

BUSINESS AND COVID-19: RESPONSE FRAMEWORK

ACTIONS

LIVES: HEALTH & SAFETY



LIVELIHOODS: JOBS & INCOMES



LEARNING: EDUCATION & SKILLS



CORE BUSINESS

Put people first. Identify vulnerable stakeholders in the company's operations, value chain and communities, identify the most salient human rights and economic risks they face and develop plans to address these through enhanced policies, processes, products, services, technologies, financing mechanisms and business models.



Ensuring health and safety of employees and customers, and regularly sharing information among employees, suppliers and distributors.

Increasing production of and/or repurposing manufacturing facilities to produce essential health supplies, such as face masks, hand sanitizer and ventilators.

Leveraging and repurposing other corporate capabilities and assets such as laboratories, logistics and distribution networks and converting hotels and restaurants to produce and deliver essential products and services.

Using brands and marketing to spread public health messages that promote consumer awareness of preventative measures, such as handwashing and social distancing, and provide accurate and up-to-date health information.



Supporting small scale suppliers, such as through changing payment terms and conditions to address short-term cash flow issues.

Extending access to paid sick leave, supporting remote working, and supporting hourly employees financially.

Increasing accessibility to essential products and services that impact livelihoods, by reducing prices, loosening usage or financing terms, offering flexible refund policies and waiving late fees.

Maintaining rigorous ethics and compliance systems to limit increase in price gouging, corruption and other unethical activities that most damage smaller businesses and low-income consumers.



Adapting learning content and resources to new digital formats.

Increasing access to digital learning platforms and video-conference technology.

Moving learning and networking events to an online setting.



PHILANTHROPY

Explore ways to leverage corporate philanthropy, employee engagement and social investment.



Providing flexible, emergency or unrestricted support grants to nonprofit organizations working on the health crisis and other social challenges at the community level, such as food banks and shelters.

Providing free products and services to hospitals, health workers.

Supporting employees who have medical expertise and other relevant skills to volunteer.

Exploring support for employee giving programs and online funding platforms



Providing cash grants or emergency loans to small businesses or workers.

Providing funding to organizations supporting small businesses.

Providing grants to organizations supporting low-income and at-risk populations.



Providing free access to learning content.

Providing free access to learning platforms.

Supporting organizations that train and empower teachers.



POLICY ENGAGEMENT

Engage in policy dialogue, awareness raising and institution strengthening partnerships to support those who are most vulnerable.



Supporting government efforts to collect data and disseminate evidence-based information on health.

Contributing directly or helping to finance essential health R&D.



Advocating for governments to support better workers' protection, small businesses and social safety nets as part of economic support packages.



Working with governments and other partners on supporting teacher training and ensuring that low-income households and students have better technology access.