



## **A request from the UNESCO Creative Cities Network**

**weRculture** calls on the public to behave responsibly and respectfully in the globally difficult situation with video messages from representatives from culture and society. The seriousness of the situation is still underestimated by many, recommendations are not followed and official instructions are disregarded. This is where we as creative people, from person to person, with empathic appeals, want to take countermeasures.

1. Please take part in our campaign with a **maximum 60 seconds long video** (shorter videos are also very welcome). In it, explain why culture is of the utmost importance, especially now, when insecurity, fear and panic, values such as community and solidarity are being shaken. This can also happen non-verbally (music for instance), **be creative**.

2. Please finish your short video with the words:

**Stay home *now*, so we can meet again *sooner*.**

**Think Respectfully. Act Responsibly. We are culture.**

3. Once the video is created, please post it to Facebook or Instagram through your own account and tag it with **Hashtags**:

**#flattenthecurve #stayathome #weRculture**

Please also provide the video with **@weRculture2020**

We will then share it via the Instagram account of the action (weRculture2020)

4. **The Challenge:** Please mark at least one other person in the post and nominate them to continue the action and send them these instructions in a message.

**Thank you for your commitment. Take care of yourself and others, and most of all: Stay healthy**