



MAKE SURE YOUR COVID-19 PLANS ARE CHECKED BY NSF™



Our three-phase program helps you reduce operation risks and communicate your commitment to best-practice guidance for your employees and customers

Many parts of the world are reopening after COVID-19 shutdowns.

Local circumstances may vary, but we all share the same core concern – how do we operate our businesses while reducing infection risks for staff, clients, and customers, and meeting local requirements?

To feel comfortable engaging in activities outside the home, most consumers are waiting for reassurance beyond the lifting of governmental restrictions, such as the implementation of visible safety measures from stores, restaurants and other indoor establishments.¹

¹ <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-global-view-of-how-consumer-behavior-is-changing-amid-covid-19>





PARTNER WITH NSF TO ENHANCE



INDUSTRY SPECIFIC GUIDANCE FROM A TRUSTED SOURCE



Posting the **Checked by NSF™** statement on your front door provides employees and customers assurance that controls are in place, and the embedded QR enables quick verification directly off their phone, taking them **directly to a page where your company is listed.**

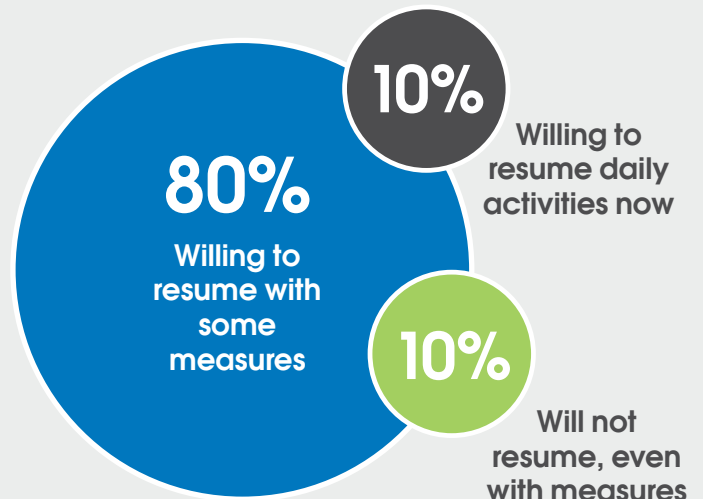
A QR code allows NSF and business owners to quickly adapt information as we move through the arc of the COVID-19 pandemic. For most users, a special app is not required - simply use your camera.



EARNING TRUST AND GETTING CUSTOMERS TO RETURN

According to a study from BCG, **80% are willing to resume activities, if safety measures are in place.** ²

² <https://www.bcg.com/publications/2020/covid-consumer-sentiment-survey-snapshot-4-20-20.aspx>



WHAT YOU RECEIVE BY GETTING CHECKED BY NSF™

Using NSF's industry-specific guidance, program implementation tools and app-based checklists, you can streamline the development and implementation of your COVID-19 protocols. In addition, you can track progress and provide a positive, consistent experience that builds trust with your customers and employees to keep them coming back.

Our included on-site and online communications package enables you to display your company values for all to see anytime and anywhere, helping you build trust and confidence across each step of the journey.

- > Pre-approved press release announcing your collaboration with NSF
- > Physical Checked by NSF™ statement for use at entrance to your location
- > Digital statement for your website and online customers
- > Listing on the Checked by NSF™ online database, accessible via physical or web-based QR code/URL
- > License and use of the Checked by NSF™ app

Continuous improvement built-in:

It is important to demonstrate continuous and proactive measures that keep up with evolving COVID-19 best-practices, keeping confidence high and maintaining uninterrupted operations.





WHY WORK WITH NSF?

COVID-19 verification schemes for businesses are proliferating world-wide. **Checked by NSF™ is different because of our reputation as a trusted public health** organization working with governments, the WHO, U.S. CDC and the Latino Health Initiative.

Checked by NSF™ means that participating organizations have worked directly with NSF's public health professionals to implement appropriate measures to minimize the risk of COVID-19 among their employees, visitors and guests.

CREATE A PLAN OR ENHANCE YOUR CURRENT OPERATIONS

Organizations and individual locations authorized by NSF to display the **Checked by NSF™** signage have met the following minimum requirements:

Phase 1: PLAN DEVELOPMENT/REVIEW

- > Your organization's reopening plan has been created or vetted by NSF International.
- > The reopening plan complies with guidance from recognized public health authorities and complies with local requirements.
- > A staff leader has been designated and trained in COVID-19 safety procedures.

Phase 2: IMPLEMENT/OPERATIONALIZE YOUR PLAN

- > NSF has documented that all aspects of your reopening plan have been implemented.
- > Front line staff has been trained on COVID-19 safety protocols.
- > Individual locations meet or exceed relevant public health requirements for COVID-19.

Phase 3: STAY OPEN & CONTINUOUSLY IMPROVE

- > Your organization continues to monitor, manage and improve your systems and practices.
- > Program compliance checks are performed by NSF at least every 90 days using the Checked by NSF™ app, remote verification or on-site visits.

Our program encourages consumers and employees to report unsafe COVID-19 conditions at facilities displaying **Checked by NSF™ signage to maintain the integrity and value of the service.**

WHO DO WE SERVE?

Checked by NSF™ is customizable for small to multinational organizations and applicable to many industries:



Commercial



Educational/Cultural



Hospitality



Manufacturing



Medical



Retail

THE CHECKED BY NSF™ APP

Putting Safety in Everyone's Hands

The app allows you to:

- ✓ Have visibility on all workflows, including notifications of incomplete workflows
- ✓ Benchmark operations while simultaneously improving safety
- ✓ Gain oversight through scalable management tools

The app provides:

- ✓ An intuitive user interface
- ✓ User notifications
- ✓ Checklists specific to your sector
- ✓ Access to policies and guidelines for team members



GET STARTED

1

Details,
Pricing &
Contract

2

Initial
Interviews/
Assessment

3

Get **CHECKED**
& Communicate
Trust

4

Ongoing
Checks
via App

Contact us at
NSFservices@nsf.org