



# SUPPORTING VULNERABLE COMMUNITIES IN THE WAKE OF COVID-19

*Collaboration for Healthier Lives  
Case Studies Booklet*



“I am proud and deeply moved by what CGF member companies are doing to help communities and organisations affected by the pandemic. Together with over 75 charity partners across 50 countries, Nestlé supports those who work relentlessly on the frontline to help alleviate the suffering that knows no borders.



**Mark Schneider**  
Nestlé CEO and CHL  
Board Co-Sponsor

“We believe local actions support local communities and through collaboration we can make a difference. Together with local food banks, Ahold Delhaize has helped thousands of people and families in need by donating over 50,000 tonnes of food. And that is just one example of our COVID-19 care. CGF members have been giving and will keep on giving. Actions are still needed.



**Frans Muller**  
Ahold Delhaize CEO  
and CHL Board  
Co-Sponsor

# CONTENTS

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<b>Board Co-Sponsor Quotes</b>	<b>2</b>
<b>Foreword</b>	<b>4</b>
<b>Community Perspective</b>	<b>5</b>
<b>Participating Companies &amp; Organisations</b>	<b>6</b>
<b>COVID-19 Actions in Numbers</b>	<b>7</b>
<b>Case Studies</b>	<b>8</b>
<b>Conclusion &amp; Next Steps</b>	<b>26</b>
<b>About Collaboration for Healthier Lives &amp; The Consumer Goods Forum</b>	<b>27</b>
<b>Share Your Story</b>	<b>28</b>

“Now more than ever, given the devastating impact of the COVID-19 pandemic, our industry has an important responsibility, frankly an obligation, to support the most vulnerable populations across the globe. Our members’ actions to date are an outstanding reminder of how, when we all come together in the spirit of collaboration, we can drive positive change.



**Marcus Osborne**  
CHL Steering Committee  
Co-Chair and Senior  
Vice-President at  
Walmart Health

# FOREWORD

In December 2020, The Consumer Goods Forum (CGF) announced its members would [work together on actions to support vulnerable communities](#), part of a coordinated, global response to mitigate the impact of COVID-19 on those who have been hit hardest by the pandemic.

[According to the United Nations](#), hundreds of millions of people have either lost their jobs or are at risk of losing their jobs due to the COVID-19, or are otherwise struggling to provide for their basic needs. These increasingly vulnerable people are faced with daily difficult decisions on how to use their limited resources. [According to the World Bank](#), depending on the severity of the economic contraction, as many as 150,000,000 people will be pushed into extreme poverty in 2021.

In an urgent response to this grave global situation, CEOs launched a call to action for members to play their part with local actions in an effort to mitigate the health and economic burdens felt by vulnerable communities around the world. Some of the world's biggest retailers and manufacturers were among the CGF members that responded to the call.

The CGF's Collaboration for Healthier Lives (CHL) Coalition has, for many years, driven collaborative actions through local initiatives to facilitate the adoption of healthier diets, lifestyles and personal care habits. With the critical challenges that have emerged as result of the pandemic that people and their families across the globe are now facing, this new call serves as a direct response to their urgent needs.

To ramp up crucial support to people in vulnerable communities, a series of actions were identified, including ensuring that the most vulnerable have access to healthier foods and personal care products by donating to food banks and community programmes. In addition, the call encouraged members to work with partners who provide essential support locally. Where possible, members were asked to join CHL's regional initiatives to help drive change at scale.

Furthermore, the group agreed on developing capabilities to ensure greater efficiency across supply chains, logistics and data sharing, as well as sharing best practices and learnings on the CGF's [Global Learning Mechanism](#). This is key in order for members to learn from each other, and to swiftly and effectively deploy their agreed actions.

The need to intensify actions to support vulnerable communities impacted by COVID-19 is critical. By joining forces and responding to this need, it is without a doubt that CGF members have a significant impact in mitigating the health and economic challenges that people in communities across the world are facing in the wake of the pandemic.

This case studies booklet highlights some of the many actions taken by some of the participating CGF member companies that responded to the pandemic. The CGF thanks all the companies and organisations that shared their actions, experiences, and data, which have been valuable in compiling this booklet.



**Sharon Bligh**  
Healthier Lives Director  
The Consumer Goods Forum



# COMMUNITY PERSPECTIVE

Thank you to the members of The Consumer Goods Forum (CGF) who have been valued partners to The Global FoodBanking Network (GFN) and our food bank partners over the years. Your commitment – as founders, funders, product contributors, policy advocates, awareness generators, and strategic partners in hunger relief and food loss and waste reduction – is extraordinary.

As the world's largest food bank network, GFN now supports 49 food banks in 44 countries which, in turn, work with almost one thousand community-based organisations on food recovery and hunger relief. Pre-COVID-19, these food banks served approximately 16,900,000 people by distributing 919,000,000 kilos of valuable food and grocery products. As needs skyrocketed as a result of the pandemic, these hard-working teams expanded their operations to serve an estimated 27,600,000 people thanks, in a large part, to support from CGF members.

Families across the world continue to struggle and food banks continue to need support. As CGF members, please encourage your teams to engage with the GFN member food banks in all communities where you have a footprint. Support GFN food bank partners by donating excess product, offering financial investment in infrastructure needs, and engaging personnel with in-kind support to supplement food bank operations and staff.

Find GFN food bank locations at [www.foodbanking.org](http://www.foodbanking.org) or email [khanner@foodbanking.org](mailto:khanner@foodbanking.org). Thank you for making a difference for millions of families facing hunger.

Join your industry colleagues and so many other CGF members in helping support the CGF commitment to: **Intensify Actions to Support Vulnerable Communities Impacted by COVID-19**



**Lisa Moon**  
President & CEO  
The Global FoodBanking Network



*Children are served lunch at Solomons Haven in Cape Town, South Africa. Solomons Haven houses children that have been placed there by South Africa's Department of Social Development after being temporarily removed from their family homes. FoodForward South Africa supports the organisation by providing daily healthy meal options for the children and supporting the Haven's soup kitchen, serving more than 4,000 people facing hunger in the community on a monthly basis. (Photo: The Global FoodBanking Network/Anna Lusty)*

# PARTICIPATING COMPANIES & ORGANISATIONS

Advantage\_

Ahold  
Delhaize

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

A.S. Watson Group  
A member of CK Hutchison Holdings

**Barilla**  
The Italian Food Company. Since 1877.

bel  
for all for  
good



**Dairy  
Farm**

**DANONE**  
ONE PLANET. ONE HEALTH

**ESSELUNGA**  
**S**

**FERRERO**

**FrieslandCampina**  
nourishing by nature

**General  
Mills**  
Making Food  
People Love

**GfK**

**ALen**

**GRUPO  
BIMBO**  
NOURISHING A BETTER WORLD®

grupo **éxito**

**gsk**

**Johnson & Johnson**  
CONSUMER HEALTH

**Kellogg's**

**Kroger**

**LES RESTAURANTS  
DU CŒUR**  
LES RESTAURANTS DU CŒUR

**L'ORÉAL**

LAND O' LAKES, INC.

**logyca**

**МАГНИТ**

**M&S**  
EST. 1884

**MARS**

**McCain**

**Mc**

**MIGROS  
TICARET A.Ş.**

**Nestlé**

**新希望六和  
NEW HOPE LIHUE**

**FairPrice**

**Panagora**

**PEPSICO**

**Pick n Pay**  
Inspired by you

**Puratos**  
Reliable partners in innovation

**REWE**  
GROUP

**SAVENCIA**  
FROMAGE & DAIRY



**SOLIDARITÉ ASSOCIATIONS**

**SPAR**

**TESCO**

THE  
**Coca-Cola**  
COMPANY

**The Global  
FoodBanking  
Network**

**THE J.M. SMUCKER CO.**

**THE  
POIRIER  
GROUP**

**Unilever**

**Walmart**



# OUR COVID-19 RESPONSE: ACTIONS IN NUMBERS



Over **540,000,000**  
**Meals** Donated



Over **845,000,000** Euros  
Worth of Donations



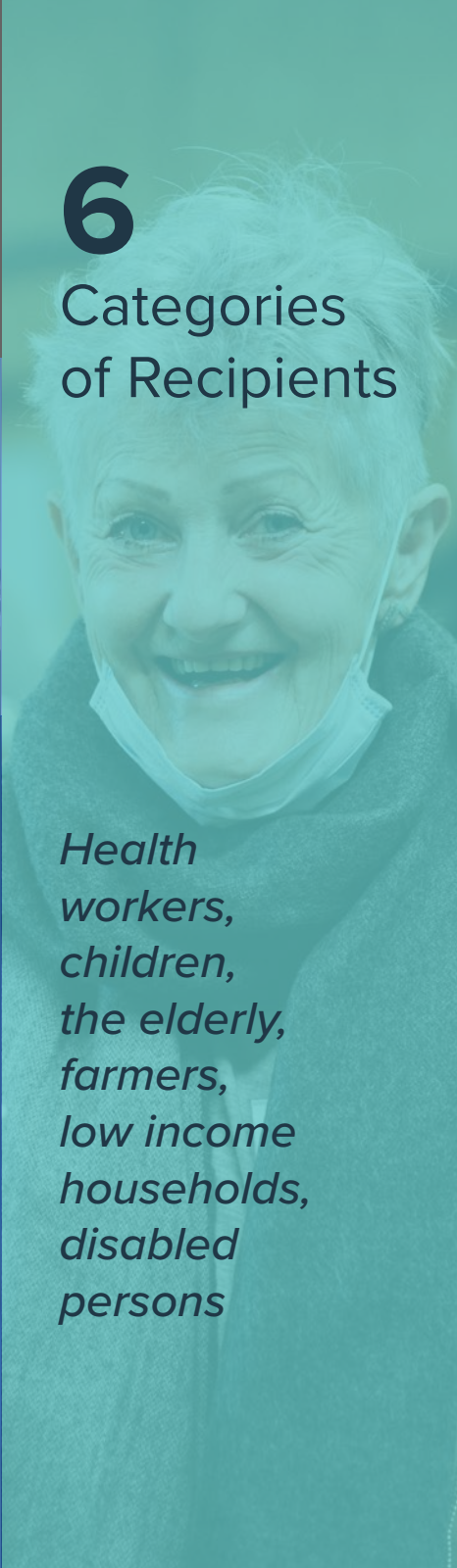
**51** participating  
**companies** and  
**organisations**



Activities  
Taking Place  
Across **98**  
**Countries**

**6**

Categories  
of Recipients



*Health  
workers,  
children,  
the elderly,  
farmers,  
low income  
households,  
disabled  
persons*

A man wearing a white surgical mask and a dark jacket is standing at a self-checkout station. He is holding a clear plastic container with yellow contents. The background shows other self-checkout stations and a blurred interior setting. The text "CASE STUDIES" is overlaid in large white letters, with a blue horizontal line underneath it.

# CASE STUDIES

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## Advantage Group

Intervening through food banks, Advantage Group provided relief worth 60,000 US Dollars to the most vulnerable, with children, the elderly and frontline workers benefiting from the group's aid. Contributions were made to initiatives such as Meals on Wheels, Feeding America, No Kid Hungry, and World Central Kitchen.

## Ahold Delhaize

Ahold Delhaize, Board Co-Sponsor of the CHL Coalition of Action, supported by contributing the equivalent of 163,000,000 Euros through in-kind donations and volunteer hours in 2020. The company donated over 50,000 tonnes of food to food banks and local relief organisations in Europe, the United States (US) and Indonesia since the outbreak of the pandemic. This included collaborations with Feeding America, Feeding Westchester, and Meals on Wheels and other local food banks. In addition, the company spent nearly 680,000,000 Euros on COVID-19 care, including 21,000,000 Euros of charitable donations amongst others to drive medical research for the creation of a COVID-19 vaccination and cure, help the Dutch Red Cross, and assist vulnerable populations by providing free fresh daily meals to healthcare workers and first responders in some of the areas most impacted by the pandemic - including five major hospitals in New York, New Jersey, and Boston. The rest of the 2020 COVID-19 care budget was spent on extra safety measures, the creation of 45,000 new jobs, and additional paid sick leave for US associates.

## Ajinomoto

Ajinomoto gave over 1,840,000 Euros in monetary donations in support of the most vulnerable communities. For example, the group's Brazilian affiliate donated 28 tonnes of products to vulnerable families and distributed more than 32,000 litres of alcohol to increase sanitising efforts. In Thailand, the Ajinomoto affiliate donated money and products worth 160,000 US Dollars to five hospitals to support frontline medical staff working to fight against the pandemic.



Ajinomoto donated 28 tonnes of products to vulnerable families. (Photo: Ajinomoto)

## A.S. Watson

A.S. Watson provided emergency relief assistance to ensure the underprivileged had the food they need, providing the necessary medical equipment and professional services to alleviate the suffering of people in the community, including the elderly, children, low-income families, and disabled persons. In Hong Kong, for example, A.S. Watson Group and their brands transformed part of its manufacturing facility to produce medical face masks and donated over 1,600,000 face masks to these vulnerable communities. And in the United Kingdom, A.S. Watson brands Savers and The Perfume Shop donated personal care products to hospitals, while Superdrug deployed over 100 full-time nurses to directly support National Health Service (NHS) hospitals in the fight against the pandemic and to support the blood transfusion service. It is also one of the very first high street health and beauty retailers to support the roll-out of the NHS COVID-19 Vaccination programme.

## Barilla

Since the beginning of the pandemic, Barilla has supported the communities in which it operates around the world. This support includes donations of over 3,000,000 Euros, and product donations to families and communities, frontline healthcare staff, the Red Cross, food banks, numerous charities around the world, and chefs. Barilla also donated medical supplies to the Red Cross and to bodies such as the Italian Civil Protection Department. Over 2,000,000 Euros were donated to reinforce medical facilities, including those in Parma's Maggiore Hospital, and for the purchase of educational material and digital equipment for home-schooled children. In terms of financial support to research, Barilla donated 500,000 US Dollars to The Cure Alliance, intended to fund a cure for Covid-19.

## Bel Group

16 April 2020 marked a key date in Bel Group's actions to support vulnerable communities affected by COVID-19. On this day, Bel Group brand, The Laughing Cow, donated one day of its production to frontline health workers and hospitals across the globe. 20 countries, some 4,000 employees at local subsidiaries, and 12 production sites dedicated their working day to support those contributing to the fight against the pandemic. Around 20,000,000 products were produced on this day and represented an important example of international solidarity.

## Carrefour

Together with their longtime partner Les Restos du Cœur, Carrefour supported vulnerable communities affected by the pandemic by providing product donations, large-scale logistics resources, and by mobilising their employees to assist with national food collection drives. Through these initiatives, Carrefour not only contributed to assisting vulnerable populations with their immediate needs during COVID-19 and beyond, they also played their part in combatting food waste.

## Colgate-Palmolive

With the COVID-19 pandemic disproportionately hitting underrepresented communities around the world, Colgate-Palmolive maximised its global reach and infrastructure to help those in need during the crisis. The company mobilised five manufacturing facilities on three continents to produce and donate 26,500,000 bars of #SafeHands soap, specially packaged with instructions on proper handwashing. The soap was distributed to the world's most vulnerable people in 28 countries in partnership with UNICEF, CARE and Save the Children. Colgate also donated 20,000,000 US Dollars in health and hygiene products to communities hit hardest by the pandemic. And, as COVID-19 cases spread in the United States, Colgate's North America Division partnered with Feeding America and leveraged its Colgate Bright Smiles, Bright Futures® mobile dental vans to distribute #SafeHands soap bars and other health and hygiene products to school-age children and their families.

## Dairy Farm

Dairy Farm provided monetary donations, product donations and meals to vulnerable communities and medical personnel in Hong Kong, Macao, China, Taiwan, Singapore, Malaysia, Cambodia, Brunei, Vietnam, and Indonesia. The company's monetary donations amounted to 120,000,000 Hong Kong Dollars through their Give Back Programme. Their product donations included 240,000 masks and hand sanitisers, 35,000 cups of tea and coffee, and 80,000 care packs. In Indonesia, for example, handwash, hand sanitisers and reusable masks were distributed by the group to support the Bogor City government to curb the spread of COVID-19. In addition to this, they assisted communities in need with 650,000 meals. Also, Wellcome, a Dairy Farm group retailer, supported the elderly by introducing priority shopping hours for Hong Kong's vulnerable groups.



Superdrug is designated by the National Health Service (NHS) in the United Kingdom to support the roll-out of the countrywide COVID-19 mass vaccination programme, further continuing its support to the national effort in the fight against the virus after the participation in the convalescent plasma and nurse volunteering programme at the NHS. (Photo: A.S. Watson Group)



Colgate mobilised five manufacturing facilities on three continents to produce and donate 26,500,000 bars of #SafeHands soap, specially packaged with instructions on proper handwashing. The soap was distributed to the world's most vulnerable people in 28 countries in partnership with UNICEF, CARE and Save the Children. And, as COVID-19 cases spread in the United States, Colgate's North America Division partnered with Feeding America and leveraged its Colgate Bright Smiles, Bright Futures® mobile dental vans to distribute #SafeHands soap bars and other health and hygiene products to school-age children and their families. (Photo: Colgate-Palmolive Company)



## Danone

To support vulnerable communities impacted by the pandemic, CHL Coalition Co-Chair Danone made over 16,000,000 Euros worth of solidarity donations. This included over 6,000,000 Euros of monetary donations, over 32,000,000 Danone product donations, and more than 2,800,000 items of protective equipment. Danone also allocated structural funds to support their value chain including 300,000,000 Euros towards supporting 15,000 small businesses in their global ecosystem, and 24,000,000 Euros to secure and strengthen their most fragile value chain partners via their Ecosystem Fund. In addition, Danone took part in initiatives with Les Restos du Coeur, where their support contributed to providing free meals to people in need. The company further supported vulnerable communities by collaborating with Solidarité Associations. The platform was created to tackle the challenge of connecting businesses and charities, and provides a space for retailers to match with food banks and charities so that populations in heightened situations of vulnerability as a result of the pandemic have access unsold essential products. Last, in Mexico, Bonafont brand donated protective masks and medical uniforms to HCPs made with recycled PET as well as plain water and bottles of Antibacterial gel to Mexican Food Banks and different hospitals in vulnerable communities.

## Esselunga

Esselunga made approximately 9,500,000 Euros worth of donations to people in need in Italy and provided food bank support. The company set aside donations of 2,500,000 Euros for hospitals and other organisations engaged in frontline care of patients and scientific research. They also put in place an initiative where their loyalty programme members had the opportunity to support health and research organisations. For example, the company donated 5 Euros for every 500 Fidity points used. Thanks to Esselunga customers, the company donated an extra 1,200,000 Euros to hospitals.

## Ferrero

Ferrero made over 19,000,000 Euros in combined in-kind and monetary donations to hospitals, medical personnel, schools, nursing homes, food banks, and quarantined families and community groups in over 30 countries. This included more than 700,000 kilos of their products to these target groups, as well as medical supplies such as gloves, masks, hand sanitiser and medical uniforms

## FrieslandCampina

FrieslandCampina made over 2,000,000 Euros worth of donations to medical personnel and food banks in Europe, Asia, Africa, and the Middle East. In Nigeria, for example, the company supported the Coalition Against COVID-19 made up of members of the Organised Private Sector with a cash donation and hand sanitisers which were used to boost the country's fight against the coronavirus. In Vietnam, the company partnered with government agencies and local and international NGOs to provide essential support to people in need. The programme's contribution was worth more than 6,000,000,000 Vietnam Dong, with more than 25,000 vulnerable people benefiting nationwide.

## General Mills

General Mills' response to the COVID-19 call to action focused on ensuring food access for vulnerable populations. They increased and adapted their giving to help equip charitable organisations with greater financial and food resources to meet the unprecedented need. This included major grants to support community food security at country level across their key markets worldwide, as well as supplemental grants to support basic community needs in their local manufacturing and sales communities. Along with their Foundation, General Mills provided an incremental 14,000,000 US Dollars in cash grants and food donations between March and November 2020. This was used to help food banks, food pantries and other leading anti-hunger organisations rise to meet elevated community needs driven by the pandemic. The company has also committed to producing an average of 10,000 pasta meals per month for a year to donate to people in need through a partnership with Foodbank Australia.

## GfK SE

As a result of Christmas markets in Nürnberg being cancelled due to the pandemic, GfK supported Srilankahilfe (Sri Lanka Aid) Nürnberg with a donation to make up for the shortfall of what they would have received through the market in normal times. In addition to this, GfK SE collaborated with the UL Dawood Foundation in an initiative to expand a learning and training centre in Eravur, to enable around 300 children and youths to receive help with basic school subjects. The training centre is the only support facility for vulnerable students from poor families in the area most affected by the pandemic.



*Esselunga set aside donations of 2,500,000 Euros for hospitals and other organisations engaged in frontline care of patients and scientific research. (Photo: Esselunga)*

*Along with their Foundation, General Mills provided an incremental 14,000,000 US Dollars in cash grants and food donations between March and November 2020. This was used to help food banks, food pantries and other leading anti-hunger organisations rise to meet elevated community needs driven by the pandemic. (Photo: Feeding America)*



*Grupo AIEn made over 1,000,000 product donations to the Mexican Red Cross and 15 organisations and hospitals. Furthermore, they implemented an employee donations programme, where their employees could donate food to vulnerable families impacted by the pandemic. (Photo: Grupo AIEn)*

## Grupo AlEn

Through one of its core brands Cloralex, Grupo AlEn created a medical experts panel to provide information to communities through a livestream event about health and prevention of COVID-19. In addition to this, the company donated over 1,000,000 bottles of cleaning products to the Mexican Red Cross, more than 15 organisations, and hospitals in Mexico and the Houston Food Bank. Furthermore, they implemented an employee donations programme, where their employees could donate food to vulnerable families impacted by the pandemic.

## Grupo Bimbo

Among other actions, Grupo Bimbo developed a support plan focused on Mexico, dedicating over 200,000,000 Pesos to strengthen health services. This included supporting the construction of the temporary COVID-19 unit at the Citibanamex Center in Mexico City, with a capacity of 854 beds for patients requiring oxygen therapy, 36 intermediate therapy spaces, and a laboratory. They also delivered 2,500,000 lunch boxes to doctors, nurses, and other medical personnel who worked tirelessly to address the health crisis in the country.

## Grupo Exito

Grupo Exito invested 18,700,000 Colombian Pesos towards food packages for children with chronic malnutrition, an action that impacted 125,365 children across 258 cities in Colombia. In addition to this, they donated 360,000,000 Colombian Pesos to cities with medical equipment needs. In partnership with the Red Cross, they supported food banks in the country and delivered hundreds of essential products.

## GSK Consumer Healthcare

To support vulnerable communities most impacted by the COVID-19 pandemic, GSK made five cash donations totaling over 1,100,000 Pounds. In addition to this, the company made 69 donations of products worth over 500,000 Pounds, as well as three donations of personal protective equipment.

## Johnson & Johnson

Throughout the pandemic, Johnson & Johnson (J&J) has worked with governments, health authorities, NGO's and health professional organisations to mitigate the effects of COVID-19 on those most vulnerable. Supporting frontline health workers is paramount to J&J and to this end they and the Johnson & Johnson Foundation donated 50,000,000 US Dollars to support doctors, nurses, midwives, community health workers and others on the frontlines fighting COVID-19; this in addition to the 250,000,000 US Dollars committed over 10 years to help inspire, recruit, train, retain and mobilise frontline health workers through the Johnson & Johnson Center for Health Worker Innovation. Manufacturing lines around the world were temporarily converted to produce and donate hand sanitiser, while J&J's Consumer Health brands donated funds, mobilised social campaigns to drive support and worked with retailers and pharmacists to help consumers care for themselves and their loved ones. Since the onset of the pandemic, teams around the world have donated millions in funds, personal care products and personal protective equipment.

## Kellogg's

At the beginning of the pandemic, Kellogg's Latin America announced a donation of 1,000,000 US Dollars to support throughout the year. A large part of the resources (monetary and in-kind) was allocated to COVID-19 issues. In Mexico, and as part of this announced donation, the company gave constant support to NGOs, the Network of Food Banks of Mexico, and specialised associations that focused efforts on COVID-19. In Querétaro, for example, they joined the Querétaro is One initiative. In addition, they partnered with a series of companies (The Coca-Cola Company, Mars, Mondelēz International, PepsiCo) that supported shopkeepers to run their businesses during the pandemic, by providing acrylic screens that protected them from having direct contact with consumers, as well as information on prevention, antibacterial gels, and more. And, in another example, the Kellogg's factory in Old Trafford, Manchester, UK, donated 1,000,000 servings of cereal and cereal bars to FareShare to help families within more than 100 frontline community groups in Greater Manchester who were struggling financially over the summer holidays. The cereal fed children who would usually rely on school breakfast clubs and free school meals during school term time.





*In addition to Almeida and her son Dylan, more than 125,365 children across 258 cities in Colombia received nutritious food packages. (Photo: Grupo Exito)*

*Johnson & Johnson Consumer Health is partnering with the World Health Organization to bring NICORETTE® smoking cessation therapy and support to frontline health workers in Jordan. (Photo: WHO/Jordan, Tobacco cessation services in a Primary Health Care center in Amman, Jordan)*



*Kellogg's partnered with a series of companies (The Coca-Cola Company, Mars, Mondeľz International, PepsiCo) that supported shopkeepers to run their businesses during the pandemic, by providing acrylic screens that protected them from having direct contact with consumers, as well as information on prevention, antibacterial gels, and more. (Photo: Kellogg Company)*



## Kroger

Kroger's response to the COVID-19 pandemic has focused on keeping retail stores safe and stocked for their customers, improving access to healthy, nutritious food, and supporting national and local non-profit partners who are helping millions deal with the pandemic's economic impacts. COVID-19 shined a light on Kroger's Zero Hunger | Zero Waste mission and social impact plan — highlighting the need for a more connected and resilient food system where surplus food is redistributed to feed people in need instead of sending it to landfills. In 2020, Kroger's store associates rescued more than 59,000,000 pounds of safe, wholesome food for hunger relief agencies in their communities. Through their partnership with Feeding America, Kroger and the Kroger Foundation office also directed a total of 10,200,000 US Dollars in charitable giving in 2020 to their network of food banks in their markets. This includes funds directed through The Kroger Co. Zero Hunger | Zero Waste Foundation's Emergency COVID-19 Response Fund to Feeding America, No Kid Hungry and other partners. In all, the company directed more than 16,500,000 US Dollars in charitable COVID-19 relief to support local and regional organisations and help their communities recover.

## L'Oréal

L'Oréal set out to help vulnerable communities affected by the COVID-19 outbreak in France, Spain, and Italy. In particular, the company aimed to support women, who were already struggling socially or economically, or were victims of abuse. In 2020, the company therefore created the L'Oréal Fund for Women, a three-year charitable endowment fund of 50,000,000 Euros, to support grassroots organisations through the following key actions: help women get out of poverty, help women achieve social and professional integration, provide assistance to refugee women, provide assistance to disabled women, prevent domestic/sexual violence against women and support survivors, and overcome obstacles faced by women and girls to access education.

## Land O'Lakes

Land O'Lakes, Inc. leveraged its relationships with member-owners, customers and partners to address challenges brought on by the COVID-19 pandemic. The Land O'Lakes Foundation distributed 2,000,000 US Dollars of support (in partnership with its member and ag retailers) for hunger relief, PPE supplies, rural broadband, childcare, distance learning technology and basic needs. It donated

over 664,000 pounds of in-kind dairy products to food banks - an increase of nearly 30% over its 2019 in-kind donations, and it donated 500,000 US Dollars to local food banks and backpack feeding programmes. To help restaurant industry employees experiencing extraordinary hardship, it donated 25,000 US Dollars to the Restaurant Employee Relief Fund. As access to education and healthcare moved online, the Land O'Lakes American Connection Project sought to partner with hundreds of organisations, across 2,800 locations in 49 states, to offer free, public Wi-Fi access. The pandemic impacted communities across the world. Land O'Lakes Venture37 – a 501(c)(3) non-profit affiliated with Land O'Lakes, supported Rwandan cooperative leaders managing COVID-19 revenue losses by coaching on effective communications tactics that uphold buyer and member relationships during challenging times.

## Marks & Spencer

Marks & Spencer worked directly with National Health Service (NHS) teams and their longstanding hospital partners to help meet some of the urgent needs of the frontline NHS staff and the patients in their care. They contributed and supported by sourcing, packing, and delivering individual clothing care packs to NHS Trusts and Nightingale hospitals in London, Cardiff, Glasgow, Belfast and Birmingham to help provide comfort and dignity for discharged patients. In addition, they provided 10,000 nightwear items for patients to NHS Trusts and Nightingale Hospitals in Birmingham, Cardiff, Glasgow, and Belfast. They also donated over 4,000 pajamas to be used as scrubs to NHS Derbyshire. In addition, 13,000 specially-branded t-shirts were provided to form part of the uniform pack for the NHS Nightingale frontline team in London. The Marks & Spencer food team made twice-weekly free food deliveries for the NHS workers at their longstanding hospital partners St Mary's Hospital, Paddington, and Great Ormond Street Hospital. A total of just under 5,000 meals were donated.

## Magnit

Magnit delivered over 300,000 food parcels to families and elderly people in need, distributed 150,000 discount loyalty cards to frontline medical professionals, and launched the first charity food card in Russia. The company also started a corporate volunteering programme with free home deliveries of food for elderly customers.

## Mars, Incorporated

Mars Food United Kingdom (UK) provided Trussell Trust, the UK's largest food bank network, a 125,000 Pound donation to help provide 3,000,000 meals to charities, food banks and National Health Service (NHS) staff. Additional in-kind donations were earmarked for Family Action, the British organisation that provides emergency assistance and community-based support services for UK families in crisis. They also increased their food donations for Hisfood's COVID-19 emergency care pallets. Mars brand KIND donated over 700,000 bars to organisations that needed them most, including over 300,000 bars to the NHS. Also, Associates at their Kings Lynn factory donated more than 2,000 rice pouches to the Queen Elizabeth Hospital. This is just one community-level example of the work Mars has been doing to respond to the COVID-19 crisis. Together with their local markets and company foundations, they've been making a difference through their collective donations of cash and products – which in 2020 exceeded 30,000,000 US Dollars – to support the communities in which they operate and the most vulnerable in their supply chain.

## McCain Foods

Through the COVID-19 pandemic, McCain Foods increased their commitment to food security by almost doubling their annual donations around the world. For example, the team in Argentina donated 37,000,000 meals worth of potatoes to The Red Argentina de Bancos de Alimentos, a non-profit Civil organisation which aims to reduce hunger and improve nutrition in Argentina. McCain also launched a global volunteering and donation initiative, 'McCain Chips In', where its mission is to contribute towards increasing food security and supporting vulnerable farmers and families in the communities where McCain operates. The McCain team in India kicked off the launch of 'McCain Chips In' by creating a partnership with the Robin Hood Army, a zero-funds volunteer organisation that works to get surplus food from restaurants and communities to serve the less fortunate. McCain India implemented actions to cover the immediate food security needs of the community through donations, and is promoting food security in McCain communities for the coming years by empowering employees to give back.

## McCormick

As part of their global response to COVID-19, McCormick committed to supporting food banks in nearly 20 countries, as well as local restaurants and hospitality workers. Within the United States and internationally, the company also made multiple product donations to hospitals and those providing meals to healthcare workers. Several of their local and international business units provided financial and product donations to help healthcare workers and start-up organisations produce much needed hand sanitiser. In addition, OLD BAY, McCormick For Chefs, and the COREcares Foundation teamed up to introduce the Maryland Restaurant Relief Fund.

## Migros Ticaret

In helping senior citizens and children, Migros Ticaret made monetary donations to the National Solidarity Campaign conducted by the Presidency of Republic of Turkey. Also, in collaboration with the Turkish Red Crescent, the company started the Card of Goodness projects. When customers buy cards as part of this project, Migros Ticaret contributes 5% on top of their donation, and cards are delivered to people in need all over Turkey. In addition, they donated food products to the food banks and social markets through a web-based donation platform (Whole Surplus). By donating 1,200 tonnes in 2020, they provided support in delivering more than 2,500,000 meals to the individuals in need. Migros Ticaret also donated around 3,500 litres of milk to the Turkish Foundation for Children in Need of Protection in 2020 and drove a clothing donation campaign with Procter & Gamble to support children – with 45,000 donated clothing items delivered in 2020.





*Mars Food United Kingdom (UK) provided Trussell Trust, the UK's largest food bank network, a 125,000 Pound donation to help provide 3,000,000 meals to charities, food banks and National Health Service (NHS) staff. Additional in-kind donations were earmarked for Family Action, the British organisation that provides emergency assistance and community-based support services for UK families in crisis. They also increased food donations for Hisfood's COVID-19 emergency care pallets. (Photo: Mars, Incorporated)*

## Nestlé

Nestlé, Board Co-Sponsor of the CHL Coalition of Action, supported by gathering their resources to provide over 90,000,000 Swiss Francs in combined monetary and in-kind donations, delivering close to 100,000,000 meals to vulnerable populations, while collaborating with over 75 charity partners across 50 countries. From March 2020, Nestlé partnered with the International Federation of Red Cross and Red Crescent Societies to help strengthen the healthcare system by implementing an action plan to contribute to reducing morbidity, mortality, and social impacts of the pandemic. For example, in Mexico, they donated face masks and other personal protective equipment to health workers. Or in India, where Nestlé donated to the Indian Red Cross Society to provide critical medical equipment, meals for 500,000 people and dry rations for 1,500 families. In addition to this, employees were encouraged to donate one day of their salary to the Red Cross – which was matched 1:1 by Nestlé. Another example of Nestlé's actions was in Spain where Nescafé launched an Instagram campaign, encouraging people to "Send your hug to the people you love the most. We will send coffee to those who need it most". For every published photo of a hug, the equivalent of one cup of coffee was donated to the Spanish Red Cross.

## New Hope Liuhe

New Hope Liuhe set up the Green Collar Charity Foundation to help agricultural workers and people in rural areas. The company also made monetary and product donations, including masks, sanitisers, and food, worth 30,000,000 RMB to assist medical personnel and contaminated farmers in heavily affected areas.

## NTUC FairPrice

NTUC FairPrice introduced various initiatives as part of its holistic campaign to address concerns amidst the height of the COVID-19 pandemic in Singapore. This included the rolling out of FairPrice on Wheels in April 2020, which aimed to enhance accessibility of daily essentials at selected residential estates with a higher concentration of low-income seniors. Specially outfitted grocery vans carried basic grocery essentials such as rice, bread, cooking oil, canned food, toiletries, fruits, and vegetables to the doorstep of communities who needed them the most. In all, five vans were deployed to 11 locations across Singapore. The initiative was then relaunched in November 2020 with a specially-outfitted truck that was able to offer an even wider range of products, including chilled

and frozen items. The initiative served over 35,000 customers.

## Panagora

Throughout the COVID-19 pandemic in Mauritius, Panagora collaborated with a network of NGOs to ensure the distribution of dairy products such as yoghurt on a regular basis. Working with the Rezo Solidaire network, the company freely shared over 20 tonnes of yoghurt, wraps, biscuits and chocolates to several thousand families. Furthermore, Panagora set up a weekly donation initiative of essential products for frontline employees, with the additional possibility of buying more supplies at a discounted price. Building on this experience, they partnered with Caritas to help low-income families access quality chicken at a discounted price. Through their local branches, Caritas identified low-income families with difficulties accessing the regular retail market. These families had the opportunity to buy a whole broiler chicken every week, which was delivered directly to the local Caritas branch. A total of 6.7 tonnes of chicken was made available to over 20 Caritas centres throughout Mauritius, representing roughly 5,000 beneficiaries.

## Plateforme Solidarité Associations

Solidarité Associations is a collaborative initiative that aims to bring together manufacturers, retailers, transporters, NGOs, and anti-waste companies and institutions. It is a platform that facilitates the donation of key food and non-food products to charities, while helping to limit food waste. Since April 2020, Solidarité Associations and its partners, including Danone, Carrefour, Comerso, Intermarché, Système U, Casino, E.Leclerc, Cogepart, Cevalogistics, and ADEME, delivered over 600,000 meals to charities to support vulnerable people affected by the pandemic.





*In March 2020, Nestlé partnered with the International Federation of Red Cross and Red Crescent Societies to help strengthen the healthcare system by implementing an action plan to contribute to reducing morbidity, mortality, and social impacts of the pandemic. As part of these efforts, they donated face masks and other personal protective equipment to health workers in Mexico. (Photo: IFRC; Nestlé)*



*NTUC Fairprice rolled out of FairPrice on Wheels in April 2020, which aimed to enhance accessibility of daily essentials at selected residential estates with a higher concentration of low-income seniors. Specially outfitted grocery vans carried basic grocery essentials such as rice, bread, cooking oil, canned food, toiletries, fruits, and vegetables to the doorstep of communities who needed them the most. (Photo: NTUC Fairprice)*



## PepsiCo

PepsiCo invested more than 60,000,000 US Dollars globally and gathered an additional 59,000,000 US Dollars in funding to bring food and other vital resources to the most affected communities. As part of this effort, the company provided funding for protective gear for healthcare workers, testing and screening services, and committed to distributing more than 100,000,000 meals to at-risk populations. Globally, PepsiCo committed 7,000,000 US Dollars to the UN Foundation as part of the “One World: Together At Home” campaign. Of these funds, 2,000,000 US Dollars was destined for the World Health Organization COVID-19 Solidarity Response Fund, and a total of 5,000,000 US Dollars for distributions to charitable organisations responding to COVID. In North America, PepsiCo’s efforts were primarily focused on increasing access to nutrition for out-of-school children, delivering more than 67,000,000 meals to date.

## Pick n Pay

In April 2020, Pick n Pay launched its Feed the Nation campaign to assist vulnerable South Africans with food relief during the COVID-19 pandemic. Subsequently, in June 2020, Feed the Nation Foundation was registered as a Public Benefit Organisation. Through partnering with a range of businesses, NGOs, and PBOs, more than 28,000,000 meals have been provided to people in need. This includes supporting more than 4,500 child headed households and distributing over 150,000 food hampers to communities across South Africa.

## Puratos

Puratos took part in various food distribution projects in Africa, Asia, Europe, and South America. In Brazil for example, they delivered daily bread to field hospital doctors in Pacaembu, Sao Paulo. Puratos China provided free ingredients to Kengee and Crown Bakery, resulting in 300,000 baked goods delivered between January and March 2020. In Vietnam, Puratos, in collaboration with ABC Bakery, supplied 10,000 loaves of bread to doctors and medical staff at the Binh Duong field hospital and a hospital in Ho Chi Minh. Also in Vietnam, and in collaboration with Vu Phuc Baking, Puratos provided another 5,000 loaves of bread to be delivered to frontline health care workers in the Mekong Delta and Ha Noi. Similar efforts took place in Turkey, where Puratos worked with Has-er to distribute free bread and breakfast boxes to the hospital personnel of Izmit. In Costa Rica, Puratos distributed chocolates

to police officers to thank them for their commitment during the challenging times. Finally, in Russia, Puratos offered the medical staff at the two hospitals in Podolsk and Klimovsk almost 400 kg of Belgian chocolates to thank them for their efforts during the pandemic.

## REWE Group

In response to the heightened strain on food banks in Germany in the wake of the COVID-19 outbreak, REWE, in collaboration with PENNY, stepped in to organise various donations, with and without customer involvement, from the onset of the pandemic. Overall, the German food banks received donations (money and food) of over 3,000,000 Euros. As an entirely new way of collecting donations, an online platform for gift cards was used. Customers could buy gift cards online which were then delivered by REWE and PENNY to the food banks. Food banks could use these cards to buy food or hand them out to their clients. Overall, local food banks received gift cards to the value of almost 280,000 Euros. In addition, REWE, PENNY and Toom sold masks and donated parts of the sales to local food banks.

## Savencia

In Chile, Savencia made cheese donations to local soup kitchens and shelters that take care of young people in vulnerable situations. The company also donated to their culinary school partners that delivered food rations during the first and second wave of the pandemic. This included donations to two hospitals, two fire and police units, and a nursery school. In total, their actions impacted 2,500 people, of which 300 were health workers.

## SPAR International

SPAR across the world has come together to support the most vulnerable members of society during the pandemic to implement measures to fulfill their vital community role. These actions range from donations of food, money or PPE materials, to donating volunteering time to deliver groceries, or provide online services to closed communities. Collaboration with international NGOs such as Red Cross, Operation Hunger and UNICEF, or local NGO Caritas Gran Canaria, led to support for many families. This includes over 8,000,000 Euros in donations to authorities, food banks and those in need in China, England, Zimbabwe, Hungary, Italy, Kosovo, UAE , South Africa and others.

*Puratos worked towards fighting COVID-19 together with Cacao-Trace farmers and their families in cocoa plantations in Ivory Coast. (Photo: Puratos)*



## The Coca-Cola Company

The Coca-Cola Company's global actions in Europe, Middle East and Africa (EMEA) helped vulnerable people in over 60 countries. Working with the Red Cross & Crescent and local NGOs, the company provided essential goods to frontline workers and communities in need. From water, beverages, food supplies and meals to food banks and impacted families, to medical equipment, ambulances, vehicles for hospitals and healthcare frontline workers, to special protective panels and employee safety constructions. In the EMEA region, their joint efforts have resulted in more than 25,638,000 people supported, more than 6,500,000 medical equipment items provided (face masks, shields, robes, etc), approximately 583,000 diagnostic tests conducted, more than 3,700,000 meals donated, and approximately 23,460,000 beverages donated to medical staff, frontline workers, and more.

## The J.M. Smucker Company

In response to the COVID-19 pandemic, The J.M. Smucker Company partnered with suppliers, retailers, and support organisations to ensure a steady food supply for people and pets. The J.M. Smucker Company donated more than 300,000 incremental US Dollars, 2,400,000 incremental product units, and more than 4,000,000 incremental meals to COVID-19 relief efforts. In addition, the company provided meals for first responders and provided funds to support impacted restaurant workers. The company also expanded employee benefits including a bonus of 1,500 US Dollars to manufacturing and service employees while also providing 100,000 US Dollars to seed an employee assistance fund.

## Tesco

Tesco supported vulnerable customers through food provision and funding, in addition to wider charitable and community support. Among other actions, the retailer donated over 60,000,000 Pounds worth of food and funding to their key charity partners and communities throughout the COVID-19 crisis. This included a 15,000,000 Pound donation of food to FareShare and the Trussell Trust in the summer of 2020, and they announced a commitment to FareShare to provide 4,000,000 Pounds worth of food for a winter donation to charities and community groups. In addition, 2,000,000 Pounds was donated to the British Red Cross to enable them to provide much needed support to the most vulnerable. This included support for the running of their emergency helpline and additional operational support. As a member of the Marcus Rashford Task Force, Tesco supported the campaign to provide additional funding, food, and

other support to disadvantaged families across the United Kingdom (UK). As part of this campaign, they launched their 1 Pound Healthy Start Coupon to enable the 500,000 families eligible for Government's Healthy Start Vouchers to access additional fruit and vegetables. Furthermore, Tesco supports the Government's 'free school meal' voucher scheme launched at the start of the lockdown in the UK. On top of enabling the vouchers to be redeemed in all Tesco stores, they also help point customers towards healthy lunchtime recipe ideas and buy-lists for children.

## The Poirier Group

The Poirier Group made over 237,400 Canadian Dollars of monetary donations to support vulnerable communities impacted by the pandemic. This comprised of 232,400 Canadian Dollars in donated billable hours providing specialised services through their Purpose Beyond Profit initiative and 5,000 Canadian Dollars in direct donations to various organisations. From those direct donations, 800 Canadian Dollars was donated to support shelters that house homeless populations and domestic abuse victims, and 2,600 Canadian Dollars towards providing meals. The specialised services included strategic and operational planning, improving fundraising processes, and process optimisation among other services to organisations in need to redirect admin costs back into the causes they support. Several organisations benefited from their actions as part of their Purpose Beyond Profit initiative, including Second Harvest, Habitat for Humanity GTA, Youth Without Shelter and Eva's Initiative.

## Unilever

Unilever's actions to support vulnerable communities during COVID-19 included donations of 100,000,000 Euros worth of products through the WEF COVID Action Platform to global organisations such as UNICEF and UNHCR. In addition, the company set up a Hygiene and Behaviour Change Coalition in collaboration with the UK Government's Foreign, Commonwealth & Development Office and the London School of Hygiene and Tropical Medicine. This coalition aimed to scale up hand washing programmes in low-middle income countries. Also, Unilever offered 500,000,000 Euro cash flow relief across their extended value chain, to allow early payment for their most vulnerable SME suppliers, and to extend credit to selected small-scale retail customers whose business rely on the company.



Unilever set up a Hygiene and Behaviour Change Coalition in collaboration with the UK Government's Foreign, Commonwealth & Development Office and the London School of Hygiene and Tropical Medicine. This coalition aimed to scale up hand washing programmes in low-middle income countries. *(Photo: Unilever)*





## Walmart

CHL Coalition Co-Chair Walmart and the Walmart Foundation donated more than 35,000,000 US Dollars to global COVID-19 relief and response initiatives, of which 10,000,000 US Dollars was focused on food security in the United States. They aided food banks such as Feeding America, Meals on Wheels, Share Our Strength and Mercy Housing to help provide families, seniors, and people with disabilities with meals. In addition, in taking action to support their suppliers and vendors during the challenging period, Walmart made changes to their domestic supply chain financing programme and worked with national banks to allow qualified suppliers to get payments faster. They also worked with federal and state governments, laboratories, and insurance companies to expand COVID-19 testing in hard hit communities.

*Walmart worked with federal and state governments, laboratories, and insurance companies to expand COVID-19 testing in hard hit communities. (Photo: Walmart)*



# CONCLUSION & NEXT STEPS

The initiatives taken by CGF member companies in the wake of the COVID-19 pandemic illustrate the strength of our industry and the good that can be achieved through collaborative action. As COVID-19 continues to spread across the globe, the need for continued action to help mitigate the consequences of the crisis remains urgent. The CHL Coalition will continue to drive support for the most vulnerable communities and find ways to address their urgent needs and main challenges. By continuing to drive the implementation of tangible actions, share knowledge and learnings through publications, podcasts and webinars, and offering spaces to connect and collaborate, the CHL Coalition commits to contributing towards the wider CGF goal of driving positive change.

Together with the CGF's Food Waste Coalition of Action, the CHL Coalition will seek ways to amplify actions to continue to support vulnerable communities through COVID-19 and beyond, while tackling critical issues around global food waste and helping to secure sustainable food systems.

**Check Out Our Online Global Learning Mechanism to Stay Updated on Industry Actions to Mitigate the Impact of COVID-19 and Support People to Adopt Healthier Habits and Lifestyles.**

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



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# About Collaboration for Healthier Lives

The Consumer Goods Forum (CGF)'s CEO-led Coalition of Action on Collaboration for Healthier Lives (CHL) is about making it easier for people around the world to adopt healthier lives for themselves and their families. It's about making healthier decisions easier and habitual for people in every community around the world. CHL is a global movement led by manufacturers, retailers, public health authorities and local communities, delivering local movements in communities worldwide. There are currently nine CHL initiatives running across 14 countries and involving over 100 organisations. As a collective, members of the CGF, and their partners, are exploring, experimenting, innovating and evolving business models to support positive change, while sharing data and knowledge at scale, cross industry. Health is not a competitive advantage; it's a basic necessity. And, it's clear no company can solve this issue alone. Collaboration is needed at scale and across sectors if the consumer goods industry is to play the necessary role in the health and wellbeing of people. To learn more, visit [www.tcgfhealthierlives.com](http://www.tcgfhealthierlives.com).

# About The Consumer Goods Forum

The Consumer Goods Forum ("CGF") is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 3.5 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises 58 manufacturer and retailer CEOs. For more information, please visit: [www.theconsumergoodsforum.com](http://www.theconsumergoodsforum.com).



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