

1 NOW: Jobs are the top economic priority

"At this time, what should **businesses** be doing?"



Lesson from the past:

Four months after the 2011 Fukushima earthquake & tsunami, people wanted business, first & foremost, to **PROTECT JOBS**



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2 NOW: Society Pivots ...to solve the health crisis



Retail

Open for business = physical distancing, extra cleaning, and take-out



Manufacturing

Adapting facilities to produce sanitation products & medical equipment



Colgate to donate 25 million soap bars
Mobilizing 5 mfr. Plants on 3 continents to produce the new bars

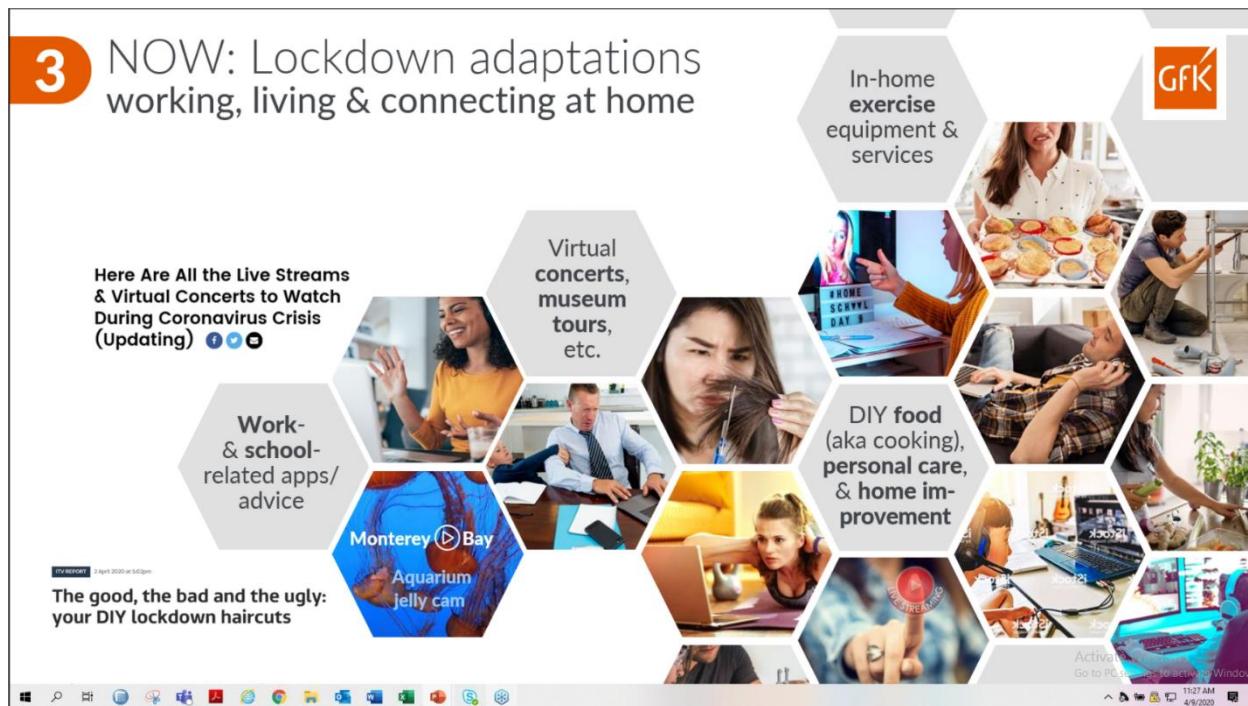
Remote health & fitness



Industrial strength over natural

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3 NOW: Lockdown adaptations working, living & connecting at home



4 NOW: Shopping shifts partly panic mode...partly store closures



Our Sources



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