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## **Signalling Virtue, Promoting Harm - Unhealthy commodity industries and COVID-19**

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Idioma Inglés

This report details hundreds of examples of unhealthy commodity industries, led by Big Alcohol, Big Food, and Big Soda, leveraging the COVID-19 pandemic for commercial gain.

Análisis, comentarios & opinión

Artículos y casos de estudio

 [Signalling Virtue, Promoting Harm\\_Sept2020\\_FINALv.pdf](#) [1]

1 septiembre, 2020

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**Extended Description:**

Signalling Virtue, Promoting Harm: Unhealthy commodity industries and COVID-19, authored by the NCD Alliance and the SPECTRUM Consortium, is a preliminary exposé and analysis of tactics and strategies adopted by the unhealthy commodity industries during the COVID-19 pandemic to date. The report outlines four main strategies - pandemic-tailored marketing campaigns and stunts, corporate social responsibility programmes, shaping policy environments, and fostering partnerships with governments, international agencies and NGOs, illustrated with dozens of examples shared from around the world.

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