

COVID

COVID-19
SPAR Best Practice
Experiences and best practices
from SPAR Partners so far

Version 11, updated 18-05-2020

SPAR AUSTRIA

Facebook post



SPAR AUSTRIA

SPAR Austria continues to post on Facebook about training at home, through famous athletes.

SPAR SOUTH AFRICA



My SPAR

6 May at 20:00 · 🌐



A SPAR in Plettenberg Bay is offering shelf space to help neighbouring stores and restaurants survive the COVID-19 pandemic. This small act of kindness by the Beacon Isle KWIK SPAR shows a true sense of community love. This is how we get through this economic disaster... together!



A few SPAR stores in South Africa have offered shelf space to local businesses during the crisis to help them to sell their products. A great example of community upliftment and support

GOODTHINGSBUY.COM

SPAR in Plettenberg Bay offers shelf space to local businesses who cannot open



An example of in-store communication to help local businesses

Facebook post

SPAR SOUTH AFRICA



My SPAR

1 May · 🌐



It's because of our farmers, our suppliers, our staff and you, our loyal customers, that we can do what needs to be done to continue serving our communities. Thank you for being there for us.



SPAR South Africa published a video to thank everyone who has contributed and provided support during the difficult virus period.

<https://www.facebook.com/myspar/videos/852439941924814/?t=45>

Facebook post

SPAR SOUTH AFRICA



Being at home is important now, more than ever. What's been your favourite moment about spending time with your family?



Asking followers what their favourite at home family moment has been to drive engagement and spark conversation.

A promotional poster for a SPAR drawing competition. At the top left is the SPAR logo. Below it, the text 'DRAWING COMPETITION' is written in large, bold letters. To the left, a hand is shown drawing on a piece of paper. To the right, a pack of Pascall Marshmallow Easter Eggs is displayed. The background is decorated with confetti. At the bottom, there are three red hearts with the text 'STAY WELL', 'STAY SAFE', and 'STAY HEALTHY'. The bottom left corner features the hashtags #coronavirusaware and #bettertogether.

SPAR

DRAWING COMPETITION

We couldn't be prouder
of our SPAR family

Thank you for
your ongoing
dedication and
selfless service

SPAR Staff Kids Competition
(OPEN TO CHILDREN OF SPAR ZIMBABWE STAFF ONLY)

Mechanics

- Do you have a child aged 7 or below?
- Ask them to draw what they have been doing during 'Lockdown'
- Take a picture of the drawing a send your entries to pr@spar.co.zw or whatsapp them to 0779 949 340 before 30 April and stand a chance to win with SPAR!
- Winners will receive a pack of 8 Pascall Marshmallow Easter Eggs

#coronavirusaware
#bettertogether

STAY WELL STAY SAFE STAY HEALTHY

SPAR Zimbabwe launched a campaign for children of staff members under 7 years old, asking them to draw what they have done during quarantine. With the winning drawing receiving a prize



We couldn't be prouder
of our SPAR family

Thank you for
your ongoing
dedication and
selfless service



SPAR Staff Kids Competition

(OPEN TO CHILDREN OF SPAR ZIMBABWE STAFF ONLY)

Mechanics

- Do you have a child between the age of 7-13?
- Send a video (it should be a video of 30 seconds or less) of them telling us what they have been doing during the 'Lockdown' and what they understand about the coronavirus
- The winning video will be shared on the SPAR Facebook page
- Winners will receive a pack of 8 Pascall Marshmallow Easter Eggs.

SEND YOUR ENTRIES TO PR@SPAR.CO.ZW OR WHATSAPP THEM TO 0779 949 340 BEFORE 30 APRIL AND STAND A CHANCE TO WIN WITH SPAR!



#coronavirusaware
#better together

SPAR Zimbabwe launched a campaign for children of staff members between 7 and 13 years old, asking them to create a video describing what they have done during quarantine. With the winning video receiving a prize

SPAR ZIMBABWE



The image is a Facebook post from SPAR Zimbabwe. At the top left is the SPAR logo. Below it, a green banner reads "We couldn't be prouder of our SPAR family". To the right, text says "Thank you for your ongoing dedication and selfless service". The main content features three photos: a young girl with a dog, a woman with two children, and a young boy. Below the photos is a pack of "8 Pascall Marshmallow Easter Eggs". A red banner below that says "SPAR Staff Kids Competition (OPEN TO CHILDREN OF SPAR ZIMBABWE STAFF ONLY)". Underneath is a "Mechanics" section with a bulleted list of rules. At the bottom, it provides contact information for entries and includes the hashtags #coronavirusaware and #better together. Three red hearts with the text "STAY WELL", "STAY SAFE", and "STAY HEALTHY" are at the bottom right.

SPAR 

We couldn't be prouder of our SPAR family

Thank you for your ongoing dedication and selfless service

SPAR Staff Kids Competition
(OPEN TO CHILDREN OF SPAR ZIMBABWE STAFF ONLY)

Mechanics

- Are you between the ages of 14 and 18?
- Send us an essay or poem (of up to 400 words) of what you have been doing during the 'Lockdown' and your understanding of the coronavirus and its implications to your everyday life
- The winning essay will be shared on the SPAR Facebook page
- Winners will receive a pack of 8 Pascall Marshmallow Easter Eggs

SEND YOUR ENTRIES TO PR@SPAR.CO.ZW OR WHATSAPP THEM TO 0779 949 340 BEFORE 30 APRIL AND STAND ACHANCE TO WIN WITH SPAR!

#coronavirusaware
#better together

STAY WELL STAY SAFE STAY HEALTHY

SPAR Zimbabwe launched a campaign for children of staff members between 14 and 18 years old, asking them to write an essay describing what they have done during quarantine. With the winning essay receiving a prize

SPAR UK



SPAR UK provides classic cocktail recipes to make at home during lockdown

<https://www.spar.co.uk/there-for-you/10-classic-cocktail-recipes-for-every-occasion>

SPAR.CO.UK
10 Classic Cocktail Recipes for Every Occasion
SPAR provides great deals, award winning food & drink and convenient...

Facebook post

SPAR UK



SPAR

28 April at 18:40 · 🌟

We're sending a big thank you to all the retail workers on this #NationalSuperheroDay – you are our superheroes!



SPAR UK published an illustration comparing SPAR staff to superhero's, appreciating all the hard work that employees have put in over the course of the last few months.

SPAR HUNGARY

Facebook post

SPAR HUNGARY



SPAR Hungary continues to post fun and entertaining home game ideas and activities to entertain and engage with shoppers.

ÍRJ BÁRMILYEN ÉTELLEL
KAPCSOLATOS SZÓT...



Facebook post

SPAR HUNGARY

 SPAR Magyarország
6 May at 09:50 · 🌐

Take the country! Protect the country!
The Hungarian product is non-Profit Ltd. He launched a campaign "buy your country Protect your homeland!" in order to draw attention to how important it is to help each other now, buying home products. Join us like us, helping to deal with the economic difficulties caused by the epidemic. You can read about the possibilities of joining here:
<https://bit.ly/2SFKGe5> #take

⚙️ · See original · Rate this translation



#veddahazait



SPAR 

SPAR Hungary published a post encouraging shoppers to support local and buy Hungarian products – to support local community businesses in this time of crisis.

https://www.vg.hu/vallalatok/kereskedelem/vedd-a-hazait-vedd-a-hazait-mozgalom-indul-a-magyar-termekekert-2184453/?fbclid=IwAR302UXUCmm4nze6FYB944luBZWDxkq0vZiQqA_1lIBBJi4-GYO4QC5gF3g

SPAR  INTERNATIONAL

SPAR IRELAND



SPAR Ireland

3 May at 12:00 · ⚙️



Your local SPAR is passionate about our role serving the local communities we operate in. SPAR staff are working hard to keep all our shelves stocked and ensuring Government directives are adhered to in-store. You can rely on us to see you through this [#BetterTogether](#)



SPAR Ireland published a video reminding all shoppers of the important regulations to adhere to in store.

<https://www.facebook.com/SPARireland/videos/852216068631528/?t=6>



SPAR Ireland

1 May at 11:00 · ⚙️



Right now it's more crucial than ever that we all play our part in protecting each other. At SPAR, we've got measures in place to ensure you can pop in and pick up your shopping quickly and safely to get you back home again. Stay safe this Bank Holiday weekend #BetterTogether



SPAR Ireland published a video explaining the important safety measures they're implementing in store.

<https://www.facebook.com/SPARireland/videos/697647647656469/?t=9>

SPAR BELGIUM

Facebook post

SPAR BELGIUM

 SPAR.be
6 May at 08:30 · 🌐

You can also visit us for disposable mouth masks! 20 disposable mouth masks for € 15,00! Please note: 1 packaging per customer. It's time to get

Still follow our general rules: 📌

- 👉 Keep enough distance. It's time to get
- 👉 Wash your hands regularly. It's time to get
- 👉 Avoid all contact with other people when you feel sick. It's time to get

⚙️ · See original · Rate this translation



Je bent er klaar voor!

Raak het masker nu NIET meer aan.

SPAR Belgium published a video explaining that face masks are also on sale in stores, 20 masks at a price of 15 euros.

<https://www.facebook.com/SPAR.be/videos/719194655507923/?t=24>

SPAR SWITZERLAND

Facebook post

SPAR SWITZERLAND

 SPAR Schweiz - Posts

Ab jetzt neu im SPAR Sortiment:
👉 Einweg Hygienemasken zum Selbstkostenpreis.

Bitte achte bei deinem SPAR Einkauf weiterhin auf die Sicherheitsmassnahmen des BAG.

Alle Infos zu den Einwegmasken: <https://fclid.ly/wh820ub>

From now on new in the SPAR assortment:
👉 Disposable hygiene masks at cost price.

Please continue to pay attention to the security measures of the BAG when purchasing.

All information about the disposable masks: <https://fclid.ly/wh820ub>

⚙ Rate this translation

 SPAR

**EINWEGMASKEN JETZT
HIER ZU KAUFEN!**



**GÜNSTIGSTER PREIS
DER SCHWEIZ**

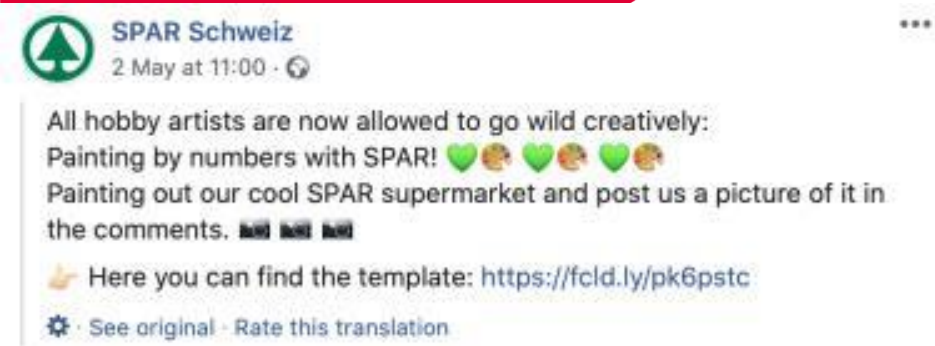


SPAR Switzerland is offering masks for sale in its store, recommending that shoppers continue to follow the security measures.

<https://presse.spar.ch/de/spar-schweiz/allgemein/einweg-hygienemasken-ab-4-mai-neu-im-spar-sortiment/>

Facebook post

SPAR SWITZERLAND



SPAR Switzerland has created colouring exercises to keep children entertained and occupied during lockdown.

https://www.spar.ch/fileadmin/user_upload/9_Service/Malvorlagen/spar_illustration_supermarkt.pdf



SPAR GREECE

Facebook post

SPAR GREECE



SPAR

Θα θέλατε να .. μάθετε κάτι καινούριο ;

Με διαδοχική σειρά επιδείξτε νέες δεξιότητες στην υπόλοιπη οικογένεια..

- Είτε ο Μπαμπάς μπορεί να σας μάθει πως να ρίχνετε σουτάκια,
- Η Μαμά μπορεί να δείξει στην οικογένεια πως φτιάχνει χειροτεχνίες,
- Ή τα παιδιά μπορούν να μάθουν στους γονείς νέες κινήσεις στον χορό.

Όταν μοιράζεστε δεξιότητες μεταξύ σας, μαθαίνετε λίγο παραπάνω κάθε μέλος της οικογένειας, με έναν φανταστικό και διαδραστικό τρόπο!

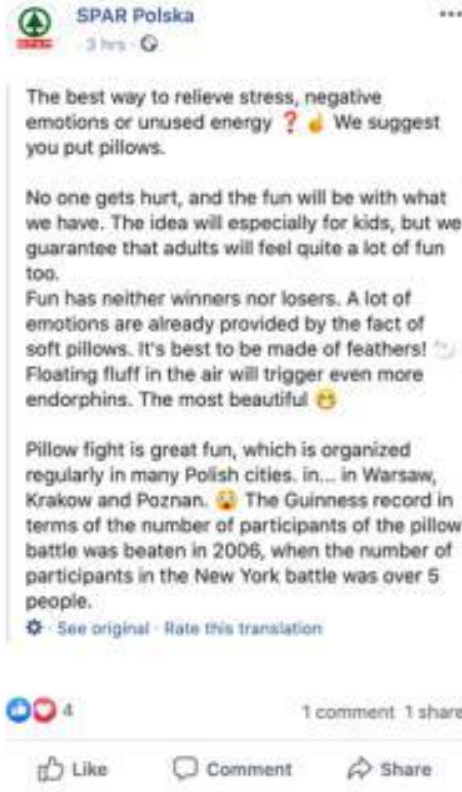
ΔΙΑΣΚΕΔΑΣΤΕ ΟΛΟΙ ΜΑΖΙ!

SPAR Greece has offered some suggestions on how to entertain the family during the lockdown period – by teaching each other new skills.

SPAR POLAND



Walka na poduszki
której każdy powinien
spróbować



SPAR Poland published a post highlighting simple games to play together as a family for entertainment during the lockdown period.

Facebook post

SPAR POLAND

 SPAR Polska
19 April at 11:00 · 🌐

Remember your grandparents. They are the ones who are the most vulnerable to the feeling of solitude in the current situation. Call them as often as possible, use various types of communicators and video huts. Your smile will certainly light their day. The most beautiful

Let them know you remember them! The most beautiful 😊

⚙️ · Rate this translation



SPAR Poland raises awareness and promotes the use of electronic devices to communicate with grandparents, as they are the most vulnerable people at the moment.

SPAR NAMIBIA

Facebook post

 SPAR Namibia
3 hrs · 🌐

School is cool when you can share lunch! If the kids are at home, try an occasional video call at lunch break so they can “share” their lunch with friends. What’s in the lunchbox today? Get creative! Share your lunchbox inspirations with us.

SNACKS + SARMIES

with



GOT THE LUNCH-TIME MUNCHIES?



SPAR Still Water + Freshline Bread +
SPAR Ham Slices + SPAR Cheddar Slices
= THANKS MOM!

SPAR NAMIBIA

SPAR Namibia published a post encouraging parents to schedule video calls for their kids with their friends, to maintain social interaction during lockdown.



SPAR Namibia

21 hrs · 🌐



SPAR Oshakati, SPAR Ongwediva, SPAR Okangwena and Central Savemor have sponsored 2 500kg of butternut and 1500kg of potatoes to the Oshana Regional Council to assist during this difficult time.



SPAR Namibia has donated food to a community in particular need of supplies.

SPAR NIGERIA

Facebook post

SPAR NIGERIA



SPAR Nigeria

4 May at 15:31 · 🌐



After the most recent order by the Federal and state government to ease the lockdown. We want to assure everyone that our outlets are open and are being regularly replenished.

So we would ask our customers to please follow the guidelines to keep yourselves, your family and our staff safe.

SPAR is with you all the way!

#SPARNigeria #Grocery #Socialdistancing #Shopping #Deliveries

Going to any **SPAR** outlet?
Please follow the guidelines



Please wear protective face masks at all time



Make sure you keep a distance of 2 metres from the person in front of you



When possible please use cashless payments



Please buy only what you need and don't panic buy.

SPAR Nigeria published a post highlighting the major preventative methods and measures implemented in store.

SPAR PORTUGAL

Comunicar na
SPAR!


SPAR 

USO OBRIGATÓRIO DE MÁSCARAS OU VISEIRAS

Estimado/a Cliente,
Para acesso e permanência nesta loja
é obrigatório o uso de máscaras ou viseiras.

(decreto- lei nº 20/2020 de 1 de Maio)



 Por favor, coloque os materiais de proteção
usados nos locais apropriados.

PARA SUA PROTEÇÃO E SEGURANÇA DE TODOS.

#SparOSeuVizinhoPreferido



SPAR Portugal

· 4 May · 

Hello Neighbor,
According to Decree-Law 20/2020 from today
3th of May, it will be compulsory to wear a mask
or visor in all our stores. For what we appreciate
the understanding and collaboration of all our
neighbors! #sparportugal #favorite

Shop online: www.spar.pt  

SPAR,
Your favorite neighbor 😊😊
 See original ·  Rate this translation

 90

9 comments 59 shares

 Like

 Comment

 Share

SPAR Portugal published a post reminding everyone that it is mandatory to wear face masks or visors in store.

Facebook post

SPAR



SPAR Portugal
4 May at 12:58 · 🌐

Neighbor, we deliver your shopping at home!
Discover all the shops and all of our products, prices and promotions at:
Shop online at www.spar.pt ❤️🍏
We're getting closer to you!
SPAR,
your favorite neighbor. 🤗🤗

⚙️ · See original · Rate this translation



SPAR Portugal published a post reminding shoppers that the home delivery service is available and they can order by visiting the website.

SPAR ALBANIA

Facebook post



SPAR Albania

5 May at 20:22 · 🌐

Together we will make it! Us with you and you with us! We will be at your service every day, fulfilling your every need and of course taking care of your health and safety! ❤️
Spar takes care of you!

⚙️ · See original · Rate this translation



SPAR ALBANIA

SPAR Albania reassures its shoppers, reminding them that SPAR will always take care of them.

SPAR GEORGIA

 **SPAR Georgia**
6 May at 09:14 · 🌐

ვირუსთან ბრძოლა გრძელდება 😊
სპარის მაღაზიათა ქსელში იმ პროდუქტებს აღმოაჩენ, რომლებიც პანდემიის წინააღმდეგ ბრძოლაში შენს გვერდით იქნებიან 🍀

The fight against the virus continues 😊

You will find products that will be next to you in the fight against the academy 🍀

⚙️ - Rate this translation

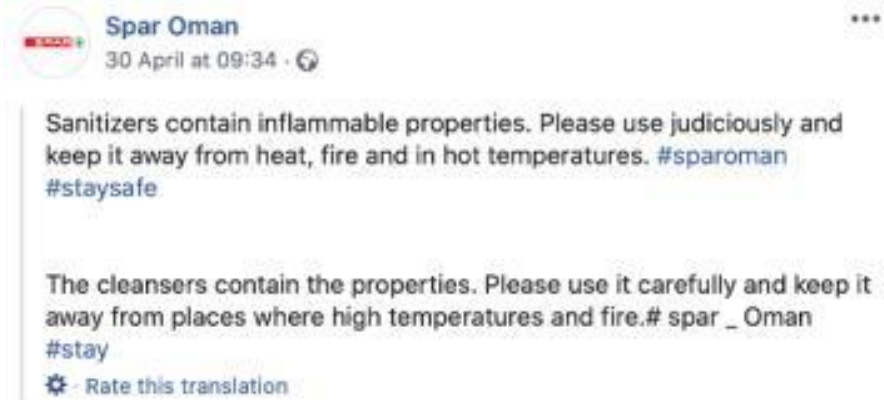


SPAR Georgia published a video explaining that the only method that really works against the virus is hygiene.

<https://www.facebook.com/SPAR.Georgia/videos/3186041538113723/?t=5>

SPAR OMAN

Facebook post



SPAR OMAN

SPAR Oman published a post depicting the appropriate use of hand gel. Reminding shoppers that these products are flammable and that they should not be used on certain surfaces.

DESPAR ITALIA

 **Maiora srl - Despar Centro Sud** 30 Apr · 🌐 ⋮

Noi non ci siamo mai fermati e questo è il nostro tributo all'Italia che riparte.

#Maiorasrl #DesparCentroSud #andràtuttobene #LItaliaNelCuore



DESPAR Italia published an awareness video to acknowledge this difficult time and reassure shoppers that DESPAR has never stopped serving and this is DESPAR's tribute to the Italy that starts again.

<https://www.facebook.com/maiorasrl/videos/2656118984673191/?t=60>

Facebook post



Maiora srl - Despar Centro Sud

27 Apr · 🌐



Sugli scaffali di Maiora srl - Despar Centro Sud arrivano le mascherine per la protezione delle vie respiratorie.

Sono già disponibili nei reparti dedicati alla cura della persona dei punti vendita della rete diretta per permettere un facile approvvigionamento in vista della Fase-2 che partirà dal 4 maggio.

Le mascherine sono state prodotte in Italia seguendo le indicazioni del Politecnico di Bari che sin dai primi giorni di emergenza ha messo insieme docenti, ricercatori e i... [See more](#)



DESPAR ITALIA

DESPAR Italia starts selling masks in its stores, certified and controlled masks

The masks have been produced in Italy following the guidelines of the Politecnico di Bari which, since the first few days of the emergency, have put together lecturers, researchers and innovative companies to develop solutions to fight against covid19."

SPAR SLOVENIA

Facebook post



SPAR SLOVENIA

SPAR Slovenia published a series of posts to entertain its followers, asking shoppers to comment on what order they like to do certain things on a Saturday evening.

COVID

COVID-19
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