Love in the time of Coronavirus: How business is showing its heart in the war against COVID-19 (16 March – 9 June)

For stories since 9 June click [here](#).

We have adopted the headline ‘Love in the time of Coronavirus’ (not original, we know, but highly appropriate; a reference to Columbian author Gabriel García Márquez’s magnificent work, Love in the Time of Cholera) to introduce our regular column that curates examples of our industry at its most compassionate.

Never has the need been greater for the unique international community of travel retail and aviation (and all their stakeholders) to show their empathy for humanity. We are pleased to shine a light on our industry at its best.

Please send your examples to [Martin@MoodieDavittReport.com](mailto:Martin@MoodieDavittReport.com).

9 June

Shiseido Group donates 20,000 skincare products to healthcare workers in Japan

Shiseido Group has donated 20,000 skincare products — from its flagship Shiseido brand — to healthcare workers in Japan. The products were distributed to several national medical and infectious diseases facilities through the Japan Medical Association.

The company has donated 10,000 women’s skincare sets and 10,000 men’s skincare sets. The women’s sets are

The Shiseido Ultimune Power Infusing Concentrate is one of the products included in the women’s skincare set.
made up of the Shiseido Enriched Treatment Softener, Shiseido Ultimune Power Infusing Concentrate and Shiseido White Lucent Overnight Cream and Mask.

The men’s sets are comprised of the Shiseido Men’s Hydrating Lotion and Shiseido Men Total Revitaliser Cream.

#TimetoCare: The Body Shop donates 30,000 cleansing products to care homes in North America

The Body Shop has delivered 30,000 hygiene products to care homes across the US and Canada.

The company has also launched a similar initiative for NHS staff in the UK as part of its #TimetoCare global COVID-19 relief programme.

It said, “As the situation surrounding COVID-19 evolves, [we] will continue to reassess needs and identify opportunities for The Body Shop to provide supplies. On Instagram, the brand has communicated its strategy to only promote its products that will prove most useful during the crisis, such as hand creams.”
Bulldog Skincare has also encouraged customers to nominate NHS workers to receive care packages

Bulldog Skincare donates £250,000 worth of care packages to NHS workers

Men’s grooming brand Bulldog skincare has donated £250,000 worth of care products to NHS workers.

The packages include the brand’s Original Bamboo Razor, Original Shave Gel, Original Moisturiser and Original Bar Soap.

NHS workers can simply logon to Blue Light Card — Bulldog Skincare’s NHS membership scheme partner — and request for a care package. The packages will be delivered for free anywhere in the UK.

Bulldog Skincare is also encouraging customers to nominate family and friends who work for the NHS to receive a care package. Since the launch of the initiative in March, the company has delivered more than 56,000 care packages.

Bulldog Skincare General Manager Caroline Mallet said, “Like everyone in the UK, the NHS has touched the lives of the Bulldog team in countless ways. When we saw the images of the dedicated NHS frontline staff after 12-hour shifts in protective masks, we knew we had to play our part to help.

“While we know that grooming is far from the most important thing right now, we wanted to do all we could to make the lives of our amazing NHS staff that little it easier.”

6 June

Walsh Whiskey launches online Writers Tears’ raffle to raise funds for Irish children’s charity

Walsh Whiskey founders, Bernard and Rosemary Walsh, have partnered with The Jack & Jill Foundation to raise €16,000 to fund 1,000 hours of nursing care hours for seriously ill children under five years old.

The Jack & Jill Foundation, based in Ireland, helps provide specialised care for young children with medical
conditions and severe learning difficulties.

Walsh Whiskey — known for its Writers’ Tears & The Irishman brands — will be supporting the organisation through various fundraising initiatives throughout 2020. The first event is a Facebook livestream raffle of the founders’ personal collection of a complete set of Writers’ Tears Vintage Cask Strength, super-premium, triple-distilled whiskeys.

Read the full story here
I want to thank Bernard and Rosemary Walsh for spearheading this international community effort which will fund home nursing care hours and respite for our Jack & Jill families.

Jack & Jill Foundation CEO Carmel Doyle

3 June

#SendingLove: Talon unveils user generated digital out-of-home campaign to connect communities during the COVID-19 crisis
Out of home media company Talon has launched its #SendingLove campaign to help facilitate messages of love between families and communities, separated by the global health crisis.

The campaign is supported by the World Out of Home Organisation. It is currently running on outdoor advertising spaces worth US$15 million — donated by over 70 media companies — across 153 cities.

The World Out of Home Organisation Board members include JCDecaux, Clear Channel and oOh!Media to name a few. It works to promote the out of home industry on behalf of its members.

According to the company, it is the world’s largest user-generated digital out-of-home campaign.

The #SendingLove campaign features on some of the most prominent outdoor advertising spaces in the world. Pictured
The campaign was created in partnership with Grand Visual and encourages participants to send digital photos and messages — featuring the campaign’s heart-hand symbol — to places they cannot travel to. Grand Visual’s creative automation system geotargets the messages to participants’ chosen destinations, connecting people and communities from all over the world.
Participants are also encouraged to donate to the World Health Organisation’s Global Covid-19 Solidarity Response Fund before receiving their images, which they can share on social media.

The campaign’s out-of-home element is facilitated by Talon’s global out-of-home partner, Plexus.

The out of home campaign is currently running on digital advertising spaces donated by over 70 media companies across cities worldwide.

“It’s great to see an initial idea to share love between countries grow into a powerful multi-channel concept,” said Talon Chief Operating Officer Frank Bryant. “Centrally coordinated by our Plexus team, the collaboration from our global network, and the industry, has been truly inspirational. The willingness to make this happen by all has delivered a media first for user generated OOH creative whilst raising money for the global COVID-19 Solidarity Response Fund.”

Grand Visual Chief Creative Officer Dan Dawson commented, “We set out with one thing in mind, to provide people with the opportunity to send love to their favourite places around the world.”
“With an internationally understood heart shaped hand signal at the centre of the creative – we could share the love in cities the world over despite the constraints of lockdown, with shareable content further extending the message via social channels.”

Participants are encouraged to donate to the WHO’s COVID-19 Solidarity Response Fund before sending out their messages of love.

**Edrington commits £1.3 million to COVID-19 relief**

As part of its ‘Spirit of Giving’ CSR programme, Edrington has committed 1% of its annual earnings to support various COVID-19 relief programmes this year.

The Spirit of Giving programme gives employees access to funds in order to support relief efforts within their local communities. This year, Edrington has pledged £1.3 million to fund non-profit organisations in Cambodia, Vietnam, Thailand, Mexico, the Dominican Republic and the United States.
The Spirit of Giving programme allocates 1% of Edrington’s annual earnings for charity.

Commenting on the initiative, The Famous Grouse Managing Director Aristotelis Baroutsis said, “When we eventually emerge from this crisis, many things will undoubtedly have changed, but I hope that the spirit of giving and community that has emerged, continues and flourishes. I sincerely hope that the inspiring initiatives that we have seen will form part of a ‘new norm’ that emerges, and that we all continue collaborating and giving towards something greater than ourselves.

“I know that at Edrington, our value of giving will endure, and together with our people and our principal shareholders, we will continue to give as long as there is need.”
Bottega Veneta funds Italian scholarships worth €300,000

Kering-owned luxury fashion brand Bottega Veneta has contributed €300,000 worth of financial aid to fund scientific and medical scholarships across Veneto, Lazio, and Campania.

The donation will fund the two-year extension of a pneumology researcher at the University of Padua and two virology scholarships at the National Institute for Infectious Diseases Lazzaro Spallanzani in Rome and the Microbiology and Virology Laboratory of the Hospital Domenico Cotugno in Naples.

Bottega Veneta Creative Director Daniel Lee commented, “We recognise that supporting the medical professionals who are saving the lives of others must be our priority during this time. With these scholarships we are able to contribute to securing the future of our global health by supporting their admirable and courageous work.”

“Medical researchers, constantly engaged in the study of new treatments and vaccines, make our country so proud,” said Bottega Veneta Chief Executive Officer Leo Rongone. “They are a resource of extraordinary value for humanity as a whole.”

2 June

Boots supplies over 200,000 toiletries to NHS and at-risk communities in the UK

British cosmetics giant Boots has teamed up with charity organisations The Hygiene Bank and FareShare to supply over 200,000 toiletries to NHS workers, socially vulnerable communities, schools and food banks across the UK.
The toiletries include basic hygiene essentials such as shower gels, toothpaste, shampoos, conditioners and hand and body lotions.

Boots UK Managing Director Seb James commented, “Boots has always been a critical partner to the NHS and on behalf of our amazing teams also giving their all right across the country, we wanted to show our appreciation for the world-class care the men and women on the frontline of the NHS provides every single day.”

James added, “Our partnerships with the Hygiene Bank and FareShare enable us to get thousands of essentials out to those who need them most, both in the NHS and the most vulnerable people in the community.”

Elizabeth Arden donates 4,000 Eight Hour Creams to NHS

Revlon-owned beauty brand Elizabeth Arden has donated 4,000 Eight Hour Creams to NHS frontline staff.

The company said, “As a direct response and in coordination with the NHS, Revlon, through its brand Elizabeth Arden, has donated 4000 Eight Hour Cream products to help intensively hydrate and heal sore, dry skin.

“We are extremely grateful to the NHS and key workers helping to support our Nation and will continue to look for ways in which we can help with the ongoing crisis.”

1 June
Running for a great cause: Furloughed airport worker Seb Thompson supports Alzheimer’s Society

Manchester Airport Press Office Manager Seb Thompson has raised over £1,000 (US$1,240) to support the Alzheimer’s Society through a 30-day, 100-mile run.

Furloughed because of COVID-19, Thompson decided to support the UK charity’s Run For Dementia campaign following the death of his grandfather at the start of the lockdown. His aim to raise £150 (US$186) was quickly upped to £500 (US$620) but Thompson has surpassed that goal by 217%.

And he has an ingenious plan to mark the final mile.

Manchester Airport Press Office Manager Seb Thompson is looking for support on the final six miles of his fundraising run.

As well as finishing the run outside the care home where his grandmother resides battling dementia, Thompson is using social media to encourage others to join in the final mile virtually, to help him cross the finish line and raise awareness of the disease.

He plans to complete the final mile tomorrow (2 June). Those interested in joining in virtually can contact him via Twitter: @seb Thompson.* Donations can be made via Thompson’s JustGiving page.
When my grandad sadly passed away and none of us could visit and be there for my grandma, I decided to turn a negative into a positive by using my furloughed time for a good cause,” Thompson said.

“At the start of this I could hardly run a bath let alone 100 miles so knew it was going to be a challenge, but was keen to do something to honour my grandad for a charity that is very close to my family.

“As well as being great exercise for the body, the running has also helped the mind, and been a great release to get through the tricky periods of these uncertain times we are all in. This is why I wanted to encourage as many people as possible to join me virtually in the final mile, so not only can they help spread the word, but also do their bodies and mind some good in the process.”

“Dementia devastates lives; it slowly strips people of their memories, relationships and identities.”

Alzheimer’s Society Regional Fundraising Manager for the North West Natasha Howe said: “Every three minutes someone in the UK develops dementia, and there is currently no cure. The coronavirus pandemic is an incredibly worrying time for all of us, but the crisis is having an even greater impact on people affected by dementia, as some will be completely cut off from their families, their communities, and the networks they rely
“Dementia devastates lives; it slowly strips people of their memories, relationships and identities.”

Going the extra mile: The Alzheimer’s Society’s Run for Dementia campaign challenges supporters to run 50 or 100 miles in 30 days.

*UPDATE*: Thompson completed his 100-mile charity effort today (2 June), running with online and onsite supporters.
8 May

Dubai Airports supports Indian repatriation efforts at DXB

Dubai Airports is assisting with the repatriation of Indian citizens from DXB (Dubai International) Terminal 2 as part of a coordinated effort with UAE authorities, the Indian Embassy in the UAE, airlines and other Dubai Airports’ service partners.

All repatriation flights to India will be operated from Terminal 2 by Indian carriers Air India and Air India Express until further notice.
Travellers at DXB T2 receive rapid antibody tests or thermal screening, conducted by Dubai Health Authority; below, social distancing at boarding time.

Dubai Airports said it has taken steps to ensure the health and safety of airport staff and passengers during these operations. “Apart from the recently completed deep cleaning and sterilisation exercise spanning the entire facility, social distancing measures including signage, floor stickers and separated seating areas, have been
implemented across DXB. Check-in counters and immigration desks have been fitted with Perspex screens to provide additional safety for staff, who are also required to wear personal protective equipment.

“Entry to the terminal is strictly limited to ticketed passengers carrying valid documents and wearing personal protective equipment. As part of the new pre-check-in procedure all passengers will receive thermal screening and/or a rapid antibody test, conducted by Dubai Health Authority’s Airport Medical Centre team.”

Dubai Airports has appealed to family and friends of passengers to say their goodbyes at home and avoid crowding at the airport.

Passenger flight operations at DXB and Dubai World Central (DWC), with the exception of repatriation flights, remain temporarily suspended since March 24 as part of a series of measures initiated by the UAE government to prevent the spread of COVID-19.

7 May

As reported, Nestlé has partnered with the International Federation of the Red Cross (IFRC) and Red Crescent Societies to launch a global COVID-19 response

**Nestlé ramps up comprehensive global COVID-19 response**

Nestlé has mobilised its brands, supply chain, distribution and retail partners, to launch a comprehensive global COVID-19 response.

In Central and West Africa, the confectionery company has launched a US$3.4 million effort to help 850,000 socially vulnerable people across the region.

It has also donated personal protective gear and medical equipment to local hospitals, including three ventilators for Burkina Faso’s intensive care units.
In the Europe, Middle East and North Africa (EMENA) region, Nestlé is donating food products to customers in the out-of-home food sector as part of its ‘Always Open For You’ food service initiative. The CHF500 million (US$512 million) programme helps small businesses weather the COVID-19 storm.

In Europe the Swiss confectionery company has donated 9,000 care packages, worth EUR1.8 million, to more than 900 hospitals in Germany; and donated approximately half a million products to hospitals in Spain. Nestlé has also donated CHF1 million (US$1.024 million) to support health workers in Switzerland.

#AlwaysOpenForYou helps local out-of-home food and beverage businesses weather the COVID-19 storm
Nestlé Malaysia has pledged to support 200,000 socially vulnerable Malaysians amid the crisis. It has committed RM15 million (US$3.4 million) to fund initiatives that will supplement the livelihoods of lower income communities and partner SMEs.

In Australia, Nestlé has pledged a minimum of AU$2 million to communities most impacted by COVID-19. It has also extended its partnerships with food relief organisation Foodbank, across its network of 2,400 charity agencies, to offer relief to food-insecure communities across Australia.

In the US, Nestlé has partnered with Freshly to channel US$500,000 to Meals on Wheels’ coronavirus response. The funds will provide 40,000 meals directly to at-risk homebound senior citizens. It has also provided US$100,000 worth of financial aid to support food-insecure students through the ‘No Kid Hungry’ organisation and to food banks across the country.

Read the full story here
The company has also mobilised a number of brands to support its collective COVID-19 solidarity programme.

**The Estée Lauder Companies donates an additional US$1.4 million for COVID-19 relief and launches the ‘ELC Cares Fund’**

The Estée Lauder Companies has donated an additional US$1.4 million to support various international frontline relief initiatives. The funds have been allocated to the Community Chest of Korea, the British Red Cross, Age UK, and the Spanish Red Cross.

It has also mobilised a number of brands to support its collective COVID-19 relief efforts around the world.

In New York, The Estée Lauder brand has donated 2 million surgical masks to healthcare workers and hospitals; while Clinique has donated 50,000 skincare products.

Aveda is supporting The Salon & Spa Relief Fund and donated US$600,000 to help salons reopen after lockdown. It has also donated 125,000 bottles of shampoo and lotion to frontline workers globally.

The beauty giant has also pledged its support for the BeautyUnited campaign, an industry-wide CSR initiative that provides front-line workers with product donations.

It has also launched the ‘ELC Cares Employee Relief Fund’ which offers financial aid to ELC employees impacted by COVID-19. The fund encourages eligible employees to donate up — with an up to five-times company donation matching policy — through the end of June 2020.
Tito’s Handmade Vodka is producing 60 tonnes of hand sanitiser weekly for medical workers in the US

**Tito’s Handmade Vodka donates US$2 million to service industry charities and produces 60 tonnes of hand sanitiser weekly**

American spirits company Tito’s Handmade Vodka has made a US$2 million donation to a number of service industry charities in the US.

US$1 million of the funds have been allocated to the [Children of Restaurant Employees (Core)](https://www.corefoundation.org), the [United States Bartender’s Guild (USBG) National Charity Foundation](https://www.usbgnchf.org), [Southern Smoke](https://southernsmokefoundation.org), and [World Central Kitchen](https://wckitchen.org). An additional US$1 million will be allocated where needs emerge.

The company has also ramped up its ‘Love, Tito’s’ solidarity programme to support various local non-profit organisations across the country. This includes event sponsorships, grants, and service projects.

In April, Tito’s Handmade Vodka committed to producing 24 tonnes of hand sanitiser and has recently scaled up capacity to produce 60 tonnes of sanitiser weekly.

The sanitising gel has been donated to public health authorities in Austin, Texas and to similar facilities in New York, New Jersey, Louisiana, Massachusetts, Illinois, Michigan, California, and Florida.

In a statement the company said, “These are uncharted times, but, for as long as we can, we’ll raise glasses from afar. We’ll have virtual happy hours, parties and concerts, and if it’s safe, we’ll nudge elbows and do the foot kick thing. For as long as we’re apart, we’re in this together.”
“These are uncharted times, but, for as long as we can, we’ll raise glasses from afar” — Tito’s Handmade Vodka
6 May
1,000 Singapore Airlines cabin crew members have volunteered to support frontline workers in Singapore

**We are all in this together: 1,000 Singapore Airlines employees volunteer to support Singapore’s fight against COVID-19**

Singapore Airlines has deployed over 1,000 cabin crew volunteers — from Singapore Airlines, SilkAir, and Scoot — to support frontline workers as care, transport and contact tracing ambassadors.

Their duties include supporting health workers in hospitals, helping public authorities implement social distancing guidelines, and assisting in the contact tracing process.

To honour its employee volunteers, as well as frontline workers around the world fighting to curb the spread of the pandemic, Singapore Airlines put together a short video tribute entitled ‘We are in this together.’
In a statement the company said, “Our crew put their renowned professionalism, communications skills and world-class service to good use in these roles. At the same time, it has also been an eye-opening experience and given everyone a deep sense of personal satisfaction and achievement.”

“We are very proud of our people, who have stepped up during these difficult times. This is the SIA way of giving back to our community.”

**Returning a favour: Irish donors support crowd-funding campaign for Navajo and Hopi tribes impacted by COVID-19**

Hundreds of Irish donors have donated to a [GoFundMe Campaign](https://www.gofundme.com) to support the Navajo and Hopi Reservations, which have been severely impacted by COVID-19.

To date, the campaign has raised over US$2.5 million, with the help of 48,000 donors.
Over 170 years ago, when many Irish families were starving during the potato famine, the Native American Choctaw Nation sent US$170 in relief aid to help them out. Now, hundreds of Irish people are repaying that kindness by donating to a crowdfunding campaign for the two tribes.

According to Time magazine, the Navajo nation has one of the highest infection rates per capita in the United States. This is partially because up to 40% of its people do not have access to running water in their homes and 10% do not have electricity.

“‘It always struck me for its kindness and generosity and I see that too in the Irish people. It seemed the right time to try and pay it back in kind,’ said one Irish Donor Sean Callahan

According to the campaign organisers, many Irish donors cited the generosity of the Choctaws, noting that their gift, all those years ago, came not long after the tribe had been forcibly relocated from the southeastern areas of the US.

The campaign organisers said, “Acts of kindness from indigenous ancestors are now being reciprocated nearly 200 years later through blood memory and interconnectedness”.

Choctaw Nation Oklahoma Chief Gary Batton said the tribe was “gratified – and perhaps not at all surprised – to learn of the assistance our special friends, the Irish, are giving to the Navajo and Hopi nations.”

**Spa Ceylon dedicates entire capacity to produce sanitising gel in Sri Lanka**
Sri Lankan wellness brand Spa Ceylon, and its parent company The Janet Group, have dedicated its entire production capacity to manufacture anti-bacterial soaps and hand sanitisers.

The sanitising gels will be exclusively donated to healthcare workers and frontline service personnel in local hospitals in Sri Lanka.

In a statement the company said, “Spa Ceylon and The Janet group have dedicated all our present production resources to support the heroes keeping Sri Lanka safe during this time.”

“Thank you to our production staff, who volunteered to come in small teams, to produce natural anti-bacterial soaps & hand sanitisers, to be donated to healthcare & frontline service personnel battling COVID-19. We will continue to support you. Together we will beat this!”

Spa Ceylon has dedicated its entire capacity to produce hand sanitisers and anti-bacterial soaps for hospitals in Sri Lanka.

5 May
Valrhona unveils interactive ‘CakeWalk’ map to support local businesses in the US

Chocolate company Valrhona has launched an interactive ‘CakeWalk’ map to help connect customers with local pastry chefs, artisans and restaurants in the US. The CakeWalk map also offers information on how to order bread, pastries, and chocolates from nearby producers.

Participating businesses in Valrhona’s CakeWalk map have implemented numerous health and hygiene protocols to ensure the safety of both employees and customers.

To adhere to social-distancing guidelines, they also offer long-distance delivery, click & collect, phone orders, and third-party deliveries.

Valrhona hopes to fill the CakeWalk map before Mother’s Day (10 May) so that cake and pastry businesses can take part in one of the most important holidays for the industry.

In a statement the company said, “Valrhona’s CakeWalk is a resource to help connect people around North America with nearby, small businesses that are still operating using safe, socially distanced practices. In order to help the food and pastry community bounce back stronger than ever, businesses across the industry, not just Valrhona customers, are welcome to be included in the map.”

TSA officers display community spirit by opening food pantries for out of work airport employees
Across the United States, employees from the Transportation Security Administration (TSA) have stepped up to help co-workers financially impacted by the COVID-19 pandemic.

The officers have provided free meals for struggling colleagues, opened temporary food pantries, and began making masks and other basic necessities for socially-vulnerable communities.

TSA officials in Denver International Airport hosted a food party to support their colleagues, while TSA employees in Ronald Reagan Washington National Airport, Cincinnati/Northern Kentucky International Airport (CVG) and Dulles International Airport (IAD) opened food pantries for furloughed employees.

Rhode Island’s T.F. Green Airport’s (PVD) TSA employees chipped in to buy pizza dinners for airport employees; while TSA officers at Portland International Airport (PDX) made lunches for 300 airport employees.
The Penderyn hand sanitiser was produced with a 90% ABV.

**Penderyn Whisky Distillery produces 10,000 litres of hand sanitiser a week for the NHS**

The Penderyn Whisky Distillery in Wales has begun the weekly production of 10,000 litres of hand sanitiser for the NHS.

The first batch of 80% alcohol sanitiser was already delivered to NHS hospitals in partnership with logistics company Lovair Ltd.

According to the company, the Penderyn sanitiser was produced following the World Health Organisation’s strict guidelines and has been approved for use by the NHS in Wales.

The Penderyn hand sanitiser is also available for consumer purchase in 180ml hand-held atomiser formats. An initial quantity of 5,000 bottles is now available in the Penderyn Whisky Distillery and in its online store. The sanitiser will also be distributed to all employees, with a portion to be donated to nominated local charities.

The Penderyn Whisky Distillery was contacted by the NHS in the early days of the outbreak to produce mass quantities of hand sanitiser. As a single malt distillery, its Faraday Stills are able to produce alcohol at a higher 90% ABV compared to 70-75% ABV produced at other distilleries.

Penderyn Distillery Chief Executive Officer Stephen Davies said, “We never imagined that our single malt spirit would be used in this way, but we are pleased that most of the sanitising products will be used by the NHS in Wales.”
Penderyn Distillery Blender Aista Jukneviciute with Jarl Hobbs of Lovair in front of IBCs of sanitising liquid.
Commenting on the initiative, North Wales Minister of Economy and Transport Ken States said, “Penderyn is a fantastic example of a business stepping up and adapting the way it works to support our efforts in beating Coronavirus.”

“Our NHS stars are performing life-saving acts of heroism each and every day and as the Welsh Government is working together with businesses such as Penderyn, we are doing all that we can to protect our health service and provide them with what they need.”

The LVMH Group has ramped up the mobilisation of its COVID-19 relief initiatives around the world.

Across its luxury portfolio, several LVMH brands have launched programmes to help fight the COVID-19 pandemic and support various stakeholders through the crisis.

Several LVMH brands have also participated in Fashion Journalist Laurence Benaïm’s charity auction, which benefited the ‘SOS EPHAD’ initiative launched by the Fondation Recherche Alzheimer. The funds will be used to support nursing homes, which have been greatly impacted by the health crisis.
Louis Vuitton has partnered with the Mode Grande Ouest textile network to produce the much-needed non-surgical masks.

LVMH Vins d’Exceptions released a special gift set — featuring six bottles from Clos des Lambrays, Château d’Yquem and Château Cheval Blanc — with all proceeds to be donated to three hospitality charities. These include the Fondation de France (France), Hospitality Action (UK) and the Restaurant Employee Relief Fund (US).
The special gift set features six bottles from Clos des Lambrays, Château d’Yquem and Château Cheval Blanc, with all proceeds to benefit hospitality industry workers impacted by COVID-19

As reported, it deployed the production facilities of several of Christian Dior, Guerlain, and Parfums Givenchy to produce much-needed hydroalcoholic gels to aid French hospitals on 15 March.

Since then, large quantities of the sanitising gel have been distributed. The perfumes & cosmetics brands will continue to produce 50 to 60 tonnes of hand sanitiser weekly, with production to continue for as long as necessary.
Empathy and solidarity: LVMH will continue to produce and deliver the critical sanitising gel

According to the company, similar initiatives have been launched in the Bvlgari Lodi plant in Italy’s hard-hit Lombardy region, as well as in LVMH territories in Poland and the US.

The company also donated 50,000 disposable gowns to the Paris Hospital system, 30,000 to other regional hospitals, and 65,000 pairs of gloves to the Institut Hospitalo-Universitaire Méditerranée Infections in Marseille. It plans to source an additional 2 million PPEs for Paris hospitals in the coming weeks.

In addition, the group sourced 400,000 serology tests for BioGoup labs in France with a portion allocated for nursing homes. It also donated eight machines that have the capability to automatically process hundreds of thousands of COVID-19 diagnostic tests.

LVMH also played a key role in the signing of an agreement between the French government and South Korean test manufacturer Suggentech. As part of this agreement, 400 tests are now being trialled at the La Pitié-Salpêtrière and Bichat hospitals in Paris.
4 May

Glasgow Airport holds a special lockdown Q&A with aviation superfans Ross and Ryan McMillan

Glasgow Airport invited aviation superfans Ross and Ryan McMillan for a special lockdown Q&A with its General Manager of Operations Ronald Leitch.

The heart-warming video features the brothers talking about their passion for planes and learning all about the inner workings of Glasgow Airport from its General Manager of Operations Ronald Leitch.

Leitch ended the Q&A by promising the boys and their parents a behind-the-scenes tour of the airport once lockdown is lifted.
Ross and Ryan McMillan learned all about the inner workings of Glasgow Airport through a special lockdown Q&A with General Manager of Operations Ronald Leitch

“I thoroughly enjoyed catching up with Ross and Ryan during the lockdown and I’m hugely impressed with their collection of model aircraft — it puts my own to shame,” said Ronald Leitch.

“They know their aircraft and are very knowledgeable about the airport, which is really heartening. I’m pretty sure that we’ll see them working in the industry in some form in the future and I look forward to welcoming them in for a special VIP tour.”

Ross and Ryan’s mother, Caroline McMillan, said: “Ross and Ryan where absolutely thrilled to take part in the chat and were so excited when the airport team got in touch. They love everything about aviation and airports as you’ll have seen from the number of model aircraft they have, so it was really good of Ronald to take the time to catch up with them, especially during the lockdown. It really made their day.”
“While there are fewer people in the skies, the commitment to our customers and their well-being, has never been stronger,” says United Airlines California President Janet Limkin

**United Airlines checks in on isolated senior citizens in California**

United Airlines has partnered with the California Governor’s Office of Emergency Services to join the Listos California campaign.

The campaign address the needs of senior citizens — facing heightened health risks — during the COVID-19 pandemic crisis.

California Governor Gavin Newsom recently called out for senior citizen support as part of the State of California’s ‘Stay Home. Save. Lives. Check In.’ initiative.

United Airlines answered the call and deployed a team of 300 volunteers from its Los Angeles, San Francisco, and San Jose offices to make thousands of wellness calls to isolated senior citizens in California.

The weekly calls not only check in on their wellbeing, but also offer some much-needed personal connection during lockdown.

“Our shared purpose at United is connecting people and uniting the world, and during these unprecedented times that has never been more important,” said United Airlines California President Janet Lamkin.

“United employees make caring connections with travellers across the globe every day, and while there are
fewer people in the skies, that commitment to our customers and their well-being, has never been stronger. We are profoundly grateful to all of our compassionate employees who will be using their experience and training to bring some much-needed comfort to our state’s most vulnerable residents during these difficult times,” Lamkin added.

United Airline’s volunteer efforts is part of the airline’s broader social bridging project with the State of California, which includes offering free round-trip flights across the US for doctors, nurses, and healthcare volunteers.

“United Airlines reached out to us [and said] we have a workforce that would be perfectly positioned to be able to make wellness calls, so we want to thank United Airlines,” said California Governor Gavin Newsom. “We love the idea that the folks that we usually check in with for our travel arrangements will be checking in with our seniors and older Californians.”

Viña Concha y Toro deploys research facility to detect COVID-19 cases and donates 50,000 litres of hand sanitiser

Viña Concha y Toro has revealed two major COVID-19 initiatives as part of its contribution to Chile’s Private Emergency Health Fund. The fund is led by the Confederation of Production and Commerce.

The wine company has officially certified its molecular biology laboratory — run by the Viña Concha y Toro Centre for Research and Innovation (CRI) — as a COVID-19 detection site. The facility was certified by the Universidad Católica del Maule’s (UCM) Biomedical Research Laboratory.

It will carry out COVID-19 detection tests under the supervision of the Maule Region Health Service as part of national laboratory network connected by the Ministry of Science, Technology, Knowledge and Innovation.

The CRI molecular biology laboratory uses a Hamilton Microlab Starlet robotic pipettor, among other devices, which allows it to process 2,3000 samples daily. It also has a qPCR Thermofisher QuantStudio 5 which can
diagnose 768 samples daily.

“We want to collaborate with our capabilities to overcome this health crisis, supporting prevention and early diagnosis,” Viña Concha y Toro CEO Eduardo Guilisasti
In addition, Viña Concha y Toro donated 50,000 litres of hand sanitiser to hospitals and public health institutions in Chile. It is also providing RNA extraction equipment to the UCM and Talca hospitals that will quadruple their diagnostic capacities.

“We want to collaborate with our capabilities to overcome this health crisis, supporting prevention and early diagnosis,” said Viña Concha y Toro CEO Eduardo Guilisasti. “As part of our contribution to the Private Emergency Health Fund, together with the donation of hand sanitiser to health authorities, we have also made our cutting-edge technological equipment and team of professionals at the Centre for Research and Innovation available to them.”

Viña Concha y Toro Global Travel Retail & Duty Free Director Diego Bazeza commented, “Right now, many of us find ourselves physically separated and disconnected from our peers, colleagues, friends and families. However, it’s become clear that the only way for us to endure this global crisis is to embrace one another; whether it’s collaborating across industries to find innovative solutions together or reaching out within our communities to support those who are vulnerable, we have a responsibility towards one another.”

Bazeza added, “Viña Concha y Toro’s collaborative efforts are driven by a powerful sense of community and innovation, and it’s this very same spirit that we hope to inspire in our consumers and partners to see us through these unprecedented times together.”
Minister of Science, Technology, Knowledge and Innovation Andrés Couve commented, “The organised scientific community is currently performing a special task to fight this pandemic. Thanks to the coordination of five regional Ministry of Science offices — together with teams from the Ministry of Health, the Public Health Institute, and the generosity of the scientific community, academic communities and the private sector — today our country stands out for its coordinated and decentralized COVID-19 diagnostic capacity.”

The CRI is equipped with a Hamilton Microlab Starlet robotic pipettor to administer 2,300 COVID-19 detection tests daily.

**Royal Caribbean begins mass repatriation for crew members**

With the cruise industry essentially grinding to a halt amid the COVID-19 crisis, Royal Caribbean has begun the mass repatriation of its crew members globally.

The cruise company plans to deploy at least 11 of its own ships, including three sailing to Southampton, where additional charter flights are set to repatriate Canadian and European crew members.

Crew members from the Caribbean and the Americas will be transported to their homes in the Bahamas, Haiti, Colombia, Costa Rica, Panama, Honduras, Guatemala, Dominican Republic, Grenada, and the Grenadines beginning 9 May.

Crew members from the Philippines and India will either be transfer to ships sailing back to their home
countriest or flown on charter flights before 3 June.

The company’s repatriation operations will include the use of 11 of its own ships

**How can we help?: Long Haul Spa honours frontline workers with self care kits**

Brisbane-based beauty and wellness brand Long Haul Spa has launched a social media promotion that gifts a Long Haul Spa or Tarmac kit to frontline workers.

The company has asked its followers on Instagram and Facebook to nominate a frontline worker — who deserves a little bit of self care — with one winner chosen weekly.

In a statement on shared on social media the company said: “As a small business with limited resources, we at Long Haul Spa look at the issues that COVID-19 has dropped on all of us and say…how can we help?”

“We can’t help everyone, but we can help someone; and if we help at least someone, then maybe we have made a little bit of a difference. Every week we are giving away a Long Haul Spa set to a front liner helping the fight against COVID-19. We will do this until the crisis is over or we can’t afford to do it anymore.”
How can we help?? As a small business with limited resources, we at Long Haul Spa look at the issues that COVID-19 has dropped on all of us and say....? How can we help?? Especially when we can't help.? We can't assist at the hospital, the senior's home, the homeless shelter... Social distancing has put our front line workers in an even more vulnerable position of not being able to pass off any of the workloads to willing and trainable bodies because of self-distancing.? So, what can we do?? We can't help everyone.? But we can help someone.? And if we help at least someone,
then maybe we have made a little bit of a difference.? ? But we need your help. We need you to help us help our frontline. ? ?

Every week we are giving away a Long Haul Spa set to a front liner helping the fight against COVID-19. We will do this until the crisis is “over” or we can’t afford to do it anymore. Ambiguous I know – but its the best we can do for now. ? ? Do you know a front line worker who needs to take care of themselves – and deserves to know that the entire world appreciates the work that they are doing? Nominate them in the comments below. ? ? To Enter: Nominate the front liner by tagging them in the comments below and tell us why they deserve a @longhaulspa kit (male or female – we’ve got you covered). ? For a bonus entry, share this post on your IG stories so that we can hear more about the sacrifices the frontline worker is making. ? ?
The Prize: 1 Long Haul Spa or Tarmac kit shipped to your nominated health care worker with a thank you note from you (and us) :)? ? Open to everyone, everywhere around the world! Shipping costs are on us.? ? Winners will be announced every Friday? ?

* * * * *? *? #longhaulspa
##longhaulskincare #travelskincare
#newzealandbotanicals
#newzealandskincare #madeinaustralia
#madeinnewzealand#instagramskincare#australianskincare #frequentflyer #frequentflyers
#frequentflier #crueltyfreeskincare
#veganskincare #coronaviruspandemic
#covid19 #covid_19 #socialdistancing
#socialdistancing2020 #pandemic2020
#globalhealth #skincaregiveaway
#beautygiveaway #internationalgiveaway
#giveawaytime

A post shared by Long Haul Spa (@longhaulspa) on Apr 20, 2020 at 7:50pm PDT

1 May

Virgin Atlantic repurposes cargo operations and honours the NHS with a ‘Big Red Thank You’

Virgin Atlantic is operating 90 cargo-only flights to transport essential medical supplies and personal protective equipment around the world.
The cargo services will utilise the airline’s Boeing 787-9 Dreamers which have a capacity of 55 tonnes each. Virgin Atlantic’s cargo fleet is comprised of 14 aircrafts and operates 13 flights weekly.

The airline’s cargo routes from Dublin to London, will serve same day connections to New York, Los Angeles, Johannesburg, Mumbai, Hong Kong, Shanghai, and Tel Aviv, with plans to expand operations in the coming weeks.

“We want to play a leading role in Britain doing business again” says Virgin Atlantic Cargo Managing Director Dominic Kennedy

In the UK, Virgin Atlantic has partnered with the NHS and the Department of Health and Social Care to run nine cargo flights from Shanghai to Heathrow from May to June. The cargo flights will transport 150 tonnes of medical supplies and PPEs, which is equivalent to 4.2 million individual items.

“It is a testament to our teams that we have completely re-engineered our cargo business into a successful freight-only operation enabling businesses to re-establish trade routes and transport essential supplies around the world,” commented Virgin Atlantic Cargo Managing Director Dominic Kennedy. “Despite a decrease in passengers travelling, demand to transport cargo remains strong and in a short space of time, we have increased our schedules in line with demand.”

Kennedy added, “We want to play a leading role in Britain doing business again, as the country looks to re-energise the UK economy.”

Virgin Atlantic has also deployed a 250-strong team of cabin crew to volunteer at the NHS Nightingale Hospitals. The volunteers have also contributed to the Project Wingman campaign, which created a first-class lounge for NHS workers in the hospital rest area.

The airline also released a moving film — which highlights Virgin Atlantic’s company-wide volunteer efforts — giving the NHS a ‘big red thank you.’

30 April

Carnival Cruise Line deploys own fleet to repatriate over 10,000 crew members

18 Carnival Cruise Line ships will meet in the Bahamas to finalise plans to repatriate 10,000 crew members. The company is planning to sail nine of the ships to bring home healthy crew members in the face of air
Carnival Cruise Line has been working closely with immigration officials in arriving countries to ensure that returning crew members have undergone sufficient health clearances and are fit to travel. In addition, all crew members are required to undergo daily temperature checks, and follow enhanced health and hygiene protocols.

"Given the pause in our operations, we are committed to getting our crew members safely home to their families," said Carnival Cruise Line President Christine Duffy.

Carnival Cruise Line paused operations on its entire fleet on 13 March. Its fleet of 27 ships have nearly 29,000 crew members on-board. Since then, it has already repatriated more than 10,000 crew members via air travel, with another 10,000 set to disembark this week.

An additional 6,000 crew members are being repatriated via air charter and on ships departing from Australia and Long Beach. By the time its repatriation operations are completed, the Carnival fleet will be manned by a skeleton crew of only 3,000 crew members.

"The safety and well-being of our team members continues to be a top priority. Given the pause in our operations, we are committed to getting our crew members safely home to their families," said Carnival Cruise Line President Christine Duffy. "We sincerely thank them for their hard work, patience and understanding."
during this process. We would also like to thank the government of The Bahamas for their support of this operation, as well as the CDC, U.S. Coast Guard, U.S. Customs and Border Protection and local port agencies.”

Once Carnival Cruise Line’s repatriation efforts are completed, its fleet will be managed by a skeleton workforce of 3,000 crew members.

**Dubai’s aviation sector repatriates over 37,000 passengers**

Dubai’s aviation sector have united, working closely with the UAE government, to repatriate 37,469 passengers.

The passengers were transported on 312 special repatriation flights, operated by 54 airlines, at a period when normal passenger operations were temporarily suspended at Dubai International Airport (DXB) and Dubai World Central (DWC). The suspension was implemented on 24 March as part of the UAE government’s efforts to curb the spread of COVID-19.

Dubai’s aviation sector have also jointly enhanced its sterilisation and deep cleaning protocols. It has also implemented stringent social distancing measures in airports and aircrafts, following the guidelines of the General Civil Aviation Authority and the Dubai Health Authority.
The UAE Government temporarily suspended flights to and from DXB and DWC on 24 March to curb the spread of the pandemic.

Dubai Airports Chairman, President of the Dubai Civil Aviation Authority, and Chairman and Chief Executive Officer of Emirates Group His Excellency Sheikh Ahmed Bin Saeed Al Maktoum said, “Dubai’s aviation sector has always been renowned for its collaborative approach, but even this already high standard has been surpassed since the onset of COVID-19.”

His Excellency added, “This has been the result of maintaining clear and open lines of communication, fuelling collaborative decision-making with real-time data and tirelessly pursuing our shared goal of getting our customers home safely and in good health as quickly as circumstances permit. We remain confident that Dubai’s aviation sector will emerge from this crisis as an even stronger and more resilient community that is ready to reconnect the world and retain its leading position globally.”
A shining example of industry collaboration: Dubai’s aviation sector repatriated 37,469 passengers on 312 special repatriation flights, with 54 different airlines.

“We’d like to thank our passengers for their patience and understanding, and our service partners for their tremendous efforts and dedication,” said Dubai Airports Chief Executive Officer Paul Griffiths. “We will continue to support the ongoing operation of repatriation and cargo flights and move forward with our planning and preparations for the resumption of scheduled services once it is deemed safe to do so.”
The Karuna Seva programme has delivered over 1 million meals to those in need

BlueSea Catering, Travel Food Services (TFS) and LifeCo unite to serve 1 million meals in India

BlueSea Catering, Travel Food Services (TFS) and LifeCo united to serve 1 million meals to frontline workers and socially vulnerable communities in India, through its joint Karuna Seva Initiative.

The initiative was launched by K Hospitality in partnership with non-profit organisation YUVA, who have also launched a crowdfunding campaign called ‘Spread Love Not Corona.’

In a joint statement the companies said, “This is in no small part to all people who have come forward to support the initiative and the great work of our partner NGOs and the Maharashtra government. 2020 has brought one of the biggest challenges that we have ever seen in our lifetimes. Our team is motivated, and making their way every day to our kitchens, to make sure those in need don’t remain hungry.”

“This wouldn’t have been possible without you, so from all of our Karuna Seva team, a heartfelt thank you!”

29 April

West Indies Rum Distillery produces alcohol and hand sanitiser in Barbados

The West Indies Rum Distillery has deployed its factory in Barbados to produce alcohol and hand sanitiser for the island’s public health authorities.

The sanitising gel is being distributed to the Royal Barbados Police Force, Barbados Fire Service, Barbados Ambulance Service, Barbados Customs, the COVID-19 quarantine centre, as well as to local pharmacies, and the Homeless Society.

In addition, the company has been working with two other local companies to produce further quantities of hand sanitiser. It is also donating alcohol to communities without access to regular water supplies, and to the sugar terminal which stores all the sugar and molasses in the island.
According to West Indies Rum Distillery Managing Director Andrew Hassell, the distillery started production even before COVID-19 reached the island. He said, “The Barbados government has recognised that the distillery can be a part of the solution for the COVID-19 challenge. We wish to reassure everyone that the team at the distillery will continue to positively contribute to the fight against COVID-19.”

Hassell added, “I am very proud of our team at the distillery which is dedicated to this mission. The distillery has been playing an important role in the community and for the island for more than 125 years. We are encouraging everyone to please stay at home for us and rest assured we will stay at work for you producing the required alcohol to help us win this battle.”

Maison Ferrand and West Indies Rum Distillery Owner and Master Blender Alexandre Gabriel commented, “We are humbly trying to participate in the group effort. We are doing the same in Cognac.”

Barbados Fire Service Chief Fire Officer Errol Maynard commented, “We have to be always ready to respond to the public and we are very grateful for the donation which has gone a long way in sanitising all our surfaces and the cleaning of our vehicles and fire kits. Sometimes we are not in a position to clean our hands with water and this is where these products are most useful.”

**Lufthansa Cargo delivers eight million protective masks to Munich**

Lufthansa has successfully transported 26 tonnes of personal protective equipment — equivalent to 8 million protective masks — from Shanghai to Munich. The shipment was transported by Lufthansa Cargo on behalf of the Bavarian government and in partnership with logistics company Fiege.

The Boeing 777 aircraft was personally welcomed by the Bavarian Minister-President Dr. Markus Söder, German Federal Minister of Transport Andreas Scheuer, and Deutsche Lufthansa AG Chairman of the Executive Board and Chief Executive Officer Carsten Spohr on the runway of Munich Airport.

Lufthansa is currently operating all 17 Cargo freighters to transport medical supplies and essential goods to and from Germany. It has already added 25 flights using repurposed passenger aircrafts, with plans to add a further 60 cargo flights using repurposed passenger aircrafts in the coming weeks.

Deutsche Lufthansa AG Chairman of the Executive Board and Chief Executive Officer Carsten Spohr commented, “Cargo flights are of utmost importance for medical facilities but also for craftsmen and large corporations. We are doing everything we can to maintain supply chains during this crisis and ensure that people receive sufficient supplies. This is an important part of our corporate responsibility as a leading European aviation group.”
The Lufthansa Cargo Boeing 777 Aircraft transported 26 tonnes of medical supplies from Shanghai to Munich. Photo by Stephan Goerlich
(Left to right) Bavarian Minister-President Dr. Markus Söder; German Federal Minister of Transport Andreas Scheuer; and the Chairman of the Executive Board and CEO of Deutsche Lufthansa AG Carsten Spohr greeted the aircraft on the runway of Munich Airport.
The skincare sets feature Olivia Rubin’s signature rainbow motifs, which have also become a symbol of hope amid the COVID-19 crisis.

**Elemis donates rainbow-themed personal care packages to NHS frontline staff**

Luxury skincare brand Elemis has teamed up with British Designer Olivia Rubin to launch a series of rainbow-themed skincare sets.

The colourful sets feature the brand’s best-selling skincare products and will be donated to NHS frontline staff and healthcare workers across the UK & Ireland in the coming weeks.

**Air France Group repatriates 270,000 passengers and donates inflight comfort kits to French hospitals**

The Air France Group has collaborated with the Ministry of Foreign Affairs to repatriate 270,000 passengers including 150,000 French citizens.

Since 14 March, Air France and Transavia have jointly operated more than 1,8000 flights to and from 132 airports across 82 countries. According to the company, its repatriation operations are coming to an end in most regions, with the exception of North Africa, where demand remains high.

Air France is also operating seven flights per week dedicated to the transport of surgical masks and medical equipment. For this operation the airline is utilising Boeing 777 cargo aircrafts and repurposed Boeing 777 passenger aircrafts to carry the essential medical supplies around the world.

Air France has also donated 17,000 comfort kits — initially intended for inflight passengers — to more than 20 hospitals in France. It has also donated 20,000 first aid kits and inflight headsets.
Air France has donated 17,000 inflight comfort kits and 20,000 first aid kits to hospitals in France

28 April

Oliver Bonas sends out care packages to key workers

Lifestyle brand Oliver Bonas has sent out 250 care packages to NHS workers across the UK & Ireland. The company has also partnered with Blue Light Card to give workers a 25% discount store-wide.

In addition, the brand has released a Rainbow Glitter Stripe White T-shirt online.

All proceeds from the sale of the t-shirt will go to NHS Charities Together COVID-19 Urgent Appeal. NHS Charities Together is the NHS Charity collective that provides vital funds for the NHS, its staff, and volunteers.
Oliver Bonas has already delivered 250 care packages to NHS staff and key workers across the UK & Ireland.

Kering has also launched COVID-19 relief initiatives in China, France, Italy, Spain, and United States.

**Kering donates US$1 million to CDC Foundation**

Luxury group Kering has donated US$1 million to the CDC Foundation. The funds will be used to source personal protective equipment and other vital supplies for health workers around the world.

Priority allocation of the funds will be given to states such as New York, New Jersey, California, Florida, and certain locations in Latin America which have been highly impacted by COVID-19.

The funds were jointly donated by Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ulysse Nardin, Girard-Perregaux, and Kering Eyewear.

The [CDC Foundation](https://www.cdcfoundation.org) is an independent non-profit organisation created by the United States Congress to promote the life-saving work for the Centres for Disease Control. Its Emergency Response Fund allows for the deployment of flexible resources where needs emerge.

Kering has also announced its support for the CFDA/Vogue Fashion Fund’s ‘A Common Thread’ project and the ‘Your Friends in New York Want To Help’ campaign.

**L’Oréal Group scales up COVID-19 relief initiatives worldwide**

L’Oréal Group has launched COVID-19 relief initiatives in Ukraine, Russia, India and Brazil.

This follows the mobilisation of the beauty giant’s Europe-wide COVID-19 solidarity programme last month.

L’Oréal Ukraine has partnered with ‘Nova Poshta,’ Ukraine’s primary postal service, to deliver more than 100,000 hygiene and sanitation products nationwide.

It has donated 20,000 sets of hand and face care kits from La Roche Posay as well as 85,000 units of hydro-
alcoholic gel from La Roche Posay, Garnier, and L’Oréal Paris to medical front liners, pharmacists, key workers, and socially vulnerable communities across the country.

L’Oréal Ukraine is delivering over 100,000 hygiene and personal care products to medical front liners, key workers and risk communities across the country

L’Oréal India has distributed over 60,000 litres of alcohol based hand-sanitiser to address the shortage of the critical sanitising gel in the country. The hand sanitisers will be distributed to public health services, police authorities, and NGOs at the forefront of the fight against the virus.

L’Oréal India is also donating care packages to healthcare workers fighting to curb the spread of the disease. It has also launched a donation drive to support the PM Cares Fund and is matching all employee contributions.

The company is also providing primary healthcare centres near its manufacturing sites in Baddi, Himachal Pradesh, Chakan, and Maharashtra with much-needed personal protective equipment.
L’Oréal India has partnered with a number of NGOs to address the hand-sanitiser shortage in the country.

Through its partnership with NGOs ActionAid and Nirmala Niketan, the company is providing food and basic necessities to high-risk communities in Baddi, Chakan, Mumbai, Gurugram & Bengaluru.

L’Oréal Brazil has deployed its São Paulo factory to produce 170 tonnes of alcohol-based hand sanitiser. The company has begun distributing the hand-sanitiser to public hospitals and at-risk communities in Brazil, with plans to roll out distribution to Latin America in the coming weeks.

L’Oréal Brazil has also deployed its L’Oréal Paris, Garnier, Niely, L’Oréal Professionnel, and Redken brands to supply hand sanitiser and personal hygiene products across the country.

The initiative is part of the ‘Rio Contra Corona’ campaign, coordinated by the Instituto Ekloos, which aims to distribute food and basic necessities to socially vulnerable communities in Brazil. These include the Complexo da Maré, Complexo do Alemão, Morro da Providência, Rocinha, and Cidade de Deus communities.
L’Oréal Brazil has joined the ‘Rio Contra Corona’ campaign which aims to distribute essential supplies to socially vulnerable communities in Brazil.

L’Oréal Russia has repurposed its factory in the Kaluga region to manufacture hydro-alcoholic gel for local health authorities. It has also tapped the capabilities of the La Roche Posay and L’Oréal Paris to deliver 100,000 units of hand sanitiser to Russian hospitals.

In addition, the Garnier brand will distribute 100,000 units of hand sanitiser to its food distribution partners nationwide.
L’Oréal Russia has repurposed its factory in the Kaluga region to produce hand sanitiser for local health authorities

Read the full story [here](#)

As reported, Rémy Cointreau unveiled its global COVID-19 solidarity programme in March
Rémy Cointreau offers employees financial support amid COVID-19 crisis

Premium spirits company Rémy Cointreau has announced a number of company-wide financial relief measures to support its employees amid the COVID-19 crisis.

The company has announced that it will be maintaining the basic salary of all of its 1,900 employees worldwide until the end of April; while 720 Remy Cointreau employees in France will retain their basic salaries until the end of May.

The company is also deferring social partners’ individual increases until 1 October; while members of the executive committee have frozen fixed compensation for the next 12 months and taken a substantial cut in variable compensation this year.

In addition, the company has also offered US-based employees US$150 food allowance to purchase from local restaurants across the country. In a statement posted on LinkedIn Remy Cointreau Area Manager Chris Knee said, “As an employee of Remy Cointreau for the past ten years, I am so proud how my company has reacted to the COVID-19 outbreak…”

“The company has also decided to support local restaurants across the US by allowing all employee to purchase up to US$150 worth of food per month from local restaurants. Last night my family and I supported and enjoyed dinner from Akai Sushi in Westfield, NJ. Thank you to Remy Cointreau for the great meal and everything you have done and are doing to support our community during this time.”

As reported, the Rémy Cointreau Group has mobilised its teams from across the world to aid in the battle against the COVID-19 pandemic. The spirits company has made substantial cash and in-kind donations to China, France, and the United States to support health workers and drinks business employees amid the crisis.

It has also deployed numerous production sites in France, Scotland, and the US to produce alcohol-based hand sanitiser.

27 April

“Everyone at Beam Suntory is grateful to all those working so tirelessly on the front lines to
Growing for Good: Beam Suntory ramps up global COVID-19 relief efforts

Premium spirits company Beam Suntory has ramped up its global COVID-19 relief efforts as part of its ‘Growing for Good’ campaign.

It has launched a number of programmes in the United States, India, Spain, and Germany to support health workers and offer financial aid to F&B workers impacted by the global health emergency.

Beam Suntory’s Chicago headquarters has donated 2,000 gallons of hand sanitiser to support medical front liners and key workers, fighting the viral outbreak in Illinois. The company’s Maker’s Mark brand has also partnered with the LEE Initiative to extend its restaurant worker relief programme to Chicago.

“Everyone at Beam Suntory is grateful to all those working so tirelessly on the front lines to protect our communities, and we’re proud to support their efforts,” said Beam Suntory President and Chief Executive Officer Albert Baladi. “Chicago thrives when neighbours support neighbours, and that’s helped inspire our team to rapidly repurpose part of our operations to produce hand sanitiser so that we can help meet the urgent needs of our city.”

The spirits company has also adapted its Global Innovation Centre in Clermont Kentucky to produce FDA-approved hand sanitiser. The critical sanitising gel is currently being distributed to first responders and medical professionals in Kentucky, and across the United States.

In Missouri, the company has partnered with drinks distributor Major Brands to make a founding donation to the Missouri Restaurant Association Workers Benefit Fund. The initial donation of US$100,000 will support restaurant and food service workers financially impacted by the pandemic crisis in Missouri.
Beam Suntory has deployed its Global Innovation Centre in Kentucky to produce FDA-approved hand sanitiser.

Beam Suntory India has partnered with the National Restaurant Association of India (NRAI) to donate US$150,000 in support of restaurant workers facing increased financial pressures amid the crisis.

The company has also deployed the capabilities of global bartender engagement platform, The Blend, to support the local bartender community in India. The company has launched a ‘learn and earn’ programme which gives bartenders access to free online training modules, encouraging them to enhance their skills amid the crisis. The Blend hosts online programmes everyday — spread across 50 sessions — with prizes for participants.
In Spain, Beam Suntory and its joint venture distribution partner Maxxium Spain, have jointly donated €240,000 to hospitals and nursing homes in Madrid and Segovia. The company has also deployed its Segovia distillery to supply sanitising gel to local health facilities and emergency services. The distillery has also made a €5,000 donation to the Segovia Business Association to purchase PPEs for local hospitals.

Beam Suntory’s Segovia Distillery (pictured above) has also donated €5,000 to help source PPEs for hospitals in the region.
Beam Suntory Spain has also partnered with Banco de Alimentos de Madrid and launched internal fundraising and corporate matching programmes to deliver food and basic necessities to families in need.

Beam Suntory Germany has donated €100,000 to support the German Red Cross’s (GRC) COVID-19 Emergency Fund. The funds will help source mobile medical units, fever monitoring stations, and fund elderly care and mental health support programmes in high-risk communities.

The GRC has approximately 175,000 full-time employees and more than 435,000 volunteers across Germany.

In March, Beam Suntory unveiled an emotional video — featuring its entire family of brand founders, distillers, blenders, and family ambassadors — which offered a message of hope to the global bartending community amid the health crisis.

Clarins Group is also producing 200,000 bottles of hand sanitiser throughout the month of April.

**Clarins Group delivers 50,000 Clarins kits to support the NHS**

In addition to its ongoing support for French health services, the Clarins group has pledged to deliver 50,000 care kits to NHS hospitals across the UK.

The kits contain a number of Clarins products including the Hand & Nail Treatment Cream, and the Day & Night Cream and Shower Gel.

As reported below, the Clarins Group has also deployed all three of its production facilities in France to supply 18,000 400ml bottles of hand sanitiser to French hospitals.

The French beauty company has ramped up capacity to produce 100 tonnes of sanitising gel — equivalent to 200,000 bottles — throughout the month of April.
“Action was needed and we were able to take it in an efficient and focused way,” said L’Occitane Group Chairman and CEO Reinold Geiger

L’Occitane Group donates 1,000,000 products to global COVID-19 relief efforts

The L’Occitane Group has delivered 1,000,000 care and hygiene products to support healthcare workers around the world.

To date, the French beauty company has donated more than 700,000 soaps, moisturising lotions, and hand balms globally. It started delivering the products to China in February, followed by Japan, Brazil, Russia, the United States, as well as several countries in Europe.

Over the last four weeks, the L’Occitane Group has also donated more than 300,000 bottles (75,000 litres) of hand sanitiser to various European health authorities.

In France, the group has supplied 250,000 bath, body, and hair care products to hospitals and state-funded care homes in the Alpes de Haute Provence and Ardèche, and to the Assistance Publique Hôpitaux de Paris (AP-HP). Its production facility in Ardèche has also begun supplying masks, aprons, gloves, and sanitiser to hospitals in the region.

The L’Occitane en Provence, Melvita, and Erborian brands have also jointly raised over €30,000 to support the AP-HP, by pledging €2 for every e-commerce sale. The group has also tapped its beauty packaging supplier, Albéa, to donate 42,000 bottles (5,000 litres) of hand sanitiser to local hospitals.
The L’Occitane Group has delivered more than 1,000,000 care, hygiene, and sanitation products to support healthcare workers around the world.

In the US, the L’Occitane en Provence brand has donated 200,000 hygiene products to the Clean the World Foundation; while its Chinese subsidiary has donated more than 20,000 units of moisturising lotion and hand cream to hospitals in Wuhan and Shanghai. The same initiative was launched in South Korea, with plans to roll out in Brazil in the coming weeks.

In addition, the L’Occitane Group has pledged to protect its long-term farmer suppliers by agreeing to purchase volumes in advance with a 50-80% upfront payment. Across its supply chain, the group has announced that it will be implementing various measures to cushion its partners against the financial impact of the pandemic.

In Provence, the group has deployed employee volunteers to assist with the orange blossom harvest in Vallauris. In Burkina Faso — where the group’s shea harvest has been disrupted by COVID-19-related restrictions — the company has delayed delivery dates to September.

Commenting on the group’s comprehensive COVID-19 efforts, L’Occitane Group Chairman and Chief Executive Officer Reinold Geiger said: “The L’Occitane Group has a very strong presence in China. That meant we witnessed the impact of the pandemic very early on and we responded very quickly, first in Asia, then in Europe and now in the Americas. Action was needed and we were able to take it in an efficient and focused way, offering products to stop the spread of the virus.”

24 April

La Prairie Group pledges support for Swiss Red Cross and Centre for Disaster Philanthropy

Swiss beauty company La Prairie has pledged its support for the Swiss Red Cross’s COVID-19 relief
La Prairie has also extended its support to communities affected by the pandemic crisis, by making a donation to The Centre for Disaster Philanthropy. The organisation provides financial aid and practical support for socially vulnerable groups in hard-hit New York City.

In a statement released on social media the company said, “La Prairie Group stands in solidarity with all those impacted in these trying times and has made a donation to the Swiss Red Cross, who are at the forefront of the combat against the virus in La Prairie’s birthplace, Switzerland, and across the globe.”

“In addition, in an effort to extend its support to one of the world’s most affected urban areas, La Prairie is proud to provide funding to The Centre for Disaster Philanthropy in New York City, ensuring assistance to the vulnerable in one of the world’s most intensely impacted communities during this pandemic.”
who are at the forefront of the combat against the virus in La Prairie’s birthplace, Switzerland, and across the globe. In addition, in an effort to extend its support to one of the world’s most affected urban areas, La Prairie is proud to provide funding to The Center for Disaster Philanthropy in New York City, ensuring assistance to the vulnerable in one of the world’s most intensely impacted communities during this pandemic.

Dubai Duty Free hopes that the performance can lift spirits during these dark times

**The Dubai Duty Free Nightingales perform ‘You Raise Me Up’ to honour the global duty free industry**

This may be one of the most beautiful things you will ever witness during this entire crisis. Watch the Dubai Duty Free Nightingales, singing Josh Groban’s ‘You Raise Me Up’ from their homes while in lockdown. The split screen zoom view showing each of them singing alone and yet in perfect unison sends a shiver down one’s spine.

The performance offers a moving musical tribute to key workers across the global duty free industry.

In a statement the retailer said, “In the face of uncertainty, music can be very therapeutic. It is a balm for soothing fear, enhancing community connections and raising spirits.
“The Dubai Duty Free Nightingales offer this song to those working in the global duty free industry, to all of our management and colleagues, families, friends, and to all the frontliners who are working tirelessly in the midst of the COVID-19 pandemic.”

**Etihad Airport Services Catering supplies hot meals for communities affected by COVID-19**

Etihad Airport Services Catering (EAS Catering) has partnered with various government agencies to supply hot meals to local communities in Abu Dhabi. The company delivers over 15,000 meals daily to medical staff, key workers, and socially vulnerable people currently under self-isolation.

EAS Catering is also delivering basic amenities and providing a free laundry service for Etihad Airways employees, who have been operating essential freighter and repatriation flights, and are living in temporary self-isolation in Masdar City. These include pilots, loadmasters, cabin crew, and cargo agents.

Etihad Airport Services Catering is one of the few food catering facilities to achieve SO 17025 accreditation from the Emirates National Accreditation System (ENAS). The accreditation recognises the catering company’s stringent food and hygiene standards.

The company has also introduced enhanced health and hygiene protocols in its facility. These include the deployment of a round-the-clock disinfection team, the installation of thermal imaging stations at all entrances, and the restriction of non-essential personnel.

EAS Catering General Manager Andrew Caines commented, “The capabilities of EAS Catering’s in-house food laboratory means we have direct oversight on the effectiveness of COVID-19 safety measures. We increased microbiological swabbing of surfaces and hands in order to validate disinfection and hand washing efforts, which are direct indicators of virus viability.”
Etihad Airport Services Catering is one of the few food catering facilities to achieve SO 17025 accreditation from the Emirates National Accreditation System (ENAS)

The Macallan Estate illuminates the interior of Speyside Distillery to honour key workers

The Macallan Estate has illuminated the interior of its Speyside Distillery in blue, joining other local sites in supporting key workers all over the world. The company has also deployed a team of volunteers to help with local COVID-19 relief initiatives in Craigellachie, Archiestown and Elgin.

In a statement via LinkedIn The Macallan Estate Managing Director Igor Boyadjian commented, “At The Macallan Estate we wanted to find a small way to honour the key workers and NHS staff during ‘Clap for Carers’ on Thursday evenings. By illuminating the interior of our Speyside Distillery in blue, we joined other local sites in showing our support and praise key workers for all their efforts.”

“We are not only inspired by the tireless work of these individuals, but also how our team of volunteers on Speyside are giving more to their own communities in the Craigellachie, Archiestown and Elgin areas. Thank you to all from The Macallan Estate for their continued efforts to support local communities!”
The Macallan Estate joins the ‘Clap for our Carers’ campaign by lighting up its Speyside Distillery
Jersey Mike’s partners Feeding America to raise US$1 million for the hungry

Sandwich chain Jersey Mike’s – which has some 2,500 operations open and under development across the US – is teaming up with hunger relief organisation Feeding America to help the country’s food banks provide assistance to the needy during the COVID-19 epidemic.

This weekend, Jersey Mike’s, which has several branches operating in airport F&B, will donate 20% of sales to Feeding America. It pledges to donate at least US$1 million to help the Feeding America nationwide network of 200 food banks.

Jersey Mike’s franchise owners are also donating millions of subs to local hospitals, first responders, children in need of a meal, and senior citizens.

More than 37 million people in the US face hunger and Feeding America estimates that an additional 17.1 million could face hunger in the next six months as a result of the pandemic.

23 April
The Body Shop donates 25,000 units of soap and 25,000 units of Hemp Hand protector to NHS staff

The Body Shop has donated 25,000 units of soap and 25,000 units of Hemp Hand Protector to NHS workers in London’s ExCel centre. The company aims to donate a further 25,000 pieces to hospitals in Birmingham, Manchester, and Glasgow in the coming weeks.

In a statement the company said, “We really hope these donations will help provide these wonderful people even the smallest amount of time to care for themselves when they are spending so much time caring for others. And to know that we really do appreciate the amazing work they are doing for us all.”
The company has launched a ‘goodwill fund,’ donated approximately 142,000 pairs of shoes, and produced PPEs to support Brazil’s COVID-19 relief efforts.

**Alpargatas launches comprehensive COVID-19 relief programme in Brazil**

Havaianas parent company Alpargatas has launched a multi-tiered COVID-19 relief programme to support Brazil’s fight against COVID-19.

The company has deployed a number of its production sites to manufacture personal protective equipment for healthcare professionals across the country.

It will initially produce 250,000 masks which will benefit local hospitals in Paraiba, Pernambuco, Minas Gerais, and Rio de Janeiro, where its factories are located. The first batch of safety glasses and PFF2 masks and overalls have already been delivered to the University Hospital of Campina Grande.

Alpargatas is also donating 18,000 pairs of medical-purpose footwear and 24,000 pairs from the Havaianas Soul Collection to health workers in São Paulo.

The footwear company’s charity division, **The Alpargatas Institute**, is also supplying 100,000 pairs of Havaianas to children from socially vulnerable families in the 11 Brazilian cities in which the institute operates. It is also donating 390 pairs of sneakers to street sweepers and other key workers in Campina Grande.

Alpargatas has also pledged R$100,000 (US$18,000) to source rapid COVID-19 test kits for the city of Paraiba. The donation allows the University of Paraiba (UFPB) to collect and analyse 60 tests daily.

The company’s core Havaianas brand has partnered with wholesaler Martins Group and consumer goods company Colgate to donate 100,000 relief packages. The packages will include Havaianas products, as well as hygiene and food necessities. They will be delivered to high-risk communities in São Paulo, Rio de Janeiro,
Brasília, Salvador, and Belo Horizonte.

In addition, the Alpargatas Institute has also launched a ‘goodwill fund’ which allows employees, individuals, and corporate partners to participate in its COVID-19 relief efforts. The fund will donate one Havaianas relief package for every R$15 (US$3) raised.

22 April

‘Lucky to have you’: ATÜ Duty Free thanks employees with a moving tribute

ATÜ Duty Free has released a moving video tribute to honour its employees amid the COVID-19 health crisis.

The video is entitled to ‘Lucky to Have You’ and shows a series of photos featuring the company’s employees, who are working across 20 airports in seven countries.

The touching tribute concludes with a message of gratitude that reads, “To all our employees who fulfil their duties at seven countries and 20 airports, with all their devotion, and who try to reflect our excellent service and understanding to our guests, we are lucky to have you.”

Kylie Cosmetics produces hand sanitiser for hospitals in Southern California

Kylie Cosmetics and Coty — the majority stakeholder in Kylie Cosmetics and Kylie Skin — have announced that the beauty company will begin producing hand sanitisers for hospitals in Southern California. The initiative follows Kylie Jenner’s US$1 million donation to source personal protective gear for healthcare workers in the US.

Salvatore Ferragamo donates 100,000 anti-bacterial masks and pledges support for ‘Italia, we are with you’ campaign

Salvatore Ferragamo has manufactured and donated 100,000 TNT antibacterial masks, 50,000 bottles of hand sanitiser, and 3,000 FPP1 masks to healthcare facilities in Tuscany.

The Italian fashion company has also pledged its support for the Camera Nazionale della Moda Italiana’s ‘Italia, we are with you’ campaign, which has raised €3 million for the Civil Protection Authority and special Commission for Emergency. The funds will help source ventilators, surgical masks, protective gear, and testing equipment for Italy’s healthcare facilities.
Salvatore Ferragamo is proud to support the initiative of Camera Nazionale della Moda Italiana, that is devoting 3 million euros to a solidarity project called “Italia, we are with you”, by the associates of CNMI, open to all brands and associations of the fashion industry to help combat COVID-19. This will enable the special Commissioner for the Emergency and the Civil Protection Authority to donate ventilators and other required equipment, like surgical masks, testing reagents and protective gear to meet the growing requirements of the country’s healthcare system. #ItaliaWeAreWithYou

A post shared by Salvatore Ferragamo (@ferragamo) on Apr 1, 2020 at 11:30am PDT

Kurt Geiger CEO defers annual salary and launches a series of COVID-19 support initiatives in the UK

Kurt Geiger has deployed its 2500-strong workforce — who are currently on paid leave — to offer support to their local communities and to Age UK amid the global health emergency.

The company has also pledged to donate 55 £100 Kurt Geiger gift cards to every major city hospital in the UK, as a token of appreciation to key workers fighting to curb the spread of the pandemic. The brand has also offered a 50% discount to all NHS workers in any Kurt Geiger store for a full year.
Kurt Geiger hopes the initiative will raise £1 million for the NHS by the end of the year.

In addition, Kurt Geiger CEO Neil Clifford has deferred his salary for a period of one year to help the company survive the COVID-19 crisis. This follows as the company temporarily shut down all of its 55 stores.

The company has also partnered with ES Magazine and screen-print Artist Anthony Burrill to produce a ‘We are One NHS’ canvas tote. The tote bag is selling for £20 each, with 100% of profits to be donated to the NHS. Kurt Geiger aims to raise £1 million by the end of the year through the initiative.
The Royal Berkshire Hospital are next up to receive a special delivery! 55 amazing NHS critical care workers will each be receiving £100 gift vouchers to say thank you for the incredible work you are doing.
#smallactsofkindness? #kurtcares

Hugo Boss has transformed conference rooms into sewing workshops to support COVID-19 relief efforts in Germany

Hugo Boss deploys production facilities to produce face masks and personal protective equipment

German lifestyle brand Hugo Boss has deployed the full capacities of its German headquarters — including a number of its production sites — to produce face masks and personal protective equipment (PPEs) to support Germany’s COVID-19 relief efforts.
The company has repurposed conference rooms into sewing workshops and developed a PPE prototype in its headquarters, which is now ready to go into production pending approval by relevant health authorities. The masks and protective gear will be donated to German public health facilities such as hospitals, nursing homes, and fire departments in the coming weeks.

**Tiffany & Co. donates US$1 million for COVID-19 relief efforts in the US**

The Tiffany & Co. Foundation has donated a total US$1 million to support COVID-19 relief organisations in the US. US$750,000 of the donation has been allocated to the World Health Organisation’s COVID-19 Solidarity Response Fund, while the remaining US$250,000 has been allocated to the NYC Covid-19 Response & Impact Fund.

**21 April**

![Image](image.jpg)

‘We will bring you home’: Qatar Airways has repatriated 45,000 passengers in France, 70,000 in Germany, and over 100,000 in the UK

**We will bring you home: Qatar Airways flies over one million passengers and transports 70,000 tonnes of medical supplies amid the COVID-19 health crisis**

Qatar Airways has successfully flown over one million passengers home — on both scheduled and chartered flights — and transported 70,000 tonnes of medical supplies amid the COVID-19 global health emergency.

The airline has also launched an employee payment deferral scheme, which will see mid-to-top level employees defer a portion of their basic packages from April to June.

Over the last several weeks, Qatar Airways has helped repatriate 45,000 passengers in France, 70,000 in Germany, and over 100,000 to the United Kingdom. The airline has been operating a mix of scheduled, chartered, and extra sector flights since mid-February. It has also been working with governments and travel companies, and operated over 90 chartered flights, to bring home over 26,000 stranded travellers.
The airline is operating approximately 60 scheduled flights daily — flying to new destinations such as Brisbane, Christchurch, and Toronto — to help bring home stranded travellers.

“We have built a strong level of trust with our passengers, governments, travel trade and cargo businesses as a reliable partner when we were needed the most and we continue to offer a schedule where possible and allowed by governments” — His Excellency Qatar Airways Group Chief Executive Akbar Al Baker

Safilo Group’s #United4EyeCare campaign taps into the capabilities of its Carrera, Smith, Polaroid, and Blenders Eyewear brands

#United4EyeCare: Safilo Group launches global COVID-19 relief programme

Eyewear company Safilo Group has launched its global COVID-19 support programme called #United4EyeCare. The campaign leverages the capabilities of the group’s brands in countries most affected by the global health emergency including Italy, Spain, and the US.

The eyewear company’s core Carrera brand has repurposed a number of its manufacturing sites in Santa Maria di Sala and Bergamo to produce safety glasses and face shields. The protective equipment will be delivered to hospitals in Bergamo, Seriate, Padua, Latina, and Brescia.

Carrera is currently producing a first batch of 5,000 face shields and 5,000 pairs of protective glasses, with plans to further scale up production.
Carrera’s signature flag motif can be seen on the elastic bands of the face shields. The brand aims to produce a total of 10,000 PPEs.

The group’s Polaroid brand has donated 5,000 protection masks to health institutions in Spain. The masks will be delivered to 19 hospitals in Madrid, Barcelona, Toledo, and Valencia.
Polaroid has donated 5,000 face shields to benefit 19 health institutions in hard-hit Spain.

In the US, the company’s Smith brand has joined the ‘Goggles for Docs’ campaign which aims to address PPE shortages across the country.

In addition to donating goggles, the eyewear brand is also donating 4,000 yards of goggle strap material to Colorado mountain bike manufacturer Yeti Cycles, which has shifted production to produce personal protective equipment.

Yeti Cycles is currently producing 10,000 face shields in its Colorado headquarters.

Blenders Eyewear has also adapted a number of its production sites to manufacture safety goggles for health workers. The brand has already donated 10,000 goggles to hospitals in San Diego and Los Angeles.

It has also partnered with international humanitarian organisation Direct Relief to supply 20,000 pairs of goggles to high-need areas in the US. Blenders Eyewear is also pledging 5% of sales for the month of April to Direct Relief.

In addition, Safilo Group has enhanced health and safety measures across its offices, distribution centres, and
production sites. These include the use of personal protective equipment, the strict implementation of social distancing guidelines, and remote working solutions.

**Armani Group deploys all Italian production plants to manufacture medical overalls**

The Armani Group has deployed all of its production sites in Italy to manufacture single-use medical overalls for health workers.

This follows Giorgio Armani’s initial donation of €2 million to the Protezione Civile and the Luigi Sacco, San Raffaele, Instituto dei Tumori hospitals in Milan and the Instituto Spallanzani in Rome.

**Crocs donates over 200,000 pairs of Crocs to health workers around the world**

American Footwear brand Crocs has donated over 200,000 pairs of Crocs to medical frontliners all over the world. This includes the US, Austria, France, Germany, the Netherlands and the UK.

The first batch of Crocs was delivered to the NHS last week, with additional pairs set for distribution across NHS hospitals nationwide.

In addition, the company is also pledging £10 for every pair of Classic Clogs sold or asking customers donating £10 to support a healthcare worker. For every contribution made, a pair of Crocs will go directly to a frontline worker who needs them most.

Crocs President and CEO Andrew Rees commented, “Like everyone, we’ve been closely monitoring the news and working hard to map out a way to most effectively help where we can. Over the past few weeks, we have spoken to healthcare workers, their facilities and even their family and friends, and they have specifically asked for our shoes in an effort to provide ease on their feet, as well as ease of mind as they need the ability to easily clean up before they go home to their families.”
Rees added, “The healthcare industry has always embraced Crocs, but our mantra of ‘be comfortable in your own shoes’ applies now more than ever, and we want to do more to help these heroes.”

Footwear for our healthcare heroes: The first batch of Crocs was already delivered to NHS workers last week

Loewe donates €500,000 to children’s charity Plataforma de Infancia and 100,000 surgical masks to Spanish Red Cross

Spanish luxury house Loewe has donated €500,000 to children’s charity Plataforma de Infancia, in order to support children in groups most-affected by the COVID-19 health crisis. It has also pledged €40 to the organisation for every product sold from its ‘Paula’s Ibiza’ collection from May to August.

The Plataforma de Infancia is a Spanish alliance of social organisations working to protect children’s rights. The funds donated by Loewe will be used to launch a series of educational summer programmes which aim to reduce inequality and dropout rates in Spanish schools.

In addition, Loewe has also deployed its Getafe factory to produce non-surgical masks for its employees, as well
as medical front liners and key workers. It has also donated 100,000 surgical masks to the Spanish Red Cross.

Dear Reader, Joy, in these troubled times, means to maintain a positive outlook on things. Children are joy and deserve joy. To ensure a better future for children in socially vulnerable groups affected by the COVID-19, LOEWE will be donating, for every product of the Paula’s Ibiza collection sold between May and August 2020 in LOEWE stores and on loewe.com, 40 euros to educational projects, starting with an initial donation of 500,000 euros. To achieve this LOEWE is collaborating with Plataforma de Infancia —a
Spanish alliance of social organizations that works to protect children and adolescents’ rights— to launch a series of educational programs this summer in Spain which aims to reduce inequality and school dropouts. At the same time, in the wake of the current situation, in order to give effective help to the institutions which are on the frontline in fighting the pandemic, LOEWE is donating 100,000 surgical masks to the Spanish Red Cross. In addition, aware that protection aids are of extreme importance to contain the pandemic, LOEWE is producing non-surgical masks in its Getafe factory. The masks are to be distributed to volunteer workers, LOEWE employees and their families. With love and affection Pascale and Jonathan CEO and Artistic director.

A post shared by LOEWE (@loewe) on Apr 20, 2020 at 7:59am PDT

Foreo’s #watchingyoutouch TikTok campaign has reached 500,000 people

**Foreo launches a series of COVID-19 relief initiatives**

Swedish beauty technology company Foreo has launched a series of COVID-19 relief initiatives to offer help and practical support to its employees, customers, and stakeholders around the world.

As reported, the company donated 2,500 PPEs to three hospitals in Wuhan in the early days of the crisis. The PPEs were allocated to the Hubei Yangxin County People’s Hospital, Huanggang City Xishui County People’s Hospital, and Huanggang City Yingshan County People’s Hospital.
The company has also implemented remote working for Foreo HQ staff and digital working solutions for its retail employees. These include virtual skincare consultations and live Q&As on Instagram.

The skincare technology company also launched a global campaign on TikTok called #watchingyoutouch, which encourages people not to touch their face. The TikTok challenge — which began as an internal initiative — has been watched by almost 500,000 people.

Foreo has also launched its #ThankTheHeroes global campaign on Instagram, which thanks the key workers fighting the outbreak globally. The campaign encourages people to nominate loved ones on who are putting their lives at risk to curb the spread of the disease.

“As a global brand we have a huge platform to drive change and inspire action,” said Foreo Global COO Hrvoje Sarac.

Foreo Global COO Hrvoje Sarac commented: “Foreo at its very core is about encouraging self-care to make you feel happier and younger. This spirit runs deep throughout the company and as we saw this pandemic sweep the globe, we united across our global locations to make a difference in any which way we could.”
Sarac continued, “As a global brand we have a huge platform to drive change and inspire action. We have launched multiple initiatives that tackle the outbreak from different angles on a global and local level to support medical professionals, key workers, customers and employees throughout this unsettling period.”

“As a global wellness brand we are committed to the livelihood of our customers and employees and we are finding as many ways as we can to help them through these unsettling times and using our platform to make a real difference and ensure life once all this is over will flourish again for everyone, our customers, our partners and our employees.”

20 April

**Pearse Lyons distillery auctions rare whiskey collection to aid front-line staff**

Dublin-based Pearse Lyons Distillery is auctioning a collection of rare Irish whiskeys, with proceeds to be donated to the St. James’s Hospital Foundation, which funds resources for doctors, nurses, researchers and other staff battling COVID-19.

The four-bottle Batch No. 1 Pearse Irish Whiskey Collector’s Edition set includes The Original, Distiller’s Choice, Founder’s Choice and Cooper’s Select whiskeys, signed by Founder Pearse Lyons and Master Distiller Jack O’Shea.

Proceeds from the online auction will benefit staff and researchers at the St. James’s Hospital Foundation, Dublin

“My father knew better than anyone that good whiskey brings people together,” said President and CEO of
(parent company) Alltech and son of Pearse Lyons Dr. Mark Lyons. “What better way to unite — even at a distance – than in support of our healthcare professionals?”

The virtual auction began on Friday 17 April and bids will be accepted until Sunday 26 April.

**oOh!media joins ‘National Bear Hunt’ to boost community spirits in Australia**

oOh!media has joined Australia’s ‘National Bear Hunt’ campaign by displaying the images of eight different teddy bears across its 474 street panels nationwide.

The campaign will run until the end of April.

The National Bear Hunt Campaign offers children some light-hearted entertainment while in self-isolation. It encourages families to place teddy bears in their windows to be spotted by other families driving past. It was inspired by Michael Rosen’s popular children’s book, ‘We’re going on a Bear Hunt.’

According to Scribner, the teddy bear campaign leverages the company’s public space assets to promote a sense of community and camaraderie amid the COVID-19 global health emergency. He said, “As a public space medium, oOh! is passionate about doing what we can to support the community through the technical
capabilities of our products and our ability to reach into neighbourhoods nationwide.”

Scribner added, “In this instance we are using both those things to help amplify this heart-warming initiative with the ultimate aim of boosting community spirit across Australia.”

AirAsia introduces ‘Give With Ikhas’ digital donation campaign

AirAsia has welcomed the month of Ramadan by unveiling its ‘Give With Ikhas’ digital donation campaign. The initiative provides a secure and transparent digital platform for individuals and organisations looking to donate to charity during these challenging times. It was launched today (20 April) and will run until 22 May.

“Ramadan will be very different this year but the one thing that will not change is the spirit of giving” — Head of Ikhas.com Ikhas Kamarudin.

‘Give With Ikhas’ was created in collaboration with local charity organisation Yayasan Amanah Assofawah Almalikeyyah, which will use the funds to feed the less fortunate as well as families of front line workers battling the spread of COVID-19. The initiative is part of AirAsia Group’s wider CSR programme called #InThisTogether.

During the month of Ramadan, the ‘Give With Ikhas’ campaign aims to provide over 5,000 families with basic necessities, deliver over 20,000 Iftar meals to COVID-19 front liners, and support over 100 SMEs in Malaysia.
GIVE WITH İKHLAŞ

FEED THE LESS FORTUNATE VULNERABLE FAMILIES

SUPPORT FRONTLINERS LOCAL BUSINESSES

SHARE THE SPIRIT OF RAMADAN

VISIT GIVEWITH.IKHLAS.COM

خَيرُكُم مَن أَطْعَمَ الطَّعَامُ
"The best of you are those who feed others"
Prophet Muhammad (ﷺ)
The initiative aims to provide 5,000 families with basic necessities, deliver 20,000 Iftar meals to COVID-19 front line workers, and support over 100 SMEs in Malaysia

**Lacoste shows its love**

From Lacoste Asia Pacific Travel Retail Director Erin Lillis comes the announcement that the French fashion house has reached a new kind of production milestone – 100,000 masks having been produced in a few weeks.

“So proud of our wonderful Lacoste teams for producing 100,000 masks in our factories! More volunteers are coming on board to push this to 200,000 😍Our fantastic partners in Turkey & Argentina are also manufacturing medical gowns and masks to help in the fight against COVID-19,” says Erin.

CEO Thierry Guibert said: “We are stronger together and we want to celebrate all our volunteers who work every day to protect lives. As the fight is not over, the discreet heroes in France will intensify the production to reach 200,000 masks.

“We would also like to thank the great Lacoste family that continues to mobilise around the world. Our factory in Argentina and our Turkish partner, Eren Holding, have also adapted to the manufacture of medical masks and gowns.

“Because every gesture counts to defeat this pandemic, Lacoste will continue its efforts to produce masks beyond April, for as long as the health situation requires. Two production lines will be dedicated to this in our historic factory in Troyes to produce its protective equipment, which is essential for a return to an almost normal life.”
“We’re part of the fabric of Britain and we want to play our role in these unprecedented times,” said British Airways Director of External Communications and Sustainability Louise Evans

**British Airways deploys company-wide volunteer taskforce to help the fight against COVID-19**

British Airways has deployed a company-wide volunteer task force to help battle the pandemic crisis in the UK.

The airline is in talks with several national organisations to deploy its volunteers where needs emerge. These include the NHS Helpforce team and the St. John Ambulance service.

British Airways already has a partnership with the British Red Cross and has been providing support for the organisation’s UK response work.

It is also working with The Trussell Trust to provide essential food services.

In addition, British Airways’s flying crews have set up a mini-first class lounge called ‘Project Wingman’ at the Whittington Hospital in North London, to offer NHS workers some welcome reprieve during their busy shifts.
First-class treatment: British Airways’ flying crews have set up a first class lounge for NHS workers at the Whittington Hospital in North London

British Airways Director of External Communications and Sustainability Louise Evans commented, “We’ve had an overwhelming response to our request for volunteers from across British Airways to help in the community fight against coronavirus.

“We’re part of the fabric of Britain and we want to play our role in these unprecedented times. Thanks to the nature of our business, we can contribute a unique set of skills from advanced first aid training, to experience caring for and reassuring people to managing complex logistics — all of which can deliver real care within the community.”
The company plans to disclose the formulation of its hand sanitiser following the approval of the Japanese Ministry of Health, Labour, and Welfare

**Shiseido deploys four plants to produce large quantities of hand-sanitiser in Japan**

Shiseido Company has deployed four of its Japanese manufacturing sites to produce a newly developed hand sanitiser specifically formulated for sensitive hands.

The company has already begun production in its Nasu Factory in Ohtawara City with plans to roll out production to its Osaka, Kakegawa, and Kuki factories in May.

Shiseido Company aims to produce approximately 100,000 litres (200,000 bottles) of the hand sanitiser monthly, which will be supplied to medical institutes and facilities in Japan.

In addition, it will disclose the formulation of the hand sanitiser so other companies can use it in their production, following the approval of the Japanese Ministry of Health, Labour, and Welfare.

Shiseido EMEA is also producing a weekly quantity of 20,000 bottles of hydroalcoholic gel in its Val de Loire Factory in France; while Shiseido Americas has begun production in its East Windsor Factory in New Jersey and has already produced 85,000 bottles.

Shiseido President and Chief Executive Officer Masahiko Uotani commented, “Shiseido Company Limited has reviewed and taken various measures — making use of its knowledge, technologies and facilities — in a policy to consider all possibilities available to us, as a cosmetics company, to suppress the spread of the Coronavirus infection and take immediate action.”

**Glasgow Airport gives the NHS a ‘louder-than-life’ tribute**

Glasgow Airport honoured the NHS as part of the UK Government’s ongoing ‘Clap for our Carers’ campaign, which sees the entire nation come together, every Thursday at 8pm, to honour the medical front liners battling the COVID-19 outbreak.
Last night, employees of Glasgow Airport took to the runways — with airport cars, trucks, and aircrafts in tow — to offer a moving tribute to the NHS.

On 9 April, the Scottish airport offered a similar tribute by assembling its team of fire men (and fire trucks) accompanied by the roaring sounds of bagpipes and fire truck sirens to honour health workers across the country.

In the moving video clip Glasgow Airport Managing Director Mark Johnston said, “The NHS staff continue to be heroes in the fight against Coronavirus. They are working day and night tirelessly to keep us safe.”

“Everyone that is working in Glasgow Airport tonight would like to show their appreciation, along with their nation, and say thank you for the incredible work you are doing. So please, stay safe, stay at home, and protect our NHS heroes.”

16 April

easyJet cabin crew volunteer for NHS support duty

EasyJet cabin crew volunteers will be supporting the NHS ExCel field hospitals to provide help to frontline clinical staff battling the COVID-19 pandemic. The NHS has enlisted the help of cabin crew in the UK’s new Nightingale hospitals.

Volunteers will perform clinical support roles at the NHS Nightingale Hospitals in London, Birmingham and Manchester. They will change beds and ensure patients are comfortable. Expert training will be provided to all new recruits when they sign up. EasyJet Director of Cabin Services Tina Milton commented: “We have all needed the NHS at some point in our lives and so we are so proud that our crew can now help to support the NHS during this crucial time.”

The airline has been working with the NHS to enable both its crew and head office communities to volunteer, from directly supporting clinical services in hospitals to filling in as NHS responders.

Lagardère Travel Retail donates S$300,000 worth of chocolates to local charities in
Singapore

Lagardère Travel Retail has donated more than 2,000 cases of chocolates and local delicacies, with a value of over S$300,000, to the Red Cross Home for Disabled and Free Food For All, Singapore. The company said it was putting stock that would otherwise face expiry to good use in the local community.

The company said: “Faced with the continued lockdown of stores due to the pandemic, Lagardère Travel Retail made the quick decision to support the frontline of Singapore’s fight. The donation will bring a much needed smile to those fighting the pandemic in Singapore as well as those more needy.

“We consider this a small way to assist those that need the support and believe that those receiving the chocolates deserve it. We hope that this gift bring a smile to those charities’ team and the community they serve.”

Lagardère Travel Retail has developed its CSR programme under the pillars of Planet, Ethics, People, Social (PEPS), which is executed at local and global charity level.

Lagardère Travel Retail COO – Asia Pacific Emmanuel de Place commented: “There has been no time in our history that we have seen such a widespread need for social commitment and care than the current crisis. We have moved to take this negative situation of forced store closures and deliver the stock that would eventually face expiry and turned that situation into a positive donation.

“Our team moved quickly and worked hard to make the donation before the lockdown in Singapore. It’s some good news to create during these difficult times and the actions bring a great spirit to our teams when they also certainly need it.”

MSC Group converts passenger ship into a floating COVID-19 hospital

MSC Group has joined the fight against COVID-19 by converting a passenger ferry vessel into a floating hospital.

The ship was delivered yesterday in Genoa. It will start accommodating patients on 20 April to ease the load of hard-hit Italian hospitals. The vessel currently has 25 beds in self-isolation cabins with possibility to scale up to 400. According to the company, the ship can also house intensive care units in container modules that can be housed in the ferry’s vehicle deck.

MSC Group collaborated with classification and statutory services RINA, Liguria’s regional health system, and Italy’s Protezione Civile to transform the ship in two weeks.

In a statement shared via LinkedIn MSC Group Managing Director Germany Nils Kahn said, “We at MSC also want to support the fight against COVID-19. In order to do so the Aponte-Family decided to convert a passenger ferry vessel from Grandi Navi Veloci, part of the MSC Group, into a floating hospital for patients with COVID-19. The vessel is now located in Italy to help relieve burden from local hospitals.”
The passenger vessel currently has 25 beds in self-isolation cabins with the capacity to scale up to 400

15 April

WHSmith Australia donates perishable food to Foodbank WA

WHSmith Australia has donated its perishable food to Foodbank WA. The retailer — which recently expanded its presence in Perth Airport with two new stores last year — has had to close most of its outlets due to the COVID-19 crisis.

In a statement via LinkedIn, Perth Airport thanked the generosity and community spirit of its retail partner. It said, “Special thanks to our retail partner WHSmith Australia who has donated its perishable food to our community partner Foodbank WA. WHSmith Australia has had to close most of its outlets, as have many of our retailers. It’s great to see such community spirit during these challenging times.”
Last year, WHSmith Australia opened two new stores in Perth Airport

**Beam Suntory produces 8,000 units of hand sanitiser in Global Innovation Centre in Kentucky**

As reported below, Beam Suntory has committed the production capacities of a number of its sites to help produce and deliver hand sanitisers around the world.

Building on that commitment, today the company announced that its Global Innovation Centre in Kentucky is producing 8,000 units of large-format 1.75L hand sanitiser bottles weekly.

The hand sanitiser is being delivered to first responders, medical professionals, and other essential service providers.

Beam Suntory Travel Retail Global Head of Marketing Ed Stening said, “Super proud of the team in Kentucky and our many Beam Suntory distilleries who are supporting the global production of hand sanitiser! Great to see the nimbleness of the team committed to support those on the front line.”

**The Qatar Airways super heroes who will bring you home**
Take a moment to watch and listen to this beautiful tribute from Qatar Airways to its cabin crew.

The airline prefaces the film by saying: “We are so proud of #QatarAirways’ cabin crew who are continuing to serve in the midst of this challenging time, just knowing that it will make a difference to somebody out there.”

#TakingYouHome

Let us quote you the words of one of the cabin crew interviewed on the short film. It tells its own beautiful story. She says simply, “We will bring you home.”

14 April

Unifree launches informative COVID-19 health and safety social media campaign

Unifree Duty Free has launched an information campaign on social media highlighting the different health, hygiene, and safety precautions it is taking against COVID-19.

These include the short-term implementation of work from home procedures for its 2,500 employees, and employee health monitoring by occupational physicians. The company has also been providing face masks and disinfectants to all of its employees since January.

‘Together, we will be back stronger’: Unifree has implemented a number of health and safety precautions to protect both employees and customers against COVID-19

Unifree’s #StayHome social media information campaign also gives helpful advice so customers can better
protect themselves against COVID-19.

In a statement the company said, “We continue to take all precautions to combat the Coronavirus. During these difficult times, we support and stand by the travel retail community, the World Health Organisation, and continue to follow the precautions taken by the Turkish Government.”

The company followed by saying, “We know that together, we will be back stronger… We share our sadness for everyone who lost their lives due to the virus.”

**Mondelēz International produces medical visors for the NHS using 3D chocolate-making technology**

Mondelēz International has partnered with engineering company [3P innovation](#) to produce medical visors for NHS workers.

Last week, 3P innovation launched an industry-wide initiative to bring together businesses and individuals who can produce, assemble and distribute the much-needed medical visors to hospitals across the UK.

Mondelēz International has repurposed the 3D printing technology in its Cadbury facility in Bourneville — normally used to create chocolate sculptures — to print the hard-plastic bands which connect the top and bottom of the medical visors.
produce the visors. 3P Innovation has already delivered the first batch to an NHS clinic in Warwickshire, with plans to scale up its operations to 10,000 units per week.

“The NHS and other frontline services are doing an incredible job and we want to support them wherever we can,” said Mondelez international UK Managing Director Louise Stigant. “I’m extremely proud that our research and food engineering teams have come up with a creative way to repurpose our chocolate making skills and technology, so we can make and print parts for the medical visors. By working in partnership with 3P and other businesses we can scale our operations and help protect those who are working so hard to protect us and beat coronavirus.”

3P Innovation Managing Director Tom Bailey said, “We have now set up the production line and the finished products are on their way to end users. Thanks to the generous support from Mondelez, we have purchased an injection moulding tool which is set to make a huge difference to the volumes we can produce. We are now looking for ongoing funding, which is essential to make sure we can continue to purchase components and run the production lines.”

3P Innovation is still looking for 3D print technology businesses and logistics services to support its cause, so that it can continue to supply medical visors to NHS workers and other frontline services. Those interested in helping can click the link here.
The group’s donation builds on Cadbury’s Donate Your Words campaign, which raised £400,000 last year for Age UK.

Mondelēz International is also donating over £2 million to support local communities, charities, foodbanks, and NHS front liners through The Cadbury Foundation. The foundation is donating to Age UK’s Emergency Coronavirus Appeal, which provides information and advice to people over 70 years old, who are in the highest-risk group for COVID-19.

It is also working with local and national charities to distribute two million products across the country through Fareshare, Community Shop, and frontline NHS and Trussell Trust foodbanks. It is also donating funds to the National Emergencies Trust and GroceryAid to support people working in the food industry.

Stigant added, “We have a rich history of supporting people, communities, and businesses through the Cadbury Foundation and our network of national and local charity partners. Coronavirus is impacting all our lives and that support is needed now more so than ever and our colleagues are going the extra mile to selflessly help others at what is an incredibly challenging time.”

Age UK Fundraising Director Laure Bolt thanked the company by saying, “This is a period of great anxiety for everyone, but especially for older people and their loved ones. Age UK is determined to be there for older people who need our help and especially for those who have no one else to turn to in this time of crisis. Thank you for making sure we can respond to the growing needs and unprecedented demand we’re seeing.”

**Dubai Duty Free donates AED7 million to The Fund of the UAE: Homeland of Humanity Campaign**

Dubai Duty Free has donated AED7 million (US$1.9 million) to The Fund of the UAE: Homeland of Humanity Campaign, to support the country’s various COVID-19 relief efforts.

The funds were donated through The Dubai Duty Free Foundation in partnership with the Ministry of Health and Prevention (MOHAP) and the Emirates Red Crescent. The donation will be used to provide much-needed medical supplies for both residents and visitors in the UAE.

The Dubai Duty Free Foundation was established in 2004 under the patronage of His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Duty Free.
The Fund of the UAE: Homeland of Humanity Campaign aims to provide much-needed medical supplies to citizens and visitors in the UAE.

The foundation has a long-standing partnership with the Emirates Red Crescent and has collaborated together on a number of charitable initiatives. This includes the Ramadan campaign in 2013, which provided clothing to one million needy children; the UAE Water Aid campaign in 2014, which supplied 5 million people in 61 countries with clean drinking water; and the UAE Compassion Campaign in 2015, which provided winter aid for one million refugees in the Levant countries.

Dubai Duty Free Executive Vice Chairman & CEO Colm McLoughlin commented: “At a recent board meeting of the Dubai Duty Free Foundation we agreed to make an “in kind” donation of AED7 million to support medical supplies needed as the result of the COVID-19 situation. This donation has been made with the approval of H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Duty Free.”
McLoughlin added, “We are very keen to support the huge effort that the UAE Government is making to ensure that everyone is kept safe and well. Through our Foundation we want to support this effort in any way that we can during this challenging time.”

“WE ARE VERY KEEN TO SUPPORT THE HUGE EFFORT THAT THE UAE GOVERNMENT IS MAKING TO ENSURE THAT EVERYONE IS KEPT SAFE AND WELL. THROUGH OUR FOUNDATION WE WANT TO SUPPORT THIS EFFORT IN ANY WAY THAT WE CAN DURING THIS CHALLENGING TIME.

-DUBAI DUTY FREE EXECUTIVE VICE CHAIRMAN & CEO COLM MCLAUGHLIN

LVMH USA companies contribute in fight against COVID-19

LVMH subsidiaries in the USA have joined the collective effort against COVID-19, providing supplies for health authorities and aiding both hospital staff and vulnerable populations to fight the disease.

LVMH North America, in partnership with the charity United Way of New York City, will shortly launch a pilot remote coaching programme for students in under-served neighbourhoods.

Moët Hennessy has made financial donations to the US Bartender’s Guild and the National Restaurant Association Education Fund, to aid workers who have lost their jobs in the sector. The Woodinville Whiskey distillery in Washington State has reorganised its production lines to make thousands of litres of alcohol for healthcare uses.
Fresh has sent 10,000 units of skincare products to isolation centres for homeless patients who have contracted the coronavirus, as well as to healthcare professionals in several New York hospitals. The company also launched a campaign called ‘Everyday Heroes’ on social networks, inviting Fresh followers to nominate their heroes who are battling the virus. These nominated heroes will receive a box of skincare products to thank them for their work.
Sephora has donated kits of products to healthcare personnel on the front line in two New York hospitals. The company increased its internal ‘Stand Together’ fund to support employees in difficult situations. Sephora and Kendo, the LVMH beauty brands incubator, have launched Virtual Volunteer Programs to address urgent needs created by the crisis and are encouraging employees to contribute their skills to local communities.

Maritime division Starboard Cruise Services has set up a website to provide information and reassurance for employees. To thank its teams for their cooperation during the pandemic, Starboard is sending them gift sets of personal care products from its warehouses. At the request of sister company DFS, Starboard has helped staff obtain surgical masks through their own sources.

Other Maisons, including Marc Jacobs, are awaiting approval to begin distribution of surgical masks from China.

13 April

**Songs of hope**

For those of you who have not seen the incomparable Andrea Bocelli perform Music For Hope – Live From Duomo di Milano on Easter Sunday, we feature his sublime, profoundly moving rendition of Amazing Grace, which closed the concert. It was the definitive solo performance, one for the ages. For the full production click [here](#).

11 April
(right) comes another stirring example of corporate support for the less well-off during the crisis.

“Very proud of our teams,” writes Nicolas. “Thank you all from Lagardère Travel Retail Belgium. For a better future!

“In these unprecedented times we are all learning another dimension of the meaning of team work, solidarity and generosity. At Lagardère Travel Retail Belgium we could not find a better way to thank those who are teaching us the above-mentioned every second: we spent the last ten days donating seven tonnes of pralines and chocolates to seven hospitals all over the country (plus one in Luxembourg), to the Belgian food banks and to children’s associations. We humbly hope we succeeded in making their lives a bit sweeter.”
Serving a new kind of community
From **Sammy Patel** (pictured right), Vice President, Commercial at **Vantage Airport Group** & Chief Executive Officer at **Midway Partnership** in the US, comes this stirring story via LinkedIn.

“Chicago Midway Airport typically serves 22 million passengers annually; and feeds between 40,000 to 50,000 passengers daily. With the reduction in passengers, Midway Partnership and our partners SSP America were left with large amounts of food typically prepared to feed hungry travellers.

“This week with our community partners, fresh food items destined to spoil were distributed throughout the local community. Food items were also distributed to local food pantries, senior service centres, and the Chicago Public Schools free meal programme. Kudos to our Operations Director Geoffrey Lentz for organising.”
10 April
Touching tribute: US airports last night joined the nationwide #LightItBlue movement to salute frontline and essential workers. Hartsfield-Jackson Atlanta International Airport (pictured above) said: “As a demonstration of our gratitude, we honour your courage and dedication…and shine a light on those working tirelessly every day. Keep shining bright.” Below, Dallas Fort Worth Airport switched on its own blue light, saying, “Thank you to all of the heroes who are fighting on the front lines of this pandemic to keep us safe.”
9 April

**Louis Vuitton repurposes ateliers to produce non-surgical masks**

French luxury fashion and leather goods company Louis Vuitton has repurposed some of its ateliers to produce hundreds of thousands of non-surgical masks.

The initiative was launched in partnership with the Mode Grande Ouest textile network, with the aim of producing and distributing the protective equipment to frontline healthcare workers in France and around the world.

In a statement shared via LinkedIn the company said, “Thank you to the hundreds of artisans who have volunteered to create these masks, as well as everyone doing their part to fight this global pandemic.”
Louis Vuitton has partnered with the Mode Grande Ouest textile network to produce the much-needed non-surgical masks.

**Henkel launches comprehensive COVID-19 global solidarity programme**

German manufacturing company Henkel has launched a comprehensive COVID-19 relief programme to support its employees, customers, partners and communities amid the pandemic crisis.

The company donated €2 million — through the Fritz Henkel Foundation — to the World Health Organisation (WHO) Covid-19 Solidarity Response Fund and the United Nations (UN) Foundation. The funds will be used to source personal protective equipment for health workers, equip diagnostic laboratories, build new ICUs, and support research into potential vaccines.

Henkel has also donated 5 million units of personal hygiene and household cleaning products including hand sanitiser, soap, detergents, disinfectants to charities around the world. It has also shifted production to manufacture disinfectants for health institutions and improved payment terms for its partner SMEs.
The manufacturing company has already donated 50,000 litres of disinfectant as part of its COVID-19 relief programme.

“At Henkel, we are committed to help addressing this unprecedented challenge. In line with our values, we want to make a contribution through a comprehensive global solidarity programme,” commented Henkel Chief Executive Officer Carsten Knobel. “We stand united in our fight against the pandemic, striving to protect our employees and their jobs, serving our customers and supporting the communities in which we operate.”
Knobel added: “I would also like to thank our global and local crisis teams which have been active since the coronavirus began to spread. For our employees who continue to work on site to maintain our operations we have taken extra measures to reduce infection risks. For example, strict protocols in case of suspected infections, increased hygiene, separating shifts and reducing the number of employees working on site by requesting home office work wherever possible.”

Sneak Peek into our #disinfectant production
? As a global company, we see it as our responsibility to actively support the fight against the #coronavirus. With our global solidarity program, we want to contribute to #FlattenTheCurve. One part of this initiative is the production of disinfectants, through which we support all caregivers in their daily
Colgate Palmolive has pledged US$20 million worth of hygiene and health products to support international COVID-19 relief efforts

#SafeHands: Colgate Palmolive donates 25 million soap bars to global health agencies

The Colgate Palmolive Group has mobilised five production sites to produce 25 million soap bars — packaged with proper hand-washing instructions — to support the World Health Organisation’s #SafeHands campaign.

The consumer goods company has also donated US$20 million worth of health and hygiene products to local and international health agencies helping high-risk communities amid the virus outbreak.

Local Colgate Palmolive teams have been mobilised in New York City to support frontline medical staff and emergency care workers. They are also donating health and hygiene products to local hospitals and non-profit organisations.

In addition, Colgate Palmolive has launched an employee matching gift campaign encompassing 34,000 Colgate Palmolive employees worldwide. The campaign will match up to US$1 million in employee donations to support the company’s partner organisations such as Save the Children, CARE, and the World Health Organisation.

Colgate Palmolive Chairman, President and Chief Executive Officer Noel Wallace said, “One of the most important ways we can help stop the spread of this virus is for organisations from every sector to bring together the best of what we each do for the greater good.

“Colgate’s very purpose is to advance the health and wellness of people and their pets. We recognise we have a
profound responsibility – now more than ever – to help protect people.”

**Dr. PawPaw provides balm for UK health workers**

Skincare company Dr. PawPaw, which works with Travel Retail Solutions in the duty free & travel retail market, has created a special initiative to aid UK front line health workers in the fight against COVID-19.

It is offering NHS workers two free Dr.PawPaw balms to combat irritated and dry skin. The company noted that many suffer from dry and sore hands because of increased hand washing, and dehydrated lips from wearing mouth masks on long shifts.

The company has given away over 10,000 balms directly through its website, and has been working with an online retail partner to provide 30,000 more to front-line workers.

![Image of Dr. PawPaw balms](image)

Dr.PawPaw is also launching a social media campaign to highlight essential health workers that have been nominated by their friends, family and colleagues because of the work they are doing.

“Dr.PawPaw has helped hydrate my dry skin without causing further irritation. My hands are currently very sore and dry as I am washing them more than ever at work and at home,” said NHS Nurse Gina Pieri.

Dr.PawPaw uses ingredients such as pawpaw, aloe vera and olive oil. The range includes Dr.PawPaw Original Balm and Dr.PawPaw Shea Butter.

**8 April**

**Only the Brave Foundation launches fundraiser for local Italian hospitals**
Diesel’s parent company Only the Brave (OTB) has launched a fundraiser to help hospitals in smaller towns in Italy. Only the Brave’s brands — including Diesel, Marni, and Maison Margiela — have shut their doors in Europe but are operating in limited capacity in China and Asia.

In a statement shared on its Instagram, The Only the Brave Foundation said, “The mission of OTB Foundation is to support people and projects in a concrete, direct way, without any waste. While most of the current outbreak aids are directed to big Italian cities’ structures, we have chosen to help smaller centres equally in need.”
considerazione Aspettiamo il vostro
contributo e insieme faremo di più! ????
IBAN: IT80 L030 6909 6061 0000 0139 761
causale: coronavirus
www.otbfoundation.org/donate – The mission
of OTB Foundation is to support people and
projects in a concrete, direct way, without
any waste. While most of the current
outbreak aids are directed to big Italian cities’
structures, we have chosen to help smaller
centers equally in need. Bring to our attention
any initiative, organization or structure that
needs support, and donate your contribution
to OTB Foundation. ???? ??bank transfer
Beneficiary Account Number: IT80 L030
6909 6061 0000 0139 761 Purpose of the
payment: Coronavirus SWIFT/BIC CODE:
BCITITMM ??Or visit
www.otbfoundation.org/donate

A post shared by Only The Brave Foundation
(@otbfoundation) on
Mar 13, 2020 at 9:24am PDT

**Qatar Airways Cargo increases freight services to transport medical supplies and relief worldwide**

Qatar Airways Cargo has increased services around the world, giving priority to the transportation of essential medical supplies and aid relief.

The company has transported over 500,000 kg of medical supplies — equating to 500 fully loading Boeing 777 freighters — in the last month alone. It will continue to operate its full freighter fleet as per schedule and operate belly-hold cargo flights whenever possible.

Qatar Airways Cargo has also introduced additional cargo capacity to Shanghai, Guangzhou, Paris, Amsterdam, Muscat, Kuwait, Delhi, Beijing, and Melbourne. It is working closely with national governments to ensure the delivery of both humanitarian aid and medical supplies wherever necessary.

The company has also implemented strict ground handling protocols and hygiene standards — minimising contact between staff and adhering to social distancing guidelines — to ensure the safety of both crew and cargo.
In the last month alone, Qatar Airways Cargo has delivered over 500,000 kg of medical supplies and aid relief all over the world.

According to the company, all freighters and passenger aircrafts are equipped with protective face masks, as well as hand sanitisers and gloves for crew and staff, who undergo regular screenings.

The airline has also assured partners that it is regularly disinfecting aircrafts using cleaning materials recommended by the International Air Transport Association (IATA) and the World Health Organisation (WHO).

“Now, more than ever it is important to support global trade that ensures the supply of essential goods and vital aid worldwide. I am thankful to the airport authorities, ground handlers, cargo agents and governments around the world who have helped us increase our services to fulfil the demand for time sensitive freight,” commented Qatar Airways Group Chief Executive, His Excellency Akbar Al Baker.

His Excellency added, “I also want to thank many of our long standing commercial customers that have supported us to prioritise humanitarian relief shipments to badly affected regions over their existing commercial arrangements. We are all in this together and are glad to be of service to communities around the world during this difficult time.”
Beiersdorf AG also manufactures Eucerin, La Prairie, and Coppertone to name a few.

‘Care Beyond Skin’: Nivea producer Beiersdorf Group launches €50 million COVID-19 relief programme

Personal care manufacturing company Beiersdorf AG, has launched a €50 million international COVID-19 relief programme called ‘Care Beyond Skin.’

As part of this programme, the Nivea producer has deployed its factories in five different continents to produce 1,000,000 litres of disinfectant. It is also donating at least 5,000,000 units of Nivea skin and hand care products to medical workers globally.

The company is also offering financial support for non-profit organisations as well as Beiersdorf Group partners facing increased financial pressures. It has also committed to double any employee donations.

Beiersdorf Chief Executive Officer Stefan De Loecker commented, “Merely two months have passed since our first donation reached Wuhan. COVID-19 has since then turned into a global crisis. We are all in this together. As a company we want to focus our contribution on several especially vulnerable groups in our societies, to support them and to help to protect them.”
“This is a historical crisis of exceptional magnitude. We are convinced that combating COVID-19 requires significantly more effort, togetherness, and collaboration. We call our program ‘Care Beyond Skin’. It expresses our commitment to reach beyond our core business – taking care of people’s skin – to maximise our contribution.”

The Beauty of Helping Others: Shiseido Americas deploys New Jersey production site to manufacture hand sanitiser

Shiseido Americas Corporation — a subsidiary of Shiseido Group — has deployed its East Windsor, New Jersey facility to produce hand sanitiser for local hospitals and community outreach organisations in hard-hit New York state.

The critical sanitising gel will be produced by volunteer Shiseido Americas employees, with production set to complete in mid-April. According to the company, the 70% alcohol hand sanitiser follows the strict health and safety guidelines of the Centres of Disease Control (CDC) and the Food and Drug Administration (FDA) for hand sanitiser production.

The initiative is part of the company’s employee-led social impact program called, ‘The Beauty of Helping Others.’ The program was launched in June 2019 and aims to bring ‘beauty, happiness, and kindness’ to at-risk communities. Through the programme, employees across the Shiseido Americas portfolio can volunteer for a variety of non-profit organisations that empower and serve local communities. Since its inception, Shiseido Americas employees have logged over 3,000 volunteer hours and helped over 150 non-profit organisations.

“Helping others is part of our company’s DNA. Our incredible team embraces the spirit of ‘omotenashi,’ which translates from Japanese as heartfelt hospitality,” said Shiseido Americas Chief Executive Officer Marc Rey.

“In the midst of this global pandemic, we are proud to do our part in support of the courageous medical professionals and volunteers who are on the frontlines fighting the spread of coronavirus daily. This would not be possible without the goodwill of our dedicated employees and partners, to whom I extend my sincere
gratitude,” Rey added.

‘The Beauty in Helping Others’ programme has seen over 3,000 volunteer hours logged by Shiseido Americas employees, benefitting more than 150 non-profit organisations in the US

**Luxottica Group lights up Argodo plant to honour Italian health workers**

Italian eyewear specialists Luxottica Group has made a moving tribute to health workers in Italy, which is one of the hardest-hit countries in Europe. The company has illuminated the façade of its main plant in Argodo to honour the courage of these medical front liners fighting to curb the spread of the disease.

The company is also donating hundreds of thousands of protective masks to Italian hospitals and public health institutions, as well as to its global health partners.

In addition, Luxottica Group CEO Leonardo Del Vecchio has also donated €10 million and six respirators to the Fiera Milano hospital, through his charitable foundation.

In a statement shared via LinkedIn the company said, “Our daily routines have been abruptly interrupted, our lives shaken, and our resolve tested. We are making every effort to adapt quickly, and, as always, with a strong sense of responsibility.”

“We continue to put passion and love into what we do every day. And when life returns to normal, we will be more united and stronger than ever.”
A moving tribute: The Luxottica plant in Argodo is lit up in the colours of the Italian flag to honour the medical workers fighting the pandemic crisis
7 April
Gucci has pledged €1 million to the WHO COVID-19 Solidarity Response Fund

Gucci calls on community to support COVID-19 fundraiser

Kering-owned luxury fashion house Gucci has launched a fundraiser to support the National Protezione Civile, through Intesa Sanpaolo’s For Funding platform. The fundraiser aims source new ICU beds for hospitals in hard-hit regions in Italy.

The Italian fashion brand has also donated €1 million to the World Health Organisation’s COVID-19 Solidarity Response Fund.

The funds will help monitor and collect data on the virus’ spread and help strengthen ICUs around the world.

It will also fast-track research into a vaccine and supply personal protection equipment to health workers braving the front lines in fighting the spread of the pandemic.

Michael Kors donates US$2 million to COVID-19 relief efforts in New York City

Michael Kors announced that the company will be donating US$2 million towards local COVID-19 relief efforts in New York. This is in addition to personal donations by the designer himself and Michael Kors CEO John Idol. The funds will support NYU Langone Health and the New York-Presbyterian Hospital.

A portion of the funds will also be allocated to God’s Love NYC, a food service non-profit organisation that delivers meals to people living with severe illnesses.

The company has also pledged its support behind the CFDA/Vogue Fashion Fund for COVID-19 relief programme ‘A Common Thread’, which provides financial aid for small businesses in the fashion community.

In a statement shared on the company’s website, Kors said, “I have lived in New York all my life — the city has
been my home for over 40 years and it’s where I founded my business… It’s heartbreaking to see what is happening here in my hometown, which is currently the epicentre of the virus, and the impact this outbreak is having on people in our city and around the world. I commend everyone working on the frontlines in our health care centres and thank you for your dedication to helping others.”

‘New York is my home’: In addition to the US$2 million donation by his company, Michael Kors has also made personal donations to support COVID-19 relief programmes in his native New York
Revo is also donating 10% of net profits to the Meals on Wheels COVID-19 Response Fund

R?vo joins ‘Brands x Better’ Coalition and donates 10% of net profits to Meals on Wheels

Performance eyewear specialists R?vo has joined the ‘Brands x Better’ Coalition, which gives 10% of each member’s sales to various COVID-19 support programmes.

R?vo is joined by 26 other brands including: Boll & Branch, Dagne Rover, BODYGUARDZ, Clean Simple Eats, Cotopaxi, DTX Company, Enso Rings, Faherty, Greats, Harrow Sports, Knot Standard, Kopari, Lander, M. Gemi, Moxyo, Nomatic, and OWYN.

The Brands x Better coalition offers financial and practical relief to those most affected the pandemic crisis. It also supports member’s employees and promotes conscious consumerism to stimulate the economy during the crisis. Each member brand operates under strict ethical, health, and hygiene protocols to ensure that customers’ products are produced and delivered safely.

In addition, the eyewear company is also donating 10% of its net profits for the month of April to the Meals on Wheels COVID-19 Response Fund.

“At R?vo, our community has always been at the heart of our brand. It is this community that we are passionate about and focused on during these challenging times,” said R?vo Chief Executive Officer Cliff Robinson.

“While we continue to bring our NASA lens technology sunglasses to our discerning customers, R?vo will be donating 10% of our net profits from April 1, 2020 to April 30, 2020 in support of the Meals on Wheels COVID-19 Response Fund.”

Robinson added, “This fund aims to assist the most vulnerable Americans and keep them safe and nourished in communities across the country. We are proud to be a part of the Brands x Better coalition and believe our collective spirit is strong, our ability to come together is powerful, and that sunny skies are ahead.”
The Brands Better Coalition aims to leave their respective industries, and the world, better than how it found them.

Rituals donates 200,000 personal care goodie bags to hospitals in Holland

Rituals Cosmetics has donated 200,000 personal care goodie bags to hospitals across Holland to honour the health workers battling to curb the spread of COVID-19.

The initiative was launched in partnership with Total Packaging, Mainfreight Dachser, Koolhas Concepts & Décor, Huis vol Smaak, Hutten Catering, Fraai Projecten and Boozed Décor.

Volunteer Rituals Cosmetics’s employees packed the goodie bags in the brand’s headquarters in Amsterdam. Each one contains a Ritual of Cha Do Foaming Shower Gel and four Hand Care Collection sets. The company hopes that the goodie bags will bring ‘a moment of positivity to the front line’ amid the crisis.
Rituals Cosmetics honours the hospital heroes in Holland with personal care goodie bags

“Well-being is at the heart of our brand, which revolves around turning everyday routines into more meaningful moments. Over the coming weeks, this becomes more important than ever as we face this unprecedented situation,” said Rituals Cosmetics CEO Raymond Cloosterman.

Cloosterman added, “When we cannot actually be together, nothing beats the wonderful feeling of working together on something good for someone else, however small it may be. Rituals is immensely grateful to all the brave men and women working at the hospitals right now, risking their health and safety for the well-being of our entire community.”

6 April

Aer Rianta International joins together to Clap for our Carers

From around the world, the team at Aer Rianta International (ARI) joined together to offer a virtual round of applause in honour of the medical front-liners battling COVID-19.

In a statement the company said, “Team members from ARI right across the world have shared videos of appreciation for all those people who are working tirelessly to help during this challenging time. Thank you for your invaluable service from the ARI Global Community.”

ARI #clapforourcarers from ARI on Vimeo.

Ralph Lauren pledges US$10 million to American COVID-19 relief efforts
The Ralph Lauren Corporate Foundation has pledged US$10 million to support various COVID-19 relief initiatives in America. The funds will provide financial grants — through the Emergency Assistance Foundation — for Ralph Lauren employees with medical, elder care, or childcare needs.

A portion of the funds will also be allocated to the World Health Organisation’s COVID-19 Solidarity Response Fund, as well as the company’s Pink Pony Fund, which supports a network of international cancer institutions.

In addition, the Ralph Lauren Corporate Foundation has also begun the production of 250,000 masks and 25,000 isolation gowns for its US manufacturing partners.

In a statement, the company said, “Our hearts and thoughts are with the global community. Our hope is to be a beacon of optimism and unity as we navigate this unprecedented time. It is in the spirit of togetherness that we will rise.”
‘Together we’ll get through this’: For Burberry CEO Marco Gobetti, the only way we’ll get through the COVID-19 crisis is together

**Burberry donates 100,000 surgical masks for NHS workers and retools Yorkshire factory to produce non-surgical masks and gowns for COVID-19 patients**

Burberry has joined the fight against COVID-19 by leveraging its global supply chain to support medical frontliners, increase food supplies, and contribute to the development of a long-term solution to the pandemic crisis.

The company has sourced and delivered over 100,000 surgical masks to NHS workers across the UK. It has also repurposed its factory in Castleford, Yorkshire to produce non-surgical masks and gowns for COVID-19 patients.

Burberry is also funding research by the University of Oxford into a single-dose vaccine on course to begin human trials next month. It is also donating to food service non-profit organisations [FareShare](https://www.fareshare.org) and [The Felix Project](https://www.thefelixproject.org) to address food shortages in the UK.
‘Together we’ll get through this’: For Burberry CEO Marco Gobbetti, the only way we’ll get through the COVID-19 crisis is together

Burberry Chief Executive Officer Marco Gobbetti commented, “In challenging times, we must pull together. The whole team at Burberry is very proud to be able to support those who are working tirelessly to combat COVID-19, whether by treating patients, working to find a vaccine solution or helping provide food supplies to those in need at this time.”

“COVID-19 has fundamentally changed our everyday lives, but we hope that the support we provide will go some way towards saving more lives, bringing the virus under control and helping our world recover from this devastating pandemic. Together, we will get through this.”
‘Shaken not broken’: Campari America has donated US$1 million to Another Round, Another Rally

**Shaken not broken: Campari launches the #AnotherRoundChallenge and donates US$1 million**

Campari America has donated an additional US$1 million to non-profit organisation [Another Round Another Rally](#), which provides financial aid and support for hospitality workers in the US.

Campari America is also rallying bar patrons across the country to join the #AnotherRoundChallenge; which invites them to ‘tip their servers’ via Another Rally’s virtual tip jars. The virtual tip jars serve as a supplementary source of income for bar and restaurant workers facing increased financial pressures due to the COVID-19 crisis.

Campari America brands Wild Turkey Bourbon, Appleton Estate Jamaica Rum, Espolon Tequila, SKYY Vodka, Aperol, Bulldog Gin, Grand Marnier, Cabo Wabo Tequila, Campari have joined the campaign and promoted it on social media.

Campari America Managing Director Ugo Fiorenzo commented, “The impact bartenders have on our industry is immeasurable. With this unprecedented crisis upon us, now more than ever, we need to band together to support hospitality workers in their time of need.”

“At Campari, we are urging communities and bar patrons to join us in virtually tipping our bartenders and restaurant workers and serve them as they served us.”

In addition, Wild Turkey Bourbon’s Kentucky team will donate 25,000 litres of neutral spirit to produce and distribute hand sanitiser to essential service providers in the region.
Campari America’s #AnotherRoundChallenge invites customers to virtually tip drinks and hospitality workers facing financial hardships amid the crisis.

4 April

**Ilva Saronno develops hand sanitiser pocket packs for distribution to the needy**

Ilva Saronno Holding has using its production lines to develop antibacterial gel in the fight against COVID-19. To date, 100,000 50ml bottles of the Disaronno brand have been transformed into hand sanitiser pocket packs and donated to the non-profit Banco Farmaceutico Foundation.

The partners will distribute these to ten charity organisations throughout Italy that offer treatment and medicines to poor people. The organisations that will benefit are: Caritas of Rome, Milan, Florence and Palermo; Opera San Francesco (Milan), Fondazione Progetto Arca (Milan), Fratelli San Francesco (Milan), Centro Astalli of Rome and Palermo plus Banco Farmaceutico Cosenza. They will also be distributed to the Municipality of Saronno, neighbouring municipalities and to Ilva Saronno employees.

The charity organisations will distribute the pocket packs to those who cannot afford to buy basic necessities. This includes people who are experiencing need after losing their jobs, as well as those who were already in poverty.
ILLVA SARONNO donates 100,000 antibacterial gel to Banco Farmaceutico to deliver to the people in needs

#insiemecefaremoneeds

Care in a bottle: The Illva Saronno initiative targets the poorest in society, who struggle to afford basic necessities

Illva Saronno Holding CEO Aldino Marzorati said: “Illva Saronno’s know-how is absolutely compatible with the needs of this moment of crisis. For us, it is a duty and a pleasure to make available our production plants to cope with this terrible moment and support those who need it most.”

The non-profit Banco Farmaceutico Foundation President Sergio Daniotti said: “It is good to see that, in such difficult moments, there are companies that have concern for the need of the community and, in particular, for the most fragile. We sincerely thank Illva Saronno Holding for having responded so promptly to our call.

“A few days ago, in fact, we got in touch with companies and entrepreneurs, to ask them not to forget the poor and the network of charity organisations that takes care of them; and to maintain the willingness to accept our specific requests for donations, so that we can continue to contribute. We relaunch our invitation, confident that more and more companies will want to do their part for the good of everyone.”

3 April
MAC donates US$10 million to 250 COVID-19 relief organisations in the US

MAC Cosmetics has made an initial donation of US$10 million to front line programmes such as Project Angel Food and Partners in Health (PIH) that help high-risk communities in the US.

**Project Angel Food** delivers emergency meals to the critically ill and hires out-of-work chefs and food service workers to cook and deliver the meals.

**Partners in Health (PIH)** promotes community preparedness, installs infection control measures, and builds global supply chains to address the shortage of masks, gloves and handwashing facilities.

In addition to the initial donation, the brand is also donating 100% of the proceeds for every sale of its MAC Viva Glam Lipstick to benefit various COVID-19 relief initiatives across the country. The funds will support vital services like food supplies, medical information campaigns, testing and the treatment of diagnosed cases.

MAC Cosmetics has invited customers to join the fight (from home) by purchasing the Viva Glam lipstick and sharing a message of support on Instagram with the hashtag #MACVIVAGLAM.

The MAC Viva Glam campaign was originally launched in 1994 as a community response programme for people living with and affected by HIV/AIDS. Since then, it has raised over US$500 million for the cause.

In addition to its COVID-19 support programmes, VIVA Glam will continue to raise money to support women in at-risk communities, LGBTQ+, and people living with HIV/AIDS.

“Viva Glam has never been about one cause, but about support to vulnerable communities,” said The Estée Lauder Companies Executive Group President & Chairman of the MAC Viva Glam Fund John Demsey. “To
leverage this 100% giving model to help people affected by COVID-19 is a continuation of the principles Viva Glam was founded on.”

**Loch Lomond Group begins distribution of hand sanitiser**

The Loch Lomond Group has begun the distribution of critical hand sanitiser to 150 different relief organisations and charities in Scotland. This includes Fareshare Scotland, The NHS, Police Scotland, Ambulance Services, and care homes for children, the elderly, and the most vulnerable.

According to the company, the hand sanitiser was produced following all of the WHO’s specifications. They are available in large-format 425 ml bottles.

In a statement shared on LinkedIn, Loch Lomond Group Chief Executive Officer Colin Matthews said, “The demand has been extraordinary, almost overwhelming and far exceeding our expectation, which shows the current real need for sanitisers.”

“While we have been unable to supply everyone with this first batch, for which we apologise, we are very proud to have been able to supply so many brave people and worthy causes, whom we should all admire, who are all fighting on the front lines of this massive battle against COVID-19.”
HAND SANITISER DISTRIBUTION STARTED

On behalf of everyone at The Loch Lomond Group we are delighted to have now started distribution of many thousands of bottles of our WHO specification Hand Sanitiser free of charge to over 150 organisations, charities, associations and individuals including Fareshare Scotland, The NHS, Police Scotland, Ambulance Services, Fire Services, many care homes for kids, the elderly, the vulnerable and others less fortunate than ourselves.

The demand has been extraordinary, almost overwhelming and far exceeding our expectation which shows the current real need for sanitisers.

Whilst we have been unable to supply everyone with this first batch, for which we apologise, we are very proud to have been able to supply so many brave people and worthy causes whom we should all admire and all fighting on the front lines of this massive battle against Covid-19.
2 April

L’Oréal USA is donating US$250,000 to
Feeding America and matching employee donations up to US$25,000

**L’Oréal USA launches COVID-19 relief initiatives across America**

In addition to L’Oréal Group’s Europe-wide COVID-19 Solidarity programme, L’Oréal USA has made additional commitments to support America’s COVID-19 relief initiatives.

“We stand in solidarity with the brave people who are tirelessly and selflessly working to end this pandemic, and it is our hope that, through these actions, we are able to provide some relief during this challenging time” — L’Oréal USA President and CEO Stéphane Rinderknech

L’Oréal USA has pledged a donation of US$250,000 to Feeding America in addition to matching dollar for dollar donations by its employees up to US$25,000. The funds offer emergency support to benefit food-insecure families across America.

The company has also deployed its North American facilities to produce alcohol-based hand sanitiser, which will be distributed to healthcare workers, employees, and partners.

L’Oréal USA is also donating personal care products worth US$1 million to Feed the Children; and donate N95 masks — from its sites in North Little Rock, Arkansas, Franklin, and New Jersey — to local hospitals in surrounding communities.
The company has also deployed its manufacturing facilities in North America to produce and deliver sanitising gel.

The company has also introduced financial relief measures for its small business partners. L’Oréal USA will freeze payments for every small enterprise across its distribution network until their businesses resume. It will also shorten payment times for small suppliers, facing increased economic pressures due to the crisis.

L’Oréal USA President and CEO Stéphane Rinderknech commented, “I know I speak for all of my colleagues when I say that we at L’Oréal USA feel a deep responsibility to do our part to help address this crisis in many communities in which we live and work.”

Rinderknech added, “We stand in solidarity with the brave people who are tirelessly and selflessly working to end this pandemic, and it is our hope that, through these actions, we are able to provide some relief during this challenging time.”

Craft spirits specialist Four Pillars creates one-litre hand sanitiser

Australian craft spirits company Four Pillars has diversified its operations to produce a new one-litre hand sanitiser named ‘Heads, Tails and Clean Hands’. It is the distiller’s response to the highly-publicised shortage of similar products as the COVID-19 pandemic takes a grip in its home country.

Heads, Tails and Clean Hands, which contains 80% ethyl alcohol, is contained in bottles which had previously
been destined for the duty free market. The product is made to the specifications set by the World Health Organization.

The initial plans are to make about 20,000 litres of Heads, Tails and Clean Hands for the consumer market, with a similar volume already being produced for a healthcare-focused hand sanitiser product known as ‘Take Care’.

Heads, Tails and Clean Hands takes its name from the by-product alcohol of Four Pillars’ gin distillations.

31 March

**Brown-Forman to donate US$1 million to COVID-19 response funds**

Brown-Forman Corporation has announced it will donate US$1 million to support locations and agencies impacted by COVID-19.
“As COVID-19 has spread throughout the world, we want to provide assistance to our communities in this time of great need,” said Brown-Forman Corporation CEO Lawson Whiting. “We are announcing today donations totalling US$1 million that will enable us to give back to the people and communities that mean so much to our company.”

Initial contributions from the fund will go to the Restaurant Workers Community Foundation and One Louisville, a COVID-19 response fund in the corporation’s hometown.

Commenting on the pandemic, Brown-Forman Travel Retail and Developed Asia Pacific Regions Senior Vice President & Managing Director Marshall Farrer said: “We are currently assessing the impact of COVID-19, alongside our vital customers, and unfortunately projecting monumental negative impacts to the entire travel retail channel. Our first and foremost priority, however, is the health and wellbeing of our employees, our partners and the travelling public.”

Farrer noted the Jack Daniel Distillery in Tennessee and the Brown-Forman Distillery in Kentucky, as well as the Herradura Distillery in Amatitan, Mexico, and Canadian Mist Distillery in Collingwood have begun producing and packaging hand sanitizer to help reduce the spread of the coronavirus.

“For the past week or so, Brown-Forman has been donating cartons and drums of hand sanitizer to health care providers and first responders who are on the front lines of the pandemic in Nashville, Louisville, Woodford County, Kentucky, Amatitan and el Arenal, Mexico and Collingwood, Canada,” he said.

“However, we are continuing to operate our distilleries in the production of our award-winning Jack Daniel’s, Old Forester, Woodford Reserve and Herradura Tequilas and Canadian Mist to meet the needs of domestic markets and in preparation to re-engage our valuable travel retail consumers at the right time.”

**PUIG partners with the Spanish government to produce and distribute hydro-alcoholic gels**

Family-owned fragrance company Puig has partnered with the Spanish government to produce and distribute much-needed hydro-alcoholic gels.

The company has repurposed its manufacturing sites to produce the gel in order to play its part in curbing the
COVID-19 pandemic. Puig will distribute the gel to hospitals and public health institutions in Spain in collaboration with local authorities.

30 March

The Germinator hand sanitiser is available as a free gift with every online purchase made on the brand’s website

**Diego Dalla Palma launches ‘Germinator’ hand sanitiser and donates €1 for every e-commerce sale to the Più Forti Insieme fundraiser**

Italian beauty company Diego Dalla Palma has launched its new ‘Germinator’ hand sanitiser as part of its wider COVID-19 support programme.

The hand sanitiser has been distributed to all of the company’s employees and sales representatives in Italy.

Customers will also receive the Germinator hand sanitiser as a free gift for every Diego Dalla Palma purchase made online, along with a message of support saying, ‘Diego Dalla Palma Loves You.’

According to the company, the 50 ml Germinator hand sanitiser complies with the requirements of all the relevant public health authorities. It has a concentration of 60% alcohol and has been enhanced with moisturising aloe vera.

From now until 3 April, Diego Dalla Palma has also pledged €1 euro to the [Più Forti Insieme](https://piufortiinsieme.org) ‘Stronger Together’ project for every online sale on its website. The project was launched by the Policlinico Sant’Orsola Foundation in Bologna and raises funds to help healthcare professionals in hospitals all over Italy.
‘Diego Dalla Palma Loves You’: The hand sanitiser comes with a message of hope reminding everyone to stay positive during these difficult times.
According to L’Occitane Group Chairman and CEO Reinold Geiger, now is the time to pool our collective efforts to overcome the COVID-19 crisis.

**L’Occitane Group deploys manufacturing sites to produce 70,000 litres of hand sanitiser**

The L’Occitane Group has repurposed a number of its manufacturing sites to produce 70,000 litres of hand sanitiser for healthcare workers in France. This includes the company’s facilities in Manosque (Alpes de Haute Provence), which is responsible for the production of the group’s L’Occitane en Provence and Melvita brands.

> "Humankind is undergoing a time filled with challenges. By pooling our efforts with a full measure of humility, we can help it to overcome them." — L’Occitane Group Chairman and Chief Executive Officer Reinold Geiger

As of 30 March, L’Occitane Group had already shipped the first 10,000 300 ml bottles and manufactured an
additional 50,000 300 ml bottles of sanitising gel. The gels will be distributed to healthcare services, firefighters, and hospitals all over France. The group has announced further plans to ramp up production to 70,000 litres.

The group will also distribute 25,000 units of soap and hand cream to the Assistance Publique-Hôpitaux de Paris (AP-HP) or the Greater Paris University Hospitals.

The initiative is part of L’Occitane Group’s wider COVID-19 relief programme. In February, the group’s Chinese subsidiary donated 20,000 units of moisturising lotions to hospital workers in Wuhan and Shanghai, and 20,000 hand balms to the South Korean Medical Association.

In February, L’Occitane Group donated 20,000 units of moisturising hand creams to help hospital workers in China

The company also donated 10,000 hand creams to NHS and HSE staff in the UK and Ireland; while its French subsidiary Laboratoires M&L donated sanitising gels to firefighters in Alpes de Hautes Provence and Bouches du Rhônes, and to the Manosque Hospital Centre. M&L Distribution also donated 25,000 units of soap and hand cream to AP-HP staff.

The group also supplied soap to the Saint Barthélemy nursing home in Marseille and deployed its facility in Ardèche to produce masks, aprons, gloves, and sanitiser to support local health workers.

L’Occitane Group Chairman and Chief Executive Officer Reinold Geiger said, “The L’Occitane Group began responding to the COVID-19 epidemic in early February by donating moisturising lotion and hand cream to hospital staff in Wuhan and Shanghai.”
The group’s manufacturing facility in Manosque has already produced approximately 60,000 300 ml bottles of sanitising gel.

“Now that the crisis is battering Europe, we are extending that support to European healthcare workers, whose work and commitment are admirable. I would like to express my heartfelt gratitude to the group’s working staff, who are working hard to produce hand sanitiser for them to use while also maintaining our regular operations. Humankind is undergoing a time filled with challenges. By pooling our efforts with a full measure of humility, we can help it to overcome them.”

The H&M Group has also contributed US$500,000 to the UN Foundation’s COVID-19 Solidarity Response Fund.
H&M Group to supply personal protective equipment for hospitals

The H&M Group has repurposed its supply chain to provide much-needed personal protective equipment (PPE) to hospitals around the world.

The group has announced that it will utilise its supply chain capacity, widespread purchasing powers, and logistics capabilities to start delivering the PPEs as soon as possible.

In a statement H&M Group Head of Sustainability Anna Gedda said, “The Coronavirus is dramatically affecting each and every one of us, and H&M Group is, like many other organisations, trying our best to help in this extraordinary situation. We see this is as a first step in our efforts to support in any way we can. We are all in this together and have to approach this as collectively as possible.”

In addition, the H&M Foundation has donated US$500,000 to benefit the COVID-19 Solidarity Response Fund. The fund is a project of The UN Foundation — supported by the World Health Organisation — and aims to bolster the health systems of all countries during the outbreak.

In a letter to all stakeholders, H&M Group CEO Helena Helmersson said, “H&M Group is a global family of people and brands that care deeply about the world we live in. Like many other organisations, we are doing our best to help and play our part in any way we can. While every industry has its own set of unique challenges, we
are all in this together, and have to approach this as collectively as possible.”

Helmersson added, “Now, more than ever before, our dedicated colleagues, our values, and our long-term view, will play a very important role in how we handle the current circumstances and the rapid development of the situation.”

“WHILE EVERY INDUSTRY HAS ITS OWN SET OF UNIQUE CHALLENGES, WE ARE ALL IN THIS TOGETHER, AND HAVE TO APPROACH THIS AS COLLECTIVELY AS POSSIBLE”

- H&M GROUP CEO HELENA HELMERSSON
LVMH will also be managing the supply chain, delivery, and customs clearance of the surgical masks.

**LVMH to donate approximately 40 million surgical and FFP2 masks to aid French hospitals**

In addition to deploying its perfumes and cosmetics facilities to produce sanitising gels, LVMH has announced that it also be supplying approximately million surgical masks to aid hospitals in France. The first batch of masks has already been dispatched.

The French luxury giant has secured a weekly order from an industrial Chinese supplier for seven million surgical masks and three million FFP2 masks. The order will be renewed for a minimum of four weeks in similar quantities.

LVMH Chief Executive Officer Bernard Arnault has contributed €5 million to finance the first week of deliveries. The company will also assume the management of supply chain, delivery, and custom clearance for the masks in the coming weeks.
The Clarins Group will also be donating €1 to AP-HP for every online sale

**Clarins to donate 30,000 moisturising hand creams to hospitals**

In addition to producing hand sanitiser for French hospitals, the Clarins group has announced that it will be donating 30,000 moisturising hand creams to further support healthcare workers amid the crisis.

As reported below, the French beauty house has deployed its industrial sites in Pontoise, Strasbourg, and Amiens to produce and deliver the critical sanitising gel.

The Clarins Group has committed to producing 200,000 bottles of hand sanitiser from now until the end of April. To date, it has already delivered 18,000 large-format 400 ml bottles to the Greater Paris University Hospitals (AP-HP).

Clarins Group Managing Director Olivier Courtin-Clarins commented, “This essential routine is hard on hands: as the skin’s protective hydrolipidic film becomes damaged, the skin suffers and becomes dry. The solution? Every night, before bed, when there is no more interaction with possible sources of contamination, I recommend applying a thick layer of moisturizing hand cream, to help replenish the skin’s protective barrier.”

“In the coming weeks, as a way of supporting healthcare professionals in their fight against the epidemic, the Clarins Group will donate 30,000 moisturizing creams to hospitals.”

The company is also donating €1 to Greater Paris University Hospitals for every purchase made online. The funds will be used to support the teams of AP-HP across its 39 hospitals.

**27 March**

Click the link above to view some of the brightest examples of human kindness — from our industry and beyond — as we give you the highlights of this week’s ‘Love in the time of Coronavirus’ column.
Stronger together: The company is also extending family-related benefits to support employees working from home

The Estée Lauder Companies repurposes Melville manufacturing facility to produce hand sanitiser

In addition to the extensive financial aid initiatives reported below, The Estée Lauder Companies has also deployed its Melville manufacturing facility in New York to produce hand-sanitiser for high-need communities all around the world.

In a statement the company said, “The Estée Lauder Companies is proud to contribute to the broader COVID-19 relief efforts by reopening our Melville manufacturing facility this week to produce hand-sanitizer for high-need groups and populations, including front-line medical staff. We are grateful to our employees who have worked tirelessly to make this possible. Compensated employee volunteers will support this vital, meaningful effort.”

In addition, The Estée Lauder Companies has also expanded family-related benefits to support its many employees currently working from home. These include child-care and elder-care reimbursement for full-time US employees until 30 April. The benefit has also been extended to the company’s part-time employees in the US.
Nestlé also donated US$1.4 million for immediate deployment wherever the funds are most needed

**Nestlé teams up with International Federation of the Red Cross (IFRC) and Red Crescent Societies to ramp up COVID-19 relief efforts**

Nestlé has joined forces with its long-standing humanitarian partner, the International Federation of the Red Cross (IFRC) and Red Crescent Societies, to ramp up its global response to the pandemic crisis.

Together, Nestlé and the IFRC will contribute food, medical and nutritional products, and bottled water to communities most affected by the crisis. The Swiss confectionery house will also deploy the logistical capabilities of its out-of-home business to support IRFC in various countries.

In addition, Nestlé will also donate CHF10 million (US$1.4 million) for immediate deployment and match any employee donations to the Red Cross and Red Crescent Societies.

“Now is the time to demonstrate the values of the Nestlé family. I am deeply impressed and humbled by what our team has accomplished in order to support individuals and communities affected by this crisis,” said Nestlé Chief Executive Officer Mark Schneider.

“The COVID-19 pandemic is a global problem and consequently we are offering help on the ground everywhere, drawing on our extensive presence and experience in 187 countries.”
The IFRC and Nestlé share the same traditional Swiss values and have a long-standing humanitarian partnership.

Schneider added, “In addition, we give our full support to those who are fighting tirelessly against the spread of the virus, every day. This is where our trusted and longstanding partnership with the IFRC comes in. We applaud the relentless efforts of the millions of Red Cross and Red Crescent volunteers and admire their determination to make a difference on the ground.”

Since the beginning of the crisis, Nestlé has remained steadfast in doing its part to help both local and global relief efforts. It has offered support to various charities, medical institutions, and non-profit organisations and worked closely with physicians to develop COVID-19 medical nutrition and treatment protocols.

The company has also donated to food banks and food delivery organisations in addition to providing financial aid and practical support to its partners, and supply chains.
The first batch was produced in Coty’s factories in the UK and Monaco.

Coty begins production of hydro-alcoholic gel to aid in the battle against COVID-19

Coty has deployed its production facilities in the UK and in Monaco to produce hydro-alcoholic gels to aid in
Coty will be producing tens of thousands of hydro-alcoholic gel units per week, which will be distributed to medical and emergency service workers, Coty’s employees working in plants and distribution centres, and pharmacy staff and retail partners.

Coty Chief Executive Officer Pierre Laubies said, “As a responsible beauty company, we make our resources and facilities available to help the communities we are operating in during these exceptionally challenging times. We are proud to support the brave professionals fighting on the frontlines against COVID-19 by providing hand sanitiser where it is needed.”

“The health and safety of our employees is our top priority and we will take all possible measures and precautions to keep them healthy and safe as they work to protect our communities that we care for and serve,”
added Coty Chief Operating Officer Pierre-André Terisse. “We are incredibly proud of our associates who are stepping up to contribute to the global fight against COVID-19.”

“

AS A RESPONSIBLE BEAUTY COMPANY, WE MAKE OUR RESOURCES AND FACILITIES AVAILABLE TO HELP THE COMMUNITIES WE ARE OPERATING IN DURING THESE EXCEPTIONALLY CHALLENGING TIMES.

WE ARE PROUD TO SUPPORT THE BRAVE PROFESSIONALS FIGHTING ON THE FRONTLINES AGAINST COVID-19 BY PROVIDING HAND SANITISER WHERE IT IS NEEDED.

-COTY CHIEF EXECUTIVE OFFICER PIERRE LAUBIES

According to Coty Chief Executive Officer Pierre Laubies, Coty is proud to support the medical staff on the front lines fighting against the virus

26 March
The South American Duty Free Association (ASUTIL) gives a round of applause for public health workers in Uruguay

Inés Sisto Patrón from the South American Duty Free Association (ASUTIL) in Uruguay told The Moodie Davitt Report today that — starting last Thursday and every night since then at 9p.m — the people of the country offer a round of applause in honour of the its public health workers.

In a similar fashion, The Moodie Davitt Report is also organising a 30-second ‘Clap for our Carers’ global initiative on Tuesday 31 March to encourage the travel retail industry worldwide to applaud the work of the medical community — especially the doctors, nurses and other frontline staff involved in helping the world overcome the COVID-19 pandemic.

Patrón also highlighted an initiative by food distribution organisation Codo a Codo or ‘elbow to elbow’ which delivers hot meals to medical staff in hospitals across the country. Codo a Codo also helps small businesses in the food industry by encouraging customers to buy gift cards to be donated or used at a later date.

In addition, the South American Duty Free Association (ASUTIL) has also launched a fundraiser via crowd funding platform Colectate, which invites both individuals and companies to offer financial aid to public health authorities in Uruguay.

Tremenda la cadena de aplausos para los profesionales de la salud en Uruguay. Gracias???????????
#YoMeQuedoEnCasa ?? pic.twitter.com/7P5NmNqYf2

— Nacho Fernandez (@ifernandezantia) March 17, 2020
Bacardi SVP Global Operations Jean-Marc Lambert hopes the initiative will ‘make a very real difference in the fight against COVID-19’

**Bacardi ramps up production to supply 267,000 gallons of hand sanitiser worldwide**

Bacardi Limited has deployed the global production facilities of its Bacardi, Martini, Grey Goose, Bombay Sapphire, Dewar’s, and Angel’s Envy brands to produce more than 267,000 gallons (1.1 million litres) of hand sanitisers.

The family-owned spirits company has expanded its commitment to address the worldwide shortage of hand sanitiser amid the COVID-19 pandemic crisis.

“Over our 158-year history, we have risen to many challenges and we are doing the same again in response to COVID-19” — Bacardi Senior Vice President Global Operations Jean-Marc Lambert

This week, the company diverted additional factories in the United States, Mexico, France, England, Italy, and Scotland to produce and distribute the critical sanitising gel.

As reported below, the Bacardi Rum distillery in Puerto Rico has partnered with Olein Refinery to provide raw materials to manufacture more than 1.7 million units of 10-ounce hand sanitiser.

The Bacardi Bottling Corporation in Jacksonville, Florida will be producing 23,000 gallons (87,000 litres) of hand sanitisers for local hospitals, firefighters, and police as well as 7,600 gallons (29,000 litres) for local manufacturers; while the Bacardi Rum Distillery in Tultitlán, Mexico will supply more than 5,200 gallons (20,000 litres) for local communities in Tultitlán, Arandas, and Atotonilco.

The Grey Goose Vodka factory in Cognac, France will contribute 7,600 gallons (29,000 litres) of alcohol daily to supply hand sanitisers to local pharmacies, hospitals, and emergency services; while the Martini factory in Pessione, Italy will supply alcohol to produce 1,000 7-ounce hand sanitisers for the Red Cross, emergency services, and local communities.
In addition to its rum distillery in Puerto Rico (pictured above) Bacardi has also diverted the production capabilities of its sites in the United States, France, Scotland, England, Italy, and Mexico to produce hand sanitiser.

The Dewar’s Blended Scotch Whiskey facility in Aberfeldy, Scotland will produce small quantities for the Scottish Ambulance Association; while the Bombay Sapphire Gin factory in Hampshire, England will produce small quantities for local chemists, doctors, and care homes. The hand sanitisers will also be distributed to local communities in Scotland and England.

Finally, the Angel’s Envy Kentucky Straight Bourbon facility in Louisville, Kentucky will supply 1,000 gallons (3,800 litres) of alcohol to manufacture 16,000 8-ounce bottles of hand sanitiser for first responders and public health workers in the United States.

In addition to distributing the gel to its employees and contractors, Bacardi Limited is also delivering it to a number of local organisations, medical facilities, and emergency responders. It has also made alcohol available at cost to selected partner companies looking to ramp up their production for commercial use. According to the company, the initiative will not affect the supply of all the participating brands in its portfolio.

Bacardi Senior Vice President Global Operations Jean-Marc Lambert commented, “Over our 158-year history,
we have risen to many challenges and we are doing the same again in response to COVID-19. All our brands and partners involved in this initiative will help people most in need benefit from the supply of these hand sanitisers. Our goal is to make a very real difference in the fight against COVID-19.”

Trtl plans to distribute 5,000 more pairs of compression socks to London hospitals next week

**Trtl donates £250,000 worth of compression socks to NHS nurses in the UK**

Travel accessories company Trtl has donated 5,000 pairs of compression socks to support acute nurses in hospitals across Scotland.

1,000 pairs each were delivered to the Glasgow Royal Infirmary, the Queen Elizabeth University Hospital, the Royal Alexandra Hospital and the Royal Edinburgh Hospital.

The company plans to distribute 5,000 more pairs of compression socks to hospitals in London next week, bringing the total value of the donation to £250,000.

Trtl Director of International Retail Sales Luke Gorringe said: “It didn’t take our CEO Michael Corrigan and the team long to realise how Trtl are able to help in this crisis. Nurses — they see us through some of the most tricky times in our lives and are by our sides during some of the happiest; and right now they are working tirelessly and will be tested like never before in the coming weeks.

“Extra-long hours and running between patients can really take its toll. So Trtl donated 5,000 pairs of compression socks to nurses in Scotland and we will continue doing the same wherever we can.”

Trtl Chief Executive Officer Michael Corrigan said: “Although the compression socks have been most popular with airline travellers, at the start of this year we ran a small campaign with nurses around the world and they were really happy with them.

“Over the past few days, I’ve been thinking about how we can contribute in what is the biggest crisis many of us will face in our lifetimes. When something like this happens it very rapidly puts things into perspective. Nurses
across the UK will be tested as never before in the coming weeks and if we can do something to help make the
time they spend on their feet more comfortable, we must.”

Trtl has pledged a total of 10,000 pairs of compression socks to benefit acute NHS nurses across the UK

Glasgow Royal Infirmary Chief Nurse John Stuart commented: “We are under no illusions about what we are
going to face in the weeks to come. Our nurses work incredibly hard and can spend hours and hours on the
move during every shift.”

Stuart added: “With these compression socks we can help our staff alleviate some of the discomfort and aches
associated with being on your feet for long periods of time and help them better face the challenges that are
coming our way with Covid-19. Any gesture like this can help boost morale and hopefully the colourful designs
will help brighten the days of our nursing staff.”
Trtl launched a small campaign earlier in the year to highlight the benefits of its compression socks for nurses.
The US$15 million will benefit NGOs that provide food stability and emergency relief efforts

‘We are stronger together’: Mondelez International commits US$15 million to aid COVID-19 relief worldwide

Mondelez International will donate US$15 million of financial aid and practical support to benefit COVID-19 relief efforts worldwide. The funds will be allocated to organisations that provide food stability and emergency relief to high-risk communities around the world.

The relief programme will be supported by the Mondelez international Foundation in collaboration with both local and global brand partners. Mondelez China has already donated approximately US$1 million in cash and in-kind to benefit the China Youth Development Foundation and other non-profit organisations.

The Mondelez International Foundation works with at-risk communities by investing in programmes that promote healthy lifestyles. Its global volunteer initiative #Impact4Good comprises a team of nearly 80,000 who work to provide humanitarian and monetary contributions to benefit various disaster and relief efforts.

“At Mondelez, people are at the heart of everything that we do, and our approach to responding to this unprecedented situation is no different,” said Mondelez World Travel Retail Managing Director Jaya Singh. “Around the world, across our communities and within our special travel retail channel, we are weathering an immense storm. The key to our perseverance right now is reaching out to one another and lending a helping hand where possible. We are stronger together.”

Mondelez International Chairman and Chief Executive Officer Dirk Van Put commented, “Managing through and recovering from this global crisis will take everyone’s support and I am pleased we’re standing up to advance relief efforts around the world. Our purpose and values as a company are rooted in doing what’s right for our people and our communities and this US$15 million global commitment will help further the impactful work of local community partners providing safety, security and assistance for the people who need it most.”
According to Mondelez World Travel Retail Managing Director Jaya Singh, the key to ‘weathering the storm’ is reaching out and lending a helping hand.

**Clarins steps up the relief efforts**

More details have emerged of how Clarins Group is helping to battle COVID-19. As reported earlier (scroll down), the French beauty house has deployed its industrial sites in Pontoise, Strasbourg, and Amiens to produce and deliver critical sanitising gel to French hospitals.

The General Management of the Clarins Group said in a statement: “In the face of the COVID-19 international health crisis, and in the spirit of solidarity, Group Clarins commits its production resources to providing hand sanitizer to hospitals.”
“Firstly, our industrial sites in Pontoise, Strasbourg and Amiens have already produced and delivered 14,500 bottles of hand sanitizer to hospitals. Produced in large-format 400ml bottles, these 14,500 units are a first step in assisting hospital staff as quickly as possible. Our objective is to actively continue the production of hand sanitiser as long as necessary and always in adequate sanitary and safety conditions for all of the employees currently mobilised in our factories.

“We would like to thank all those who are contributing to our socially-responsible initiative: our Production and Research & Development teams, our suppliers, our carriers and above all, the hospital staff. We are especially appreciative of their commitment which allows us to actively participate in the collective effort during these exceptional circumstances.”

25 March

‘Beauty with a purpose’: Molton Brown donates 25,000 Ultra Pure Milk soaps to the Beauty Banks organisation
British fragrance House Molton Brown has introduced a number of relief measures to contribute to the UK’s national COVID-19 relief efforts.

Molton Brown donated 25,000 Ultra Pure Milk Soaps to Beauty Banks, an organisation which collects and distributes personal care and hygiene products for charities across the UK.

The company also gave away 95,000 complimentary trios of Ultra Pure Milk soaps to customers online and donated 3,000 bottles of hand lotion to hospitals in England and Wales.

Molton Brown President Mark Johnson said, “Since 1971, the brand has had at its very heart a duty of care — to its customers, its employees, and beyond that, to the community at large. We’ve weathered turbulent times before, and it’s through looking after each other and putting people first that we will get through this critical situation.”

“We remain fully committed to the safety and wellbeing of all, and we will continue to seek out other ways of helping those in need and those who are very vulnerable during this difficult time.”
The leading consumer goods company throws its support behind global efforts to tackle COVID-19

“We will fight this pandemic together”: Unilever pledges €100 million to support global efforts to tackle COVID-19 and relief for stakeholders

Unilever has unveiled a comprehensive financial support programme to help national and global efforts to curb the COVID-19 pandemic.

The company announced that it will be supplying consumers and communities with free soap, sanitiser, bleach and food worth up to €100 million. 50% of the funds will benefit the Covid Action Platform of the World Economic Forum, while the remaining 50% will go towards the company’s product donations, partnerships and handwashing education programmes.

The Unilever Lifebuoy Team has already begun manufacturing and distributing millions of bars of free soap to hard-hit communities all over the world. Similar initiatives in the US, India, China, UK, Netherlands and Italy are also underway.

To support its employees, stakeholders, suppliers, and customers, Unilever has also pledged €500 million of cash flow relief across its network and extended value chain. The company will allocate the funds through early payment of its most vulnerable SME partners, and by extending credit to small-scale retail customers.

The company has also announced that it will secure full pay for employees and contractors for a period of up to three months.
In a statement, Unilever CEO Alan Jope said, “Social distancing is critical to slow the spread, and we must all take this seriously. But we must also remember that social distancing means physical distancing, not emotional distancing; and we should take inspiration from the millions of small acts of human kindness, ingenuity and spirit which have lit up our social media feeds in recent weeks.”

“It’s going to take action from everyone in society to overcome this challenge, and we are ready to play our part and fight this together,” Jope added.
The Virudes hand sanitiser, produced by Amber Beverage Group, addresses the sanitising gel shortage in the Baltic states.

**Amber Beverage Group begins production of ‘Virudes’ hand sanitiser in Latvia**
SPI Group-owned Amber Beverage Group has begun producing ‘Virudes’ hand sanitiser in its Latvijas Balzams Factory in Latvia.

The factory is responsible for producing the company’s Stolichnaya Vodka, Elit Vodka, Riga Black Balsam, and Moskovskaya Vodka brands.

The Virudes hand sanitiser contains 70% alcohol and is available in 4-litre volumes, which can be redistributed to smaller containers.

The name ‘Virudes’ is derived from the words ‘virus’ and ‘disinfection.’ According to the company, the hand sanitiser fulfils the World Health Organisation’s requirements and addresses the current shortage of the critical sanitising gel in Latvia, Estonia, and Lithuania.

Amber Beverage Group will supply the Virudes hand sanitiser to hospitals and public health institutions, as well as major retail chains across the Baltic states.

The Latvijas Balzams Factory in Riga, Latvia, produces the group’s Stolichnaya Vodka, Elit Vodka, Riga Black Balsam, Moskovskaya Vodka brands to name a few
Rémy Cointreau mobilises world solidarity COVID-19 programme

For several weeks now, the Rémy Cointreau Group has mobilised its teams from across the world to aid in the battle against the COVID-19 pandemic.

In China, the spirits company donated RMB1 million (US$140,970) to the Shanghai Soong Ching Ling Foundation to supply much-needed medical equipment in February. The group also matched an additional RMB200,000 donated by its Chinese partners.

In France, the company has deployed the production facilities of Rémy Martin in Cognac, Cointreau in Angers, and the Distillery of the Domaine des Hautes Glaces in Triève to donate neutral alcohol to health organisations. The neutral alcohol is used to produce hand sanitiser for pharmacies, hospitals, and public health workers within each region. The Rémy Martin brand has also donated 8,000 surgical and FFP2 masks to hospitals in Cognac and Saintes.

The company’s Bruichladdich Distillery on the island of Islay in Scotland has partnered with a local soap manufacturer to produce hand sanitiser for hospitals and public health workers on the island.

“Since the beginning of this crisis, more than ever, it seemed essential for us to embody our values, to show solidarity and mutual aid” — Rémy Cointreau Group Chief Executive Officer Eric Vallat

In the United States, the Rémy Cointreau group pledged US$100,000 to the US Bartenders Guilds National Charity Foundation to support bartenders affected by closures brought on by the crisis. The Cointreau brand — whose spirit is closely linked with the bartending community — contributed half of the donation.

Since 23 March, the company’s Westland Distillery in Seattle has been producing hand sanitiser for a number of social and medical establishments in Washington state, one of the hardest hit regions in the country.
The company’s Westland Distillery in Seattle has been producing and distributing hand sanitiser in hard-hit Washington state.

In addition, the company’s Mount Gay Rum Distillery in Barbados has also started delivering alcohol to pharmacies and producing hand sanitiser for local hospitals on the island.

Rémy Cointreau Group Chief Executive Officer Eric Vallat commented, “Since the beginning of this crisis, more than ever, it seemed essential for us to embody our values, to show solidarity and mutual aid. It is as close as possible to our markets and our production sites that our teams personally commit to help, to the extent of their human resources and financial capabilities, and for as long as the pandemic requires it.”

24 March
“Milan is a city that has given us all an extraordinary time. We cannot and must not abandon it.” — Moncler Chairman and CEO Remo Ruffini

Moncler to donate €10 million to fund new COVID-19 hospital in Milan

Moncler announced that it will donate €10 million toward the construction of the new Fiera Hospital.

The hospital — which will be built in the Fiera Milano area — is a project of the Region of Lombardy and will house 400 new intensive care units to treat COVID-19 patients.

In a statement, Moncler Chairman and CEO Remo Ruffini said, “Milan is a city that has given us all an extraordinary time. We cannot and must not abandon it. It is everyone’s duty to give back to the city what it has given us so far.”

Ruffini added, “I have expressed to the councillor Giulio Gallera the will to work on this great project from the moment it was hypothesised. Now that there are reasonable certainties on feasibility, we are ready to support it. I am sure that the team of the Region of Lombardy, also facilitated by the experience of Guido Bertolaso [ex-Commander of the Protezione Civile], can bring this great initiative to become a reality as soon as possible.”

Unity and collaboration: Giorgio Armani donates US$1.4 million to Italian hospitals

Italian fashion brand Giorgio Armani donated US$1.4 million to support Italian hospitals battling the COVID-19 pandemic.

The funds were donated to the Luigi Sacco, San Raffaele and Instituto dei Tumori Hospitals in Milan, and to the Instituto Lazzaro Spallanzani in Rome. A portion of the funds were also allocated to the Protezione Civile.

On Instagram, Giorgio Armani shared a series of messages that expressed his solidarity for his fellow Italians. He said, “It is time for us, driven by a deep sense of solidarity with others, to respond to the difficult trials that we are enduring. We do so in the name of our flag, a symbol of unity and pride.”
Armani added, “The difficult situation we are experiencing affects not only Italy, but the entire world. It is only through unity and collaboration that we will be able to achieve great results.”

“It is time for us, driven by a deep sense of solidarity with others, to respond to the difficult trials that we are enduring. We do so in the name of our flag, a symbol of unity and pride.” Giorgio Armani * “È il momento che noi tutti, spinti da un profondo senso di solidarietà, reagiamo alla dura prova cui siamo sottoposti. Sotto il segno della Bandiera, simbolo di unità e orgoglio.” Giorgio Armani #GiorgioArmani Photo
Prada donates intensive care units to major hospitals in Milan

Italian luxury fashion house Prada has donated two intensive care and resuscitation units each to three of the hardest-hit hospitals in Milan. These are the Vittore Buzzi, Luigi Sacco and San Raffaele hospitals.
Bacardi has donated an US$3 million worth of financial aid to support the drinks business

**Bacardi launches two major COVID-19 initiatives**

Bacardi has launched two major COVID-19 initiatives to offer financial aid to the drinks business and produce critical sanitising gel in Puerto Rico.

The spirits company introduced its #RaiseYourSpirits outreach campaign, which offers financial aid to bars and restaurants most-impacted by COVID-19 lockdowns around the world.

“Bacardi is a family company, and for us, business is personal. We always say that love for our brands is built in bars, and now it is our turn to show them our love.” — Bacardi Limited CEO Mahesh Madhavan

In addition to Patrón Tequila’s initial donation of US$1 million last week, the company pledged an additional US$3 million to provide economic relief to bars and restaurants facing increased economic pressures due to the pandemic crisis.

The funds will be allocated through non-profit organisations Another Round, Another Rally, CORE, The James Beard Foundation, Restaurant Workers’ Community Foundation, and Tales of the Cocktail Foundation.

According to the company, this is just the beginning of its comprehensive COVID-19 relief programme aimed at supporting the drinks business during these challenging times.

Bacardi Limited CEO Mahesh Madhavan commented, “Bacardi is a family company, and for us, business is personal. We always say that love for our brands is built in bars, and now it is our turn to show them our love. We don’t have all the answers today on how best to help everywhere, but we are committed to do what we can to see our industry through this crisis.”

Madhavan added, “These may be the darkest of days for bars and restaurants, but I am certain that when we come out on the other side, people will emerge from isolation with a renewed zest to live life to the fullest and
celebrate together with friends and family.”

In addition, the Bacardi Corporation distillery in Cataño, Puerto Rico — which is responsible for 80% of the company’s rum production — has partnered with Olein Refinery to supply the raw materials needed to produce more than 1.7 million units of 10-ounce hand sanitiser.

Bacardi’s Rum Distillery in Cataño, Puerto Rico is responsible for 80% of the company’s rum production

The shift in production began on 17 March and will continue for as long as necessary. According to the company, the emergency action will not disrupt the production or supply of Bacardi rum.

As of today, Bacardi began the distribution of half a million hand sanitiser units to local communities in Puerto Rico. It also began delivering the hand sanitisers and disinfectants produced by Olein Refinery, to workers, firefighters and police.

The company has also announced plans to expand the distribution of sanitising gel to non-profit organisations such as Fondos Unidos (United Way), and to all of its employees and partners.
According to Bacardi Vice President Supply Chain & Manufacturing Latin America and the Caribbean Jose Class: “This is a family-owned business and we know what it means to take care of a community in need. In the 158 years of Bacardi, we’ve endured our share of challenging times and have learned that resilience, optimism and community are what will help us come out stronger.”

Together with Puerto Rico-based manufacturer Olein Refinery, Bacardi will produce 1.7 million units of hand sanitiser

“During these unprecedented times, it’s important that we come together. Across markets, Bacardi people are working hard and shifting resources to help our communities and partners,” said Bacardi Global Travel Retail Managing Director Vinay Golikeri.

“We are immensely proud of our primos working in production in Puerto Rico, and across other facilities, to help produce hand sanitisers which are in high demand presently. Today we have announced globally a commitment of US$3 million to support the bartenders who, due to the crisis, are impacted.”
Golikeri said, “Our priorities in GTR are focused on our most important responsibility and commitment: our people. First and foremost is the safety and well-being of our primos, most of whom are working from home all over the world. We are also doing everything we can to support our retail ambassadors in-store in locations that are still trading.”

He added, “This is an incredibly challenging time for everyone, and I am very proud of my team and their support for each other. Since our creation in 1862, Bacardi has survived and thrived during all kinds of transformation and turmoil and, once again, we will come together to work towards recovery.”

“ELC will continue to align its philanthropic resources based on emerging needs, prioritising food, medical and emergency assistance”

The Estée Lauder Companies launches global COVID-19 financial relief programme

The Estée Lauder Companies (ELC) has launched a global financial relief programme to help ease the economic hardships faced by communities most affected by the outbreak.

Together with its corporate charity foundation, The Estée Lauder Companies Charitable Foundation (ELCCF), the company has donated substantial funds to support a number of charitable organisations from all over the world.

The Estée Lauder Companies donated US$2 million to Doctors Without Borders/Médecins San Frontières (MSF) to support their work of curbing the spread of the disease in highly impacted countries. As reported, it has also pledged its support for The NYC COVID-19 Response & Impact Fund.

In China, the company donated USD$ 800,000 to support relief efforts by The Red Cross Society of China, Shanghai Charity Foundation, and Give2Asia. It also donated USD$ 1.4 million worth of medical supplies to the China Women’s Development Foundation.
In a statement, the company said: “As the COVID-19 crisis evolves, The Estée Lauder Companies will continue to align its philanthropic resources based on emerging needs, prioritising food, medical and emergency assistance.”

**Heathrow Airport increases cargo movement to help deliver essential medical supplies**

London Heathrow Airport has called on more airlines and freight companies to maximise the use of the hub’s quieter schedule so that the aviation industry can play its part in the economic and social fight against COVID-19.

It noted that air freight can keep vital supply lines open and help to get time-critical and temperature-sensitive goods, such as medical supplies and food, across the UK.

Next week, Heathrow’s cargo movements are forecast to increase by +53%, as more airlines and freighters use the available capacity to transport goods which will assist in the fight against coronavirus. This figure is set to increase further as the airport scales up its cargo operation. It noted that pharmaceutical products are one of Heathrow’s top imports, with the airport handling 41% of the UK’s pharmaceutical imports (by value). In 2019, over 12,000 tonnes of medical supplies such as medicines, vaccines, sanitisers, syringes and respirators travelled through Heathrow.
During normal operations, Heathrow is the UK’s largest port by value, with 34% of the country’s cargo travelling through the airport.

Heathrow CEO John Holland-Kaye said: “This is an unprecedented time for the international community, with COVID-19 requiring us all to work together, adapt and adopt extraordinary measures to quell the spread of this virus. For the first time in a decade, our airport has additional capacity in its schedule, capacity which we’ve begun to see used to help push vital supplies across the globe to help support frontline teams in the battle against this pandemic.

“We stand ready to support the country through this crisis. Our intention is to remain open at all times to serve those passenger flights that will continue to operate. And as the UK’s biggest port, we will temporarily increase the number of dedicated cargo flights. These will bring in vital supplies of food and medical equipment to help Britain weather this storm.”

23 March

The USD$75 million fund provides grants and loans to non-profit organisations in NYC

**The Estée Lauder Companies lends support to the NYC Covid-19 Response & Impact Fund**

The Estée Lauder Companies is one of many companies that have lent their support to the NYC Covid-19 Response & Impact Fund. The fund aims to help NYC non-profit organisations amid the COVID-19 outbreak.

The USD$ 75 million fund will provide grants and loans to New York City-based social services and cultural non-profit organisations affected by the pandemic crisis. The funds will help the organisations respond to emerging needs and cover associated costs brought about by the disruption of their operations.

The NYC Covid-19 Response & Impact Fund will be handled by [the New York Community Trust](https://nycommunitytrust.org). Direct service providers, such as health care services and food distribution organisations, will be given priority.

The Bloomberg Philanthropies, Carnegie Corporation of New York, Doris Duke Charitable Foundation, Ford

The funds will be used to provide negative pressure ventilation systems in the Sacco Hospital in Milan

**Maison Valentino and Mayhoola donate EUR€ 2 million to support Italian public health services**

Maison Valentino and its holding company [Mayhoola for Investments LLC](#) will be donating a total of EUR€ 2 million to support public health and emergency services in Italy.

50% of the funds will be used to support the Intensive Care Treatment unit at the Sacco Hospital in Milan, by providing new negative pressure ventilation systems. The equipment will allow medical staff to safely treat patients with COVID-19 in one of the hardest hit hospitals in Italy.

The second 50% will be donated to the Protezione Civile Italiana to support public health and emergency services across all Italian regions.

In a statement shared on the brand’s Instagram account, Maison Valentino said: “By doing our part, we hope to help guarantee the safety of those fighting on the front lines against this pandemic.”
VALENTINO

Valentino is pleased to announce that

MAYHOOLA JOINS ITALY
IN THE FIGHT AGAINST COVID-19 EMERGENCY
WITH A DONATION OF 2 MILLION EUROS

As part of Valentino and Mayhoola’s commitment
to fighting against COVID-19, the Maison’s holding company
will be donating a combined 2,000,000 Euros.
The first 1,000,000 Euros will help support
the Intensive Care Treatment units at Sacco Hospital in Milan.
Through the donation, the hospital will see the installation
of new negative pressure ventilation, which will allow
medical staff to safely assist patients with corona virus.
The second 1,000,000 Euros will go to the Protezione Civile Italiana
in order to support their extraordinary efforts in all Italian regions,
continuously standing behind the needs of Italian citizens.
By doing our part, we hope to help guarantee the safety of those
fighting on the front lines against this pandemic.

Maison Valentino and Mayhoola join the fight against COVID-19 in Italy
For MF Brand Group CEO Thierry Guibert, now is the time to demonstrate the group’s ‘team spirit, courage, elegance, and tenacity’

‘Solidarity and teamwork’: MF Brand Groups to maintain 100% of employee salaries amid COVID-19 crisis

In a statement shared on LinkedIn, MF Brand Groups CEO Thierry Guibert announced that the company will maintain 100% of its employees’ salaries during the months of March and April 2020.

The decision applies to Lacoste and MF Brand Group’s other brands including Aigle, The Kooples, Gant, and Technifibre.

Guibert commented, “We know how deeply the spread of the Coronavirus is impacting our lives and how much it is a factor of uncertainty for everyone. In order to play our role as best we can in these uncertain times and to be true to our values of solidarity and teamwork, we have chosen to maintain the salaries of all employees, throughout the world, at 100% of their fixed salary for March and April 2020.”

For Guibert, the choice was self-evident stating that the company’s priority will always be “to do the right thing for its employees.” He added “Here, the right thing to do is to support all our teams in the same way in all the countries where we operate, in order to try to compensate on our scale for any differences in social security cover that may exist.”

“More than ever, we must be vigilant, supportive and caring. We must demonstrate team spirit, courage, elegance and tenacity, the values that have been the driving force behind our group since the beginning.”
The Shed Distillery Drumshanbo produces 70% ethanol spirit hand sanitiser

The Shed Distillery of PJ Rigney Travel Retail and Markets Manager Brian Rigney announced on LinkedIn that The Shed Distillery Drumshanbo has reconfigured its distillation equipment to produce a 70% ethanol spirit alcohol hand sanitiser.

Rigney commented, “I am proud of my employer and colleagues at The Shed Distillery Drumshanbo, who in 72 hours reconfigured equipment to produce a 70% ethanol spirit (alcohol) hand sanitiser. From today, many charities and critical businesses across Ireland will use this in the challenging weeks ahead.”
Proud of my employer and colleagues at The Shed Distillery Drumshanbo - who in 72 hours reconfigured equipment to produce a 70% ethanol spirit (alcohol) hand sanitiser - from today, many charities and critical businesses across Ireland will use this in the challenging weeks ahead...

#c19 #Ireland #response #community.
Coty Cares: Coty deploys manufacturing sites to produce hydro-alcoholic gels

Beauty giant Coty has announced via Instagram that it will be adjusting the production facilities of its manufacturing sites to produce hydro-alcoholic gel. The gel will be provided free of charge to medical and emergency services all over the world.

In response to the exceptional measures announced in many countries to manage the Covid-19 public health crisis, Coty is adjusting the production of some of its manufacturing sites to be able to provide free of charge hydro-alcoholic gel to medical and emergency services, where this is needed by local authorities. We stay close to our
Clarins commits production facilities to provide much-needed hand sanitiser to French hospitals

The Clarins Group has deployed its industrial sites in Pontoise, Strasbourg, and Amiens to produce and deliver critical sanitising gel to French hospitals amid the COVID-19 crisis.

The group has already produced and delivered 14,500 large-format 400 ml bottles of the much-needed sanitising gel to hospitals across the country. It added that it will produce and deliver the sanitising gel under strict safety and hygiene protocols, for as long as necessary.

In a statement, the company said: “We would like to thank all those who are contributing to our socially-responsible initiative: our Production and Research & Development teams, our suppliers, our carriers and above all, the hospital staff. We are especially appreciative of their commitment which allows us to actively participate in the collective effort during these exceptional circumstances.”

Clarins Global Head of Communication Ralph Méchin commented, “So proud to work for socially responsible company like Groupe Clarins. All our French factories are producing thousands of hand sanitiser bottles to assist hospital staff! 14,500 large format bottles have already been delivered to hospitals! A big thank you to our fantastic teams.”
‘That is just the beginning’: The Clarins Group has pledged to manufacture the critical sanitising gel for as long as necessary and under the strictest hygiene protocols.
SO PROUD TO WORK FOR A sociaLy RESPONSIBLE COMPANY LIKE GROUPE CLARINS. ALL OUR FRENCH FactORIES ARE PRODUCING THOUSANDS OF HAND SANITISER BOTTLES TO ASSIST HOSPITAL STAFF!

14,500 LARGE FORMAT BOTTLES HAVE ALREADY BEEN DELIVERED TO HOSPITALS! A BIG THANK YOU TO OUR FANTASTIC TEAMS.

-CLARINS GLOBAL HEAD OF COMMUNICATION RALPH MÉCHIN

Balenciaga, Yves Saint Laurent, and Gucci will begin producing essential surgical masks to aid public health workers in France and Italy

Kering to deploy production facilities of Balenciaga, Yves Saint Laurent, and Gucci to produce essential surgical masks and medical overalls

French luxury giant Kering has announced that it will be donating 3 million surgical masks to public health
authorities in France. The masks will be purchased and imported from China.

It has also deployed the production facilities of Balenciaga and Yves Saint Laurent to manufacture surgical masks under the strictest health and safety protocols. Production will begin as soon as the manufacturing processes and materials are approved by relevant authorities.

Gucci has also pledged to donate 1,100,000 surgical masks and 55,000 medical overalls in the coming weeks, after responding to a call from the Regione Toscana requesting for the much-needed medical supplies. The Italian luxury fashion house will begin donations subject to approval by public health authorities.

In addition, Kering has also made a substantial financial donation to French research facility Institut Pasteur to fund further research into COVID-19.

On March 11, Kering pledged donations to four major Italian hospitals in Lombardy, Veneto, Tuscany, and Lazio. During the early days of the outbreak, Kering also made a donation to the Hubei Red Cross to help fight the virus in its original epicentre.

Pernod Ricard to deploy production facilities in US and Canada to produce sanitising gel

**Pernod Ricard deploys mobile medical clinics in India and produces critical hand sanitiser gel in US and Canada**

In addition to donating pure alcohol to produce sanitising gel in France, Pernod Ricard has partnered with the White House to distribute the critical hand sanitiser across the US.

The group has also deployed the production facilities of its Corby Spirit and Wine Limited and Walkerville Hiram Walker & Sons Distillery in Ontario, Canada to produce and distribute hand sanitiser where needed.

The group has also announced that it will employ selected bartenders in Romania — who have been impacted by the effect of bar and restaurant closures — to produce cocktail tutorial videos for people to enjoy at home.

In addition, the Pernod Ricard India Foundation has deployed Mobile Medical Clinics in local communities and villages across its 11 operation sites in India. The mobile clinics conduct mass sanitation and provide COVID-
19 awareness sessions in local languages, with the aim of addressing the wide spread of misinformation amid the crisis.

21 March

LVMH pledges to provide approximately 40 million surgical masks in France

**LVMH to supply several million surgical masks in France**

Following the retooling of its Perfumes & Cosmetics production units to manufacture and distribute large quantities of hydroalcoholic gel free of charge, LVMH has pledged to help address the chronic shortage of surgical masks that France is currently facing.

By virtue of its global distribution network, LVMH has secured an order with a Chinese industrial supplier for a delivery of ten million masks in France in the coming days (seven million surgical masks and three million FFP2 masks). The order will be repeated for at least four weeks in similar quantities (i.e. approximately 40 million masks).

In order to secure this order during an extremely tense period and to ensure that production begins today, LVMH Chairman Bernard Arnault arranged for LVMH to finance the whole of the first week of deliveries, amounting to €5 million. The LVMH Group will assume management of the supply chain, delivery and custom clearance for all subsequent deliveries.

LVMH should be in a position to dispatch the first masks to French health authorities early next week as a result of the additional funding and the Group’s ability to rapidly deploy its network.

**Beam Suntory and Southern Glazer’s Wine & Spirits partner to help out American bartenders**

Beam Suntory and Southern Glazer’s Wine & Spirits (SGWS) have partnered to pledge US$1 million in support of bar and restaurant employees impacted by the COVID-19 pandemic crisis.

The funds will be allocated to the United States Bartenders Guild (USBG) Foundation’s Emergency Assistance Programme
and the Restaurant Workers Community Foundation.

The organisations provide economic relief and other resources to employees facing increased financial pressures caused by bar and restaurant closures in the US.

_“Extraordinary times call for extraordinary action. We are proud to support the trade community and their livelihoods, as they are part of our extended Beam Suntory family.” — Beam Suntory President and CEO Albert Baladi_

In addition, Beam Suntory is also working with its partner distributors to help local organisations support the drinks trade in their communities. They include Major Brands, Badger Liquor, Fedway Associates, Allied Beverages Group, Empire Distributors, Best Brands, and Horizon Beverage Group.

“The people of Beam Suntory and our colleagues at SGWS are passionate about helping support the bartenders, restaurant workers, and their families whose lives have been turned upside down by the global pandemic,” commented Beam Suntory President and CEO Albert Baladi.

“Extraordinary times call for extraordinary actions. We are proud to support the trade community and their livelihoods, as they are part of our extended Beam Suntory family, and we are fortunate to be part of an industry where so many companies are uniting to assist our communities in this unprecedented battle,” he added.

“We are pleased to partner with Beam Suntory to support the trade community,” said Southern Glazer’s Wine & Spirits CEO Wayne Chaplin. “In a time of great need, it is important to unite efforts to provide the trade with extra resources to ensure everyone ultimately emerges in a position of strength, together.”

Beam Suntory made the announcement through an emotional video that offered a message of hope from its Brand Founders, Distillers, Blenders, and Family Ambassadors.

**González Byass deploys human and technical facilities to produce sanitising gel in Spain**

Spanish spirits company González Byass has announced that it will deploy both technical facilities and human resources to manufacture and supply sanitising gel across Spain.

The family-owned wine and spirits company has announced that its production facilities situated in Chinchón, Jerez de la Frontera, as well as its distillery in Bodega Las Copas in Tomelloso will manufacture the essential hydro-alcoholic gel to aid Spain’s public health sector.

**Travel Blue helps India mask up**

Travel Blue has partnered with Flemingo Group to mitigate the impact of the coronavirus in India. The travel accessories specialist has provided 2,000 N90 facemasks to Flemingo stores in a pan-India preventative effort. Among those receiving practical support are Mumbai Duty Free, Go Duty Free, and the Duty Free Galleria stores in Delhi and Bangalore.
“We are happy to support Flemingo to protect staff and help manage this pandemic. It is our duty and responsibility as a brand, and as a people, to mitigate the spread of the coronavirus here in India, and around the world,” said Travel Blue Managing Director – India Pradeep Parmar.

In early February, Travel Blue offices around the globe collaborated to source 100,000 surgical masks for the company’s Chinese customers. With the shortage of masks in China, this support was crucial.

19 March

Diageo pledges £1 million ‘St. Patrick’s Day’ fund to support bartenders in Great Britain

The ‘St. Patrick’s Day’ will help free trade pubs and bars pay their bartenders’s wages during the COVID-19 crisis

On St. Patrick’s Day, Diageo-owned beer brand Guinness pledged £1 million to support struggling bartenders in Great Britain. The fund is intended to help pubs and bars pay bartenders’ wages during the COVID-19 crisis.
similar community fund is also being set up in Ireland.

In addition, Diageo has also introduced the ‘Diageo Bar Academy Training Course.’ The course is available to anyone working in the drinks business and offers virtual training and online learning modules to help business-owners manage quieter trading periods.

Across its entire UK customer base, Diageo will also be introducing new flexible trading measures beginning 23 March. This will allow Diageo’s partners to have more flexibility with their order sizes so they can better manage their cash flow and inventory during this rapidly evolving situation.

“The British drinks trade is facing one of its most challenging times ever and we want to help our communities when they need us most,” said Diageo Managing Director Great Britain, Ireland and France Dayalan Nayager.

“We all need to come together to support the trade and I would urge all my fellow drinks producers to do what they can to help our British pubs, bars and retailers and restaurants over the next few months.”

Pubs and bars can apply for access to the new fund on MyDiageo.com from 23 March. The maximum available funding per free trade outlet is £600.
Zamora Company is ‘sparing no effort’ by offering COVID-19 financial relief to the most vulnerable groups in Spain
The family-owned spirits company has pledged EUR €400,000 to NGO’s such as Caritas, Red Cross, and The Food Bank Foundation.

Zamora Company has launched a series of relief measures to alleviate the increasing financial pressures faced by its customers in Spain.

The Spanish spirits company has announced today (19 March) that it will donate EUR €400,000 in support of the most disadvantaged groups in the country. The funds will be directed to NGO’s such as Caritas, Red Cross, and The Food Bank Foundation.

Zamora Company CEO Emilio Restoy commented, “It is a duty for us as a socially responsible company to contribute during a situation as exceptional as this, and for this reason we will spare no effort in helping those who we believe are more vulnerable right now.”

To protect the health and wellbeing of its employees, the company has also implemented the strictest health and hygiene recommendations made by the WHO and local health authorities. This includes teleworking across all areas of the company, as well as the suspension of both local and international business trips.

Zamora Company’s wineries and production centres in Rioja, Rueda, Rias Baixas, and Ribera del Duero, and its Licor 43 factory in Cartagena remain open — under the strictest safety and hygiene protocols — to answer the growing off trade channel demand in Spain. The company has also announced that its e-commerce platform, Club Venturio, will remain operational.
Pernod Ricard and subsidiaries step up supply of pure alcohol for hand sanitiser

French drinks company Pernod Ricard and its subsidiaries are supporting the fight to halt the spread of COVID-19 by donating large quantities of pure alcohol for the production of hand sanitiser.

In France the group has partnered with Laboratoire Cooper, leading supplier of hydroalcoholic gels to French pharmacies, amid a shortage of the critical hand sanitiser. This will allow Cooper to increase alcohol deliveries to pharmacies by around 1.8 million individual 50ml vials. Laboratoire Cooper is committed to donating the equivalent of the donation to various health care associations.

"IT IS A DUTY FOR US AS A SOCIALLY RESPONSIBLE COMPANY TO CONTRIBUTE DURING A SITUATION AS EXCEPTIONAL AS THIS, AND FOR THIS REASON WE WILL SPARE NO EFFORT IN HELPING THOSE WHO WE BELIEVE ARE MORE VULNERABLE RIGHT NOW"

-ZAMORA COMPANY CEO EMILIO RESTOY
Alexandre Ricard (speaking at the Pernod Ricard Global Travel Retail Media Showcase in Cannes in 2019): “By sharing resources and making our production facilities available wherever they are needed, we are supporting our fellow citizens and local authorities.”

Other Pernod Ricard subsidiaries around the world are also contributing to local efforts to fight the pandemic and help their communities.

In Sweden, the Absolut Vodka distillery is offering spirits at large scale to produce hand sanitiser for public health care.

In the US, Pernod Ricard’s Fort Smith, Arkansas manufacturing plant and distilleries for Rabbit Hole (Kentucky), Smooth Ambler (West Virginia) and TX Whiskey (Texas) are producing hand sanitiser.

In Spain and Ireland, Pernod Ricard Spain and Irish Distillers have announced they will put their technical, human and production facilities at the service of the authorities to produce hand sanitiser at no cost to the consumer or governments.

Pernod Ricard Chairman & Chief Executive Officer Alexandre Ricard said: “As the world is facing a major pandemic, companies must mobilise, not only to ensure the safety of their employees, but also to contribute to collective efforts in accordance with their capabilities. By sharing our resources and making our production facilities available wherever they are needed, we are supporting our fellow citizens and local authorities.”
would like to thank our employees who have worked hard to make everything possible in record time, all over the world.”

L’Oréal Group has deployed its beauty brands La Roche-Posay and Garnier to supply and distribute hand sanitiser across Europe

**Recognition, support, and solidarity: L’Oréal Group launches Europe-wide COVID-19 solidarity programme**

L’Oréal Group has launched a European solidarity programme to support all stakeholders in the battle against the COVID-19 pandemic crisis.

As reported, L’Oréal Group has deployed its factories to create critical sanitising gel to aid French and European hospitals. It has also utilised the capabilities of La Roche-Posay and Garnier to distribute the critical sanitising gel to hospitals, pharmacies, and food distribution partners across Europe.

It has also given its VSE/SMEs — including hair salons and small perfume shops — some financial relief by freezing payments until businesses get back to normality.

In addition, the L’Oréal Foundation has also announced that it will donate EUR€1 million to its partner non-profit organisations to help the most high-risk members of the community follow the recommended safety precautions to curb the spread of the virus.

L’Oréal Group Chairman and CEO Jean-Paul Agon commented: “In this unprecedented crisis, it is our responsibility to contribute to the collective effort in every way possible. Through these actions, L’Oréal expresses our recognition, our support and our solidarity towards those who are demonstrating extraordinary courage and selflessness in their efforts to combat this pandemic.”
L’Oréal Group’s COVID-19 solidarity programme provides financial relief and practical support to all stakeholders affected by the crisis

#LovethyBartender: Jameson pledges US$500,000 to support US bartenders on St. Patrick’s Day

Pernod Ricard-owned whiskey brand Jameson has pledged US$500,000 to support the United States Bartender’s Guild.

The announcement — made on the brand’s twitter feed on St. Patrick’s Day — underlined the plight of many local bars and bartenders in the United States. Many businesses are facing increased pressures amidst city-wide lockdowns and social distancing measures implemented to curb the spread of COVID-19.
“To our local bartenders: You’ve always had our backs, and we promise to always have yours,” said the company in a statement released on its Twitter feed on St. Patrick’s Day.

In addition, the company has also announced that it will match every dollar up to US$100,000 donated to the Bartender Emergency Assistance Programme until the end of March.

On St. Patrick’s Day, the company said: “While many may not be able to get together the way they’d like to right now, we know that only one thing is certain, we need to keep the spirit of the holiday alive together. At Jameson, that means standing behind the people that have made Jameson what it is today: our neighbourhood bartenders.”

“To our local bartenders: You’ve always had our backs, and we promise to always have yours.”
Campari Group reassures Italy that it is ‘stronger together’ in times of crisis.
**Stronger together: Campari Group donates €1 million to support healthcare workers in Milan**

Italian spirits company Campari Group will donate €1 million to public healthcare institution ASST Fatebenefratelli Sacco in Milan. The funds will help finance the institution’s Intensive Care Operational Unit to treat the highest-risk COVID-19 patients and provide a negative pressures system equipped with 10 resuscitation kits.

ASST Fatebenefratelli Sacco is one of Italy’s leading research centres for the treatment of highly contagious and dangerous diseases.

Campari Group Managing Director Global Travel Retail Leigh Irvine urged his fellow ‘Camparistas’ to stand together in support of public health workers who are fighting the COVID-19 outbreak in Italy. He said: “The current emergency has necessitated new regulations being imposed on how we all live our lives in the short term. The normal freedoms that we all take for granted, the conviviality of moments with friends and family, so often involving our brands must, for now, be curtailed.

“So, we asked ourselves what contribution we could make to society in this hiatus and the result is this initiative to help support Milan, the home of Campari, and the important work that doctors and health workers are doing by funding an ICU unit at the ASST Fatebenefratelli Sacco. We are inviting our Camparistas, customers and consumers to make their own donation too.”
16 March

‘For as long as necessary’: LVMH shows to produce sanitising gel in aid of French hospitals

On Monday, LVMH announced that it has deployed the production facilities of Christian Dior, Guerlain, and Parfums Givenchy to produce much-needed hydroalcoholic gels to aid French hospitals.

The French luxury giant added that it will produce and deliver the critical sanitising gels free of charge and for as long as necessary. The group hopes that the initiative will help ease the lack of essential sanitation productions in France and help the public health workers fight the spread of the virus in the frontlines.

The company said in a statement, “Given the risk of a shortage of hydroalcoholic gel in France, [Chairman] Bernard Arnault has instructed the LVMH Perfumes & Cosmetics business to prepare its production sites to manufacture substantial quantities of hydroalcoholic gel to be provided to public authorities.”
Empathy and solidarity: LVMH will produce and deliver the critical sanitising gel for as long as necessary

**Coccinelle ‘puts its heart into it’ with the launch of COVID-19 fundraiser**

Italian womenswear and accessories house Coccinelle has introduced a fundraising project in support of its home country whose people and economy have been devastated by the outbreak.

Italy — which has become the European epicentre for the COVID-19 crisis — has had its confirmed cases rise to 31,506 as of writing, with a death toll of 2,503. It is the world’s second-highest toll after China.

The fund is called ‘Coccinelle Ci Mette Il Cuore’ or ‘Coccinelle puts your heart into it.’ According to Coccinelle Global Commercial Director Emanuele Mazziotta, the funds will be strictly used according to the priorities of the public emergency. So far, the company has raised €26,745 out of its €200,000 target as of writing.

In an email to the travel retail community, Mazziotta said, “Small gestures make the biggest difference, it’s true. Coccinelle is convinced this is the right thing to do: together, united, even if it’s from a distance, we can overcome this. Now more than ever.”
The project comes after Coccinelle announced that it will temporarily close all of its directly managed boutiques in Italy.

Members of the travel retail sector can donate via: https://www.gofundme.com/f/wwwgofundmecomfcoccinelle-ci-mette-il-cuore

The ‘Coccinelle Ci Mette Il Cuore’ fundraiser has already raised over €26,000 for public emergency services in Italy

7 February

**Qatar Airways transports medical relief to Wuhan amid depths of crisis**

Today we reported that Hubei Province, whose capital Wuhan was the original epicentre of the outbreak, reported zero new cases in the past 24 hours.
That victory is a testament to the courage and commitment of the people of Hubei, and a spectacular medical achievement. A strong show of support from outside the province came in early February when Qatar Airways volunteered free air cargo transportation for medical relief organised by Chinese embassies and consulates overseas.

It delivered essential medical supplies — donated by its global Chinese community across its network of 170 destinations — to cargo gateways in Shanghai, Guangzhou, Hong Kong and Macau. For the full story, click here.
Shiseido showed its heart and its resources as it offered support to China in the beginning of the outbreak.

**Shiseido Group’s ‘Relay of Love’ Project allocated 1% of sales in Asian markets to aid China**

Shiseido Group was one of the first beauty companies to offer both financial and practical support to China in the beginning of the outbreak. It launched the **Relay of Love Project** in early February, which aims to support the victims and the regions most affected by the novel coronavirus in its original epicentre of Wuhan.

The project will allocate 1% of Shiseido Group’s sales in Asian markets (between February and July this year) as in-house funds to support various charitable activities. These included the donation of utility products and supplies from to areas in need, donations to charities that support the restoration of victims’ lives, and the invigoration of people through ‘the power of beauty.’

In addition to the Relay of Love Project, Shiseido Group has also donated CNY1 million (US$143,000) to the **Charity Federation of Wuhan**; and donated CNY10 million (US$1.43 million) to the **Shanghai Charity Foundation**.

In the statement, the company said: “Shiseido would like to express its deepest condolences to those who have suffered loss from the novel coronavirus, and sympathy to all whom it has affected. We sincerely wish for the situation to get well soon.”