



FORD OTOSAN

COVID-19 Pandemic Management Guide

March-June 2020



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Humanity is facing an unprecedented epidemic. And our lives are reshaped in line with the measures we take to eliminate the epidemic danger. In this process, our priority as Ford Otosan has been to create optimum conditions in which each individual of our company, our suppliers and business partners can feel good as we ensure their health and safety. For this purpose, we have brought together the measures we have taken and the practices we have done in our work areas under the title of COVID-19 Pandemic Management Guide. Our guide also allowed us to demonstrate our approach to process management and crisis communication. We hope that this guide, which is in line with the recommendations of the Ministry of Health and the World Health Organization in accordance with the Occupational Health and Safety Law, will help all our colleagues during the pandemic process.

Message from our General Manager Haydar Yenigün

We are going through an extraordinary period where life flows like never before and the world is spinning at a new pace. In these days that we witness not only the pandemic but the history as well, our habits, expectations, knowledge and hopes to undergo a great change. While we are struggling to survive, on the other hand we endeavor not to shake what we have accomplished and brought to life together. Protecting ourselves and our loved ones from the effects of the pandemic, returning to our work and daily lives become a much more arduous process, involving not only physical but also psychological difficulties. It is vital for all of us to "study" this process in the light of science, meticulously, transparently and in an inclusive way.

As Ford Otosan, I believe that we undertook a crisis management process that will set a precedent to look after our lives and each other. We made all our decisions with the priority of protecting our colleagues and we ensured that every decision we made is properly implemented. We halted production for a long time with the motto of "People first, our health first".

We did not stop production for the benefit of society in this period when a minimum number of friends came to work and many of us avoided by staying at home. We proved that we could do great works when we combine our minds and hearts for science and humanity. In the meantime, we rearranged our systems with the priority of ensuring hygiene and social distance, we took a series of steps to start and continue our work. And while doing all this, we made sure that no one was in danger.

Since the first day of the COVID-19 process, one of our top priorities has always been the communication. We took care to establish a clear, transparent, and continuous communication. We believe it is difficult to talk about strategy where there is no hope. For this reason, we have cared for all our colleagues to realize what we can do  **ForEachOther** and to acknowledge that we will not let each other down. Thank you all my colleagues for implementing the measurements taken during the pandemic period with a great delicacy and discipline.

It is part of our mission to leave a mark in history and share all this work. We hope that our COVID-19 Pandemic Management Guide, which we have prepared for this purpose, will illuminate the darkness...

Haydar Yenigün

Ford Otosan COVID-19 Period Criteria

By saying Health First, we took all our stakeholders under protection with our precautions.



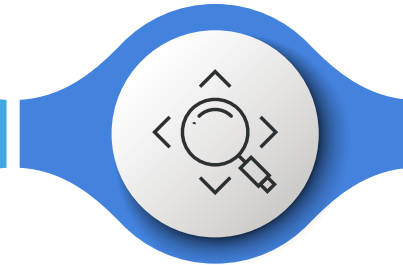
We evaluated all possibilities with the Proactive Approach.

We acted with the principle of being scientific.



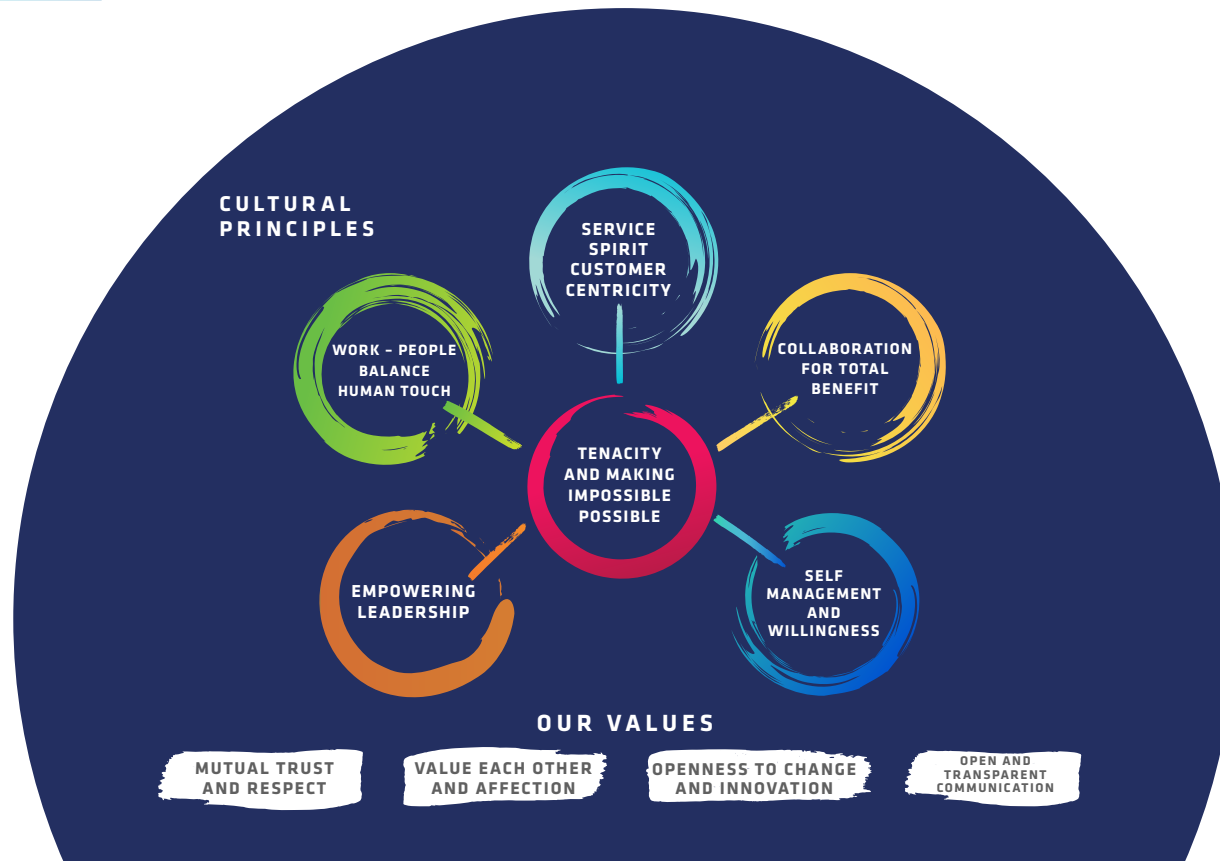
We have created a sustainable system with detailing.

We facilitated access to information with transparency.



We reorganized all our business processes and working areas with inclusiveness.

The Relationship Between Our Common Culture Dynamic Balance and Actions During Pandemic Period



Working under Ford Otosan, each of us bases on our common cultural values and cultural principles in every step we take. And during the pandemic process, our culture has set light on the way we have to overcome. We got our feet on the ground more firmly; we grasped our future tighter.

Our principle of "Bellicosity and Making Impossible the Possible" has gathered us all on common ground in our mobilization against COVID.

We formed teams with our principle of "cooperation for total benefit" and demonstrated the difference of joining our forces for our family, friends, and the whole society.

Work-people balance was a must for us as always. We put our quality and joy of life before our business goals. We have never compromised on occupational health and safety. In this process, we took actions for our colleagues to integrate work-private life, to facilitate their lives and to lead a healthy life.

Self-management, self-discipline, responsibility, and creativity were the fundamental working principles of all our colleagues during this period. They showed what we can do for the benefit of the company and society with commitment.

In line with our Service Spirit and Customer Centric principles, we have accelerated our processes to provide us with flexibility and agility in order to realize the needs of our customers that may arise during this process before they realize themselves, and we mobilized all our possibilities. We have once again seen that our mutual trust and respect, the value we give to each other and the love we feel are the keys to overcoming every difficulty. Thanks to our openness to the change and innovative spirit, we have managed to adapt to the new pace and style of life. And thanks to our open and transparent communication approach, we continued to hold on to each other no matter what.

We took measures  ForEachOther And now here again... We grasp the life  ForEachOther

CHAPTER 1

Return to Work Management and Our Strategy Teams

Crisis Management Group

As Ford Otosan, we handled every stage of the pandemic process meticulously and formed the Crisis Management Group to meticulously manage emergency situations. We classified all the measures that we can take both institutionally and individually under the Crisis Management Group as 6 main topics, and we established teams to focus on each of these topics.

These titles were:



We have created an agile and flexible organizational structure by dividing these workflows into sections within themselves. In this way, we were able to both examine the process in detail and make its follow-up continuous.

1- Return to Work Team

Return to Work Team; took part in establishing teams, setting the subjects to be worked on, managing the workforce, activity planning and reporting, and obtaining approval for the set measures. Controlling the workflow and frequently keeping track of key activities were among its primary duties. Active management of important events were ensured by the Return to Work Team via calibrating all facilities and departments.

Return to Work Team Workflow and Goals

The team's work descriptions were made and the actions that had priority among the work items were decided.



Detailed workflow and scheduling plans were prepared by defining task lists.



All teams were informed about the prepared organization plans. Each team was followed up regularly by their champions.



An informative presentation gathering global COVID-19 practices was prepared and new frameworks for all common use areas were determined.



Case scenarios against the epidemic were developed and the effects of all possibilities on return to work were evaluated.



Regular compliance meetings were held and all of them were reported.



2- Human/Workforce Readiness Management Team

The Human/Workforce Readiness Management Team aimed to preserve its active workforce. On this purpose, social distancing and hygiene rules in all process taking place during the period between individual leaving and returning their homes were regulated. These issues are detailed in the COVID-19 Pandemic Management Guide. In this context, new frameworks were set for common areas such as general cleaning and personal protective usage rules, entrance areas for offices, shuttles and company, usage of locker rooms, prayer rooms, toilets and vending machines, etc., and our colleagues were informed accordingly.

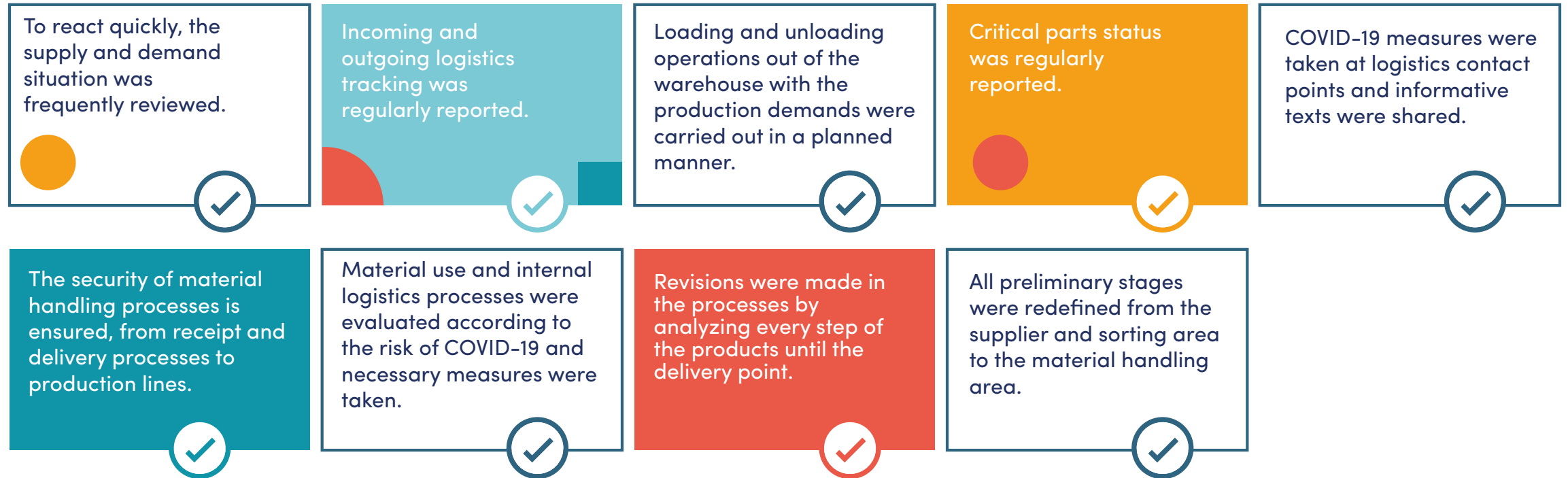
Human/Workforce Readiness Management Workflow and Goals



3- Demand and Supply Chain Management Team

In order to avoid problems with supply and stock, the Demand and Supply Chain Management Team, which ensures that the materials are found on time and in the right place, gave maximum importance to the open and usable dealer demand and network capacity, prepared special charts for work items such as supplier preparation, incoming/outgoing logistics tracking, and parts and material handling.

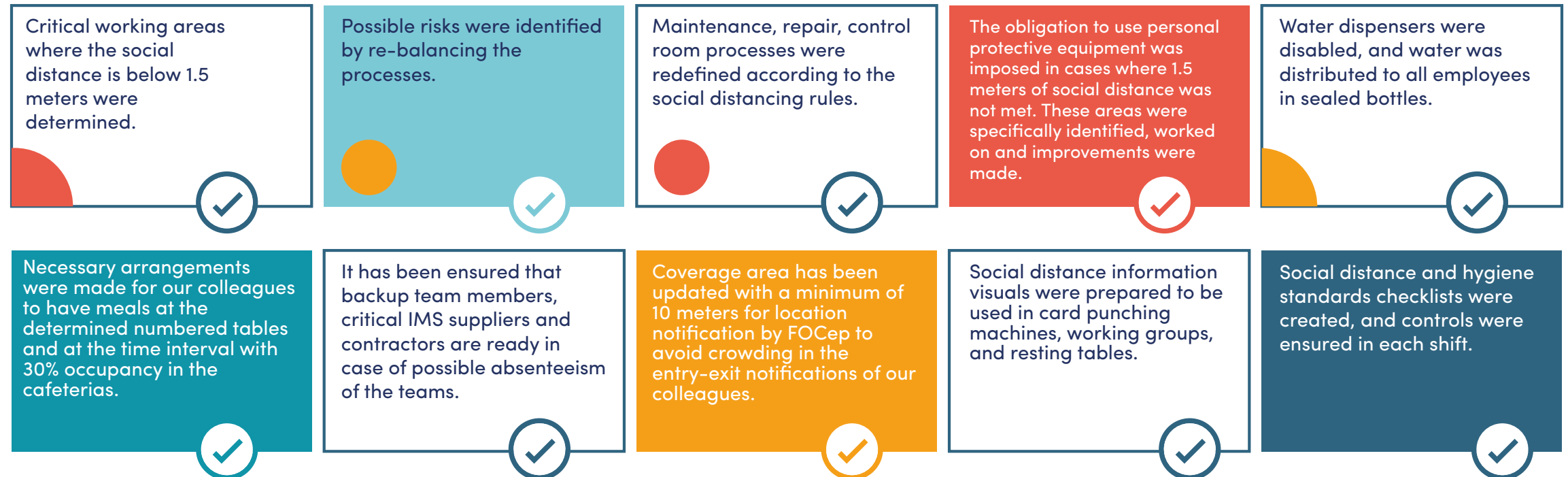
Demand and Supply Chain Management Workflow and Goals



4- Area Management Team

Preliminary studies were carried out by the Area Management Team, considering the feasibility of critical management decisions, shift models were developed by carrying out return-to-work scenarios and field preparations. The necessary measures were taken in the workshops and stations, changes were made in the processes and the work areas were rearranged according to the social distancing rules.

Area Management Workflow and Goals



5- Compliance Management Team

The Compliance Management Team informed our colleagues about the legal requirements and communicated during the implementation of these requirements at the facilities. The decisions of the Presidency, the Ministries Health, Labor and Internal Affairs, the Provincial Pandemic Committee, Koç Holding Health Board, and the Governorship were followed and updated information about the COVID-19 process was provided. In addition, special planning and training materials were prepared for employees to comply with legal requirements.

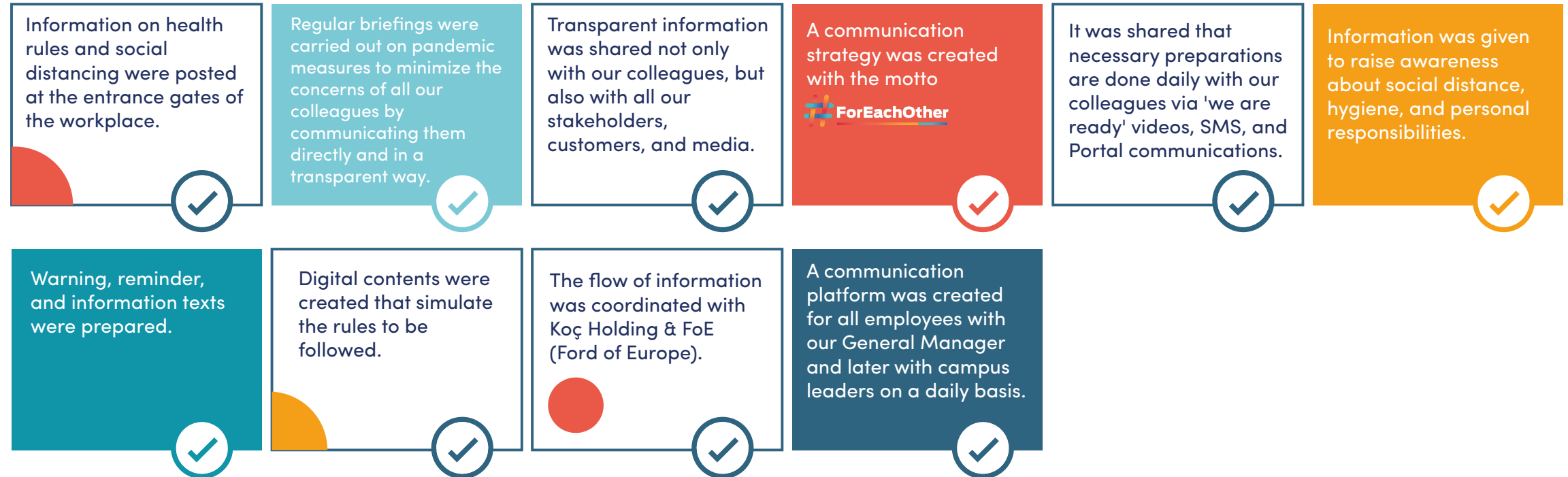
Compliance Management Workflow and Goals



6- Communication Management Team

Clear, direct, and up-to-date communication with all employees was determined as the primary goal by the Communication Management Team. In addition to communication on protection from COVID-19, communication plans were prepared and commissioned about actions taken within the framework of preparations for returning to work, up-to-date status information, new regulations in the workplace, and benefits created.

Communication Management Workflow and Goals



Internal Communications

It is set as the most important priority to inform our colleagues daily to meet them at the same point and to take their questions and answer them quickly. In this direction, a live broadcast platform was created to ensure open and transparent communication.

Our General Manager Haydar Yenigün made live broadcasts every day at the same time attended by approximately 3,500 colleagues and informed them about the measures taken and organized Q&A events.

Due to the agenda, informative articles were shared with all colleagues by the General Manager and Deputy General Manager at daily/weekly intervals regarding the developments in the world and our company, and the new important decisions taken.

A step was taken in the digitalization process with our aim to communicate instantly and respond quickly to incoming questions, and our 24/7 accessible Human Resources application FObot artificial intelligence project was commissioned in this process.

Conversations and Q&A sessions were held with our department managers in the webinar events that we organized.

Location specific promotional videos were broadcast for our colleagues to comply with our measures.

You can click here to watch our video.



Motivational and informative return to work videos were cast for Eskişehir, Kocaeli and Sancaktepe locations.

You can click here to watch our video.



Printed materials describing social distance, mask usage, hand hygiene and return to work procedures were prepared.

To minimize the anxiety of our colleagues, information was given about the measures taken during the period we work from home.



Online doctor, psychologist and nurse interviews were conducted through Koç Holding Health Program Medihis. Videos and articles on both psychological and physical health were uploaded to the system.

Articles on psychology were prepared to be published in internal communication.

You can access our content by clicking here.



Our film, titled "How Do We Spend a Day in Our Safe Work Environment at Ford Otosan?" which the measures taken against the COVID-19 epidemic and personal responsibilities are explained was released.

You can click here to watch our video.



Internal Communications

Our colleagues that were considered as the primary risk group were called by a company psychologist and given psychoeducation on the pandemic.



The efforts of our colleagues in the process from the design to the production and delivery of protective products for healthcare professionals were enormous and valuable. They worked day and night to support all our healthcare professionals fighting in the field. In this concept, a "It is great to have you" video was prepared to thank them.



You can click here to watch our video.

During the first week of returning to work, an article was shared with all company leaders on "attention under stress", and information was given on the problems that our colleagues may experience in their work motivation, attention and memory processes and how to approach them.

Awareness studies were carried out on the usage of masks, social distance, personal hygiene, and personal responsibility. Warnings, reminders, and information were given through printed materials such as posters and brochures.

#StayHome communication was made with Work-Human Balance. It was stated that unless there is an emergency, care should be taken not to make telephone/e-mail correspondence out of working hours for business purposes, reminding to remember that everyone needs to rest, spare time for their family and themselves, and this should be respected.

A special information area was created within the Ford Otosan Blog so that our colleagues whose native language is English can follow the agenda during the pandemic period.

Since music has a spiritual relaxing effect, live music concert broadcasts were held.

You can access our concert video recordings by clicking here.



Live broadcasting events were planned with Ford Otosan social and sports clubs that our colleagues can participate during lunch breaks and after work while they are at home.

A thank-you platform was created on the portal and a motivational environment was created within the company. With the halting of production during the pandemic process the field and office workers were at home but some colleagues had to work at the company, and we expressed our gratitude towards them via the platform.

A Remote Celebration Guide for Eid al-Fitr was prepared, telling our colleagues that we can celebrate Eid even from a distance due to the lock down.

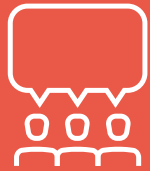
As the time spent at home increases, we have informed 11,000 colleagues so that the responsibility for housework and childcare would not be placed on one person, especially the women, and they quality of life at home would increase.

During the pandemic period, to increase the awareness that fatherhood is not a substitute parenthood, live broadcasts on being a father were held under the leadership of Ford Otosan Caring Fatherhood Club, accompanied by Psychological Consultant Olcayto Ezgin.

External Communications



Within the scope of general crisis communication, social media and press communication strategy and action plan regarding pandemic communication was prepared.



All communication plans were carried out with our stakeholders. In coordination with Koç Holding, mutual information and action was shared with other countries by daily meetings were held with Ford of Europe.



Communication studies were prepared by focusing on the projects and studies that create social benefits within Ford Otosan in press communication.



A transparent communication was carried out by constantly sharing information with the press and our stakeholders about the whole process, and the communication was maintained by trying to respond positively to interview requests regarding the process.



Communication via social media was made on the face shield, aerosol box and overalls products that we produce for social support.



Up-to-date information on our production and healthcare equipment processes was regularly shared on our corporate website www.fordotosan.com.tr



Content was shared on Ford Blog and social media channels that emphasized the importance of physical well-being as well as mental recovery.

You can click here to watch our video.



You can reach our publication series by clicking here.

External Communications



In addition to online activity suggestions that can be applied during the working from home process, informative content about activities away from the screen was shared on our social media account and Ford Blog.



You can access our content by clicking here.



From cargo employees, to the neighbors over the age of 60 in our blocks, from small tradesmen to healthcare workers, from communication with our relatives to feeding our animal friends, content that would create social benefits was shared with everyone who might need help in this process.



You can read our blog post by clicking here.



"We Have the Microphone" broadcasts were carried out to empower the mental power to increase social benefit specific to the pandemic period at our Specialist Psychologist Gökçen Gökçe Kayalar's Ford Blog.



You can access our content by clicking here.



Our General Manager Haydar Yenigün shared his views on the importance of social benefit as the guest of the Young Guru Academy's #HomeSummit live broadcast series.

Special days during the pandemic period continued to be celebrated.



Special day communications were carried out live on our online platforms. On April 23 National Sovereignty and Children's Day, sports, music, painting, and e-sports activities were carried out with influencers, and at the same time, an enthusiastic celebration was held with a song sung by the children of our colleagues.



You can click here to watch it.



On May 19 Commemoration of Atatürk, Youth and Sports Day, an on-line tournament event was held where rally and e-sports pilots were competed, and it became a YouTube trend.



You can watch our broadcast by clicking here.



Social media and press communication of the film that we prepared to celebrate the World Health Week and express our gratitude to all healthcare professionals who work devotedly for public health was made.



You can click here to watch it.

Communication with Dealers and Suppliers



Live broadcasts were held with our suppliers every week under the leadership of our Purchasing Assistant General Manager. Thus, weekly up-to-date information was shared with all our suppliers, and questions from them were answered by the experts on the subject.



Production plans were shared with our suppliers on an up-to-date basis. The measures to be taken on returning to work, potential problems in production and the measures to be taken against these were explained.



The information of all the parts we import and have the potential to localize was shared with our suppliers in this process.



Measure documents were sent to our dealers rapidly during this period and supported with equipment as well.



Hygiene and disinfectant products and ozone devices were tested after having a deal with the manufacturer and offered to our dealers with the approval of the Ministry of Health. Thus, these processes became controlled and standardized.



About every 3 weeks, digital regional meetings were held with the participation of senior management with all regions via Zoom. In addition, our regional managers stood with our dealers via daily digital visits. Similar digital visits were also made with customers.



An instant video call model which makes it possible for our dealers to communicate with their customers without leaving home, a model unique to our dealers, was put into use. (WhatsApp Business)

Chapter 2

Precautions We Take for Our Personal Health

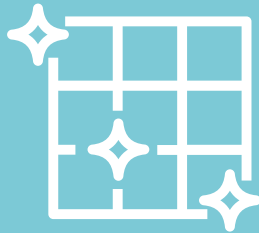
Our Priority is Health and Cleanliness

While preparing to return to our workplaces, many preparations were made for the health of our teams. The process was directed with the guidance of the Ministry of Health and the World Health Organization and in accordance with the Occupational Health and Safety Law. The following practices have been implemented to return to a safe working environment.

Protective disinfection processes were applied to all production and resting areas, office, and meeting rooms.



Regular cleaning of public areas such as office, cafeteria, toilet, and locker room was organized.



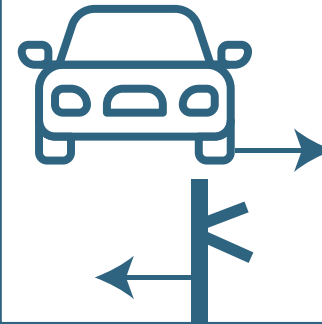
Daily and weekly cleaning protocols specific to production areas were created.



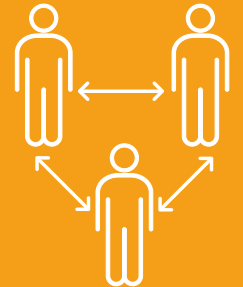
Hand disinfectant stations were established.



Entrance turnstiles and parking areas are arranged in accordance with social distance.



Spaces suitable for social distancing were created for the guests visiting our facilities.





Daily Surveys

"How are you today?" health survey has been put into use on FOCep. If any question of the survey that we require our colleagues to fill our every day was answered as yes, our health unit got into contact and provided the necessary guidance. The health status of our colleague was checked regularly.



My Safe Place

Seating places for all our colleagues in workplaces, wards and cafeterias were set in line with social distancing rules and "My Safe Place" QR codes were placed in the designated places. Our colleagues were asked to make a notification by scanning the QR code on the "My Safe Place" application when they arrive to the area related to them and they were isolated in case of a possible contamination.



Fever Measurement

At the entrance to the campuses, non-contact temperature measurements were started to be carried out for everyone. Our colleagues whose measurement results were above normal were directed first to the infirmary and then to the necessary health institution and their health status were followed.



Hand Washing / Sterilization

It was conveyed in all publications and information that the most effective method to be taken personally against COVID-19 is washing hands with soap and water regularly. Information was given that in case of contact with infectious surfaces, hands should be washed frequently with soap and water for 20 seconds. Hand sanitizer stations were established for areas where soap and water would not be accessible.



Cleaning Protocol

Production areas, common areas, production team rooms are started to be disinfected daily. Office buildings and work desks are also among those that are regularly disinfected every week. Personal items in the offices such as tables and keyboards have been cleaned at least 3 times a day by cleaning staff. A rule of 6 times cleaning a day was introduced for the handrails, door handles and seat armrests.



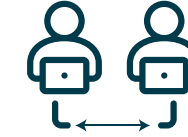
Visitor Protocol

Internal and external visits were suspended temporarily. If it was necessary to meet with a visitor from outside, entry procedures were applied with the approval from the competent authorities. These visitors were accepted only in specially designated rooms.



Meeting Procedure

It became our first choice for meetings to be held by teleconference or digitally. In cases where the meeting had to be held face to face, necessary markings were made in our meeting rooms in order to comply with the 1.5-meter rule and to pay attention to social distance.



Closed Common Areas

Praying rooms were temporarily closed to use. Buffets were closed to use.

Chapter 3

Measures We Take for the Facility and Production Areas

Common Areas

All work areas, workshops, indoor and outdoor recreation areas, work group tables, cafeterias, locker rooms, toilets, meeting rooms, common areas, shuttles, etc., and tea and biscuit vending machines, all equipment and ventilation systems were disinfected. Informative content such as the COVID-19 brochure, posters, videos and one-point lessons have been developed. At the same time, working and usage rules were determined for all areas to adapt to the new normal.

Shuttles



To maintain social distance in shuttle buses, a 50% occupancy plan was prepared and implemented according to the occupancy status.



A face mask and disinfectant plan was prepared and applied for all shuttle buses.



It was agreed that the ventilation of the shuttle buses would not operate in short distances and would work intermittently in long distances.



Masks and disinfectants were provided by the health center for use in wards.



Turnstiles and Toll Booths



Arrangements were made in the turnstiles to provide social distance.



Waiting areas were set at 1.5-meter intervals.



Temperature measurements with thermal cameras began at the entrances.



Walking Paths



In order not to overlap the walking directions, additional walking paths were built and separated by bollards.



The visuals indicating both directions were marked on the ground and boards.



Production Areas



Critical working areas where the social distance is below 1.5 meters were determined. Additional personal protective equipment has been defined for our colleagues working in these areas.



Possible risks were identified by re-balancing the processes.



Shift-based disinfection has been planned for common computers and hand tools.



Checklists and teams have been created for all COVID-19 measures.



Disinfection stations were placed in certain areas in production areas.



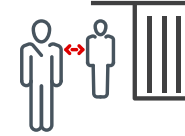
For our colleagues to have 1.5 meters social distance in recreation areas, existing tables were marked, and additional stools were added to achieve the social distancing rules.



The "Hands Free Door Opening Apparatus" was developed to protect the hand hygiene of our colleagues working in the production area and offices and to reduce the risk of contamination.



Locker Rooms



All locker rooms have been rearranged according to the social distance of 1.5 meters.



The designated areas in the workshops were evacuated.



Temporary locker rooms were established.



A timetable was prepared for the locker rooms.



Offices and Workspaces



All ventilation fans in the work areas were organized to operate in low mode. When the weather is good, the rule of opening skylights and main doors to provide natural ventilation was introduced. Rooms without ventilation were closed to meetings.



Hand disinfection points were established in areas not close to water and soap.



Our colleagues were notified to keep offices and desks clean and free from clutter. Support was requested from our colleagues to reduce the number of items in the work area by taking the unused items home and to periodically disinfect the remaining items.



Meeting Rooms



The number of chairs in meeting rooms has been cut by half.



Rules were set that the meeting room door would not be closed during the meetings in any way and no meetings would be held in rooms with no windows.



Cleaning teams have been formed to clean the tables and chairs in the meeting room at regular intervals if meeting rooms are to be used.



If the meetings room are to be used for meeting purposes, the maximum meeting time would not exceed 30 minutes.



Meeting rooms were organized to be regularly ventilated before and after the meeting.



Tea and catering service was temporarily canceled in the meetings.



Rules were determined to eliminate contact with documents or technological devices during the meetings.



Cafeterias



In the cafeteria turnstiles, 1.5-meter areas were marked in a way to maintain social distance.



Liquid hand disinfectants were placed in the cafeteria entrances.



Cutlery services started to be made in disposable packaging.



The use of salt, pepper and sauce has been canceled. Disposable salt and spice packs started to be used.



Water Dispensers



Water dispensers have been disabled. Instead, water was distributed to each employee with closed water bottles.



Restroom



Special devices were placed on the toilet doors to prevent opening by hand.



The maximum number of people who can use the toilet at the same time has been set.



In each toilet, urinals and sinks were deactivated in pairs.



Cleaning was planned every hour.



Chapter 4

Our Social Responsibility Awareness

Social Responsibility

What works have we done?

In addition to changing our habits, the COVID-19 pandemic has taught us all the concept of the new normal. In this process, we were more aware of our responsibilities than we always had been and took steps in this direction. Although our priority is always health, we have established a people-oriented communication network and provided an open and transparent process management. Our aim is to protect all our colleagues, business partners and families, as well as to provide social benefits and to support healthcare professionals whose efforts cannot be ignored during the pandemic process. In this direction, we have meticulously handled every step we take to provide social awareness and social benefit.



At our innovation platform Fikirhane, we launched the "Innovative Ideas in the Context of Combating COVID-19" campaign and invited our colleagues to support fighting the pandemic with their ideas.



We analyzed the ideas sent to our campaign and implemented 119 ideas of our colleagues. In addition, we formed working teams to develop projects in terms of 13 ideas.



With the support of our own resources and suppliers, we developed and produced aerosol boxes and visors in a very short time.



As a result of our vision of being a company with high social responsibility and developing cooperation; In total, we distributed 31,600 visors to 168 hospitals, 1,370 aerosol boxes to 172 hospitals, and 10,120 overalls to 52 hospitals.



You can access
our shares by clicking here.



We continue our development studies on automatic guided vehicles used to transport food and medicine in hospitals.



We launched the social support mobile application to application platforms as of June.



We said, "We will get better step by step" and in cooperation with Opet Fuchs, we started to provide periodic maintenance services free of charge to all Ford ambulances used by the Ministry of Health.



You can click here
to watch our clip.

We thanked with the "We Made It Together" clip to all our shareholders who walked with us on this path to help healthcare professionals during the quarantine process that started with the COVID-19 epidemic in our country as well, who were with us in all processes from production to logistics, from sponsorship to packaging and distribution.



With the support of Habur Border Gate field staff of the International Transporters Association, we distributed daily hygiene kits to all drivers.



Social media live broadcast interviews with the concept of Step by Step were held with Mucize Doktor TV series actors and real doctors. We carried out a live broadcast project with the actors of Mucize Doktor series that we sponsor and consultant doctors of in order to contribute to the people to spend more quality time in their homes and to thank healthcare professionals as Ford.



You can access our shares by clicking here.

With the application called "Oximeter" designed and developed by our engineers, we enabled doctors and nurses to measure and monitor the blood oxygen rate and pulse of patients from mobile phones and computers without entering the patient rooms.



You can click here to watch our video.

Under the leadership of "My Heart is with You" voluntarily institutional platform, we launched "Call, Ford Otosan is Here" social responsibility project to support the needs of retired Ford Otosan staff over 60 years of age by phone during their stay at home. We prepared a video with the voice recordings of our volunteer colleagues about the project and the emotional messages of our retired elders.



You can click here to watch our clip.

We have released a film with the theme of gratitude and hope, in which we thank everyone who worked to preserving the social health and contributed to social solidarity and carried the burden of these difficulty days we went through, especially logistics and healthcare professionals. You can click here to watch.



Our main shareholders Koç Holding and Ford Motor Company continued to act with social responsibility awareness during the pandemic period. For us to heal, Koç Holding donated 20 million TL to the National Solidarity Campaign, and Ford Motor Company donated to the Cerrahpaşa Medical Faculty Foundation as much as the total donation made by all our colleagues, dealers, and supplier stakeholders.

