



**WASH4Work**

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**Webinar**

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**COVID-19 and the Importance of WASH  
for Businesses**

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**WEDNESDAY, MAY 20**

**10:00 - 11:00 am EDT**

**3:00 - 4:00 pm London (UK)**

**7:00 - 8:00 am California (USA)**

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Questions? Contact  
[mlha@pacinst.org](mailto:mlha@pacinst.org)



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## Agenda

**10:00 – 10:05 am: Welcoming and Agenda Review.** Jason Morrison (President of the Pacific Institute/Head of the CEO Water Mandate).

**10:05 – 10:10 am: COVID-19 and WASH.**

Kate Holme (Strategic Partnerships Director at WaterAid).

**10:10 – 10:35 am: What Can Businesses Do in Response: A Panel Discussion.**

**Speakers:** Dr. Om Prasad Gautam (Senior WASH Manager – Hygiene at WaterAid UK), Kelly Ann Naylor (Associate Director, Water, Sanitation and Hygiene (WASH) Section, Programme Division at UNICEF) and Librian Angraeni (Deputy Director of Sustainability & Stakeholder Engagement at Asia Pulp & Paper).

**10:35 – 10:40 am: Updated WASH Pledge.**

Tom Williams (Director, Water at WBCSD).

**10:40 – 10:55 am: Discussion and Q&A from the audience.**

**10:55 – 11:00 am: Conclusion.**



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## **COVID-19 and WASH**

**Presenter: Kate Holme (Strategic Partnerships  
Director at WaterAid and Chair of the WASH4Work  
initiative)**

# WASH4Work: What do we mean?



*The WASH4Work partnership stands at a pivotal moment and must highlight the need for companies to take immediate action now on WASH and to build resilient WASH systems to address current system vulnerabilities and are able to respond to both current and future shocks.*

The strategy and underlying workplan is divided into three areas: **WASH4Work proposition and tools; Awareness and capacity building; and Advocating and Scaling.**

## **Joint Purpose and Critical Mass of Activity**

***Mobilize business to improve access to water, sanitation and hygiene:***

- ***in the workplace***
- ***across supply chains***
- ***in the communities where companies operate***



# Coronavirus (COVID-19)

## How to reduce the risk of infection in field and factory work

Frequently washing both hands with soap and water at least 20 seconds.

- Before and after work.
- Before eating and touching your face and nose.
- After going to the toilet, or touching dirt, dust, fluids and frequently touched surfaces.



20 seconds

## Symptoms

You may have one or more of these symptoms (which are similar to other illnesses such as cold or flu)



High Fever



Cough



Shortness of breath



Cover your nose and mouth when you cough or sneeze. Use a tissue and dispose of it in a closed bin, or sneeze into your elbow. Then wash your hands with soap. Wear a mask.

If you feel unwell, stay at home. If at work, go to a designated isolation room and notify a manager. Seek immediate medical attention.



Avoid close contact. Maintain at least 2m distance when working in fields and factories (on the production line and in the canteen). Avoid group gatherings, stagger lunchtimes. Use non-contact greetings.



Regularly clean sanitation facilities and frequently touched surfaces with disinfectant including door handles, mobile phones, hand rails, toilets, taps and drinking fountains.



Treated water is safe to drink. Only drink treated water. Do not share water bottles or cups with others.



WaterAid

## COVID-19 Guidance: Prioritising hygiene for workforce health and business resilience



The need: enabling a safe return to operation following COVID-19

The global COVID-19 (Coronavirus) pandemic has resulted in significant, adverse human and economic impact, highlighting the interconnectivity of workforce health and commercial prosperity. Country-wide lockdowns have thrown supply chains into disarray, upending financial security for local workers and global businesses alike. The IMF has since projected a 3 percent dive in GDP for the year 2020, representing the worst economic downturn in almost a century.

Companies are rapidly implementing mechanisms for financial and operational stabilisation, and hygiene – the often-forgotten component of water, sanitation and hygiene (WASH) and health – has become a board-level priority. With no vaccine to prevent or medicine to treat the virus, maintaining physical distancing and handwashing with soap are a first line defence against the spread of COVID-19. But for millions of supply chain workers living in densely populated cities with poor WASH infrastructure, engaging in preventative hygiene behaviour is challenging.

This guidance is for companies seeking to safeguard the health of workers employed in factory and field supply chains through WASH behaviour change interventions, whose health and productivity underpin the resilience of the industry. Predominantly based in developing countries, they are disproportionately vulnerable to COVID-19.

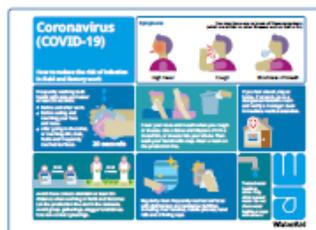
The challenge: global supply chains

Providing corporate level guidance to employees across countries and in varying work environments is a burgeoning challenge. Supply chain employees are at increased risk of transmission due to the volume of people working in confined proximity around high touch surfaces in WASH-poor environments and

countries. Tailor-made, sector-specific, supply chain action is essential to adequately respond to the varying hygiene behaviour change protocols required for field and factory settings, particularly those in developing countries where workers are disproportionately vulnerable.

Labour conditions have traditionally been deemed a reputational or regulatory business risk but in the context of COVID-19, are also operational risks threatening product quality and control, overall business continuity and more importantly the health of the workers. Revised labour standards and improvements in environmental, social and governance (ESG) reporting may become the norm post COVID-19.

Prioritising WASH in the supply chain, including the workplace and the surrounding communities where workers live, will enable global companies to establish safe return to work conditions, meet business demands and respond to compliance requirements. Looking forward, these measures also contribute substantially to business continuity by building long term resilience against future shocks.



▲ WaterAid's COVID-19 behaviour guidance for field and factory supply chain workers.



<sup>1</sup> <https://blog.imf.org/2020/04/14/the-great-lockdown-worst-economic-downturn-since-the-great-depression>



# What Can Businesses Do in Response: A Panel Discussion.

**Moderator: Kate Holme (Strategic Partnerships Director at WaterAid and Chair of the WASH4Work initiative)**

**Speakers:**

**Dr. Om Prasad Gautam (PhD, MPH, MA Public Health Expert, Behaviour Change Scientist, and Senior WASH Manager – Hygiene at WaterAid UK).**

**Kelly Ann Naylor (Associate Director, Water, Sanitation and Hygiene (WASH) Section, Programme Division).**

**Librian Angraeni (Deputy Director of Sustainability & Stakeholder Engagement at Asia Pulp & Paper (APP)).**

# PRIORITISING HYGIENE FOR WORKFORCE



**Dr Om Prasad Gautam**, PhD, MPH, MA  
Behaviour change scientist and public health expert  
Senior WASH Manager-Hygiene, WA UK

# Business sector COVID-19 context

## Workplaces (factory or field) impacted by COVID-19

- Density of workers
- Challenges of scale
- Often informal settings
- Mobile population
- Frequency of interaction
- Perceived susceptibility

## Business drivers to mitigate and manage

- Operational challenges - business continuity linked with worker health, well-being and resilience
- Reputation challenges
- Regulatory challenges
- Institutional responsibilities

## Solutions in a business context

- WASH services and facilities/products
- Sustain hygiene behaviours change – motivation-stimulus, cues/nudges, social norms

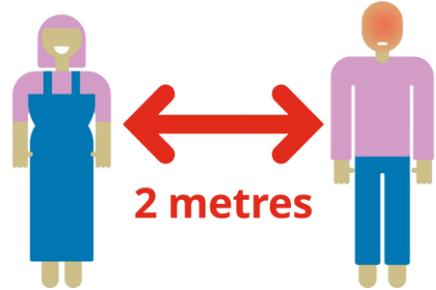




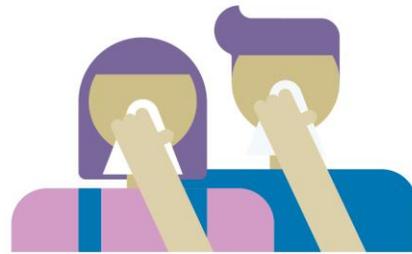
## Behaviours



*Handwashing with soap*



*Social/physical distancing*



*Respiratory hygiene*



*Surface hygiene*



*Self isolation/care*

## Factory and Field Solutions

- Develop a holistic operational plan-supply chain
- HACCP / Rapid risk & barrier analysis
- Behaviour change package through creative process
- Build facilities, ensure products/PPE and WASH services

- Implement sustained behaviours change programme focusing on key behaviour:
  - motivation-stimulus, visual cues/nudges, social norms and habit formation
- Document learnings and outcomes
- Ensure WASH/hygiene resilient workplace

# UNICEF WASH COVID-19 RESPONSE

20 May 2020

# KEY ELEMENTS OF THE RESPONSE

- WASH, especially hand hygiene, is a top priority: it is critical to stop the spread of disease. Yet 3 billion people do not have access to handwashing facilities
- Access to WASH, in homes, schools, workplaces, health care facilities and all public places is essential
- Water and sanitation utilities and service providers must be kept operational
- Guidance is being constantly expanded and updated and can be found on the WHO and UNICEF websites
- This is not the first pandemic, and will not be the last: we must build back better WASH





## WHAT CAN BUSINESSES DO?

- **In your own workplaces:** ensure that employees, and anyone visiting your premises, have what they need to practice good hand hygiene. Put in place policies and make sure they followed.
- **In your communities:** support local policies and practices that ensure good WASH.
- **In your networks:** be part of conversations in your industry groups and Chambers of Commerce. Contribute to efforts to strengthen supply chains and keep services operating.
- **At a national and global level:** support governments to ensure good WASH; support WASH4Work involvement in the initiative to Scale up Hand Hygiene.



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**RESPONDING TO COVID-19 THROUGH WASH4WORK PERSPECTIVE | Wash4Work Webinar, May 20<sup>th</sup>, 2020**

**Librian Angraeni – Deputy Director of Sustainability & Stakeholder Engagement, APP Sinar Mas**

Nearly **28 million** Indonesians lack safe water and  
**71 million** lack access to improved sanitation facilities



Acknowledging our responsibility as a global company,  
we join #Wash4Work action to improve access to Water, Sanitation and Hygiene (WASH)  
in the workplace, around the workers community, and across our mills since 2019.

*sources : <https://water.org/our-impact/where-we-work/indonesia/>*

# Responding to community & workers' needs

**60** portable  
wash bin

Distributing the portable wash bin made from recycled materials in Perawang, Riau

**20** portable  
wash bin

For employees in mill area.

**40** portable  
wash bin

For local communities, distributed in 7 villages. These washbasins are placed in **public area such as local market and village hall.**

*This project continues and planned to be replicated in other mills.*



Increase partnership:

**Habitat for Humanity**



**Socialization and education of Healthy & Clean lifestyle to communities, to mitigate the spread of COVID-19.**

**City Government of Surabaya**

Supporting **provisioning of tissues for 600 portable washbasin points** throughout Surabaya city, in the period of April –June 2020.

**National Agency for Disaster Countermeasure** and other actors

# Meeting the demands

**25%** Increase production for tissue

Optimising production capacity of the tissue production as a respond to the increasing global demand of hygiene products.

24/7 production line

Produce in smaller packs for easier distribution

Advocate for responsible purchasing and provide assurance to prevent panic buying

Work with government on supply planning

**Special measures for workers' health & safety in the workplace**



We increase our tissue supply to ensure product availability in our key market areas

- Australia/ New Zealand
- Singapore
- Taiwan
- Japan and others

The background of the slide is a close-up, slightly blurred image of a large roll of paper, showing the texture and the way the sheets are stacked. Overlaid on the left side of the paper roll are several concentric white circles of varying radii, some of which are incomplete, creating a graphic design element.

THANK YOU

## Asia Pulp & Paper (APP) Sinar Mas

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## **Updated WASH Pledge**

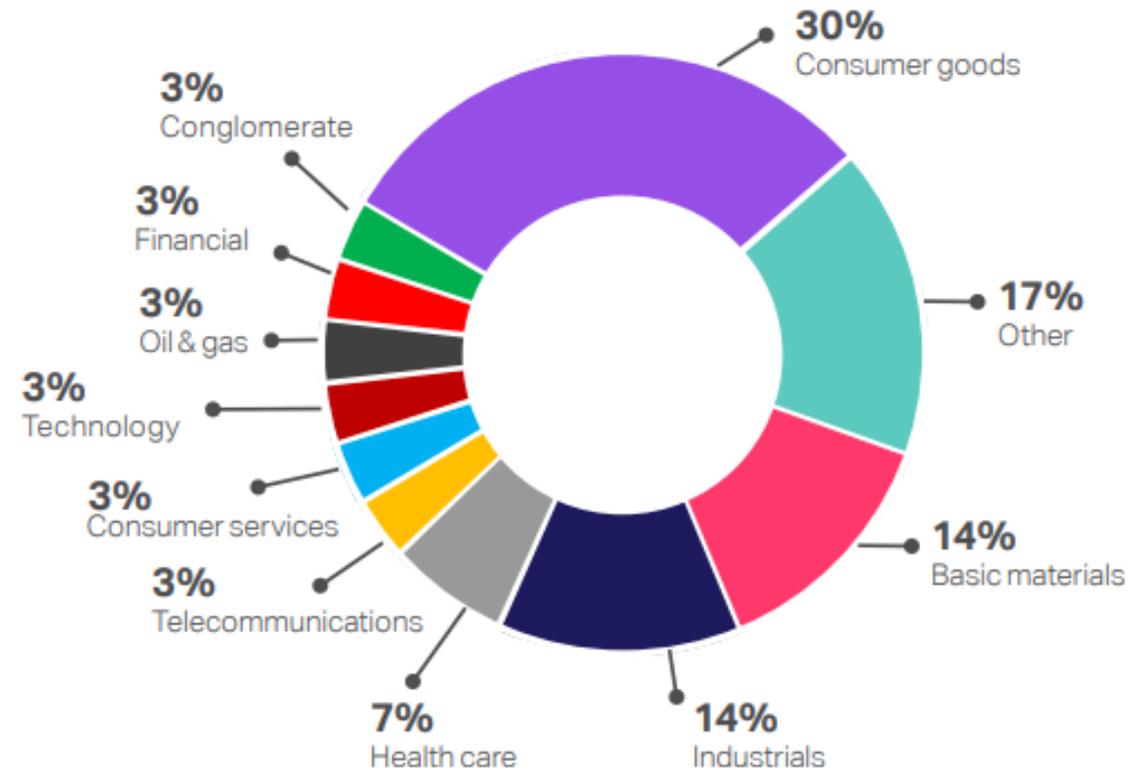
**Presenter: Tom Williams (Director, Water at World  
Business Council for Sustainable Development)**

# WASH Pledge mobilizing business since 2013

Over 2.5 million employees in 170 countries across over 6000 sites



## WASH Pledge signatories by industrial sector



# WASH Pledge impacting business and society



## Testimonials: Business benefits of WASH Pledge implementation

"Across the Group, we have witnessed a **substantial increase in awareness and importance of safe drinking water.**"

"Achieving hygienic standards **reduces illness rates in all our locations.**"

"Ensuring the WASH principles are in place supports worker health and well-being, and **pays dividend in terms of productivity, and reduced lost time hours.**"

## Testimonials: Lessons learned in WASH Pledge implementation

"Allocate capital for improvements and **communicate the priority to leadership around the globe**"

"Can't be stand-alone - needs to be **integrated into standard company processes**"

"A focused approach of self-assessment questionnaire along with gap identification and **action plans in a web-based software** proved to be very successful in **monitoring and supporting WASH Pledge implementation across the Group**"

## Testimonials: why do companies sign the WASH Pledge?

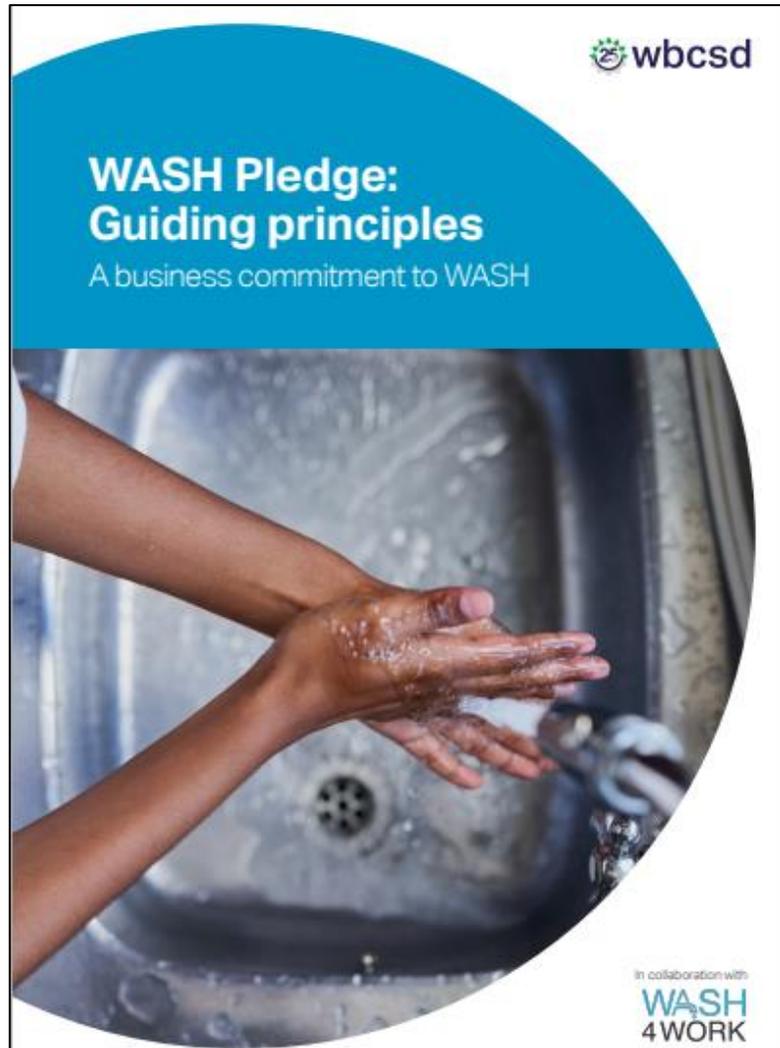
"WASH **perfectly matches** our goal to **support the SDGs**"

"(Our company) has a **moral and ethical commitment** to ensure the safety, health and wellbeing (of our employees)"

"WASH is a **necessity to drive human capital potential** and social responsibility"

"We hope to demonstrate both best practices and to **catalyse action by other private sector actors** to implement proper WASH in their businesses"

# WASH Pledge new and improved



Expanded scope to include **suppliers** and **communities**

Assessment tool **simplified** and **aligned** with other frameworks

Self-assessment tool for evaluating access to water, sanitation and hygiene (WASH)

Water, Sanitation and Hygiene (WASH) at the Workplace Points of Reference									
Category/Dimension	Scoring Detail Per Individual Category/Dimension	Multi-Variable Individual	Scoring Detail Multi-Variable Category/Dimension	Current State (0-2)	Category/ Pledge Compliance	Gap Analysis	Current State (0-2)		
<b>Total</b>		1							
VVS2.3	<p>n/a = Dimension not relevant or applicable (see column K)                      0 = Dimension not implemented                      1 = Dimension partially implemented but full Pledge Compliance not achieved yet (see Column K)                      2 = Pledge Compliance, i.e., all drinking water fountains, water coolers and other storage vessels/sources within the facility are positioned in appropriate clean areas and are cleaned, recharged and disinfected at a minimum of once every two months (or at an increased frequency if A. Drinking water provided within the facility is regularly tested by appropriately trained staff)</p>				2.0	0 1 2	0 1 2		
VV2.4	<p>B. Drinking water testing is conducted when environmental conditions change or there is a waterborne disease outbreak (periodic training of staff for water testing is C. If drinking water quality testing indicates water is not meeting standards, mitigative actions are taken, including the workers being notified)</p>		<p>Total Category Score Possible = 3                      n/a = Dimension not relevant or applicable (see Column K)                      0 = Dimension not implemented                      1 = Dimension partially implemented but full Pledge Compliance not achieved yet (see Column K)                      2 = Pledge Compliance, i.e., all of the applicable three dimensions are met</p>	0.0	2.0	0 1 2	0 1 2		
<b>Total</b>		0							
VVS2.5	<p>A. Appropriate provisions are made for the regular cleaning of all water supply systems under direct company control a minimum of 2 to 4 times per year (note: cleaning is not mandatory if residual disinfection is provided and therefore this would be n/a)                      B. Appropriate provisions are made for the regular inspection, maintenance and repair of all water supply facilities and drainage systems under direct company control (at least annually for water supply systems)                      C. Water saving technologies are deployed within facilities and other relevant work areas to conserve water used by non-plant and workers.</p>		<p>Total Category Score Possible = 3                      n/a = Dimension not relevant or applicable (see Column K)                      0 = Dimension not implemented                      1 = Dimension partially implemented but full Pledge Compliance not achieved yet (see Column K)                      2 = Pledge Compliance, i.e., all of the applicable three dimensions are met</p>	0.0	2.0	0 1 2	0 1 2		



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## **Discussion and Q&A from the audience**

**Jason Morrison (President of Pacific Institute/Head  
of the CEO Water Mandate)**



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## **Conclusion**

**Kate Holme (Strategic Partnerships Director at WaterAid and Chair of the WASH4Work initiative)**

# WASH & COVID-19

Home » WASH & COVID-19

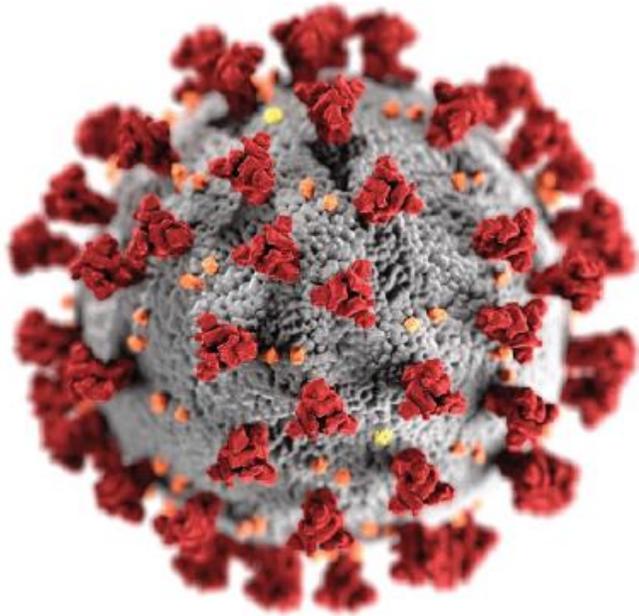
<https://wash4work.org/wash-covid-19/>

Overview

Best Practices

Resources

Webinars



The COVID-19 pandemic highlights the importance and preventive power of water, sanitation and hygiene (WASH) to human health and well-being. Good hygiene, including handwashing with clean water, is the first line of defense against COVID-19 and other viral diseases. With large networks of influence, what responsibility do businesses have in contributing to this success and how do we scale

Overview

Best Practices

Resources

Webinars

WASH4Work members are launching several resources, tools and guidance related to hygiene and water access response for business in the context of COVID-19. We listed below the most relevant resources.

- 1) COVID-19 and hygiene FAQs:** WaterAid developed a list of resources related to COVID-19, including a [graphic](#) with key behaviours to prevent the spread of coronavirus and a [short film](#) explaining the importance of handwashing. Please click [here](#) to access all the resources from WaterAid.
- 2) New guidelines to help employers support families during COVID-19:** New guidelines issued by ILO and UNICEF call on enterprises to do more to support working families during the pandemic. **Download the preliminary technical note [here](#).**
- 3) How business is responding to COVID-19:** WBCSD created a page in its website where users can find links to announcements from WBCSD members companies and others who are taking extra-ordinary business actions in relation to COVID-19. Please access this webpage [here](#).
- 4) Understanding hygiene promotion in the context of the coronavirus disease (COVID-19) outbreak (UNICEF guidance note):** This note provides guidance on which aspects to consider when planning and implementing a hygiene promotion campaign as part of a broader risk communication and community engagement strategy. It is not meant to provide a comprehensive guide to designing a behaviour change campaign, but rather prompts and questions to consider when engaging with local governments on behaviour change interventions in the context of this new virus. The content is based on lessons learned regarding gaps in hygiene promotion during past public health emergencies and general programming. Available in [English](#), [Spanish](#) and [French](#).

Thank you!



**Take the  
WASH Pledge**

<https://wash4work.org/>

#wash4work

<https://wash4work.org/wash-pledge/>

#washpledge

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