

#2 INTERNAL NEWSLETTER

JUNE 2020

Best practices from the Baltic Sea Region responding to the Covid-19 crisis



































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Along with the tourism industry, cultural and creative sectors are among the most affected by the current Covid-19 crisis.

Innovative ideas and projects play a huge role when it comes to dealing with challenges affected by the outbreak. That's why we want to present you best practices which show how the CCIs from the Baltic Sea Region are coping with the crisis. The informations have been shared by Creative Ports Partners.

Enjoy the read, replicate and spread the word!

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1. DENMARK

Creative Ports is presented in Denmark by Filmby Aarhus and Danish Cultural Institute in Estonia, Latvia and Lithuania.

CPH:DOX

A good example of how to cope with handling a festival during this crisis is the CPH:DOX festival in Denmark, Copenhagen. The festival was planned for March 2020, but was interrupted by Corona. The festival organizers decided to do the festival online instead. And it was a great success for them. They managed to transfer the festival into a digital format. https://en.cphdox.dk/

2. ESTONIA

Creative Ports is presented in Estonia by Creative Estonia, Tallinn Business Incubators, Tallinn University of Technology and Danish Cultural Institute in Estonia, Latvia and Lithuania.

Together with cultural and creative sector, Estonian Ministry of Culture is continuing mapping the situation and possible consequences for culture, cultural heritage, audiovisual field, media sector and for sport sector. The overall aim of mitigation and support measures is to preserve the structure of cultural and sports sector and avoid reduction of wages and unemployment. First discussions have already started to see for horizontal post-crisis measures.

https://www.kul.ee/en/news/measures-mitigate-impact-covid-19-virus-outbreak-culture-and-audiovisual-sector-estonia

CONTACTLESS CONFERENCE FORMAT by Tallinn Creative Hub

Kultuurikatel / Tallinn Creative Hub has teamed up with partners to create totally exceptional CONTACTLESS CONFERENCE FORMAT. The format of ONLINE HYBRID EVENT with human touch and the newest technology includes interactive live





streaming with large audience, branded stage, professional moderator, personal interaction with 3 streams of guests (spectators, VIP Guests, On Stage Speakers), presentations and video graphics available to everybody. Best global online tools integrated to the event experience.

The innovative solution has been already used for the largest online conference ever held in Estonia broadcasted to the audience of 8000 participants, and viewed by 35 000. http://www.ecb.ee/en/conferences/tallinn-creative-hub-offers-extraordinary-contactless-conference-format/

Estonian theatre online

With the online performance Estonian small theatre reached up to 5,000 viewers all over the world. They have no hall of their own, so they were very happy to receive a "gift" – a big hall. https://kellerteater.ee/home-2-2/

Online concert of Metsatöll

Estonian folk-rock band Metsatöll had an online concert on March 22nd. The audience was enormous. "The video concert has attracted nearly 70,000 watchers in different environments, which is an incredible number of audience for Metsatöll! [...] Those, who also want to acknowledge our work afterwards, still have the opportunity to do so at FIENTA: https://youtu.be/HhmZxYaQHQ8

Tallinn Music Week - Quarantine stories

Due to COVID-19, Tallinn Music Week 2020 and the Creative Impact Conference scheduled March 25^{th} – 29^{th} 2020 has been postponed to August 26^{th} – 30^{th} , but meanwhile they are sharing thoughts and experiences of this strange time by some of their brilliant conference speakers.





The Tallinn Music Week team interviewed speakers who were supposed to take part into the Tallinn Music Week. They asked them how they feel about the situation, how they deal with it and how they understand it. https://tmw.ee/2020/04/

Drive-in movie screening and concerts

Apollo Kino opened a car cinema on the Tallinn Song Festival Grounds. The song field concert accommodated a total of 200 cars. Visitors could listen to the concert on their previously announced FM frequency from their car radio and watch the band through their windshield. https://menu.err.ee/1090576/galerii-smilers-andis-lauluvaljakul-autokontserdi

Virtual Choir Concert

For the first time in history, more than 2500 Estonian choir singers united for a virtual concert on the historic Tallinn Song Festival Grounds on May 17th, 2020. https://e-estonia.com/largest-virtual-choir-on-tallinn-song-festival-grounds/

Online hackathon

The Estonian start-up minded innovation project Accelerate Estonia (Creative Ports) organized an online hackathon to develop solutions for the COVID-19 crisis and its negative consequences. The initiative became the greatest online hackathon in Estonian history with more than 1,000 participants from more than 20 countries. https://accelerateestonia.ee/en/hackathon/ https://accelerateestonia.ee/en/hackathon-to-step-against-coronavirus/

Designers selling masks

Several designers from Estonia have created reusable handmade face mask available in different sizes: children's own, large ones' own mask. https://marat.ee/shop/mehed/mask-teele/ https://pohianheimo.com/product/face-mask/





3. FINLAND

Creative Ports is presented in Finland by South-Eastern Finland University of Applied Sciences SBC.

In South Savo region there are some specific foundations only for CC companies, but usually the funding instruments don't separate different industries from each other. There are different forms of government support and aid which are also open for CCI. Micro companies can get direct support through municipalities. SMEs (small and medium sized companies) can get different investment and assessment supports either through Business Finland or the regional ELY centre (Centre for economic development, transport and the environment http://www.ely-keskus.fi/en/web/ely-en/questions-and-answers-on-corona-funding-from-ely-centres).

Savonlinna Live!

Savonlinna Live! is a project which investigates the different business options for local companies in the fields of tourism, trade and service as well as events in this new situation for this summer and autumn. The project tries to help companies with the creation of new products, digital marketing and business planning. The project tries to enliven the town by different pop-up events. Also the better use of local nature experiences is emphasized. https://elinkeinopalvelut.fi/savonlinna-live-hanke-kaynnistyi/





4. GERMANY

Creative Ports is presented in Germany by ARS BALTICA, Hamburg Kreativ Gesellschaft and Goethe-Institut.

Bassoon-Saloon

The Saloon is an offer of the music department at Nordkolleg Rendsburg where participants can play the bassoon in an ensemble without any personal contact until their own orchestra is able to rehearse again or their lessons can re-start after the long break. 164 bassoonists from 4 countries have already took part in this project. www.bassoonsaloon.de







Waterkant Festival Online Edition

Waterkant Festival connects the regional startup scene of Kiel and Schleswig-Holstein with international thinkers, makers and corporates to envision ideas and solutions for the challenges and transformations we face as a society. This year's festival took place as a creative, multifaceted online format with different dates and events from 5th to 16th June and with 140 speakers in over 100 sessions across 10 themes.

The festival has been opened by the hackathon "Coding.Waterkant", where participants developed their own projects on real data with the focus on data science and Al. A Scandinavian Startup Session by StartUp TV took place on June 6th. During this session Startup TV from Berlin gave the most interesting startups from Scandinavia the chance to qualify with a pitch for the Startup Camp Schleswig-Holstein from June 22nd – 26th. The three best teams won a place in the world-famous Plug & Play Accelerator in Silicon Valley in 2021, including a free three-month stay. Participation in all sessions was free and with no prior registration. www.waterkant.sh/

Kunsthalle Kiel

The Kunsthalle Kiel (Art Gallery Kiel) offers several instructions, ideas and creative suggestions like sunday painting lesson online for childre, digital instructions for school workshops to discover the Kunsthalle and its exhibitions from the comfort of their own home or tutorials on how to draw a comic. https://vimeo.com/kunsthallekielwww.kunsthalle-kiel.de/de/

#AudiTogether - Go Digital by Audi x OMR

15 videos from Online Marketing Rockstars in cooperation with Audi about how to digitize a small or medium sized business (for free). https://www.youtube.com/playlist?list=PLHrNNwkKu30f9mLAi561wiarHpN9wkfCv





"Keiner Kommt, alle machen mit: Nobody Comes, everybody joins in"

is a solidarity not-festival that doesn't exist with artists who don't come to collect donations with creativity and humor for CCI. Many non-profit institutions from Germany and foreign countries have already asked whether they can adopt the #niemandkommt solidarity-non-festival non-idea for their city or region. https://keinerkommt.de/

Car Cinema at Oberhafenquartier

is an open air car cinema in the former goods station in Hamburg called "Oberhafenquartier" and is organized by the Coworkingspace for people working in the film industry called Filmfabrique. https://kiekmo.hamburg/endlich-das-erste-hamburger-autokino-geht-an-den-start-92870

#couchbycouchwest

Organized by city of Hamburg, HAMBURG STARTUPS and german.innovation, #couchbycouchwest is the alternative for the South by Southwest, a live-streaming music festival broadcasting from a studio in Kansas City. #couchbycouchwest promises to bring the festival South by Southwest to the viewers, allowing them to watch on their preferred device from the comfort of their home. https://www.hamburg-startups.net/couchbycouchwest-wir-haben-sxsw-aufs-sofa-verlegt/

Never Lunch Alone

is a zoom meeting and now a podcast that shows creative ideas from the CCI and showcase how they cope with the crisis. https://kreativgesellschaft.org/termine/neverlunchalone-der-digitale-lunch-fur-kreativen-austausch/





5. LATVIA

Creative Ports is presented in Latvia by Danish Cultural Institute in Estonia, Latvia and Lithuania.



Riga Brass Orchestra

As part of a Culture Ministry initiative to promote online culture offerings during the coronavirus pandemic, the Rīga Brass Orchestra have collected their concert recordings all in one place on the web. https://eng.lsm.lv/article/culture/culture/riga-orchestra-offers-concert-recordings-as-part-of-e-culture-initiative.a352363/ http://orkestris.riga.lv/?page_id=791&lang=en

Latvian National Theatre

The Latvian National Theatre has made it possible to watch productions online and has invited people to vote which theatre production they would most like to be





made available to stream online. https://www.draugiem.lv/teatris/ https://teatris.lv/jaunumi/aicinam-uz-speli-izvelies-izradi-pats

Experience art exhibition in 3D

The Latvian Museum of Decorative Arts and Design together with the Virtual Reality and digital solutions company Vividly has digitised the exhibition "Samsara" by the artist Skuja Braden using 3D modelling and made it available online. https://www.vividlyapp.com/muzejiem/samsara-exhibition

Daugavpils Mark Rothko Art Centre

Daugavpils Mark Rothko Art Centre provides the opportunity to visit it in a 360° virtual tour, and Riga Motor Museum is posting pictures and stories about antique vehicles. http://www.liaa.gov.lv/en/news/latvian-success-stories





6. LITHUANIA

Creative Ports is presented in Lithuania by Vilnius City Municipality Administration and Danish Cultural Institute in Estonia, Latvia and Lithuania.

"Aerocinema"

For the first time in history, a drive-in cinema has been set up in an airport apron area, where planes are usually parked, unloaded, refuelled and boarded. The 'Aerocinema - The Journey Begins' project kicked off at Vilnius International Airport and was part of the Vilnius International Film Festival (Vilnius IFF). Up to 200 cars can fit into the screening area at once to watch a movie. The project is a sign of support to both the aviation and movie industries, which are going through difficult times as a result of the restrictions caused by the pandemic.

https://kinopavasaris.lt/lt/aerokinas?gclid=CjwKCAjwte71BRBCEiwAU_V9h_j11bWbRRT492DQceUMG TaSImgV-fWjKhlUYflcB0Nh_cS7EkR9_RoCukEQAvD_BwE

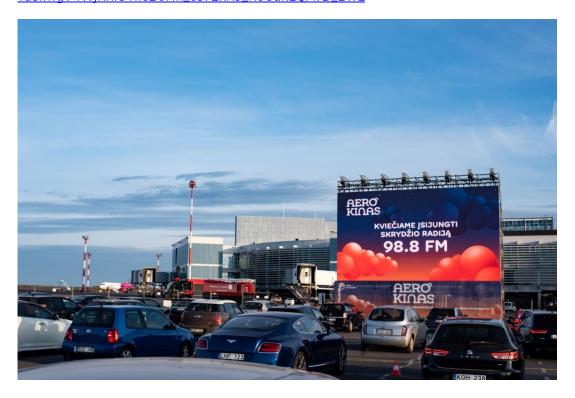


Photo by Gediminas Gražys





"Live paintings. Museum in your house"

Lithuanian National Museum of Art (LNDM) and Lithuanian National Television and Radio (LRT) has started a new project "Live paintings. Museum in your house". Art lovers were invited to take a better look at 40 specially selected paintings from XVIII - XX centuries that are part of LNDM collection. People were encouraged to analyze the paintings and use the help of the household, pets, various things and objects while staging the paintings in their own living environment. Project organizers asked to share the photos of restored paintings, stored them in the virtual space participants. original and gave prizes the most https://www.lrt.lt/naujienos/kultura/12/1170055/arunas-gelunas-megdzioti-meno-ikonas-juk-tai-taipsmagu?fbclid=lwAR1ioo0bdlyeUO-ywAjt82P0x2zivtL6vCSjSVWhh3jYec_Y9K88kZng-4M

International Vilnius Cinema Festival "Kino pavasaris"

After spending the entire year preparing its anniversary edition, organizers of the 25th Vilnius International Film Festival had just 168 hours to move their event from cinemas to streaming platforms. With all mass gatherings banned by the government to prevent the spread of coronavirus, festival organizers quickly adapted and accomplished what seemed like an impossible task – to go fully digital. https://kinopavasaris.lt/en/news-en/digital-edition-of-vilnius-iff-a-success

YouTube channel – virtual space for events by Martynas Mažvydas National Library of Lithuania

In order to continue cultural and educational activities during quarantine, the National Library of Lithuania has moved various events to a dedicated YouTube channel. The goals of virtual events included sharing a reliable information about coronavirus, presenting books, streaming educational lessons for the children, etc. https://www.lnb.lt/naujienos/5410-nacionalines-bibliotekos-youtube-kanalas-virtuali-renginiu-erdve





Lecture series "LRT lessons"

Vilnius City Theatre "Meno ir mokslo laboratorijos" presented playful lessons about the solar system and largest planets for preschool children. Children had an opportunity to learn about planets while singing and watching entertaining stories on the television. The series is organized by "Meno ir mokslo laboratorija". https://www.mmlaboratorija.lt/naujienos/mmlab-pamoku-ciklas-apie-planetas-atkeliauja-i-televizijos-eteri

Mask Fashion Week

An unique type of 'fashion week' took place in Vilnius. 21 billboards dotted around the city with photographs of men, women and children wearing masks. The designs were selected via the Facebook group "Mask Your Fashion", launched by designer Julija Janus. The billboards displayed both custom-sewn masks and surgical masks with designs painted on. Those depicted in the photos included local artists, musicians and people chosen randomly from the street. https://www.facebook.com/groups/maskoyourfashion/

https://www.thejakartapost.com/life/2020/05/06/lithuanian-capital-holds-mask-fashion-week-amid-coronavirus-pandemic.html





7. POLAND

Creative Ports is presented in Poland by Westpomeranian Region and Media Dizajn Szczecin.

Media Dizajn is running Szczecin Incubator for Culture. The Incubator joins the organization every year meetings of the Szczecin Non-Governmental Organizations this year, however, due to the coronavirus pandemic there will be no meetings. It will be held next year. This does not mean that cultural events do not take place, they mainly moved to the Internet or are making via the internet.

Art on masks

The Media Dizajn Association and INKU Szczecin Culture Incubator decided to organize an unusual "Art on masks" campaign. Nine artists from Poland, Denmark, Spain, Latvia, Finland and Jordan were invited to act. The activity aims to provide free, high-quality and original masks with unconventional designs, as well as support and promotion of the creative sector.

The action is implemented as part of the 'Artists for health protection - face masks' project under microDOTATION 2020 - 'Emergency support'. The microDOTATION operator is the Sector 3 Szczecin Foundation, the project is implemented by the Media Design Association. The task is financed from the funds of the City of Szczecin. https://inku.pl/2020/05/26/sztuka-na-maseczkach/





Photo by Hanna Wysocka (Media Dizajn)

PALACE literary online

PALACE literary is a series of literary meetings. Due to the COVID-19 pandemic, they have spread to the network. Thus, the organizers carry out poetic meetings online. https://inku.pl/2020/05/21/w-palacu-promocje-online-67-spotkanie-w-palacu-literacko-wchodzenie-w-slowa-debiut-poetycki-szczecinskiej-rzezbiarki/

Participating in concerts from home

In a pandemic, hunger for contact with culture does not weaken. Delta Club, a branch of the Municipal Cultural Center in Szczecin, organized a mini-concert of the Bolewski & Tubis duo - unique, because the audience didn't have to leave the house. It was enough to log in to Facebook account and find the Delta Club website where the concert was broadcasted live. Admission was of course free. The





musicians played live online. https://inku.pl/2020/05/21/muzycy-zapraszaja-do-udzialu-w-koncercie-bez-wychodzenia-z-domu/

Volunteering during epidemia – online workshop offer for schools

The Polites Association - Regional Volunteer Center invited participants to a workshop about volunteer activities carried out during the epidemic and presented aid actions implemented by volunteers in the region. During the workshop the participants talked about various forms of assistance - including remote assistance - about creating interesting graphics, promotional campaigns, supporting students in learning, implementing inspiring projects with seniors. https://inku.pl/2020/05/19/co-slychac-w-iii-sektorze/

Action Voucher!

In order to help local businesses survive and retain their customers, the city of Szczecin created the Voucher action. A list of premises was prepared, which operates with the option of delivery or take-out. Now, as part of the Szczecin Local Solidarity campaign, they are proposing the introduction of vouchers that entrepreneurs could sell with deferred implementation. By purchasing a voucher for any amount, the customer will be able to use it until the end of the year for services or products. Companies that apply to participate receive a word file with a voucher to fill out and print. https://wiadomosci.szczecin.eu/koronawirus

Center for Creative Industries Academy of Art in Szczecin is producing helmets for Oncology Hospital in Szczecin

Since when CCI laboratories became empty during the lockdown, because students went back home, the CCI team has decided to help those hospitals and organisations in which hygiene products were the most needed ones. First ones that needed help was Integrated Provincial Public Hospital and Oncology Hospital in Szczecin. CCI has managed to produce and distribute helmets to 5 hospitals in the region and also to social welfare homes. The helmets were made out of





materials purchased from funds collected from donors. Some companies donated materials such as PET, while there was material shortage on the market. Center for Creative Industries has collected around 30,000 PLN (7,000 Euros) and produced and distributed for free 500 helmets.

Second CCI's team from Fashion Lab sewed uniforms (blouse and trousers) for the Infectious hospital "Arkońska". The material was delivered by Polish Theater from Szczecin to which suitable fabric was donated by some companies. Fashion Lab produced and delivered for free 80 pieces of a uniform for hospital staff, which was very needed on the daily crisis situation during the first month of the pandemic.

Silent heroes of this initiative were CCI's lab technicians from Realization Laboratory (helmets) and Fashion Laboratory (uniforms), which went to work and managed the whole production and distribution process. https://www.facebook.com/cpk.eu/?_tn_=%2Cd%2CP-R&%3Beid=ARAEI-NUsI9DIiICs54RPP26VyMRL-FvylgYiYBh6oFMv_rb5A2Tta7lKqTsAc47U2b5L1zTBeCqFNvG

Online exhibitions

Contemporary Art Gallery - Obrońców Stalingradu 17 with cooperation of Academy of Art in Szczecin has scheduled planned exhibitions to the online world, transmitting them on YouTube and Facebook channels reaching more than 300 visitors.

https://www.facebook.com/Obro%C5%84c%C3%B3w-Stalingradu-17-1546195212371079/

Skin removed from three woman. Bartolomew's Skin project is flowing free in three skins. Visual: Marta Sundmann, Anna Rutkowska, Sound: Agata Lech

https://www.instagram.com/sundmann.mp4/ https://www.instagram.com/jelonek8/ https://soundcloud.com/agatalech https://www.youtube.com/watch?v=WDjplao8EJo&t=97s

IZOALIENATION - Zuzanna Gillert / Kamil Składanek. Isoalienation are considerations resulting from isolation, excess time and deficiency of normality. This is an audiovisual story told from the perspective of a hero locked in a dark room, who frantically searches for a way out of the creatures and their narratives in flashes of light. https://www.youtube.com/watch?v=-Wp2TXXpHGU





8. RUSSIA

Creative Ports is presented in Russia by European-Russian InnoPartnership.

Currently due to the COVID-19 pandemic and the restrictions that followed, CCI representatives, both around the world and in Russia, are going through hard times. However, the remote work format of CCI representatives in Russia yields some dividends. Many theatres broadcast online now. An increasing number of cinemas have also switched to online mode. Exhibition business, museums, galleries are looking for new ways to attract visitors in the current difficult situation. The fashion industry and some others industries use new ways of reoriented delivery services (e.g. taxis).

VKFest

A large-scale open-air music festival was organized in the online format in 2020. https://vk.com/fest

#ТретьяковкаДома

The Tretyakov Gallery has collected the most interesting excursions, lectures and films about art and broadcasts them on YouTube. https://www.youtube.com/playlist?list=PL81xh7hlw3gZt_WmK3eHlQ3ZAIOZEFPRc

Even the St. Petersburg media joined to the process of creativity struggle over the crisis https://tv.fontanka.ru/music





9. SWEDEN

Creative Ports is presented in Sweden by Media Evolution Southern Sweden AB.

inthistogether

What started out as Joe Miller's post about his own situation on a Facebook group, has evolved into a website of it's own. The reason the website exists, is a combination of dealing with a problem and finding a positive way of working together to help each other through the Covid-19 pandemic and out safely on the other side. The community of inthistogether is dedicated to telling their stories during the corona crisis times and help self employed, freelancers and small businesses find new clients, www.inthistogether.se

10. INTERNATIONAL

Creatives Unite!

Following a virtual meeting of EU Ministers of Culture held on April 8th 2020 regarding the COVID-19 pandemic, Commissioner Gabriel proposed the launching of a platform for the cultural sector to share information and good practices between themselves. This is how Creatives Unite was born.

Creatives Unite is a platform with the aim to gather all the information circulating on the web regarding creative opportunities coming from and referring to the CCIs, by directing to the relevant websites of the respective networks, organisations and initiatives and by giving the opportunity to co-create and share solutions. It is operated by the European Creative Hubs Network and the Goethe-Institut as part of Creative FLIP. www.creativesunite.eu





kulturama.digital



In order to lend the online cultural offers of artists more visibility and greater reach in times of the coronavirus, the Goethe-Institut has launched the digital cultural calendar kulturama.digital. Artists and cultural institutions of all fields and worldwide can upload their digital cultural offers such as livestreams or on-demand programs to kulturama.digital free of charge and thus make them accessible to an international audience. Art lovers not only can find digital events from all over the world on kulturama.digital, but they can also show their solidarity: A donation button for each event allows users to financially support the artists and thus contribute to a vibrant online cultural scene.

kulturama.digital address freelance artists or artist groups from all disciplines, cultural institutions such as museums, theatres, opera and concert halls, radio stations, and film broadcasters and those who want to give their online cultural event international reach and visibility. https://kulturama.goethe.de/

VIRTUAL PARTNER RESIDENCIES

Travel is severely restricted for the time being due to the corona pandemic. As a result, not only have nearly all live performances been cancelled, but so have most physical residencies for artists and co-productions. In reaction to the resulting changes in working conditions in the music scene, the Goethe-Institut has created





this virtual residency programme with a view to maintaining and reinforcing international exchange and collaboration. Funding for virtual partner residencies is now available to arrange for international musical collaboration projects.

Virtual partner residencies may serve to work on joint research, compositions, concept and project development, pre-productions or innovative online projects, for example. Other, including Interdisciplinary, music-centred formats may also be eligible for funding. The focus must be on artistic collaboration and extensive exchange on a partnership basis. This virtual partner residency programme is for solo artists and small ensembles from Germany and abroad. https://www.goethe.de/en/uun/auf/mus/vir.html

Online exhibition

A virtual tour does not have to include moving images. House of brands presents their first online exhibition with Google Arts & Culture; *Inventions & Discoveries* for the "Once Upon a Try". The online exhibition shows a snapshot of history of packaging and how innovation, business and consumer demand continue to inform its evolution. The great tour could serve as inspiration for Creative Workers who wants to showcase their work online. https://www.museumofbrands.com/once-upon-a-try/

Virtual Museum and Art Gallery Tours

Many of the big museums already have great tour that other business sectors can learn a lot from. https://www.theguardian.com/travel/2020/mar/23/10-of-the-worlds-best-virtual-museum-and-art-gallery-tours





11. ADDITIONAL

OECD Webinar series on the CCI coping with COVID-19

The Organisation for Economic Co-operation and Development (OECD) have uploaded a series of discussions with representatives of the cultural and creative sectors, local and national governments reviewing the short and long-term impacts of the current crisis on CCI and the innovative solutions put in place by CCS across countries. https://www.oecd.org/cfe/leed/culture-webinars.htm

Tips for engaging workshops!

The meeting app *Svava* will help you keep everyone focused and engaged. Perfect for online workshop and comes with many smart functions. Easy to use together with for example Zoom. https://svava.io

Couch Lessons, a project of Goethe-Institut and funded by the Federal Foreign Office, engages a diverse and multi-generational global audience each week for essential conversations about artificial intelligence as our world faces unprecedented challenges and humanity seems at a crossroads. https://www.couchlessons.com/couch-lessons/ai-covid-19

It's also interesting to see how tools can be used for more playful interaction. Maybe by the end of a more formal online meeting?

https://www.youtube.com/watch?v=uImq9tSCVAo&feature=youtu.be&fbclid=IwAR0WWarqYTKqC2AxdNJE1W3zd_TZB8icddInix_pVIojrp1qv8hwcn0MFCA