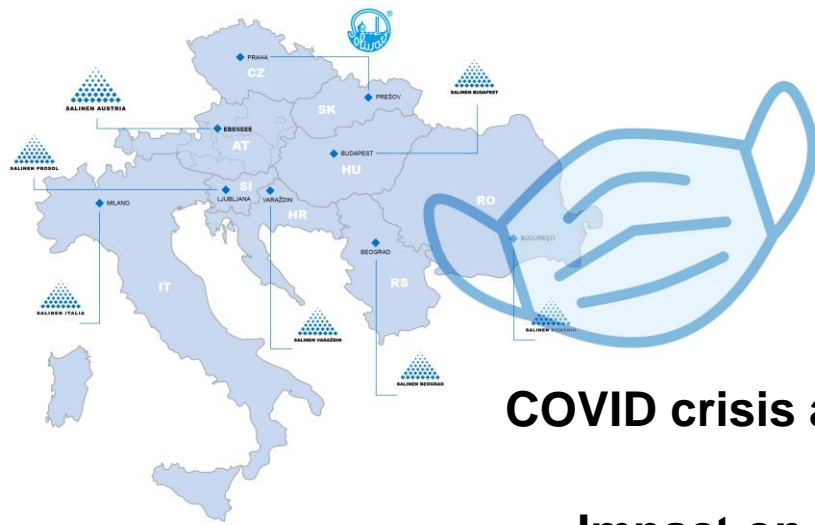


# COVID CRISIS

ACTIVITIES AND COMMUNICATION  
OF THE SALINEN AUSTRIA AG





## COVID crisis at Salinen Austria AG

- **Impact on all departments and companies**
  - Big impact on our tourism company „Salzwelten“ (visitor mines)
- **No impact on delivery obligations of Salinen Austria AG**
- **Due to high demand particularly in edible and pharma salt excellent results**

# Activities of the COVID crisis management task force

- Early founding  
(February 2020)
- Strict regulations for potential COVID infections within the company, at home and for suspects of infected household associates  
(March 2020)
- Implementing COVID test center in the Saline Ebensee  
(October 2020):
  - with direct contact to the authorities, test results are officially accepted
  - 3 types of tests: PCR, Antigen and rapid tests
  - Incl. contact tracing
- COVID rapid tests for employees at home - 3 times a week  
(February 2021)
- Registration for vaccination center in the Saline Ebensee  
(March 2021)
- Hotline for psychological counseling offered to all employees  
(April 2020)



COVID test center at Salinen Austria AG

# Activities of the COVID crisis management task force

## Situation 2020/2021

- Activities for reduction of personal contact:
  - Online meetings where possible (MS Teams)
  - No contact between adjacent shifts - Shift handovers not personal
  - Installing new shift systems, where needed
  - All departments splitted up into at least 2 different located groups → redundancy of departments
  - No interdivisional physical contacts
  - Take-away service in the canteen (closing the restaurant)
- Implementing online health quick check for all visitors
- Wearing masks mandatory indoor and outdoor in groups (since January 2021: only FFP2)
- Proof of negative test results of supplier and visitors are mandatory
- Double cleaning cycle of the sanitary facilities and offices, incl. disinfection

# Crisis communication 2020/2021

## Situation 2020/2021

The COVID crisis changes our work life, social life and the interaction with others.

## Proper corporate communication is more important than ever

- to create a climate of belief
- to put complex issues in simple terms
- to establish changes
- to communicate about the crucial role of salt

**How do we achieve that? Together!  
Because together we are strong!**



Entrance at the plant in Ebensee/Austria



# Crisis communication 2020/2021

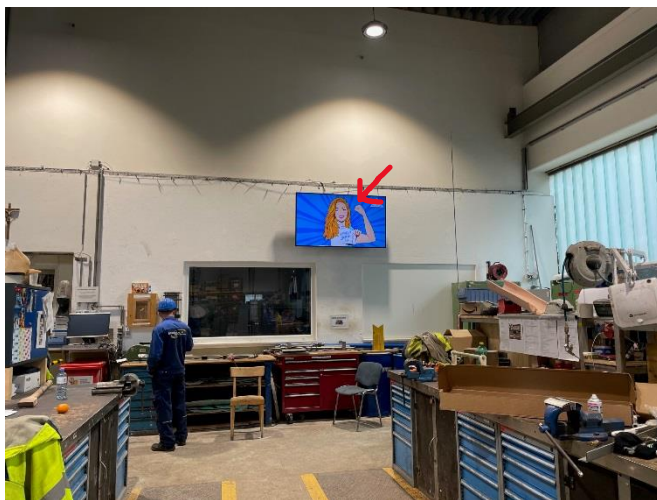
## Information is the key! Fast, clear and fact based!

We keep customers and employees posted about safety, health, capacity, delivery, law and the economic situation of the Salinen Austria AG. Therefor we use established channels like newsletters, emails, digital displays for non-desk employees or posters.

February 2020 – April 2021: 200 communication activities in total!



Weekly newsletter for employees



Digital displays for non-desk employees



Employee magazine



Posters

# Crisis communication 2020/2021



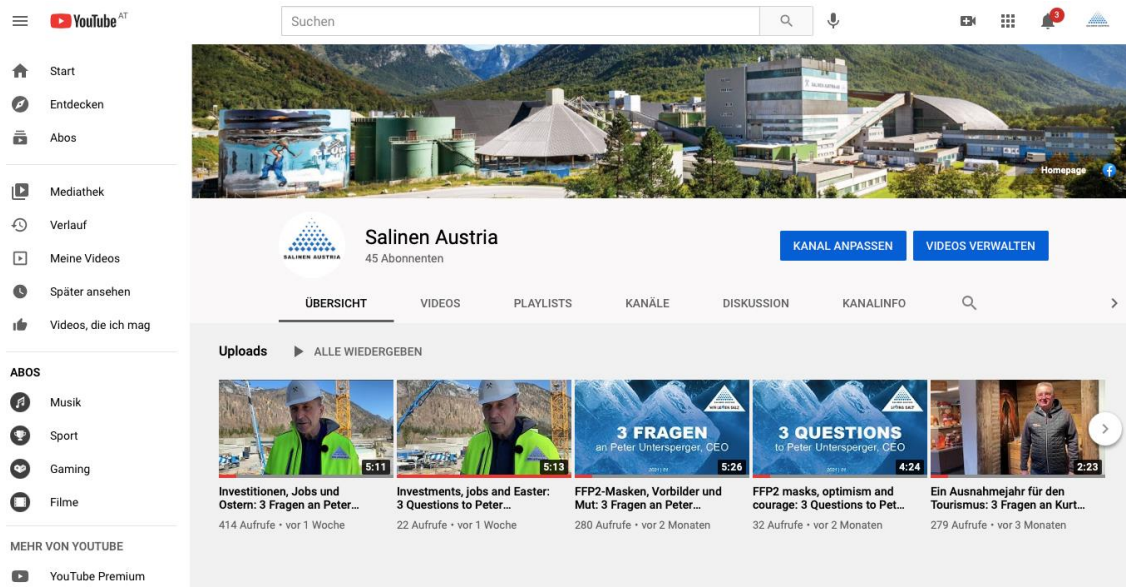
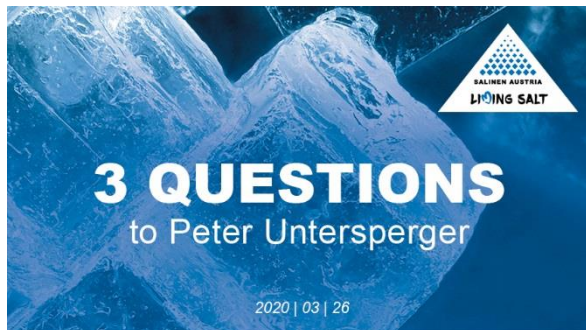
## Developing new channels

A new Salinen Austria YouTube channel with self-made videos called “3 Questions to” brings the management board closer to the employees and the public. Every video gets published via intranet, Facebook and LinkedIn to increase the view rate.

3-5 minutes

26 episodes since March 2020

400 - 650 views per video



Salinen Austria on YouTube



# Crisis communication 2020/2021

## Create a positive symbol: A time for superheroes

In the beginning of the crisis a superman and a superwoman came up at Salinen Austria. The superheroes help us to keep in mind how important our job in the salt business is. The message: “Austria needs us.”

The couple is a positive symbol for our strength and power in each of us.





# Crisis communication 2020/2021



## Communication of safety and health measures at work



**Corona-Selbsttests  
für MitarbeiterInnen:**  
**Montag  
Mittwoch  
Freitag**



Auf den Covid-19-Test vergessen?  
Testkit beim Vorgesetzten abholen!



**Max.  
6 Personen  
im Raum**



**MAX. 3 PERSONEN UND  
MEIN RECHTER PLATZ BLEIBT LEER ...**



# Crisis communication 2020/2021

## The crucial role of salt – contribution to health and economy

A new public relation strategy focusing on the crucial role of salt for medicine, food industry and hygienic products



# Crisis communication 2020/2021

## Our goal:

Stay healthy and motivated during the COVID crisis.

**Together we are strong!**



## GEMEINSAM SCHAFFEN WIR DAS

