

Paris, May 5,
2020 Press release

**DECONFINEMENT: TO GET OUT OF THE BLAZY AND ENSURE A CONTROLLED RECOVERY,
MEDEF PARIS CREATES A PRACTICAL GUIDE WITH AFNOR**

On May 11, 4.5 million businesses are likely to resume their usual activity completely or partially. To support them, Medef Paris and AFNOR, with the support of the MMA Corporate Foundation of Entrepreneurs of the Future, Medef de l'Ile-de-France and the CCI Paris Île-de-France, have created a tool practical for business use. The work offers **a method to ensure resumption of activity** with concrete measures to prevent the spread of the pandemic. Titled **“AFNOR SPEC X50-250 Pandemic: The keys to recovery. Good practices & risk management for the entrepreneur and his collaborators»**, this “checklist” identifies the 4 priorities necessary for a controlled recovery:

- Human first : A caring climate centered on social cohesion is the main key to a successful recovery, to combat the effects of confinement, distancing, personal and professional concerns.
- Financial sincerity to convey the clarity and transparency of its financial situation internally and vis-à-vis third parties.
- Managerial priorities : More than ever, in times of pandemic, the preservation of activity and jobs, tangible and intangible assets, commercial revitalization constitute the essential missions of the business manager.
- Return to site : This involves reviewing the circumstances in which employees can be exposed to the virus, in their daily work, during their journey, and implementing the necessary measures to avoid, or failing that, limit the risk.

The appendix contains the various cash flow support measures put in place by public authorities, the new prerogatives of occupational medicine and practical links around barrier gestures.

This guide is complementary to the national deconfinement protocol published by the Ministry of Labor, mainly focused on health measures.

This AFNOR Spec goes beyond health recommendations and focuses on the managerial issues of VSE/SMEs, social cohesion and the financial aspects of the company.

“With a view to an upcoming recovery, we have designed this document as a practical manual for entrepreneurs and their collaborators. They are today faced with very concrete problems that they have never had to face before. A lot of information is constantly circulating, sometimes contradictory, sometimes imprecise or false. Many business leaders find themselves helpless in the face of this. And yet, at the same time, they must manage the urgency of saving their business, anticipate all the consequences of the crisis while putting in place the conditions so that the recovery takes place in the safest way for their employees. With this guide

designed with AFNOR, the Medef de l'Ile-de-France, the MMA Corporate Foundation and the CCI Paris, Medef Paris clearly wants to support them by providing them with a tool which should, I hope, give them some keys essential to meet the challenge of recovery.»

Charles Znaty, President of Medef Paris

Guide "**AFNOR SPEC X50-250 Pandemic: The keys to recovery. Good practices & risk management for the entrepreneur and his collaborators**", East [accessible for free](#) on the site from May 5, 2020.



About Medef Paris

MEDEF Paris is MEDEF in Paris. Nearly 10,000 Parisian companies (direct memberships and through federations) trust MEDEF Paris, representing more than 500,000 employees.

MEDEF Paris represents and defends the interests of Paris businesses. It informs, supports and connects its members to help them face difficulties and develop their business.



About AFNOR

Responsible for promoting the co-construction of references in support of innovations, AFNOR brings together all categories of actors concerned by future issues, serving the winning strategies of French, private and public champions. Pragmatism, neutrality and representativeness are the basis of our mission of general interest, carried out with the assistance of partner standardization operators. Nearly 20,000 representatives of companies, associations, federations and the State take part each year in the development of voluntary standards, in 90% of cases at the European or international level.

<https://normalisation.afnor.org>



About the MMA Entrepreneurs of the Future Corporate Foundation

*The MMA Business Foundation of Entrepreneurs of the Future is a do tank that supports and encourages initiatives, innovation and capacity **entrepreneurs and territories** to take advantage of the major changes taking place. Its field of reflection and action is **the person of the entrepreneur**, his physical and mental form and the interactions he maintains with his company, his territory and the Society.*

www.fondation-entrepreneurs.mma

Press contacts:

Anne-Henri de Gestas | annehenri.degestas@dentsuaegis.com | +33 01 41 16

17 44

Nathalie Chakra | nchakra@medefparis.fr | +33 06 85 02 99 45

