



The Consumer Goods
FORUM

#COVID19



Business as a Force for Good
in Times of a Crisis

Collaboration for Healthier Lives (CHL)

Positive actions response – Covid 19



The CGF Collaboration for Healthier Lives teams explore ways to impact communities around the world across a broad and holistic set of health indicators. Our vision is to achieve positive change in the stores, for our own people and in the communities where we operate. The CHL steering committees design and execute collaborative models to help us learn more about how retailers and manufacturers can jointly create healthier practices and customers live healthier, as well as work collaboratively with public health authorities.



CHL will measure, learn and evaluate our impact with independent academic leaders on our progress towards healthier baskets, based on local dietary guidelines, increase awareness and access to preventative services and see incremental sales for healthier products in participating stores. **The CHL teams have now expanded their work to collaborate on actions around a positive industry response around COVID-19.**

Collaboration for Healthier Lives (CHL)

Positive actions response – Covid 19



CHL is active in 9 countries around the world and the French chapter is focused in Lyon with the ambition to scale to all of France. Entitled '**On s'y met – plus on agit, mieux on se porte**' the team have now expanded their work to collaborate on actions around a positive industry response to COVID-19 in 4 areas:

1. Employees
2. In store
3. Digital & online
4. In communities



Collaboration for Healthier Lives (CHL): FRANCE

Participants



Retailers



Manufacturers



Other partners



Collaboration for Healthier Lives (CHL): FRANCE

Positive actions response – Covid 19

This deck contains 23 examples of CHL France members' actions. A full global overview booklet will be available in May 2020.

For more information please contact hw@theconsumergoodsforum.com



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24

IDENTITY



COMPANY



DATE | March 2020

PURPOSE

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

KEY VISUALS



WHAT

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

The teleconsultation service is:

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

PROTECTING EMPLOYEES IN FACTORIES



EMPLOYEES

IDENTITY



COMPANY |



DATE | March/April 2020

PURPOSE

Sanitary safety device reinforced within our factory

KEY VISUALS



WHAT

Implementation of numerous health security systems in the Ludres factory:

- Measuring of the temperature every morning and evening
- Keeping a maximum of doors open to limit contact (handles, etc.)
- Provision of hydroalcoholic gel on all closed accesses with the presence of doors and handles
- 5 min daily news + reminder of security rules by the site manager
- Limitation to 4 people in the break room with respect of a safety distance

MASKS AND CAPS WITH A PLEXIGLASS SHIELD TO PROTECT CARREFOUR EMPLOYEES



EMPLOYEES

IDENTITY



COMPANY



DATE | March 30th 2020

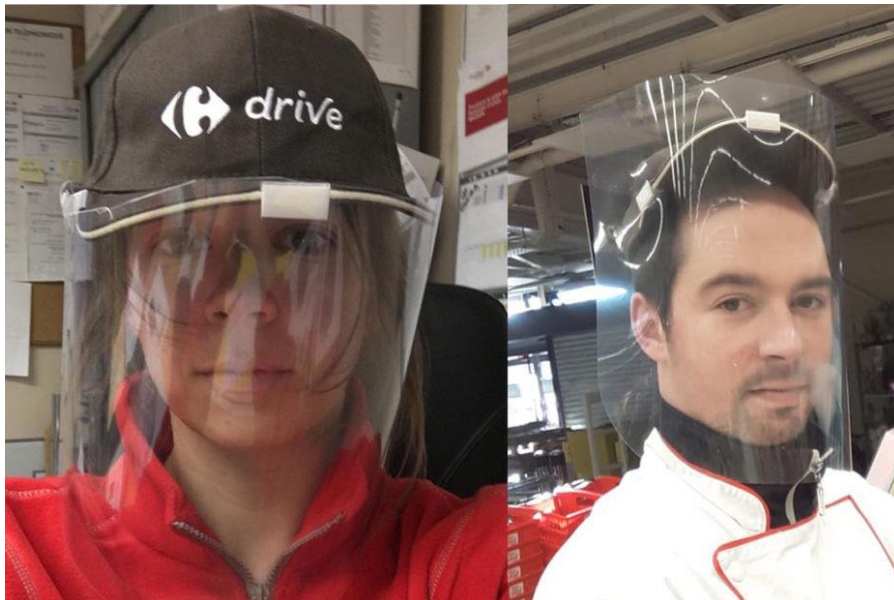
WHAT

- As soon the French government ceased its requisition measures, Carrefour ordered massive quantities of masks for all of its employees
- 2 million masks arrived on French territory on March 29 and are in the process of being sent out to all Carrefour warehouses and stores. These deliveries will continue over the coming weeks
- Before the delivery of masks, Carrefour provided its employees with caps equipped with a plexiglass shield that covers the face

http://www.carrefour.com/sites/default/files/communique_de_presse_carrefour_30.03.2020.pdf

<https://www.lsa-conso.fr/coronavirus-carrefour-cree-une-casquette-plexiglas-pour-ses-equipes-drive,344245#>

KEY VISUALS



IDENTITY

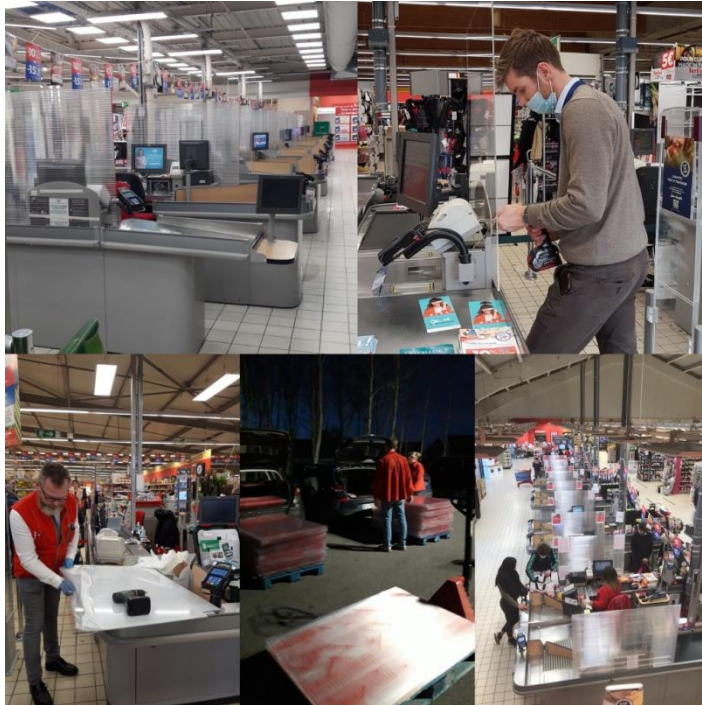


DATE | March 17th 2020

PURPOSE

Protect employees at checkouts from coronavirus

KEY VISUALS



WHAT

- Protective barriers for cashiers in its French supermarkets
- Translucent shields made of plexiglass and other materials to protect employees

https://www.esmmagazine.com/coronavirus/carrefour-mounts-shields-french-cashiers-coronavirus-crisis-92673?utm_source=TCGF+News+Release&utm_campaign=1dd7f2276c-MAILCHIMP_EMAIL_COVID19_2020-03-18&utm_medium=email&utm_term=0_0efe68d81b-1dd7f2276c-67929169

IDENTITY



DATE | March 17th 2020

WHAT

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

KEY VISUALS



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

CARREFOUR DELIVERS ESSENTIAL PRODUCTS ON ESSENTIELS.CARREFOUR.FR



DIGITAL & ONLINE

IDENTITY



COMPANY



DATE | March 24th 2020

WHAT

- 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

KEY VISUALS

Nos paniers alimentaires



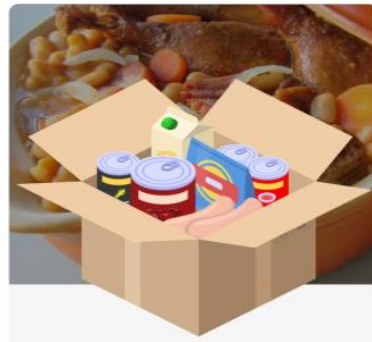
Panier "Veggie" pour 1 semaine pour 2 personnes. Livraison offerte!

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 €

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

CARREFOUR PARTNERS WITH UBER EATS TO DELIVER ESSENTIAL PRODUCTS



DIGITAL & ONLINE

IDENTITY



COMPANY



DATE | March 30th 2020

PURPOSE

Carrefour and Uber Eats establish a long-term partnerships that starts with exceptional measures taken to respond to the COVID-19 crisis

KEY VISUALS



http://www.carrefour.com/sites/default/files/press_release_carrefour_x_uber_eats_04.01.2020.pdf

WHAT

From April 6, users will be able to:

- Choose a Carrefour convenience store on the UberEats app or website, or dial by phone from 11am to 11pm (08 05 08 02 10) to order the products of their choice, including everyday grocery shopping as well as hygiene and cleaning products
- Get deliveries at home within 30 minutes on average by a delivery person using the Uber Eats application and complying with all health and safety guidelines shared by the Government. Deliveries will be free in April.

This service will start in Paris and the Paris region and will then be rolled out nationwide.

CARREFOUR LAUNCHES A TOLL-FREE NUMBER TO ORDER ESSENTIAL PRODUCTS



DIGITAL & ONLINE

IDENTITY



DATE | March 24th 2020

WHAT

- 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

KEY VISUALS



http://www.carrefour.com/sites/default/files/communique_carrefour_24.03.2020.pdf

CARREFOUR DEPLOYS SEVERAL MEASURES DEDICATED TO THE MEDICAL STAFF



IN STORES

IDENTITY



COMPANY



DATE | March 24th 2020

WHAT

- On 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

#TOUSavecVOUS

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



Si vous souhaitez faire vos courses en ligne, vous bénéficiez de :

- Un accès privilégié à 4000 références, de l'épicerie, du frais et du bio
- Une livraison gratuite et prioritaire en 1 heure à l'adresse de votre choix



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

- Un accès et une caisse prioritaire
- Des horaires réservés dans une majorité de nos magasins

http://www.carrefour.com/sites/default/files/communiqu%C3%A9_carrefour_24.03.2020.pdf

<https://www.carrefour.fr/edito/soutien-personnel-soignant>

CARREFOUR PROVIDES TRUCKERS WITH FREE MEALS



IN STORES

IDENTITY



COMPANY



DATE | March 24th 2020

WHAT

- 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

KEY VISUALS



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

COMPANY |  médiaperformances
SHOPPER FIRST

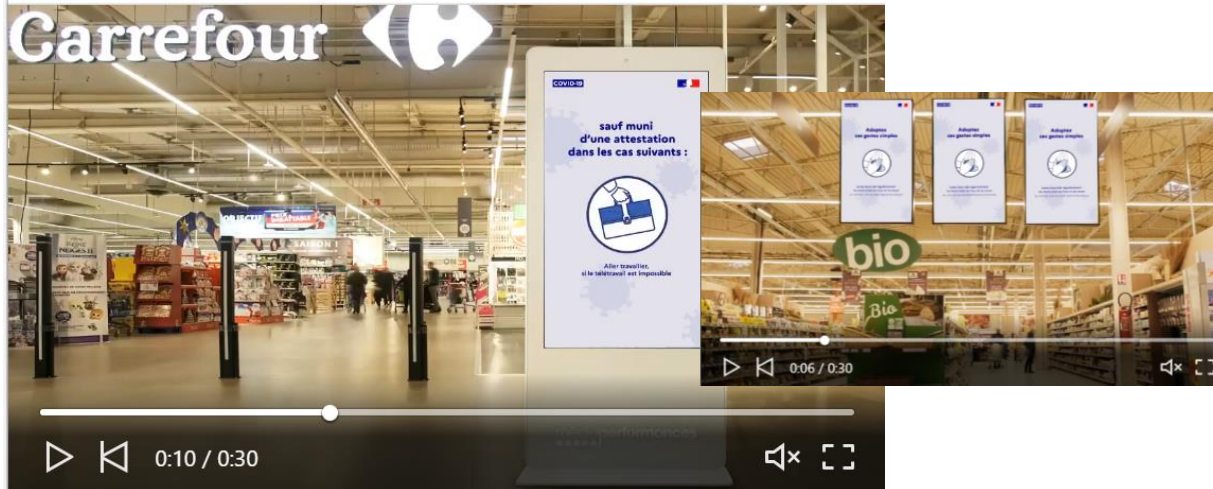
DATE | 8 April 2020

PURPOSE

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

KEY VISUALS

store pour diffuser les films de prévention du Gouvernement.
Pour vous protéger et protéger les autres.
Retrouvez ces films de prévention dans les hypermarchés Carrefour.
[#RestezChezVous](#) [#PrenezSoinDeVousEtDeVosProches](#) [#Solidarité](#)
<https://lnkd.in/gyZ225x>



WHAT

- 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>

CARREFOUR COMMITS TO SOURCE 100% OF ITS FRUITS AND VEGETABLES IN FRANCE



IN STORES

IDENTITY



COMPANY



DATE | March 25th 2020

WHAT

- 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

KEY VISUALS



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

CARREFOUR TAKES PART IN THE SOLIDARITY PLATFORM DEDICATED TO FRENCH ASSOCIATIONS



COMMUNITIES

IDENTITY



COMPANY



DATE | April 1 2020

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

KEY VISUALS



SI VOUS ETES :

- UNE ASSOCIATION DE SOLIDARITÉ AUPRÈS DES PUBLICS PRÉCAIRES QUI RENCONTRE DES DIFFICULTÉS D'APPROVISIONNEMENT DE DENRÉES/PRODUITS DE 1^{ÈRE} NECESSITÉ
- UN MAGASIN QUI N'ARRIVE PLUS À DONNER SES INVENDUS
- UN FOURNISSEUR QUI A DES PRODUITS (DENRÉES ALIMENTAIRES, PRODUIT DE 1^{ÈRE} NECESSITÉ...) 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 comerso



IDENTITY



COMPANY

Perifem

DATE

March 30th 2020



PURPOSE

A solidary platform created to solve problems of connection between businesses unsold products and charities needs

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^{ère} NECESSITÉ
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WHAT

- A unique platform with a single number phone, to help businesses and charities to connect their needs & to solve problems due to Coronavirus crisis
 - Collect of businesses offers and charities needs
 - Matches identification
 - Logistic operations
 - Tax reduction certificates providing
- An initiative from FCD / Perifem & Comerso

EVIAN BOTTLES FOR HYDR ALCOHOLIC GEL



COMMUNITIES

IDENTITY



COMPANY



DATE | March 2020

PURPOSE

Providing support to the manufacturing of the essential hydro alcoholic gel and to the supply of waters in hospitals

KEY VISUALS

WE WANT
TO DO OUR PART
TO HELP KEEP
THE COMMUNITY
SAFE.



WHAT

- Providing 100.000 bottles of evian 33cl to improve availability of hydro alcoholic gel in pharmacies of the Auvergne Rhone Alpes, France
- Donation of water to temporary hospitals, And retirement homes, in the regions of our factories: Evian, Volvic, Badoit, Salvetat regions

<https://groupe-ecomedia.com/covid-19-les-eaux-devian-produisent-100-000-flacons-pour-les-gels-hydroalcooliques>

IDENTITY



COMPANY



DATE | March 2020

PURPOSE

Providing support to the caregivers by donating them our yoghurts

KEY VISUALS



WHAT

- Donation of more than 200,000 yoghurts to hospitals and retirement homes, to give support to the caregivers

PROVIDING SUPPORT TO OUR MEDICAL INSTITUTIONS



COMMUNITIES

IDENTITY



COMPANY |



DATE | April 2020

PURPOSE

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

KEY VISUALS



Nestlé Good food, Good life



NESCAFÉ



WHAT

- 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

COMPANY

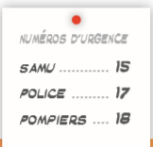


DATE April 2020

PURPOSE

Relay within the company of individual good practices to fight together

KEY VISUALS



Cet annuaire est exclusivement réservé à l'usage de mes voisins

MON PRÉNOM, MON NOM	J'HABITE	MON TÉLÉPHONE	MON EMAIL

WHAT

- 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

DONATION OF MATERIAL TO THE EHPAD



COMMUNITIES

IDENTITY



COMPANY |



DATE | April 2020

PURPOSE

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

KEY VISUALS



WHAT

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

IDENTITY



COMPANY |



DATE | April 2020

WHAT

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

KEY VISUALS



IDENTITY



COMPANY |



DATE | April 2020

PURPOSE

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

KEY VISUALS



**Tous confinés
Tous engagés**



WHAT

- 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/>

CARREFOUR COMMITS ON FIXED PRICES AND QUANTITIES TO SUPPORT THE FRENCH FISHING SECTOR



COMMUNITIES

IDENTITY



COMPANY



DATE | March 23th 2020

WHAT

- 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



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

IDENTITY

COMPANY | 

DATE | March/April 2020

PURPOSE

Supporting hospitals and French producers

KEY VISUALS



**ENSEMBLE SOUTENONS
LES PRODUCTEURS FRANÇAIS**

**JUSTE RÉMUNÉRATION DES PRODUCTEURS
TRAÇABILITÉ, QUALITÉ**

WHAT

- 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.)

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

IDENTITY



COMPANY



DATE | April 2020

PURPOSE

Giving support to the organisms, associations, medical professionals and hospitals for dependent seniors by providing them divers protection equipment and food products.

KEY VISUALS

Savencia's subsidiaries engaged together



WHAT



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

Positive Actions Newsletters

Find [here](#) the list of Industry Actions to tackle Covid-19 and Support People published in our newsletter.

Webinars

Check our [webpage](#) for our Covid-19 webinar series and the recordings of previous sessions.

If you would like to share your company's response to Covid-19 on the above, get in touch with the Health & Wellness team hw@theconsumergoodsforum.com

THANK YOU!

Reach Out



www.tcgfhealthandwellness.com



hw@theconsumergoodsforum.com



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The Consumer Goods Forum



[CGFTheForum](https://www.youtube.com/CGFTheForum)