



# Asia-Pacific Hand Hygiene for All Virtual Conference Report

**Mobilizing the private sector to respond to  
and recover from COVID-19**

29 – 30 March 2021

## SUMMARY

This virtual conference convened over 200 members of the business community and WASH sector on 29-30 March 2021 to discuss the business contribution to achieve and sustain universal hand hygiene. The event explored how businesses can achieve and sustain universal hand hygiene in their workplaces and in the community and inspire innovation in the marketplace to address weaknesses in supplies and supply chain.

Key recommendations to the conference conveners were:

- WASH sector agencies can produce market information as a public good, clearly showing the needs and the potential for the hygiene market. This could be done through market assessments and market research for specific countries or for the region that is shared publicly and consulted with businesses.
- Agencies can connect businesses to WASH sector and market information and to priority needs by creating and maintaining platforms. These can be virtual (such as an online portal) or in-person (such as the Public-Private Partnership for Handwashing Indonesia).
- At country level, WASH sector agencies can broker new collaborations and pilots with businesses that demonstrate the viability of new service models for hygiene.

The virtual conference was convened by UNICEF, Plan International, World Business Council for Sustainable Development, International Federation of the Red Cross (IFRC), WaterAid, and Freshwater Action Network of South Asia (FANSA).

### Purpose of the virtual conference

The purpose of the conference was to **mobilize businesses in support of the Hand Hygiene for All agenda in Asia and the Pacific**, contributing to the vision of making hygiene ‘everybody’s business to ensure hand hygiene for everyone, everywhere, at all times. The event was co-convened by Plan International, IFRC, FANSA WaterAid, World Business Council for Sustainable Development and UNICEF (East Asia & Pacific and South Asia Regional Offices).

Specific objectives were to:

- **Present the Hand Hygiene for All Initiative** to businesses in the region and share an overview of the hand hygiene situation in workplaces, communities and the marketplace
- **Explore the contribution of businesses to national goals on hand hygiene**, through improving WASH in workplaces and surrounding community context
- **Explore the contribution of businesses in developing, deploying and scaling up innovations** for hand hygiene
- Strengthen **networking and learning** exchange on hand hygiene in the region.
- Share **tools and approaches** for businesses to support sustained hand hygiene at scale.

The conference took place from 29-30 March 2021, for approximately 2.5 hours each day.

The event was attended by over 200 representatives from businesses, industry associations, multi-stakeholder platforms, international organizations, academia, governments and WASH sector agencies each day, who exchanged experiences, challenges and plans to scale up hand hygiene.

## Background

The COVID-19 pandemic is a stark reminder that one of the most effective ways to stop the spread of a virus is also one of the simplest: hand hygiene. It not only protects us from contracting the disease, but also stops transmission to other people. To beat the virus today – and be better prepared for future pandemics – universal access to hand hygiene must become a reality for everyone, in all settings. This approach is reiterated in WHO's recommendations on ensuring universal access to hand hygiene and improving hand hygiene practices to prevent COVID-19 transmission.

Yet today, almost a third of homes in East Asia and the Pacific and four in ten homes in South Asia do not have a place in their homes to wash their hands with water and soap, putting them at immediate risk of COVID-19. Similarly, many health care facilities, schools, transportation centres and other places where people live and work, lack facilities with soap and water for people to wash their hands. This is particularly true for workers who are not based in facilities, such as those in agriculture and construction workers. In 2018, ILO estimated that over 50 percent of workers work in the agriculture, manufacturing and construction<sup>1</sup> settings lacked accessible hygiene facilities. Workers in these settings often return to communities and homes in both rural and urban areas where WASH facilities are also lacking.

To prevent the spread of COVID-19 and to see the SDG goal of universal access to WASH realized both public and private sectors need to respond collectively to ensure practices and infrastructure are in place to prevent disease transmission. To scale-up and sustain momentum on hand hygiene, UNICEF and WHO launched the [Hand Hygiene for All global initiative](#) (HH4A) in June 2020. The HH4A initiative aims to mobilize multiple businesses – together with the public sector and civil society – to improve and sustain hand hygiene in all settings (public spaces, workplaces, schools, health care centres), especially among the most vulnerable populations. Governments from across the region have pledged to support the initiative and some are taking steps to develop national plans to achieve universal hand hygiene by 2030.

The onset of the pandemic demonstrated the importance of working with the private sector on and hygiene. As governments invested in public health communications and behaviour change campaigns for hand hygiene at an unprecedented scale, market-ready hand hygiene supplies were not always available or able to be scaled quickly. Good practices emerged – such as the development of a new household handwashing station by Lixil and the deployment of the HappyTap in all schools in Cambodia – but only months after the first wave of COVID-19 in most countries.

It is now urgent that businesses from all sectors in the Asia-Pacific region align their core strategies, operations and relationships to ensure universal access to hand hygiene and improving hand hygiene practices for all its stakeholders, including children and their families, as well as to ensure a safe environment as workers return to work. Leading the corporate sustainability movement to hand hygiene helps create a strong enabling environment and an increased supply and demand that are needed for countries to meet the ambitions SDG agenda and prevent COVID-19 infections.

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<sup>1</sup> ILO Asia-Pacific Employment and Social Outlook 2018.

## Summary of sessions<sup>2</sup>

Each session is summarized below with main points and speakers.

### Opening remarks

Monday 29 March 2021, 10:00-10:15 AM Bangkok / 8:45-9:00 AM Kathmandu

This session was facilitated by Michael Newsome, Chief of Private Fundraising and Partnerships at UNICEF East Asia and Pacific Regional Office (EAPRO). Opening remarks were provided by Mr. Marcoluigi Corsi, UNICEF Deputy Regional Director for East Asia and the Pacific, and Mr. Tom Williams, WBCSD Director of Nature Action & Water.



In his opening remarks, Marcoluigi Corsi, UNICEF Deputy Regional Director for East Asia and the Pacific, challenged everyone in attendance to consider how the private sector can help the world to Respond Recover, Rebound, and Reimagine from COVID-19 through hygiene. He highlighted that COVID-19 offers a huge opportunity to establish hand hygiene as the global ‘new normal’ – to prevent the spread of infectious diseases and to protect health in general. But to capitalize on this, we need to reimagine Hand hygiene in developing it into a service with an emphasis on: (1) Innovative approaches; (2) Contactless technologies; (3) Real time monitoring and detection systems to support future responses (4) Capacity and market; (5) Scale to reach the marginalised and strengthening behaviour change.

Mr Tom Williams, Director of Nature Action & Water at WBCSD, provided opening comments noting that because of the pandemic, businesses have learned that philanthropy and corporate social responsibility have become core issues of business continuity. Businesses tapping into their unique expertise and skills and working with civil society and governments will help plug significant infrastructure gaps to ensure universal access to hand hygiene. Since 2013, WBCSD has promoted its WASH Pledge to ensure good WASH facilities in the workplace and expanded the pledge last year to business supply chains and to communities along workplace operations, in line with the multi-stakeholder WASH4Work initiative. To-date 180 companies, with over 180 million employees in over 170 countries have made the WASH Pledge.

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<sup>2</sup> UNICEF and other conference co-convening agencies do not endorse any company, brand, product or service that presented at the conference or are named in this report.

## Hand Hygiene for Asia

Monday 29 March 2021, 10:15-10:30 AM Bangkok / 9:00-9:15 AM Kathmandu

In this session, Mr. Evariste Kouassi Komlan, Regional Water, Sanitation and Hygiene Adviser, UNICEF EAPRO, provided an overview of the Hand Hygiene for All initiative which aims to take a whole of society approach to hand hygiene. He pointed to significant gaps in access to hand hygiene in the region in households, schools and health care facilities and noted the lack of information on access in workplaces. This presents an enormous opportunity for the public and private sector to work together to extend access to all in the new 'hygiene economy' to take hand hygiene to scale. Realizing the potential of the hygiene economy will take expanding to new settings, developing new solutions (innovations in products) and developing hygiene into a real service. All of this will need to be done at scale, strengthening systems to ensure that no one is left behind.



Mr. Siddhartha Das, Regional Coordinator for Asia & Pacific, Sanitation and Water for All (SWA), shared commitments that have already been made by governments in the region to hygiene through the SWA Mutual Accountability Mechanism. The opportunity for the private sector to work on hand hygiene is significant, of the 300 current commitments 17 are from the private sector and of the 77 in the Asia and Pacific region, only eight are focused on hand hygiene. There is a need to ramp up our efforts on hand hygiene collectively to achieve SDG 6. Private sector has a critical role to play in contributing to the commitments and develop their own commitments. The private sector also has a unique range of diverse expertise that needs to be leveraged by the WASH sector to strengthen overall national processes. In addition to the private sector assisting governments with market shaping, they can also assist with WASH financing to meet critical gaps.

## Panel discussion: The business case for hand hygiene

Monday 29 March 2021, 10:30-11:30 AM Bangkok / 9:15-10:15 AM Kathmandu

The session was facilitated by Mr. VK Madhavan, CEO, WaterAid India. In his introductory remarks he highlighted that the private sector has a big role to play as a catalyst for behaviour change, as well as the myriad returns of investing in hygiene.



The session featured 4 panellists:

- Ms. Swapna Patil, WASH Manager, **World Business Council for Sustainable Development**, gave an overview of the WBCSD WASH Pledge for businesses to extend WASH in workplaces, communities and supply chains (signed by 180 companies since 2013). WBCSD provides resources to assist businesses in achieving the pledge including a workplace assessment tool and links to other businesses who have addressed similar challenges.
- Ms. Nicky Lama, Programme Director, **EcoSoap Bank**, explained EcoSoap Bank's business model of recycling virgin soap production waste into soap bars. This approach is cost effective, reduces waste in the production cycle and provides decent income opportunities for their female employees. The EcoSoap Bank brings together the private sector and NGOs responding to community needs that the private sector may not be able to reach independently.
- Mr. Geoff Revell, Managing Director, **HappyTap** shared his views on the incredible market potential in hand hygiene and he foresees an explosion of innovative products going forward. For example, HappyTap's internal analysis calculated that 90 million schools in developing countries need hand hygiene facilities. HappyTap is currently involved in conducting a market assessment and welcomes collaboration from other partners.
- Ms. Chaitali Padhke, **India Sanitation Coalition** noted that while they originally began as a business association focused on the goal of ending open defecation, they soon realized the need for hygiene. She noted maintenance issues as a significant problem, which highlights the need not only for products, but for services and the need to address the entire supply chain to enable hand hygiene for all.

In closing, VK Madhavan stressed that, while much attention is currently on COVID-19 vaccination, it will be even more important to invest in hand hygiene not only to prevent COVID-19 transmission, but other communicable diseases.

## Thematic roundtable: Hand hygiene supplies and innovations

Monday 29 March 2021, 11:30-12:30 PM Bangkok / 10:15-11:15 AM Kathmandu

This session was facilitated by John Kelleher, Plan International. The session began with three presentations from businesses that had innovations to share. Presenters were:

- Mr. Saguru Sakata, Head of Region, SATO, LIXIL (Japan)
- Mr Attawut Kumkrong, Senior Partnership Manager (Innovation and Technology), SCG Chemicals Co., Ltd and Sirisak Suradecha, Managing Director of Siam Grace Co (Thailand)
- Ms. Lin Lu, Director of Communications, HappyTap (Cambodia)

The summary points and the discussion outcomes from the session were:

- Appropriate products and supplies are needed to get hygiene to everyone
- All businesses identified changes in the hygiene market and an opportunity to respond
- Successful innovation is often fueled by partnership
- Formative research with others (universities, development sector, communities and individuals, etc.) during product development and before launch is needed
- Successful products respond to the needs of a specific user-group or the general population and take a changing context into account, being adaptive in their overall approach
- Presentations highlighted product aspects aiming at sustainability limiting environmental impacts, circular economy, and the need to adapt to specific user groups (e.g., those with disability, halal, different settings like schools or hospital)

During the discussion, in response to a comment in the meeting chat, it was also clarified that the presentation of specific products or companies during the event did not imply endorsement or verification of scientific claims by any business on the part of UNICEF, Plan International, IFRC, FANSA, WBCSD, WaterAid, or any other co-convening agency.

## Thematic roundtable: Hand hygiene in workplaces and worker communities

Monday 29 March 2021, 11:30-12:30 PM Bangkok / 10:15-11:15 AM Kathmandu

This roundtable was facilitated by Dr. Seetharam MR, FANSA. The session began with three presentations from businesses that expanded access to hygiene for workers and worker communities during the COVID-19 pandemic, speakers included

- Ms. ZHANG Hannah, Director of Government Relations at Ele.me (China)
- Mr. Chinzorig Enkhtsetseg, Director of Marketing Communications and PR Division at MobiCom Corporation LLC. (Mongolia)
- Mr. DING Li, Director of International Business at Cainiao Smart Logistics Network (China)

The summary points and the discussion outcomes from the session were:

- Businesses across different sectors have tremendous reach through their workplaces, communities and supply chains.
- A strong foundation of worker safety must be prioritized to build resilience, making quick innovation and change possible. Take a 'common sense, basics first and always' and 'human-

centred' approaches - pandemic or no pandemic.

- Early action was key to protect employees and avoid supply chain disruptions.
- The 'profits' of companies goes beyond financial gains to also social gains! Spending on worker and workplace safety is invaluable in terms of Investment - can ensure worker loyalty/performance, and boost business.
- Well trained staff who practice safe behaviour can influence public behaviour.
- Workplaces vary – need to consider different needs of different settings e.g. shops, factories, offices, agriculture settings.
- Public-private collaborations allow business to address the needs for the most vulnerable communities and take interventions to scale.
- Informal sector represents a large portion of the workforce and needs to be prioritized for action. Many informal businesses are located in, or near, poor communities without adequate WASH access.



## Looking ahead to Day 2

Monday 29 March 2021, 12:30-12:45 PM Bangkok / 11:15-11:30 AM Kathmandu

During this session, the facilitator (Brooke Yamakoshi, WASH Specialist UNICEF EAPRO) introduced the Day 2 agenda of country dialogues and voluntary commitments. At the end of the conference, all participants are encouraged to make voluntary commitments to hygiene on a personal or organizational level. Conference participants were sent out examples of commitments they, or their businesses/ organizations, could make following the end of Day 1 conference.

## Regional call to action

Tuesday 30 March 2021, 10:00-10:30 AM Bangkok / 8:45-9:15 AM Kathmandu

Mr. Eric Arndt, Partnerships Manager, UNICEF Thailand, welcomed participants to day two of the conference stating that this is the day that we turn what we heard from day one on the two thematic conference focuses (workplaces and worker communities and hand hygiene supplies and innovation) into action. He noted that the breakout groups will provide opportunities to discuss what can be done to scale up hygiene through country and sub-regional breakout groups. He asked participants to consider how they as an individual and their organizations can contribute to becoming hand hygiene champions and provided an overview of potential options ranging from promoting hand hygiene in your workplace to bigger steps like having your organization sign the [WASH Pledge](#).

## Business opportunities for scaling up hand hygiene: country dialogues

Tuesday 30 March 2021, 10:30-11:30 AM Bangkok / 9:15-10:15 AM Kathmandu

Ms. Aarin Palomares, Global Handwashing Partnership facilitated the session. She opened by providing an overview of the Global Handwashing Partnership, a public-private coalition of businesses and international organizations founded in 2001. The GHP leads Global Handwashing Day and has myriad resources on their website. This session included four inspirational presentations on existing partnerships

- Ms. Jeune San Juan, Senior Communications Manager, P&G Philippines shared that since the COVID-19 pandemic, P&G launched the ‘Safe WASH Safe Philippines’ movement. P&G is now focusing on WASH in schools for school reopening in partnership with the Department of Health.
- Ms. Preetha Bisht presented on behalf of Public-Private Partnership for Handwashing in Indonesia. The platform was established last year and is overseen by an 18-member steering committee, including eight companies. The effort led to a national call to action signed by 10 ministries, ranging from health to tourism. The PPP is supporting development of national action plan and country roadmap, and a market assessment.



- Ms. Ely Mustrianita from PZ Cussons, Indonesia, presented new partnerships forged with Carex, their hand hygiene brand, since the pandemic. This included provision of personal health kits to Garuda airline passengers, provision of hand sanitizer dispensers to Wahyoo (small restaurant chain) and partnerships with local authorities along with distribution of supplies to hospitals, schools and orphanages. Cussons also expanded online and offline promotion and distribution

efforts to increase access to their product to a greater range of communities.

- Ms. Snehalatha Mekala, Director of FANSA (Fresh Water Action Network South Asia), shared experiences of the FANSA members (400 civil society organizations that address WASH needs among the most vulnerable) working with the private sector. She noted several differences between CSOs and the private sector and the need to develop a better understanding of each other to maximize the impact of partnerships.

## **Country and Regional Breakout Dialogue Discussions**

Following the four plenary presentations, country and regional breakout groups were convened for nearly an hour. The key points from each discussion are below.

### **Cambodia**

The session began with an overview of hygiene access in the country to demonstrate the potential hygiene market and the need to better understand workplace coverage in-country. Eco-soap Bank provided insight into marketplace innovation opportunities in Cambodia.

### **Indonesia**

The discussion highlighted many innovations on products and services that have already happened, not only to meet the demand in the market, but also to ensure that the products are available, including in the unserved locations. For innovation on products and services, several companies (fast moving consumer goods) indicate innovation in their products such as on size, packaging, and distribution and have engaged stakeholders. For WASH in the workplace, some companies have conducted some studies or assessments, and have also engaged with CSOs, government agencies and other groups. The discussion ended with all participants indicating a high willingness to continue engaging on WASH.

### **Philippines**

The Philippines discussion had approximately 37 participants, including 25 companies. The session was focused on sustaining hand hygiene behaviour through discussion on identifying potential collaborations to improve monitoring of hand hygiene compliance among workers and clients particularly in public places and exploration of improving public-private hand hygiene partnerships. The discussion raised that most Filipinos have access to water and soap, and are aware of handwashing, but not everybody washes or sanitizes their hands in entering public setting or washes their hands properly.

Participants discussed current public-private partnerships and interest in further discourse on future partnerships, with the majority (over 90% interested in continuing to identify such partnerships). In the Philippines, the private sector is very active and creative in initiating their own programs to ensure that their employees and workers practice hand hygiene. The government (Department of Health) will provide a clear allocation framework that maps out how to provide services and assistance, which will help the private sector to find their role in the HH4A campaign.

Priority needs that the private sector in the Philippines can help meet were:

- Community-based solutions and health promotion resources beyond IEC campaigns

- Technology “nudges” to trigger positive behaviours
- Continued provision of supplies to communities with the private sector.

The session ended with a brief discussion on interest in convening again and potential topics of interest to focus on, ranging from monitoring and protocols for enforcement of policies, hand hygiene technology, hand hygiene in specific places such as rural areas and workplaces by sector and best practices and nudges used to increase hand hygiene.

### Mongolia

A total of 13 people from 10 organizations joined the dialogue (M-oil group, Monos group, APU company, Lhamour cosmetics, Megi group, Ministry of Education and Science; Ministry of Health, IWFCI WASH Action, and UNICEF). The dialogue focused on the way that businesses can support safe school reopening, in particular hand hygiene and cleaning. The conclusion was that businesses and especially the companies in soap and sanitizer production needs to reach the furthest area of Mongolia. This will require strengthening distribution chains to ensure that children in remote areas have access.

Businesses raised a concern about the licensing requirements for companies to produce hand sanitizer, citing this as a barrier that prevents market expansion. They noted that, if the government can lower barriers to market entry, there will be more opportunity to create innovative products such as spray hand soap and spray sanitizer, that are in production, making it with child/user friendly packaging and quality. The conference gave opportunities to learn from other countries’ experience, for example, finding ways to reduce the price of soap to make it more widely available particularly for the poor. In conclusion, it was noted that the dialogue was noted as the beginning of public and private cooperation and to reach every child who has no access to water and soap access, and that future engagements will be planned.

### Viet Nam

In Vietnam, 25 participants from eight organizations including three companies joined the country dialogue that focused on (i) Setting the scene - how is hygiene in our country, (ii) sharing good practice for hand hygiene in Vietnam from Uniliver and Vietnam Women’s Union representatives, and (iii) discussing on what we could do more to promote hand hygiene in Vietnam (at schools, workplace, community). Some key areas to work were identified such as Vietnam needs to scale up particularly in remote and hard to reach areas by having innovations, new ideas in products, market creation in remote areas; partners mapping and land scape analysis. The participants also agreed to have further discussion and call more interest and engagement from companies, other stakeholders for sustainable hand hygiene for all in Vietnam.

**Situation and Opportunities for Promoting Hand Hygiene in the Workplace in Viet Nam**

**Key findings of assessments in factories in Viet Nam (pre-COVID)**

- Two opportunities to wash hands at work: in toilet and at canteen
- Despite basic knowledge on reasons for hand washing (good health, all germs/factors), many workers don't regularly wash their hands when using the toilet/before eating... ~50% wash hands every time after using toilet.
- Limited efforts to promote hand washing practices in factories.
- Toilet breaks are short and workers concerned about leaving work station for too long would affect their production records.
- Employers and employees complained that soap is expensive, leading to shortage of soap at work and at home.
- Presence of unbranded soap at factory facilities, which workers don't trust and believe it dries their skin.

**Factory walkthrough results from 3 factories**

Is soap available in toilets?

54%	46%
Yes	No

WASH ACTION PLAN: TOILET, SOAP, UNBRANDED SOAP

**Participant Grid:**

- Viet Nam (UNICEF)
- Le Ha Kieu Anh...
- Thi Hien Minh...
- Nodia and ty (UNICEF)
- Nhan Mai - Unil...
- DAI Luu Quang...
- TK Van
- Oanh Duong
- Vu Nguyen (Unl...
- ĐOÀN VĂN HIẾU



*In Viet Nam, businesses, government and UNICEF convened in-person and virtually to discuss opportunities to collaborate.*

### **South Asia Region**

The group discussed that to make hand hygiene a reality for everyone, all the time, we need close partnerships, starting with matchmaking events such as international and national trade fairs or industry consultations. Further cross-learning is needed where all players get the opportunity to profit from each other. This includes giving each type of stakeholder the "right" activity to do, e.g., CSOs can work on behaviour change given how close they are to the population, the development sector can work on the enabling environment with governments and the private sector will be enabled to work jointly to create strong markets.

### **East Asia & Pacific Region**

The East Asia & Pacific regional breakout group included over 70 participants from China, Timor-Leste, Fiji, Laos, Singapore, Thailand, Vanuatu and others. Participants discussed the need for better data to address data gaps, including lack of data on workplaces, markets and restaurants and other public places. Also discussed were what innovations are needed to revolutionize hand hygiene, with participants talking about the need to make hygiene facilities more accessible everywhere and in public places and more appealing to users, especially children. In terms of capacity gaps participants identified the need for market assessments in the region to more fully understand where needs and gaps exist and greater partnerships, and better understanding, between the private sector, CSOs and governments in the hand hygiene sector. Key takeaways were that UNICEF can add value by strengthening learning exchange on hand hygiene in the region, convening dialogue with the business sector through regular events, and by inviting business stakeholders to WASH sector platforms and planning processes.

**Learning from Chinese companies**

During the EAP regional dialogue, two companies from China shared their recent steps to collaborate with others to expand access to hygiene.

- Beijing Yajie has various innovative products for hand hygiene and environment disinfection that are safe for children and food, as well as innovative hand hygiene stations. It mainly provides hygiene solutions in public space, such as public toilets, restaurants, healthcare facilities and hotels. During COVID, Beijing Yajie donated USD 100,000 of hygiene products to hospitals, medical schools and foundations in Wuhan and Beijing. From 2020, Beijing Yajie joined the National Free Book Initiative to jointly disseminate hand hygiene products with the books to the most vulnerable and remoted schools for free. Beijing Yajie initiated China United Cleaning Association, a network of private companies that produce handwashing facilities, hand hygiene and disinfection products, IPC services and related industries.
- Chongmingniao Sanitation Technology has multiple sanitation and hygiene innovations. Among these is a special long-active disinfectant which has been jointly developed with Chinese Academy of Sciences and Shanghai University of Science and Technology during COVID. Their products have been used in more than 20 cities and over 100 communities in China. The company provides free toilet paper every year to 1,400 schools (which covers 2.3 million students) since 2014.

**UNICEF Laos**  
March 29 at 5:59 PM · 🌐

ຜູ້ປະດິດໂປຣແກຣມສາມາດເຊື່ອມຕໍ່ກັນ ສາມາດ ໄດ້ເຂົ້າສູ່ພາກສ່ວນຮ່ວມຮອງໂກດເອີ້ນພາກພື້ນສອງອາຊີ-ປາຊີຟິກ, ຫົວໜ້າ ມີສະເຫດການ ຫຼື ຫາກສະໜອງເພື່ອເຊື່ອມຕໍ່ກັນ: ການລະເບີ້ມາຍາກເອກະລັກເພື່ອໂຕ້ຕອບ ພວກ ພື້ນທີ່ອາໄສອາໄສທີ່ເຫຍື້ອເຫຍື້ອພາຍໃຕ້ໂຕ້-19, ເພື່ອເປັນກາລະກະສິກຳກັບຜູ້ທີ່ກຳລັງພາກສ່ວນເຊິ່ນສາມາດຊ່ວຍເຫຼືອກັບການແຜ່ລາຍແຜ່ຂອງພວກ ກໍໂຕ້ໂຕ້19 ພວກ ມີກຳລັງເຮັດໜ້າທີ່ ພວກ ສາມາດສ້າງພວກເຂົາ.

ກອງປະຊຸມຮ່ວມຮອງໂກດ ພົມພວມກັບສັດໂດຍ ສົງຄາມ @WBCSD, ສົງຄາມ International Federation of Red Cross and Red Crescent Societies, ສົງຄາມ @PlanInternational ພວກ ສົງຄາມ @UNICEF ເພື່ອຊ່ວຍໄວ້ ພວກເຮົາໃນ ສາມ ວາດ ຫາພວກເຮົາຈະຮຽນຮູ້ເຊິ່ນສາມາດເຊື່ອມຕໍ່ກັນ ພວກເຮົາ #HandHygieneForAll ຫາກສະໜອງເພື່ອເຊື່ອມຕໍ່ກັນ ໃນ ພາກສ່ວນ, ທີ່ມີສະເຫດການ ຫຼື ຫາກສະໜອງເພື່ອເຊື່ອມຕໍ່ກັນ

Business leaders in Lao PDR have been joining a two day Asia-Pacific Virtual Conference, 'Hand Hygiene for All: Mobilizing the private sector to respond to and recover from COVID-19', to discuss how the private sector can help prevent the spread of #COVID19 and protect children and their families.

The conference co-hosted by @WBCSD @IFRC @PlanInternational and @UNICEF will help businesses in Lao PDR become an active partner in achieving #HandHygieneForAll in the country. #HandHygieneMeansBusiness



*Business associations, businesses and UNICEF joined the virtual meeting from Vientiane, Laos.*

## Commitments and partnerships

Tuesday 30 March 2021, 11:30-12:00 PM Bangkok / 10:15-10:45 AM Kathmandu

Facilitator: Mr. Michael Newsome, UNICEF EAPRO

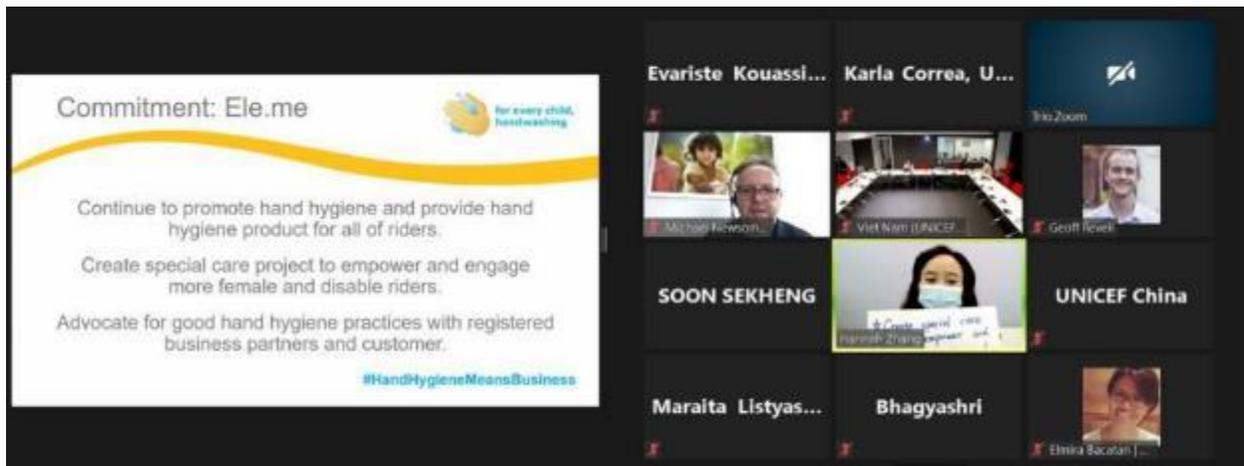
At the end of the event, businesses and individuals made **voluntary commitments** to the hand hygiene agenda. Two businesses announced their commitments formally and publicly and are shared below.

Mr. Geoff Revell, **HappyTap**, committed on behalf of their business to:

- Establish distribution partnerships / alliances in at least five new countries in East Asia and Pacific Region in 2021
- Invest in at least one major shared project to demonstrate a new normal in hygiene facilities set-up in each major country in the region

Ms Hannah Zhang, the Director of Government Affairs at **Ele.me** (China) committed on behalf of their business to:

- continue to promote hand hygiene and provide hand hygiene product for all of their delivery riders
- create special care project to empower and engage more female and disable riders
- advocate for good hand hygiene practices with registered business partners and customer.



Other businesses shared their commitments through an online tool and the chat box. Around 60 personal and organizational commitments were collected. Some businesses committed to review their health and safety protocols or to ensure that all workers have access to handwashing services. Other businesses committed to form new partnerships so that hygiene supplies and services can reach everyone. As these are voluntary and non-binding, they are being verified before sharing. A sample of anonymized commitments are included below:

- “We will provide the best facility for employee and customer on handwashing sanitation” – business sector
- “We will review our current safety and hand hygiene protocols and find ways where we can make improvements following the take-aways that we obtained from this conference.” – business sector

- “Will continue to make sure adequate Hand-Hygiene facilities available in every working place and integrate it in CSR program for increasing Hand-Hygiene for education and community.” – business sector
- “We are committed to bringing to markets around the world no-touch-low-touch hand hygiene products that allow anyone, virtually anywhere, with less than 1 ounce of water.” – business sector
- “Develop short videos on triggering of hand washing practices in local language” – civil society
- “Engage more business to understand better their challenges, assist them to find solution and find better model to co-create including with young people and children.” – public sector

## Closing

Tuesday 30 March 2021, 12:00-12:15 PM Bangkok / 11:45-12:00 PM Kathmandu

Mr. Evariste Kouassi Komlan, Regional Water, Sanitation and Hygiene Adviser, UNICEF EAPRO, introduced the session by reiterating the need for new collaborations with business, and the opportunities to be involved in the hand hygiene economy for the business sector. He challenged participants to find ways to continue the dialogue with the private sector, such as through annual events, national platforms to exchange information, and other opportunities to take commitments forward.



In closing, Ms. Bhagyashri Dengle, Regional Director, Plan International highlighted the rich discussions and commitments over the past two days of the conference. She highlighted the risks of the pandemic for girls and young women, and the opportunity particularly around better access to hygiene and women’s economic empowerment through the hygiene economy. She thanked those who have responded to the Hand Hygiene for All ‘call to action’ and made commitments on behalf of the co-

convening agencies and encouraged everyone to continue building relationships and connections in your countries and to engage in further dialogue with sector partners to identify, develop and scale up actions to support Hand Hygiene for All.

### Recommendations for next steps at regional and national level

The event showed the momentum and potential for further business engagement on hygiene. Key recommendations from UNICEF and the other co-convening agencies to capitalize on this potential:

- WASH sector agencies can **produce market information** as a public good, clearly showing the needs and the potential for the hygiene market. This could be done through market assessments and market research for specific countries or for the region that is shared publicly and consulted with businesses.
- Agencies can connect businesses to sector and market information and to priority needs by **creating and maintaining platforms**. These can be virtual (such as an online portal) or in-person (such as the PPPHW Indonesia).
- At country level, WASH sector agencies can broker new collaborations and pilots with businesses that **demonstrate the viability of new service models** for hygiene.