

## A request from the UNESCO Creative Cities Network

**weRculture** is a new initiative undertaken by the network of UNESCO Creative Cities around the world.

It calls on the public all over the world to behave responsibly and respectfully in this difficult situation via video messages from creatives.

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 want to encourage change.

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.”**

**NB:** A weRculture logo pack can be downloaded [HERE](#)

3. Once your video is ready, please share to your social media platforms with the hashtags:  
#flattenthecurve #stayathome #weRculture

Please tag **@weRculture2020** in your post. This will alert us and allow us to share it via the official Instagram & Facebook pages.

4. **The Challenge:** Please tag 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 in advance for your commitment. Take care of yourself and others, and most of all; stay healthy.**

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Instagram & Facebook: @weRculture2020

UNESCO Creative Cities of Music: [www.citiesofmusic.net](http://www.citiesofmusic.net)

UNESCO Creative Cities Network: <https://en.unesco.org/creative-cities/home>

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