<a href="#"><u>St. Hubert</u></a>	
<a href="#"><u>Danone 2</u></a>	<a href="#"><u>Kroger 2</u></a>	<a href="#"><u>Super Inter</u></a>	
<a href="#"><u>Danone 3</u></a>	<a href="#"><u>L'Oréal, Essity &amp; Reckitt Benckiser</u></a>	<a href="#"><u>Tyson</u></a>	

## IDENTITY



DATE | 09 April 2020

## WHAT

Ahold Delhaize announces today that together with its local brands, it has deployed more than €170 million on COVID-19 relief and support efforts so far. These efforts range from health and safety measures for associates and customers, to enhanced benefits for frontline associates, to charitable donations to support local communities.

## KEY VISUALS



Source <https://www.aholddelhaize.com/en/media/latest/media-releases/ahold-delhaize-and-local-brands-deploy-more-than-170-million-on-covid-19-care-to-meet-associate-customer-and-community-needs/>

## KEY CONTACT

Imke Van Gasselt, Director Health, Ahold-Delhaize

## IDENTITY



DATE | April 2020

## KEY VISUALS



## WHAT

- Hannaford has found a clever way to help cut food waste. It is now putting local farmers and food producers directly in contact with food banks and hunger relief organizations – using its own network to make sure that unwanted food gets to those who need it.
- Hannaford is also has run a media outreach campaign, offering their dietitians as guests on local TV and radio. The dietitians gave tips on how to stay healthy during COVID-19. This included advice on budget shopping strategies, how to incorporate immunity boosting foods into your diet, how to store food to keep it fresh - and new recipe ideas for those who are looking for inspiration while cooking at home.
- The dietitians chatted with reporters over the internet and phone. Hannaford also shared recipe links and ideas with the TV stations to drive traffic back to Hannaford.com. Nearly 400,000 people viewed the interviews.
- And Ahold Delhaize USA is giving \$10 million to help associates and local communities in the wake of the coronavirus pandemic. For associates and their families and to feed and care for the communities. (which all our brands around the world are doing as well)

Source <https://www.aholddelhaize.com/en/media/latest/media-releases/ahold-delhaize-and-local-brands-deploy-more-than-170-million-on-covid-19-care-to-meet-associate-customer-and-community-needs/>

## KEY CONTACT

Imke Van Gasselt, Director Health, Ahold-Delhaize

## IDENTITY

COMPANY | **Eat Well, Live Well.**  
**Aji**  
AJINOMOTO

COUNTRY | 

DATE | 23 April 2020

## WHAT

Ajinomoto Group Indonesian affiliate provides delicious and nutritious menu recipe to support “Stay Home”

## KEY VISUALS



Source: <https://www.ajinomoto.com/media/covid-19/pta01>

## KEY CONTACT

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



## IDENTITY



DATE | 05 May 2020

## WHAT

**Ajinomoto Bio-Pharma Services Announces Manufacturing Partnership with CytoDyn for Drug Product Used in COVID-19 Clinical Trials**

Source: <https://www.ajinomoto.com/media/covid-19/ajinomoto-bio-pharma-services-announces-manufacturing-partnership-with-cytodyn-for-drug-product-used-in-covid-19-clinical-trials>

## KEY VISUALS



## KEY CONTACT

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

## IDENTITY

COMPANY |



COUNTRY |



DATE |

21 March 2020

## KEY VISUALS



## WHAT

### JACK MA FOUNDATION AIDS ASIAN COUNTRIES IN FIGHT AGAINST COVID-19

the Jack Ma Foundation and Alibaba Foundation have stepped up their commitment to provide the necessary support to impacted countries in the region.

They are preparing a joint donation of 2 million masks, 150,000 test kits, 20,000 sets of protective gear and 20,000 face shields to Indonesia, Malaysia, the Philippines and Thailand.

Ventilators and thermometers will also go to the 10 countries.

Source: <https://www.alizila.com/jack-ma-foundation-aids-asian-countries-in-fight-against-covid-19/>

## IDENTITY

COMPANY |



COUNTRY |



DATE | 19 March 2020

## KEY VISUALS



## WHAT

- Alibaba Group is offering Europe a coronavirus diagnostic tool.
- Alibaba, claims its software, can diagnose the COVID-19 virus quickly and with 96% accuracy. The company says it has tested the product in China on 5,000 patients.
- Alibaba said it shipped two million masks to the continent through Belgium on Friday.
- The company also published a “digital handbook” to “share their learnings from screening, to diagnosis and treatment of patients who contracted COVID-19, as well as sanitation and facility management.” It also proposed a cloud-based information sharing platform for doctors..

Source: <https://www.bloomberg.com/news/articles/2020-03-19/alibaba-pitches-diagnostic-tool-to-europe-in-china-outreach-move>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

10 March 2020

## WHAT

What to do during quarantine

## KEY VISUALS



Source <https://twitter.com/Alipay/status/1239505900705959937?s=20>

## IDENTITY

COMPANY |



COUNTRY |



DATE | 27 February 2020

## KEY VISUALS



## WHAT

### Chinese businesses optimistic during coronavirus, says alibaba research unit

The Alibaba group conducted an online survey to assess the sentiments of MSMEs during the pandemic, they had 24 000 respondents

The survey shed light on the enduring entrepreneurial spirit of the small-business sector, which has been hardest hit by the health crisis. There is also a positive outlook toward China's macroeconomic landscape in 2020

The survey is detailed in a paper on business and economic recovery prospects produced by Luohan Academy,

Source: <https://www.alizila.com/chinese-businesses-optimistic-during-coronavirus-says-alibaba-research-unit/>



## IDENTITY

COMPANY | **amazon**



DATE | April 2020

## WHAT

Amazon US offers a free year of its Food Network Kitchen app

## KEY VISUALS



Source: <https://www.cnet.com/news/amazon-offers-a-free-year-of-its-food-network-kitchen-app/>

## IDENTITY

COMPANY | **Cargill**



DATE | 07 April 2020

## KEY VISUALS



## WHAT

Cargill is committing \$35 million to COVID-19 relief and recovery efforts through global and regional partnerships, product donations and employee personal giving.

- To support the communities where we live and work, we are focusing our response in four areas:
- Food security & nutrition
- Health & safety
- Agriculture community support
- Food industry support

Source [https://www.cargill.com/news/supporting-our-communities-during-the-coronavirus-pandemic?utm\\_source=TCGF+News+Release&utm\\_campaign=668a78249f-MAILCHIMP\\_EMAIL\\_COVID19\\_2020-04-10&utm\\_medium=email&utm\\_term=0\\_0efe68d81b-668a78249f-68976605](https://www.cargill.com/news/supporting-our-communities-during-the-coronavirus-pandemic?utm_source=TCGF+News+Release&utm_campaign=668a78249f-MAILCHIMP_EMAIL_COVID19_2020-04-10&utm_medium=email&utm_term=0_0efe68d81b-668a78249f-68976605)

## IDENTITY



DATE | 24 March 2020

## KEY VISUALS

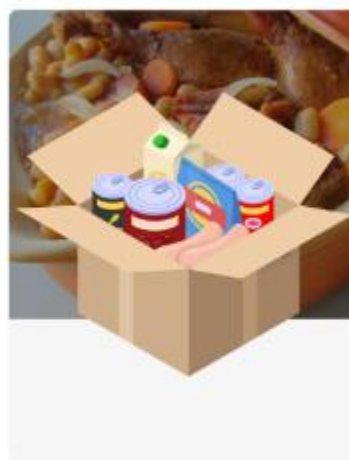
### Nos paniers alimentaires



Panier "Veggie" pour 1 semaine pour 2 personnes. Livraison offerte!  
65,00 €



Panier "Mer" pour 1 semaine pour 2 personnes. Livraison offerte!  
70,00 €



Panier "Terre" pour 1 semaine pour 2 personnes. Livraison offerte!  
70,00 €

## WHAT

### Carrefour delivers essential products on essentiels.Carrefour.Fr

- Carrefour launched a new e-commerce service on a dedicated website : <https://essentiels.carrefour.fr/>, available in Paris and its near suburbs.
- For a maximum a 5€ per day, Carrefour delivers essential products for a week.
- Weekly subscriptions are enabled in order to reassure people that they will not suffer a shortage of essential products.
- Carrefour proposes additional kits for babies, animals and housework
- Carrefour redistributes 1 euro per order to the Foundation for Parisian Hospitals.

SOURCE: <https://essentiels.carrefour.fr/>  
[http://www.carrefour.com/sites/default/files/communique\\_carrefour\\_24.03.2020.pdf](http://www.carrefour.com/sites/default/files/communique_carrefour_24.03.2020.pdf)

## IDENTITY



DATE | 24 March 2020

## KEY VISUALS



## WHAT

### Carrefour launches a toll-free number to order essential products

- Carrefour will open a toll-free number to enable elderly people and medical staff to order food baskets with essential products
- Home delivery will be free and payments will be enabled by check, respecting safety and hygiene best practices
- The service will open in the ile de france region before march 27 and in 12 additional french agglomerations on april 1.

SOURCE: [http://www.carrefour.com/sites/default/files/communiqu%C3%A9\\_carrefour\\_24.03.2020.pdf](http://www.carrefour.com/sites/default/files/communiqu%C3%A9_carrefour_24.03.2020.pdf)

## IDENTITY

COMPANY | Carrefour/Uber Eats

COUNTRY |



DATE | 01 April 2020

## KEY VISUALS



## WHAT

### Carrefour Teams Up With Uber Eats For Lockdown Deliveries

- French supermarket retailer Carrefour and Uber Eats announced a new delivery service, aimed at helping Parisians buy essential goods and food
- The service, which started on April 6, allows users to choose a Carrefour convenience store on the Uber Eats app or website, or dial by phone from 11am to 11pm to order the products of their choice, including everyday grocery shopping as well as hygiene and cleaning products.
- The service will start with around fifteen Carrefour stores in Paris and the Paris region and will then be rolled out nationwide. Uber Eats will remove the delivery fees on all Carrefour orders during the month of April.

Source: <https://www.esmmagazine.com/coronavirus/carrefour-teams-uber-eats-lockdown-deliveries-94157>



## IDENTITY

COMPANY |



COUNTRY |



DATE |

23 March 2020

## WHAT

- COFCO alliances help deliver goods in battle against epidemic
- will consolidate its partnerships with other centrally-administrated State-owned enterprises to deliver urgently needed materials on time to fight the novel coronavirus
- all of the business units in the company have resumed work and raised their production volume to meet the market demand across the country, particularly in Hubei province which is the epicenter of the outbreak.

## KEY VISUALS



Source: <http://www.cofco.com/en/News/Allnews/2020/0223/48781.html>

## IDENTITY

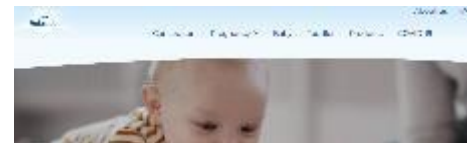


DATE | March 2020

## KEY VISUALS



7 Ways to Protect Your Baby From Coronavirus



Coronavirus (COVID-19)  
and Aptamil Supply  
Concerns

Where can I find supplies of Aptamil if there's no stock due to coronavirus and stockpiling?

Due to the current high demand for formula products, some retailers are experiencing shortages of certain products. In such cases, it is recommended to buy formula in advance to ensure you have enough for your baby.

<https://www.aptaclub.de/baby/gesundheit/coronavirus-schwangerschaft-stillen-fuettern.html>

## WHAT

- Reassure young parents and parents to be during the COVID-19 crises on:
- where to find the infant milk
- how to protect their children

### ACTION 1:

- Where to find supplies of Aptamil ?

### ACTION 2

- 7 tips for parents
- Washing hands
- Limit get-togethers
- Avoid touching eyes, nose and mouth
- Practice good respiratory hygiene
- Seek medical care early if sick
- Follow a safe and hygienic preparation of food
- Stay informed and follow advices

Source: <http://www.cofco.com/en/News/Allnews/2020/0223/48781.html>

## IDENTITY



DATE | April 2020

## WHAT

- Aptamil proposes games with babies and tips manage life at home with kids in confinement.
- 0-6 months
  - Stimulations through sounds, touch, vision...
- 6-12 months
  - Stimulation with toys, music, cause-effect games, motor skills (soft climbing area with pillows)...

## KEY VISUALS



GAMES FOR BABIES AGED 6-12 MONTHS:



GAMES FOR BABIES  
AGED 0-6 MONTHS:

<https://www.siepomaga.pl/koronawirus>

<https://www.aptaclub.co.uk/covid-19/games-for-babies.html>

<https://www.aptaclub.it/dopo-il-parto/coronavirus-covid-19-10-idee-per-organizzare-la-vita-della-famiglia-casa/>

## KEY CONTACT

Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone

## IDENTITY

COMPANY

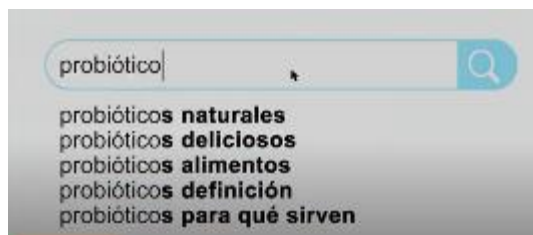


COUNTRY



DATE | April 2020

## KEY VISUALS



<https://www.youtube.com/watch?v=WleN3gUCRus&feature=youtu.be>

## WHAT

- Spain Danone Activia encourages and helps people to take care of their well-being from their homes, spreading awareness of the importance of probiotics and invite to share on facebook and Instagram #YoMeCuidoEnCasa.
- Brand ambassadors and influencers will create tips and exciting content, Live experiences, (Activia and gut health recipes, gut yoga, belly gym, etc.) to help people take care of themselves at home in an easy and fun way.
- Plus special #Activia #yomecuidoencasa voucher to get Activia for free, encouraging people to join

<https://www.siepomaga.pl/koronawirus>

## KEY CONTACT

Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone

## IDENTITY

COMPANY



COUNTRY



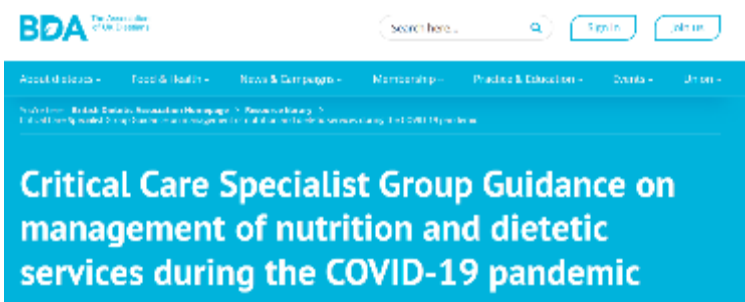
DATE

April 2020

## WHAT

- UK Danone specialized and enteral nutrition provides BDA with guidelines to support Dietitians in for Intensive Care Units :
- Guidance provided based on the management of patients with severe respiratory failure / Acute Respiratory Distress Syndrome and taking into account current clinical management of these patients : COVID-19 patients are at high nutrition risk after an average of 14 days of mechanical ventilation.

## KEY VISUALS



Endorsed by:



<https://www.siepomaga.pl/koronawirus>

<https://www.bda.uk.com/resource/critical-care-dietetics-guidance-covid-19.html>

## KEY CONTACT

Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone



## IDENTITY

COMPANY



COUNTRY



DATE | March 2020

## KEY VISUALS



## WHAT

Danone Morocco contributes for 1M€ to the solidarity Covid-19 fund initiated by the King Mohammed VI, and is mobilized to provide milk to the whole population

Source: <https://www.lesiteinfo.com/maroc/covid-19-centrale-danone-contribue-au-fonds-special/>

## KEY CONTACT

Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone

## IDENTITY

**COMPANY** | 

Grocery retailers &  
Doordash

**COUNTRY** |



**DATE** | 27 March 2020

## KEY VISUALS



<https://www.doordash.com/en-US>

## WHAT

- On-demand delivery specialist DoorDash is partnering with more than 2000 grocery retailers and e-commerce technology providers during the coronavirus (COVID-19) pandemic to waive delivery fees on orders it fulfills for people ages 60 and older. The program was launched March 27 and is slated to run through May 7
- DoorDash is leading the initiative in tandem with e-grocery platform providers Freshop, GrocerKey, Mercato and Rosie. Through DoorDash Drive, participating grocery retailers have on-demand access to the DoorDash Dasher fleet to fulfill deliveries.

Source: [https://www.supermarketnews.com/online-retail/grocery-retailers-waive-doordash-delivery-fees-older-customers?NL=SN-02&Issue=SN-02\\_20200330\\_SN-02\\_734&sfvc4enews=42&cl=article\\_4&utm\\_rid=CPG06000000278116&utm\\_campaign=37111&utm\\_medium=email&elq2=760a6ccb28e348c0ae51dd070e625b12](https://www.supermarketnews.com/online-retail/grocery-retailers-waive-doordash-delivery-fees-older-customers?NL=SN-02&Issue=SN-02_20200330_SN-02_734&sfvc4enews=42&cl=article_4&utm_rid=CPG06000000278116&utm_campaign=37111&utm_medium=email&elq2=760a6ccb28e348c0ae51dd070e625b12)

## IDENTITY

COMPANY | 

COUNTRY | 

DATE | 11 March 2020

## WHAT

Essity is asking people through a video to be more community-minded to stop customers from stock piling toilet paper, they will be no toilet paper shortage.

## KEY VISUALS



Source: <https://www.bbc.com/news/av/business-51823128/coronavirus-don-t-panic-be-community-minded-says-loo-roll-boss>

## IDENTITY



DATE | 04 May 2020

## WHAT

### Giant Food launches #HealthyAtHome virtual challenge

- The free-to-all challenge will be led by Giant's in-house team of 11 licensed nutrition professionals who have developed a suite of digital offerings including free online classes and webinars to support the community in working toward their health goals while staying safe at home.

## KEY VISUALS



Source: <https://www.supermarketnews.com/health-wellness/giant-food-launches-healthyathome-virtual-challenge>

## IDENTITY

COMPANY |

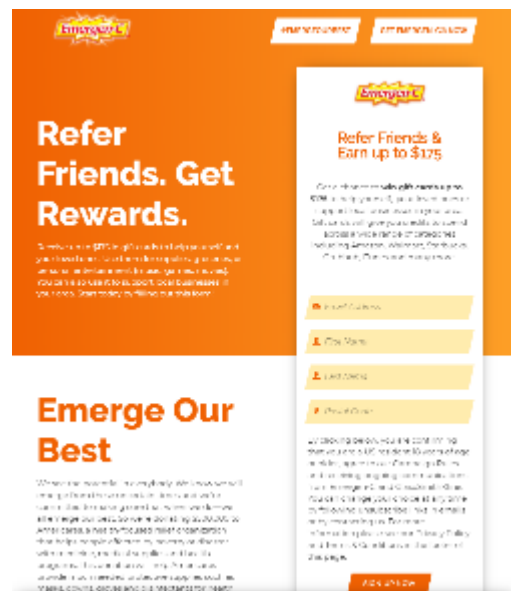


COUNTRY |



DATE | April 2020

## KEY VISUALS



<https://emergeourbest.com/>  
<https://www.youtube.com/watch?v=3Gz9LXgJYQQ&feature=youtu.be>

## WHAT

- Emergen-C's "Emerge Our Best" Campaign aimed at offering inspiration during this challenging time, while also providing resources for our frontline healthcare workers. Emergen-C donated \$500,000 to Americares, a relief organization that responds to disaster areas with medicine, supplies and health programs. This donation will enable Americares to deliver masks, gowns, gloves and other supplies to our frontline workers.
- #emergeourbest

Source: <https://www.lesiteinfo.com/maroc/covid-19-centrale-danone-contribue-au-fonds-special/>

## KEY CONTACT

[Jennifer Albano](#), U.S. Brand Communications Lead, GSK



## IDENTITY

COMPANY



COUNTRY



DATE

24 April 2020

## KEY VISUALS



## WHAT

### Hannaford Supermarket dietitians offers healths and wellness tips

- Hannaford Supermarkets dietitians are offering health and wellness tips during this pandemic.
- A wide range of topics were covered from how to store produce to maximize its freshness, how to incorporate immunity-boosting foods into your diet and discussing money saving strategies while grocery shopping and eating healthy on a budget.

Source: <https://www.supermarketnews.com/health-wellness/giant-food-launches-healthyathome-virtual-challenge>

## IDENTITY

COMPANY |



COUNTRY |



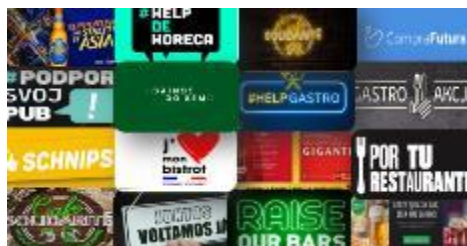
DATE | April 2020

## WHAT

Global Initiatives

- #BackTheBars
- #SocialiseResponsibly

## KEY VISUALS



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

## IDENTITY

COMPANY |



COUNTRY |



DATE | April 2020

## KEY VISUALS



Henkel launched a comprehensive global solidarity program addressing the COVID-19 pandemic.

## WHAT

Henkel launches comprehensive global solidarity program to support employees, customers and affected communities

- Donation of 2 million euros to WHO/UN Foundation COVID-19 fund and selected organizations
- Donation of 5 million units of personal and household hygiene products
- Production of disinfectants in Henkel plants
- Flexible payment terms for hairdressers
- Ensuring health and safety of employees on site and working from home

Source: <https://www.henkel.com/press-and-media/press-releases-and-kits/2020-03-24-henkel-launches-comprehensive-global-solidarity-program-to-support-employees-customers-and-affected-communities-1047556>

## IDENTITY

COMPANY |



COUNTRY |



DATE |

17 March 2020

## KEY VISUALS

## WHAT

### Hormel: Actions & community support

#### Actions

- Ensures the highest sanitation and food safety standards are maintained in all production facilities.
- Has enhanced its operating protocols at all of its office locations: education for team members on the COVID-19 virus, increased sanitization frequency, updated policies for visitors, business travel restrictions and remote work options for team members.

#### Community support

- Pledges \$1 Million to hunger-relief causes

Source: <https://www.hormelfoods.com/newsroom/press-releases/hormel-foods-reports-on-its-covid-19-actions-and-community-support/>

## IDENTITY

COMPANY



COUNTRY



DATE

07 April 2020

## WHAT

**IKEA Debuts 'Stay Home Catalog' To Entertain Bored Kids During Pandemic**

## KEY VISUALS



Source <https://designtaxi.com/news/409367/IKEA-Debuts-Stay-Home-Catalog-To-Entertain-Bored-Kids-During-Pandemic/>



## IDENTITY

**COMPANY** | Procter & Gamble,  
ITC, Hindustan  
Unilever and Nestle,...



**DATE** | April 2020

## WHAT

A consortium of Indian FMCG firms – including Procter & Gamble, ITC, Hindustan Unilever and Nestle – is partnering with the government to help convert neighbourhood suraksha stores into sanitised, professional retail operations throughout the country.

## KEY VISUALS



Source: <https://insideretail.asia/2020/04/17/indian-fmcg-companies-help-modernise-kirana-stores//>

## KEY CONTACT

**Dawn Elvin, Vice President Global Pharmacy & Sales Personal Healthcare International, P&G**

## IDENTITY

COMPANY |



COUNTRY |



DATE |

18 March 2020

## KEY VISUALS



## WHAT

### Zara Owner Starts Making Protective Face Masks To Fight Coronavirus

- The world's biggest fashion retailer is now focusing its resources on helping the fight against Coronavirus by converting supply chains to produce protective equipment.

Source: <https://www.forbes.com/sites/callyrussell/2020/03/19/zara-owner-starts-making-protective-face-masks-to-fight-coronavirus/#261f577e6676>

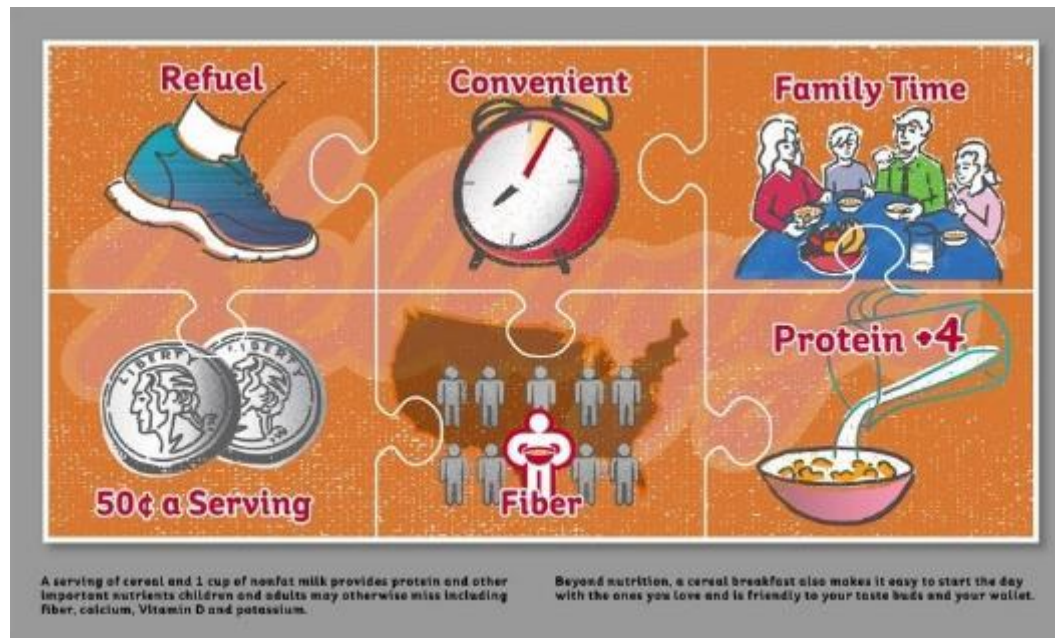
## IDENTITY

COMPANY | *Kellogg's*

COUNTRY | 

DATE | 14 April 2020

## KEY VISUALS



## WHAT

Kellogg Company has produced a special advertisement to thank the people across the supply line who are bringing hope and a sense of normalcy during this difficult time.

Source: [https://www.bakeryandsnacks.com/Article/2020/04/14/They-re-Gr-r-reat!-Kellogg-s-thanks-those-continuing-to-put-breakfast-on-the-table-during-the-pandemic?utm\\_source=copyright&utm\\_medium=OnSite&utm\\_campaign=copyright&\\_lrsc=3a76a0b7-e0a5-45b5-88fb-4973c8e3e826](https://www.bakeryandsnacks.com/Article/2020/04/14/They-re-Gr-r-reat!-Kellogg-s-thanks-those-continuing-to-put-breakfast-on-the-table-during-the-pandemic?utm_source=copyright&utm_medium=OnSite&utm_campaign=copyright&_lrsc=3a76a0b7-e0a5-45b5-88fb-4973c8e3e826)

## KEY CONTACT

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

## IDENTITY

COMPANY |



COUNTRY |



DATE |

13 April 2020

## KEY VISUALS



## WHAT

Kroger Offering Free COVID-19 Testing in Ky.  
grocery chain will begin testing this week on hundreds of people in Kentucky, with the goal of eventually testing tens of thousands in that state.

Kroger will provide the medical staff, the PPE and the signup portal,

Source: <https://progressivegrocer.com/kroger-offering-free-covid-19-testing-ky>



## IDENTITY

COMPANY |



COUNTRY |



DATE | 22 April 2020

## KEY VISUALS



## WHAT

**‘Blueprint for Businesses’ offers cross-industry coronavirus action plan**

- The Kroger Co. is offering up its coronavirus response as a blueprint for other businesses as they ponder reopening plans.
- a series of recommendations for retailers, restaurants and foodservice companies, manufacturers, logistics and distribution centers, and other industries looking at how to establish safe work environments amid the lingering risk of COVID-19.

Source: <https://www.supermarketnews.com/issues-trends/kroger-blueprint-businesses-offers-cross-industry-coronavirus-action-plan>



## IDENTITY

**COMPANY** | L'Oréal, Essity & Reckitt Benckiser



**DATE** | 03 April 2020

## KEY VISUALS



## WHAT

**L'Oréal, Essity and Reckitt Benckiser urge customers to 'Shop Responsibly'**

- L'Oréal, Essity and Reckitt Benckiser are using their collective might to encourage consumers to shop responsibility during the coronavirus outbreak, with Publicis Groupe agencies waiving fees in support.
- Messages will appear 3 April across websites. It will also be forwarded in email communications and highlighted by a #ShopResponsibly social media campaign.

Source <https://www.thedrum.com/news/2020/04/03/l-or-al-essity-and-reckitt-benckiser-urge-customers-shop-responsibly>

## IDENTITY

COMPANY



COUNTRY



DATE | 08 April 2020

## KEY VISUALS



## WHAT

Using our media to spread prevention messages against the coronavirus and thus reach as many people as possible so they adopt the right actions

- We broadcast prevention messages through our screens based in Carrefour and Cora stores
- More than 780 screens in 220 stores

<https://www.linkedin.com/feed/update/urn:li:activity:6651050700438675456>

## IDENTITY

COMPANY | **MİGROS  
TİCARET A.Ş.**

COUNTRY |



DATE | April 2020

## KEY VISUALS



## WHAT

Fully Support in Every Moment of Life!

We are a corporate family! This means that we will support each other in any time, to consult and to find a solution together in solidarity.

For this reason, we have 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. Moreover, not only you, but also your relatives can benefit.

This support will be good for all of us.

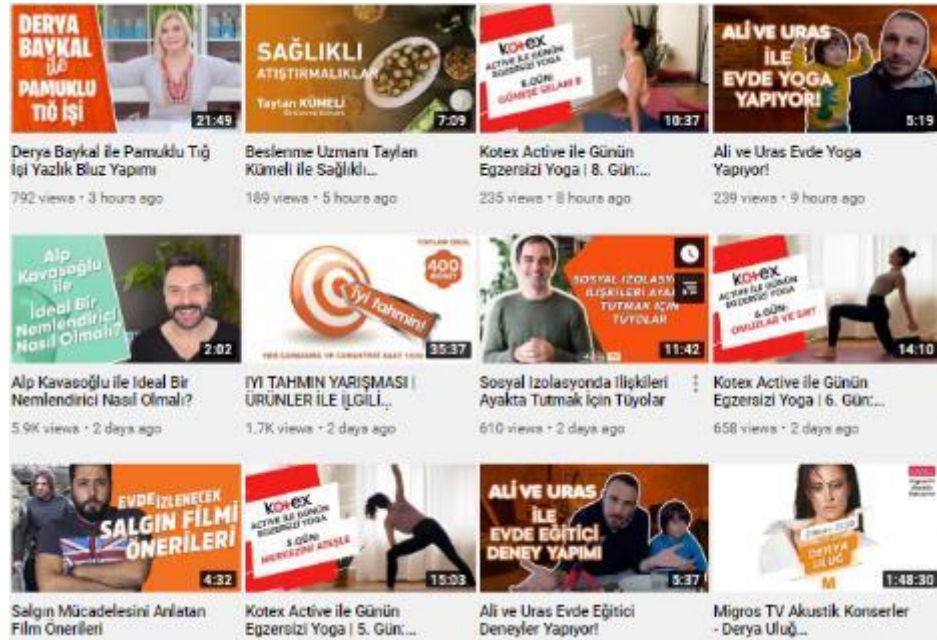
## IDENTITY

COMPANY | **MİGROS  
TİCARET A.Ş.**

COUNTRY | 

DATE | March 2020

## KEY VISUALS



## WHAT

- Through our **Migros TV channel**, sharing **informing and entertaining videos in collaboration with celebrities** such as recipes, performances of artists and training videos to motivate people at home.
- Using **social media** to reach more people via **posts, videos, infographics about what to do** for protection from the virus.

<https://www.youtube.com/user/TVMigros>

## IDENTITY



DATE | 06 April 2020

## WHAT

Packaging group Mondi will be manufacturing face mask components in one of its production lines in Germany.

## KEY VISUALS



Source <https://www.esmmagazine.com/coronavirus/mondi-produces-face-mask-components-in-german-plant-94877?preview=1>



## IDENTITY

COMPANY



COUNTRY



DATE

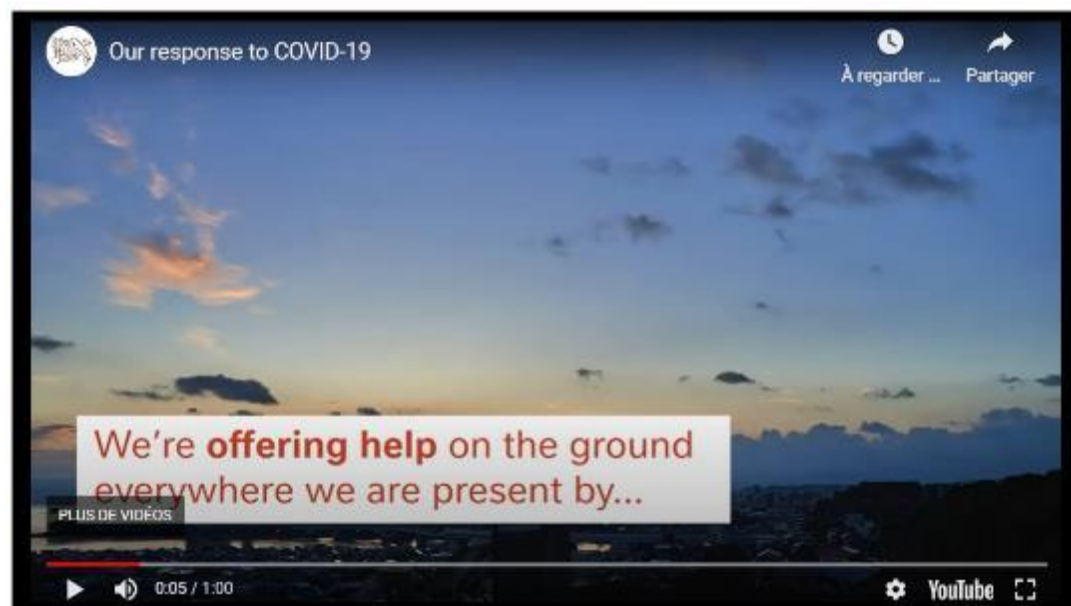
14 April 2020

## WHAT

Nestlé response to Covid-19 : Includes a YouTube 1mn video

Source: <https://www.nestle.com/aboutus/our-response-covid-19-coronavirus>

## KEY VISUALS



## KEY CONTACT

Saliha Barlatey, Head of Corporate Industry Affairs, Nestlé

## IDENTITY

COMPANY |



COUNTRY |



DATE | 20 April 2020

## KEY VISUALS



## WHAT

### Maintain business continuity to guarantee supply in the country

- . Maintain the supply of products and food, working hand in hand with our suppliers and ensuring the value chain and logistics throughout this process. Our factories and warehouses continue to operate 100% under the highest quality and control standards.

### Help employees stay healthy and safe by helping to stop the spread of viruses.

- . Guarantee all the necessary conditions to keep our employees healthy and safe during this time, delivering protection kits to our sales force, accompanying them with recommendations for working from home and, of course, taking care of all those in operations.
- Guarantee all optimal working conditions in terms of wages and benefits. We have also awarded a relief and benefits package to support our factory operations team and sales force in recognition of their extraordinary contribution.

### Strengthen our commitment to society by supporting those who need it most through high-value alliances to guarantee the effectiveness of the aid provided

- With an initial investment of approximately 1,300 million pesos to governmental and humanitarian entities to support those who need it most. Likewise, we have managed to impact more than 200,000 vulnerable people in our areas of operations

## KEY CONTACT

Saliha Barlatey Head of Corporate Industry Affairs

## IDENTITY

COMPANY



COUNTRY



DATE

20 April 2020

## KEY VISUALS



## WHAT

### Olympic-level training, courtesy of P&G

P&G Turkey sponsors 30 athletes each year under the local initiative 'Olympic Moms', claiming that 'every mom helping her children to do sports is an Olympic Mom'.

P&G is employing 'their' athletes as well as their family members, and created short videos showing how to do sports in the comfort of ones living room

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

## KEY CONTACT

Dawn Elvin, Vice President Global Pharmacy & Sales Personal Healthcare International, P&G

## IDENTITY

COMPANY | RALPH LAUREN

COUNTRY |



DATE | 27 March 2020

## KEY VISUALS



## WHAT

Our Designer brand Ralph Lauren to make masks and gowns

The fashioner designer announced the shift in production through its charitable arm on Thursday.

The Ralph Lauren Corporate Foundation will start making 250,000 masks and 25,000 isolation gowns in the US.

The foundation is also donating \$10m (£8.2m) towards the global response to the coronavirus pandemic.

From other industries such as Ralph Lauren:

- Canada Goose: said it would begin making gowns to be donated to healthcare workers
- Gap said it would also use its factories to make protective gear while using its connections in the global supply chain to get protective masks and gowns.

Source: <https://www.bbc.com/news/business-52045889>

## IDENTITY



Mucinex (part of  
Reckitt Benckiser)



DATE |

March 2020

## WHAT

Mucinex just launched ‘Spread Facts, Not Fear’ to encourage safe habits and point people to the experts.

Every execution will drive to covid-19facts.com – a helpful source of up-to-date information compiled from experts.

## KEY VISUALS



Source <https://www.thedrum.com/creative-works/project/mccann-mucinex-spread-facts-not-fear>



## IDENTITY

COMPANY | **REWE**  
GROUP

COUNTRY | 

DATE | 27 March 2020

## WHAT

Rewe has launched a pilot project launched with Deutsche Post & DHL Paket to supply households in the Heinsberg region with food & household funds. The cooperation enables special service for older citizens and other risk groups

## KEY VISUALS



Source [https://www.rewe-group.com/de/newsroom/pressemitteilungen/1767-deutsche-post-dhl-paket-rewe?ecid=som\\_tw\\_pm\\_dhl-rewe\\_kw13\\_tweet\\_nn\\_nn](https://www.rewe-group.com/de/newsroom/pressemitteilungen/1767-deutsche-post-dhl-paket-rewe?ecid=som_tw_pm_dhl-rewe_kw13_tweet_nn_nn)

## IDENTITY

COMPANY |



COUNTRY |



DATE | 30 March 2020

## KEY VISUALS

Read more about COVID-19 Preparedness & Responsiveness



## WHAT

### SPAR Partners staying strong and better together

- In solidarity with their European colleagues, SPAR Shandong in China has provided a key example of partner support by donating 100,000 face masks and 100,000 gloves. These invaluable safety resources were dispatched this week to Northern Italy where authorities have required all in-store team members to wear such protective gear.
- Despar in turn has donated a sum of €500.000 to the Spallanzani Institute in Rome, Italy's centre of excellence for research and treatment in the field of infectious diseases.

Source: <https://spar-international.com/news/staying-strong-and-better-together/>

## IDENTITY

COMPANY |



COUNTRY |



DATE | 25 March 2020

## WHAT

### SPAR China supporting communities

- As China was preparing for the busiest time of year – the Chinese New Year and Spring festival – the coronavirus COVID-19 outbreak struck. The response by our partners was both exemplary and swift, and we applaud their reactions.
- In this article we can see the actions that have been deployed by each partners

## KEY VISUALS



Source: <https://spar-international.com/news/spar-china-supporting-communities/>

## IDENTITY

COMPANY



COUNTRY



DATE | 21 April 2020

## KEY VISUALS



## WHAT

### SPAR Spain stands in solidarity with communities during the COVID-19 pandemic

- SPAR Spain partners nationwide have taken the appropriate health and safety measures, securing their logistics supply and implementing the necessary disinfection procedures in their stores and distribution centres. Moreover, SPAR Spain is supporting high-risk groups such as the elderly and people who depend on food banks.
- These solidarity actions vary in magnitude, ranging from donations and the transport of food and basic necessities, to simple initiatives such as filling supermarket carts to donate goods in cooperation with customers.

<https://spar-international.com/news/spar-spain-stands-in-solidarity-with-communities-during-the-covid-19-pandemic/>



## IDENTITY

COMPANY



COUNTRY



DATE | 21 April 2020

## KEY VISUALS



## WHAT

### Community care top priority for SPAR Slovenia

- SPAR Slovenia's advertising messages are deliberate and clear; highlighting discouraged behaviour patterns (the gathering of larger groups, hugs, close mutual contacts, etc.).
- The content of the messaging relates to reassuring the public about the undisturbed supply of goods, adapted opening times of supermarkets, safety measures that consumers must take into account when shopping, while emphasising that Slovenian producers and suppliers get full support from SPAR.

Source: <https://spar-international.com/news/community-care-top-priority-for-spar-slovenia/>



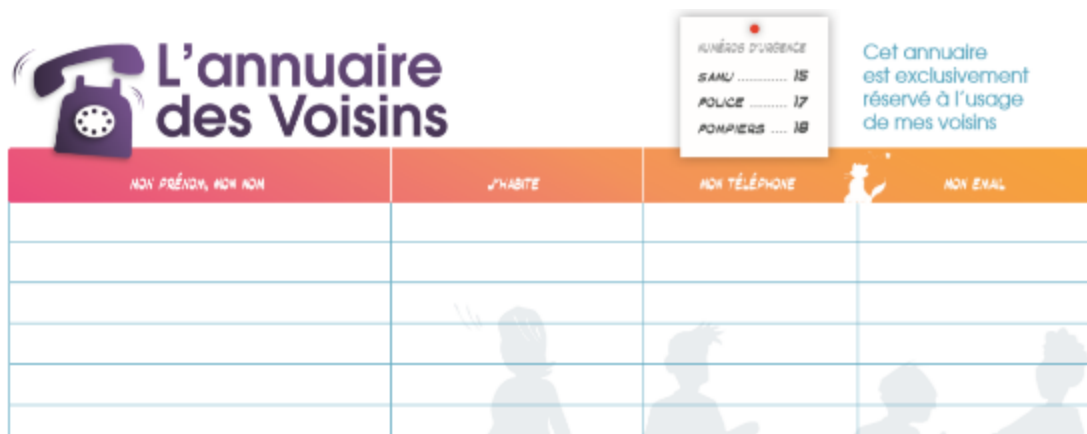
IDENTITY



DATE

April 2020

KEY VISUALS



WHAT

Relay within the company of individual good practices to fight together

- Implementation of a neighbor directory by a collaborator
- Allows everyone to be able to help or ask for help (shopping, other occasional services, etc.)
- Initiative relayed internally by the board : everyone can implement it in his own neighborhood

## IDENTITY



DATE

12 April 2020

## WHAT

Super Inter share some tips for staying at home an keeping healthy as trying to sleep well, avoid taking naps, try to sleep always at the same hour avoid drinking coffee.

## KEY VISUALS



Source: [https://www.facebook.com/superintersupermercados/posts/2970368913019781?\\_tn=-R](https://www.facebook.com/superintersupermercados/posts/2970368913019781?_tn=-R)

## KEY CONTACT

Catalina Ramirez Martinez

## IDENTITY

COMPANY |



COUNTRY |



DATE |

March 2020

## KEY VISUALS



## WHAT

### Tyson Foods Commits \$13 Million in COVID-19 Hunger Relief and Community Support

- This investment includes \$2 million in community grants and more than \$11 million worth of products donated by the company since March 11.
- Grants will be allocated in Tyson plant communities for non-profit organizations to help support Tyson team members and the local community.
- Team member support: \$500,000 will bolster the company's existing Helping Hands program, which offers financial assistance to team members
- Hunger relief: The company has donated four million pounds of protein, valued at \$11 million, since early March and expanded hunger relief efforts to include the following.

Source: <https://www.refrigeratedfrozenfood.com/articles/99167-tyson-foods-commits-13-million-in-covid-19-hunger-relief-and-community-support>

## IDENTITY

COMPANY



COUNTRY



DATE | 27 March 2020

## KEY VISUALS



## WHAT

The UK government is working with Unilever to fund a global programme to urgently tackle the spread of coronavirus. This programme should reach up to a billion people worldwide in a global handwashing campaign.

It is backed by funding of up to £ 50million each, the Department for International Development and Unilever. The programme will also provide over 20 million hygiene products in the developing world and also

includes support for research into vaccines and tests,

Source: <https://www.unilever.co.uk/news/press-releases/2020/uk-aid-and-unilever-to-target-a-billion-people-in-global-handwashing-campaign.html>

## KEY CONTACT

Thea Koning, Corporate Affairs, Foods and Refreshment

## IDENTITY

COMPANY |



COUNTRY |



DATE | 08 April 2020

## KEY VISUALS



## WHAT

**Hindustan Unilever partners with UNICEF to support India's fight against COVID-19**

- Launches national mass-communication campaign titled '#BreakTheChain / #VirusKiKadiTodo' to fight COVID-19
- HUL had also recently committed INR 100 crore towards helping India fight the COVID-19 pandemic. In addition to the campaign, it is rolling out many initiatives to ensure citizens across the country have access to essential products such as soaps, sanitizers and toilet cleaners.

Source: <https://www.hul.co.in/news/press-releases/2020/hindustan-unilever-partners-with-unicef.html>

## KEY CONTACT

**Thea Koning, Corporate Affairs, Foods and Refreshment**



## IDENTITY

COMPANY | **VANDERLANDE**

COUNTRY |



DATE | 03 April 2020

## WHAT

Working on virtual workout so the community can stay active

## KEY VISUALS



Source [https://www.linkedin.com/posts/vanderlande-industries\\_wecare-teamplay-virtualworkout-activity-6648208248723898368-wico/](https://www.linkedin.com/posts/vanderlande-industries_wecare-teamplay-virtualworkout-activity-6648208248723898368-wico/)

## IDENTITY

COMPANY |



COUNTRY |



DATE |

07 April 2020

## KEY VISUALS

## WHAT

Walgreens Expanding Drive-Thru Testing To 15 New Locations in Seven States

Source: [https://news.walgreens.com/press-releases/general-news/walgreens-expanding-drive-thru-testing-to-15-new-locations-in-seven-states.htm?utm\\_source=TCGF+News+Release&utm\\_campaign=d9986acc2a-MAILCHIMP\\_EMAIL\\_COVID19\\_2020-04-21&utm\\_medium=email&utm\\_term=0\\_0efe68d81b-d9986acc2a-68976605](https://news.walgreens.com/press-releases/general-news/walgreens-expanding-drive-thru-testing-to-15-new-locations-in-seven-states.htm?utm_source=TCGF+News+Release&utm_campaign=d9986acc2a-MAILCHIMP_EMAIL_COVID19_2020-04-21&utm_medium=email&utm_term=0_0efe68d81b-d9986acc2a-68976605)

## KEY CONTACT

**Robert Tomkins, Group Vice President & General Merchandise Manager, Health & Wellness**

## IDENTITY

**COMPANY** | Target, Walgreens, Walmart



**DATE** | 13 March 2020

## WHAT

Target, Walgreens, CVS and Walmart offer drive through coronavirus testing in their parking lots after a meeting at the White House.

## KEY VISUALS



<https://cvshealth.com> <https://news.walgreens.com/> <https://corporate.target.com/>

Source: <https://adage.com/article/cmo-strategy/target-walgreens-cvs-and-walmart-offer-drive-through-coronavirus-testing/2244586>

## KEY CONTACT

**Walgreens: Robert Tompkins, Group Vice President & General Merchandise Manager, Health & Wellness**

## IDENTITY

COMPANY | **Walmart**

COUNTRY |



DATE | 22 March 2020

## WHAT

Walmart share these tips to make hand washing easier with the little ones.

## KEY VISUALS



Source: <https://www.instagram.com/p/B-A9hhtph3X/?igshid=yjde92is4kfv>

## KEY CONTACT

Marcus Osborne, Vice President, Walmart Health

## IDENTITY

COMPANY



COUNTRY



DATE

07 April 2020

## KEY VISUALS



## WHAT

### Disney Parks shares official churro recipe to help people through COVID-19 closures

The Disney Parks YouTube channel released an instructional video on how to make those famous churros at home in 2018, but the company — which has closed its parks due to the COVID-19 pandemic — is now releasing the recipe on its blog to help people get through social distancing.

Source <https://www.deseret.com/u-s-world/2020/4/7/21212488/disney-parks-churro-recipe-covid19-closures-coronavirus-disneyland-disneyworld>