

moving forward together



Fieldmarketing in a one - two meter society

Working safely together



member recruitment?

especially NOW

Member recruitment during this Corona crisis is more important than ever.

Moving forward together



Moving forward together, especially now

Together, and apart, we needed time to find our way in the one - two meter society in the battle against corona. After almost two months of adapting and coping with this new situation, it is time to look ahead, to be relevant again especially now and to explore new ways of doing our important work.

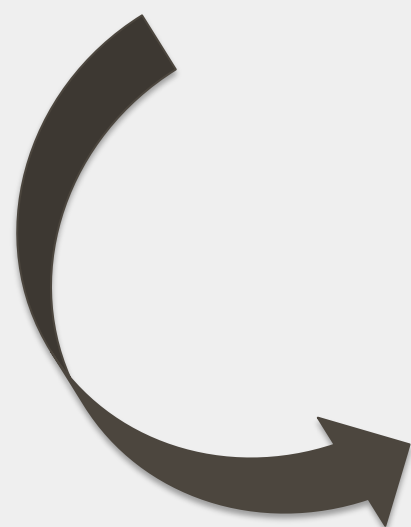
Restaurants now deliver Michelin-worthy meals without contact. IKEA has made all stores two meters proof and drive-in movies is not the only options anymore, but also drive-in concerts and stand-up comedy. Everywhere sectors have made innovative adjustments to be relevant and to work safely. Pepperminds is no exception to this.

We are also ready to get back to work, and we have developed a working method that fits in to the one - two meters society. The main priority is the safety of our people and consumers, and the NGOs' relevance and brand. This brochure describes our approach to the following issues:

- The consumer experience
- Before, during and after the shift
- Contactless registration
- At the branches
- Training and coaching
- Recommendations from the authorities

We believe that, with the measures we have taken, we are ready to get back to work. Looking at the developments in Denmark and what we can see in the countries around us, we are confident that it is not only us, but the consumer is as well. We are doing it together, right now!

Pepperminds



The consumer experience

In the measures we have taken, we have looked at our approach through the eyes of the consumer. The question was, how we could offer the consumer, our employee, your brand and our channel the protection that the situation needs? It was important that our efforts are experienced as visibly safe and relevant for the consumer. That is why we support the recruiters with two meter concepts and additional materials. In this way we offer recruiters the tools to be able to do their work safely and to demonstrate this to the public at all times.

How does it work?

- Recruits always wear a "vores arbejde fortsætter. Ubetinget" pin badge
- Recruiters always use the two meter concept
- Recruiters wear a badge for identification
- Recruiters regularly disinfect their hands, badge and tablet
- Registrations are made contactless with the verification software from Briggs & Walker (more about this on the next page)
- Recruiters actively keep away from people in the risk group
- Recruiters use a script that is relevant today and explain the impact of the crisis on the brand they represent (if possible)



Before, during and after the shift

Normally a recruiters' day starts and ends at the branch. As written on the previous page, our branches are the meeting place for our recruiters to socialize. This will be different in the upcoming period. And during the shift other things than usual are also expected from our people.

How does it work?

- At the start of each shift, recruiters go through the code of conduct and sign it on the iPad for confirmation
- Recruiters are at the office for a maximum of 20 minutes – both before and after a shift
- Recruiters disinfect their hands upon arrival
- Recruiters have their own "recruiter kit" containing their own set of campaign clothes, 'Vores arbejde fortsætter.'-badge, identification badge, hand sanitizer and cleaning wipes to use during the shift
- The iPads are disinfected when handed out and returned
- During the shift, the recruiter does not share the iPad and campaign material
- Hands are regularly disinfected during the shift
- Travel to location will be by foot or bicycle and outside of rush hours when using public transportation, as much as possible



Contactless registration

In line with our measures to keep one - two meters distance and to prevent physical contact, it is no longer possible to complete a registration process with a signature placed by the consumer. We have therefore chosen to replace the signature with a verification via SMS to conclude an agreement with a consumer at an appropriate distance.

How does it work?

- The recruiter goes through the form with the consumer as per usual where the recruiter enters in all data on the iPad
- The last step asks for the verification method (signature or SMS)
- When SMS verification is chosen, a SMS is sent with a standardized text and an unique six-digit code. For example, "your one-time verification code is: 123456
- When the consumer accepts the offer and gives the code to the recruiter, the recruiter must enter this code before the form can be sent
- The unique verification code is placed on the placeholder of the signature in the registration confirmation which is sent to the consumer and which can be found in the digital archive



At the branches

To ensure the safety of our employees, our approach goes beyond only during the working day. Our branches normally function as a place where our community meets and inspires each other. Unfortunately, this will not be possible in the beginning. These times require a different approach. At our branches, the branch managers are responsible for checking compliance with the working methods and hygiene standards. The branch managers are supported by our head quarters.

How does it work?

- Hand sanitizer stations are placed at the entrances of the branch and everyone has to disinfect their hands before entering
- Posters of the measures are displayed at the entrance of the branch
- The rules in the protocol are clearly visible and readable in all areas
- Floors are marked with tape to indicate "walking directions" to avoid bottlenecks
- Deliveries by suppliers are made contactless
- Our social areas are closed
- The branch manager shows via a video audit that the branch is ready for use
- With the use of a daily start- and finish hygiene & protocol checklist we make sure that the branches comply to the requirements on a daily basis
- Supportive staff works from home, if possible



Training & coaching

Training and coaching of our recruiters is an essential part of our work. We strive to become better in our profession every day. We have also amended the guidelines for this.

How does it work?

- The daily kick-offs take place in small teams and with a distance of two meters. Larger kick-offs take place online
- Inspiration from clients will be presented digitally on for example Zoom, or we facilitate video content
- We do individual coaching of our peppers by telephone during the shift, and digitally after the shift
- Trainings and workshops have all been adapted to online friendly versions, and take place as online courses or webinars



Recommendations from the authorities

After a period of many weeks of quarantine, our peppers are very excited to get back to work. In a safe way of course, in this new reality. First and foremost with safety being first priority for our employees and consumers. We have composed the working agreements in this brochure, covering all aspects of field marketing. Matters such as safe transportation to and from locations, clothing, keeping distance, cleaning of tablets, member registrations without physical contact and getting together safely in the public space. This new approach demands a lot from us as an organisation, from our peppers and also from you as a client.

Our protocol is based on the Danish Health Authorities' (Sundhedsstyrelsen) guidelines and governmental regulations, which have been verified by ISO BRO on behalf of the NGO industry.

Some elements within the protocol have been complemented with our own specific measures in order to accommodate a complete approach.

The work agreements are based on the state of play at the moment of publishing this protocol and will be changed accordingly as soon as new guidelines take effect.

This brochure is a summary of the working agreements we have collected in a protocol. We refer to the protocol, in case there is a need for further elaboration.

As you can read are we ready. We are looking very much forward to start, Corona-proof, together with you!



thank you

