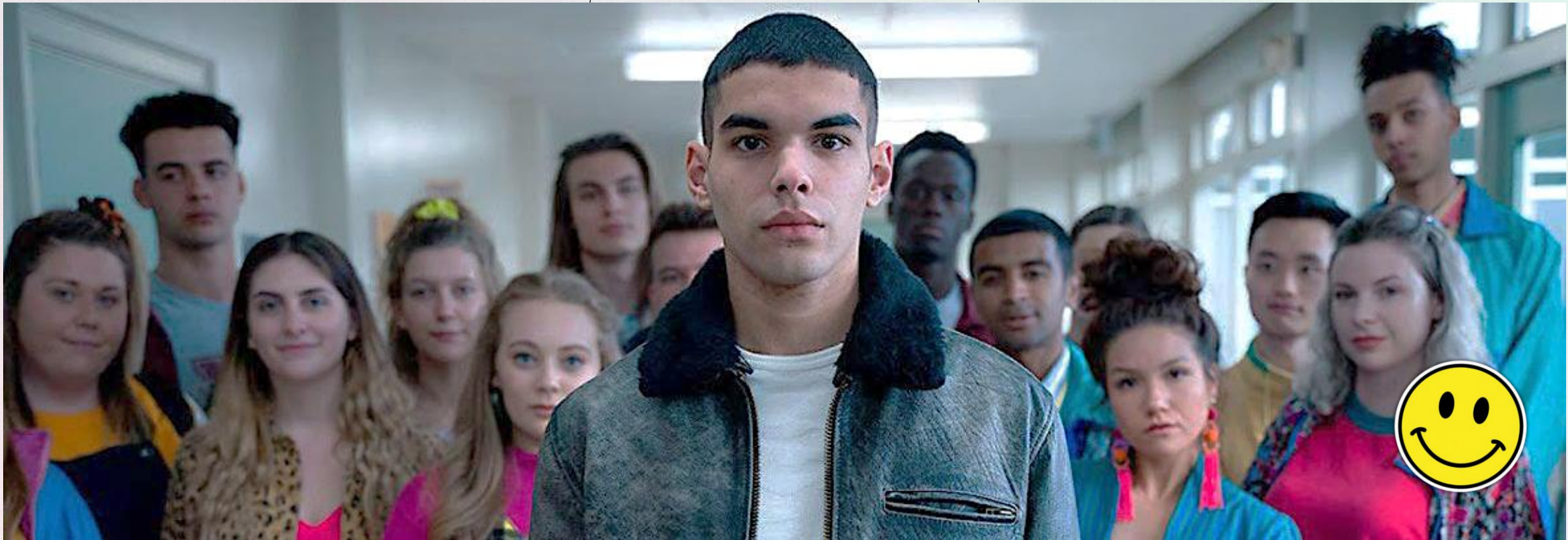


The new power of communities

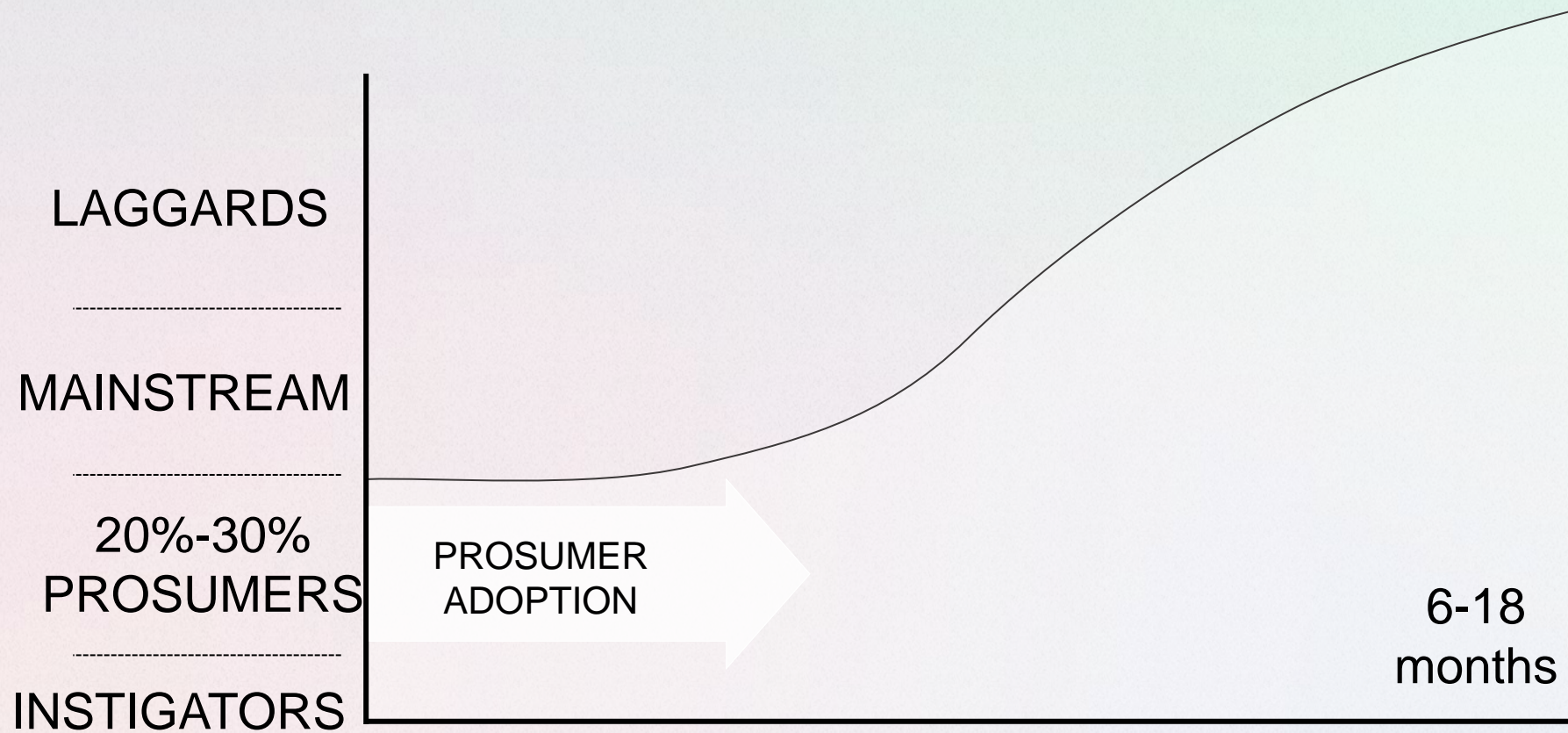
PROSUMER REPORT

IIVAS
GROUP

OCTOBER 2022



Who are prosumers?



Scope of the study

30 markets

African Region • Argentina • Austria • Brazil • Canada • China • Colombia • Czech Republic • Denmark • Finland • France • Germany • Greece • India • Ireland • Italy • Japan • Mexico • Peru • Philippines • Poland • Portugal • Russia • Saudi Arabia • Singapore • South Africa • Spain • United Arab Emirates • United Kingdom • United States

14 600 people



COMMUNITIES ARE THE FOUNDATIONS OF SOCIALIZATION

*The word appeared in the 13th century,
from the latin Communitas.*

COMMUNITY

cum

a group of people

MUNUS

who shares something

87%

PROSUMERS

72%

MAINSTREAM

Belonging to a community makes it
easier to socialize (make new
friends, find a life partner, integrate
into a new environment).



84/63



72/48



91/77



96/81



94/73



91/80



87/83

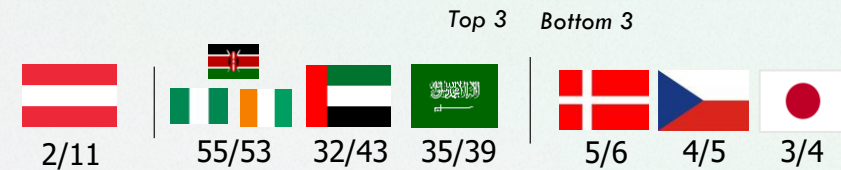
THEY CONNECT US AT ALL LEVELS

With which of these communities do you most strongly identify?

RELIGIOUS

*Religion
from religare, to link.*

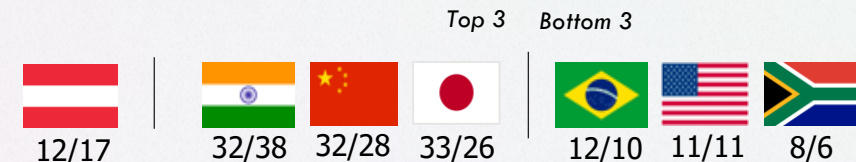
18%
PROSUMERS | 18%
MAINSTREAM
Religious



NATIONAL

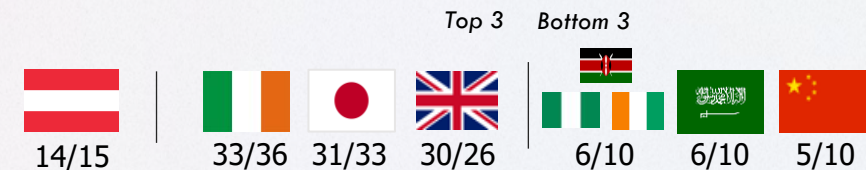
*Enough of us have come together
to carry all of us forward.*
Joe Biden, Inaugural Address

19%
PROSUMERS | 20%
MAINSTREAM
National



LOCAL

16%
PROSUMERS | 19%
MAINSTREAM
Local



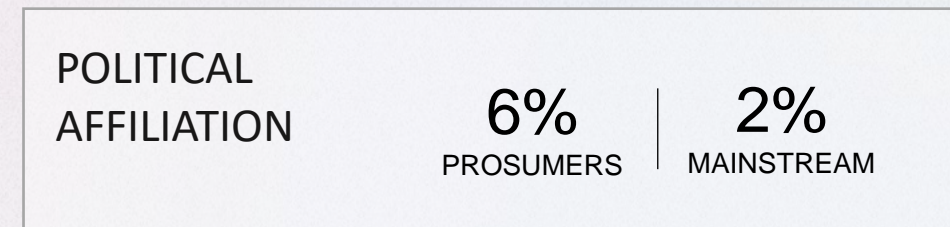
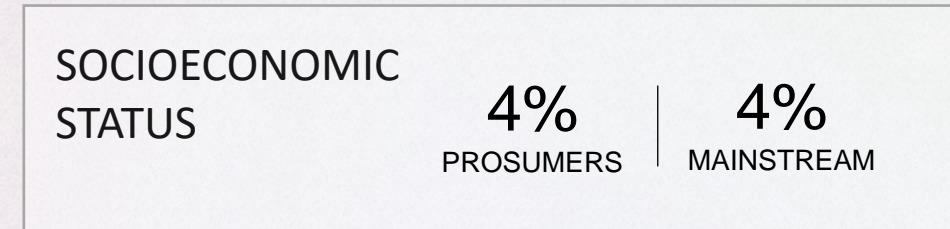
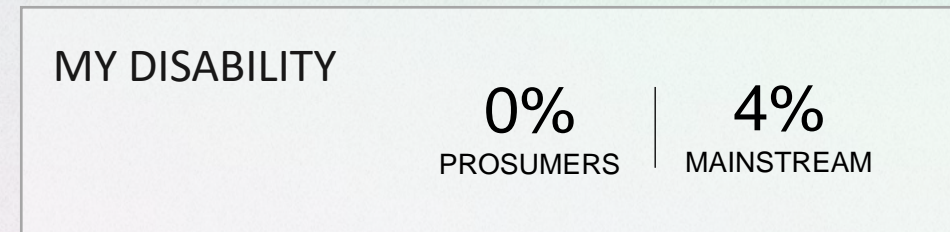
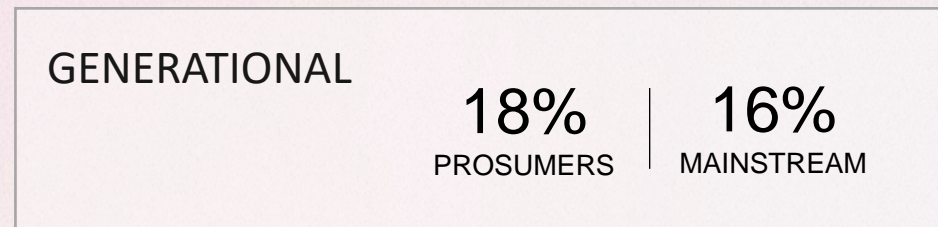
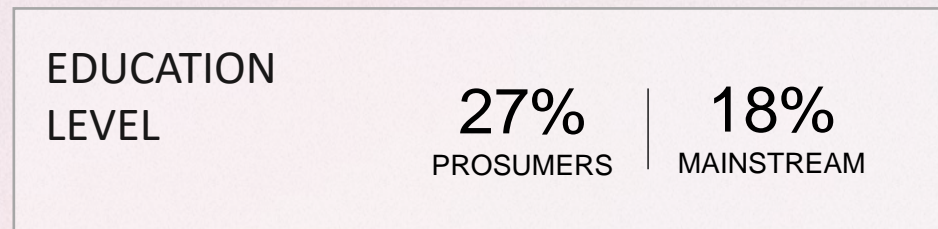
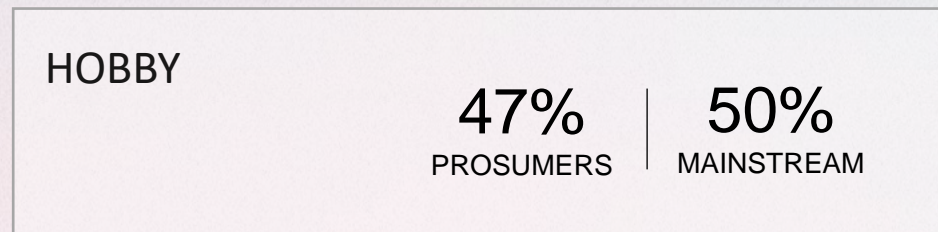
AUSTRIA IS DIFFERENT

With which of these communities do you most strongly identify?

TOP 3



BOTTOM 3





Drastic changes in our world
have brought new forms of communities
to the forefront

GLOBAL DIGITIZATION BROUGHT COMMUNITIES OF PASSIONS TOGETHER

With which of these
communities do
you most strongly identify?



Online




You may think your interests are niche—maybe only 1 in 1,000 people like the same things as you—but with 4 billion people online, that’s 4 million people who share your interests. On the internet, no niche is too niche.

Jack Conte of Patreon

 The Drum

**How Discord became the center of
the universe for gamers**

A GROWING SENSE OF INEQUALITY INCREASES THE FIGHT FOR SOCIAL JUSTICE

TOP 1 

21% | **21%**
PROSUMERS | MAINSTREAM

I feel increasingly discriminated against because of my income level



The wealth of the 10 richest men has doubled, while the income of 99% of humanity are worse off, because of Covid-19.
Oxfam

46% | **41%**
PROSUMERS | MAINSTREAM

In your opinion, why are we seeing a growing emphasis on communities?
There is more of a need for social justice and equality in society.



ESPECIALLY WHEN INSTITUTIONS ARE NOT UP TO THE TASK

70% | **60%**
PROSUMERS | MAINSTREAM

Communities grow in response to governments failing to meet the needs of the population.



55/52



68/61



73/69



70/63



86/78



77/67



Land Back: The Indigenous Fight to Reclaim Stolen Lands



THE CULT OF THE INDIVIDUAL LED TO THE RISE OF “IDENTITY-BASED” COMMUNITIES

52%
GEN-Z

29%
BOOMERS

The community I belong to defines who
I am more than my nationality does.

47%
GEN-Z

41%
BOOMERS



[Suivre](#)

Vulgarisatrice en vidéo / Bioinformaticienne / Femme Transgenre
Lesbienne & Autiste / Militante LGBTI+ / (elle/iel Féminin/Neutre) Bannière
:

[Suivre](#)

French SuicideGirl ✨ - **NOT HERE TO BE YOUR MANIC PIXIE
DREAM GIRL** - Not Brie Larson - elle/iel she/they - PP by

(il/iel)
[Suivre](#)

D'abord lesbienne, après neuroatypique iel/il+inclusif/masculin 🌙
Sorcerer 🏳️ NeuroA , Lesbienne Aro Ace pas très binaire, je sais ça fait
beaucoup

(iel)
[Suivre](#)

Eat humans not Animals. Non-binary. They/Them. Humanity. Ecology.
Equality. Il est 13h12 et il y a eu du retard sur le confinement. #Vegan
#LGBTQ ❤️ Taken.



From the fundamentals

NATIONAL

LOCAL

RELIGIOUS



to the new paradigms

ONLINE

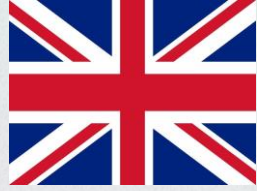
INEQUALITY

IDENTITY

NATIONAL

LOCAL

RELIGIOUS



Number of inhabitants

329,5M



Amount of mentions

412,45K

RATE

0,61%



Number of inhabitants

67,22M



Amount of mentions

1,71M

RATE

0,52%



Number of inhabitants

67,39M

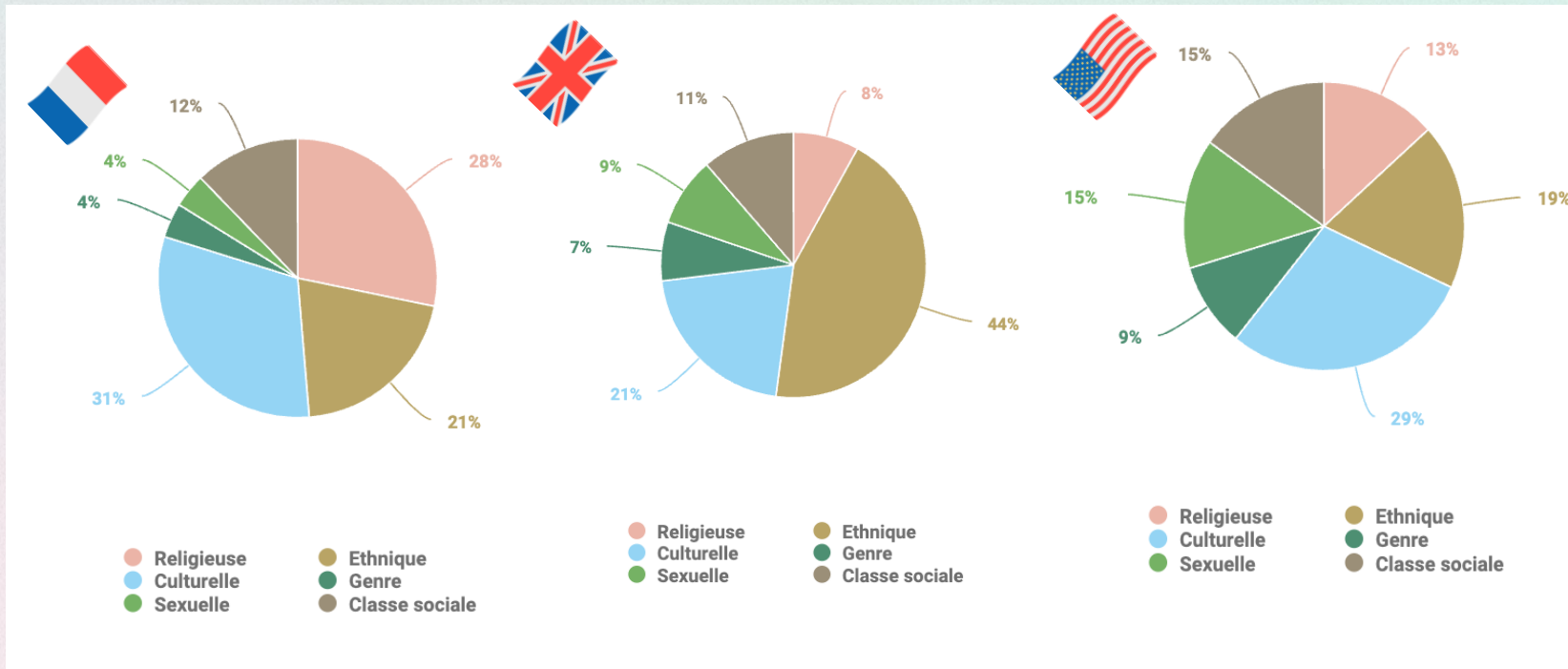


Amount of mentions

86,9K

RATE

0,13%



When discussing communities and minorities:

- In France, religious communities create the most conversations.
- In the UK, ethnic communities are at the centre.
- In the United States, there is a more fragmented and balanced division. Still, it's the cultural communities that create the most conversations.

AGENDA

1 The transformation of communities

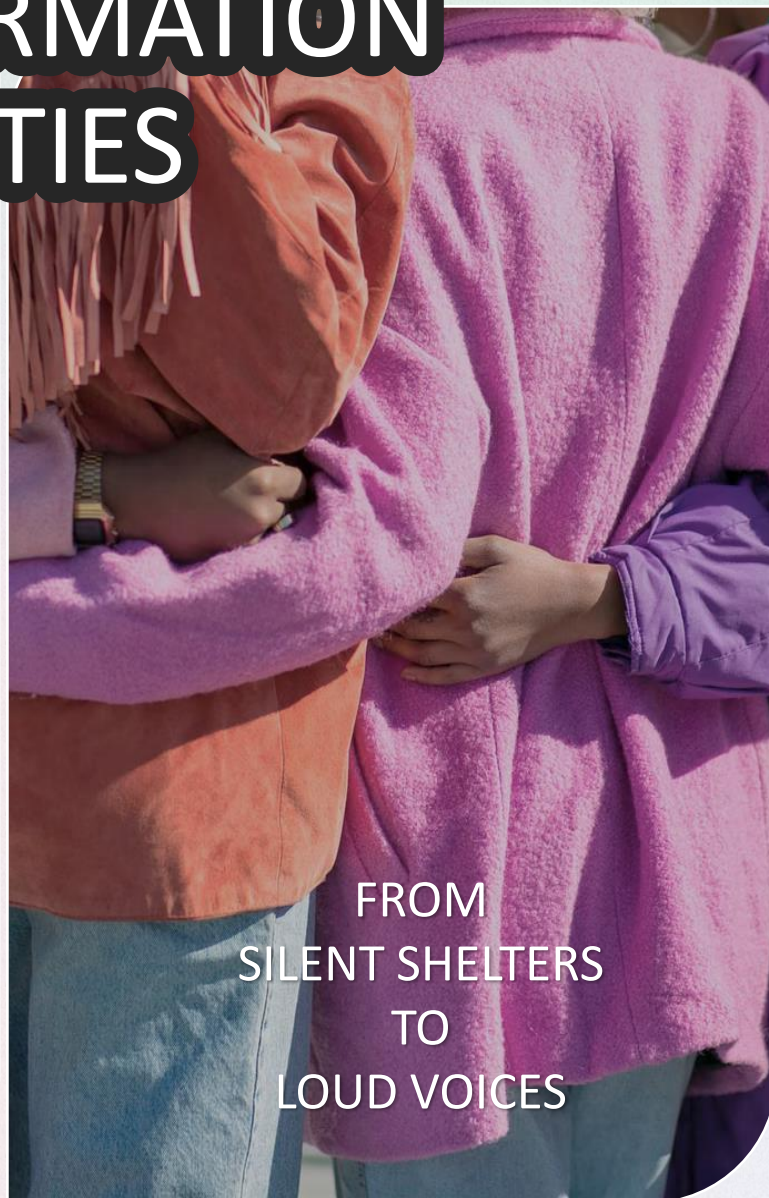
2 NEW COMMUNITIES, NEW TENSIONS

3 Lessons for brands

THE TRANSFORMATION OF COMMUNITIES



FROM
SHARING A CULTURE
TO
DEFENDING TRADITIONS

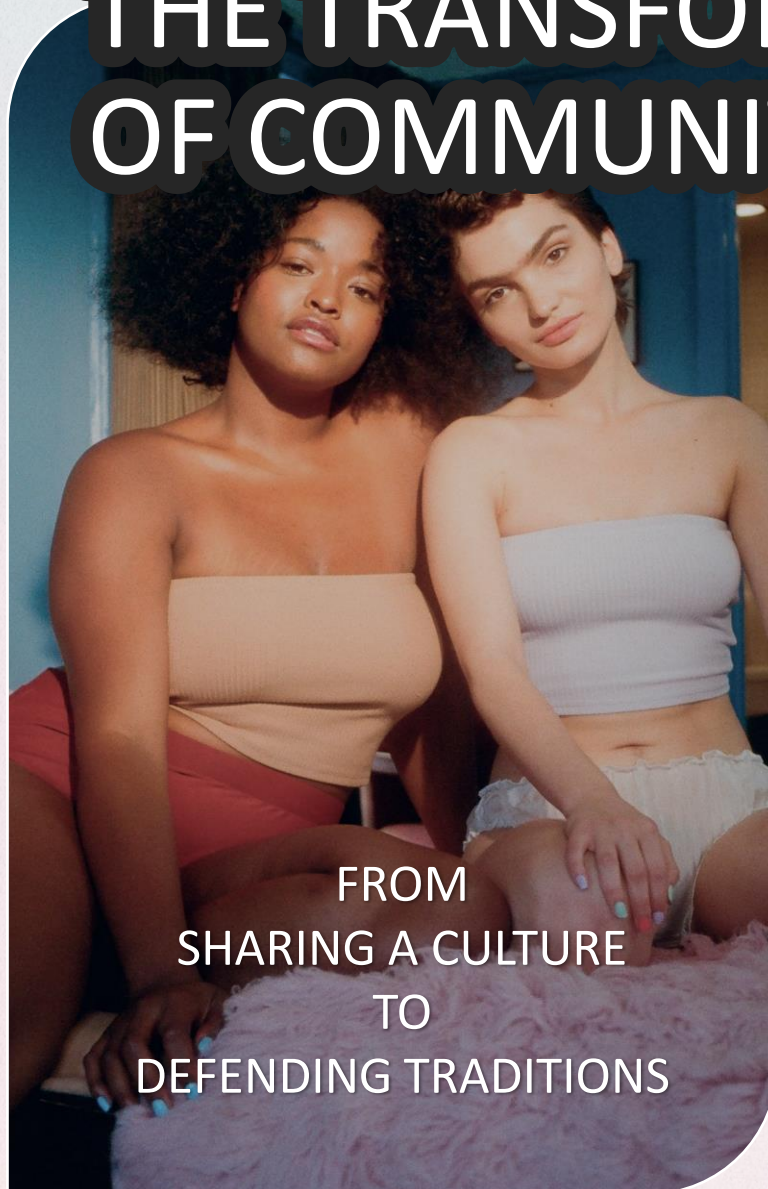


FROM
SILENT SHELTERS
TO
LOUD VOICES

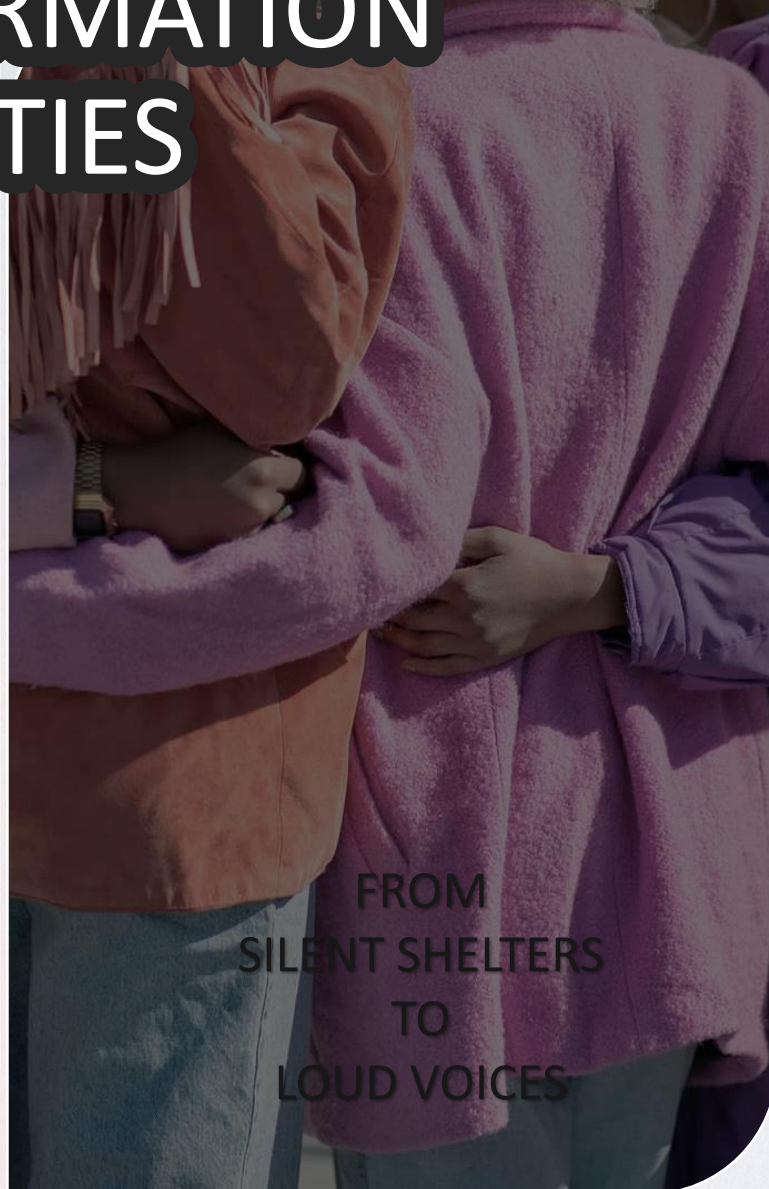


FROM
PROTECTION
TO
CONQUEST

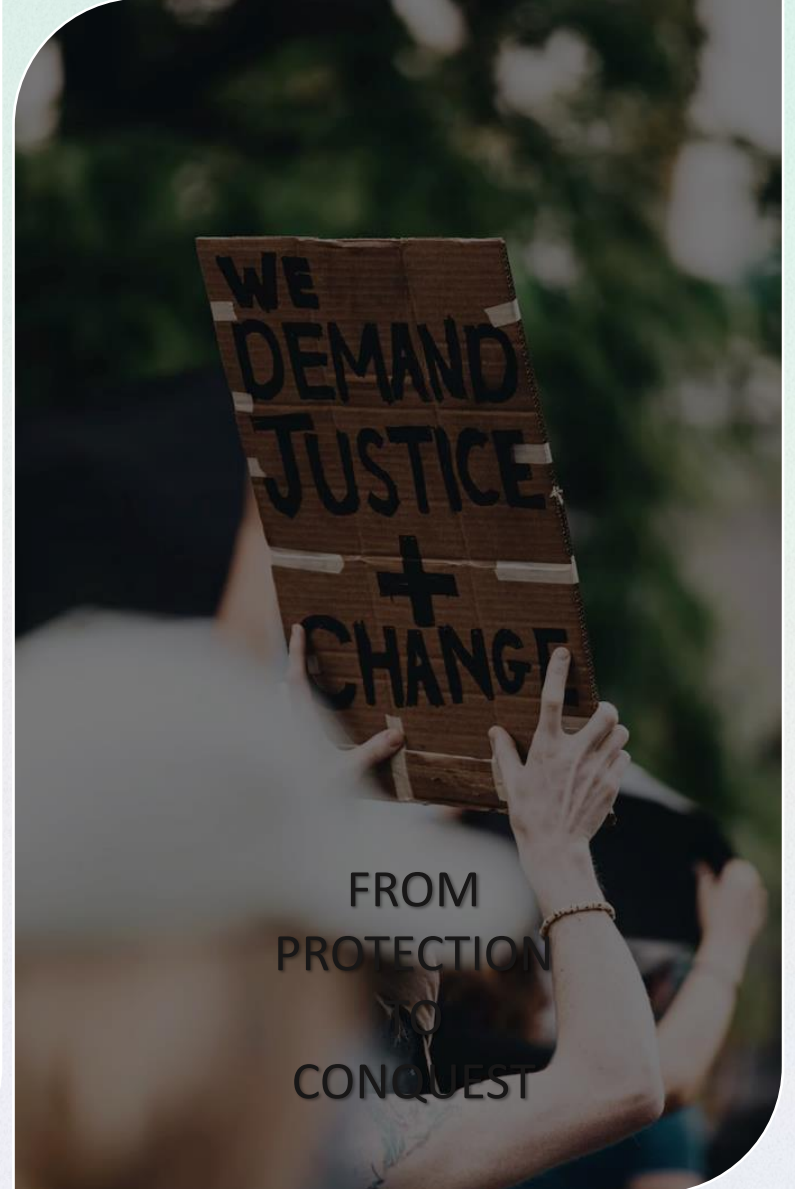
THE TRANSFORMATION OF COMMUNITIES



FROM
SHARING A CULTURE
TO
DEFENDING TRADITIONS



FROM
SILENT SHELTERS
TO
LOUD VOICES



FROM
PROTECTION
TO
CONQUEST

THE STRENGTH OF A COMMUNITY COMES FROM SHARING A CULTURE

73%

PROSUMERS

64%

MAINSTREAM

The strength of a community is linked to the strength of its culture and values.



69/52



76/68



66/48



66/65



77/72



85/69

DIGICULT

MEMESIS: COMMUNITY AND SELF-DEFINITION IN THE AGE OF MEMES

“Historically, we could think of a community as a group of people living in the same location, or having the same interest in a cause, may that be a societal or for entertainment. The Meme community, on the other side, is one apart, and we will define the way it operates as “Memesis”. Memesis is the process of a community creating itself through the spreading of its culture.”

DEFENDING TRADITIONS AGAINST STANDARDIZATION

79% | **67%**
PROSUMERS | MAINSTREAM

Communities allow traditions to remain alive rather than be absorbed into the global culture.



61/44



82/71



70/68



83/75

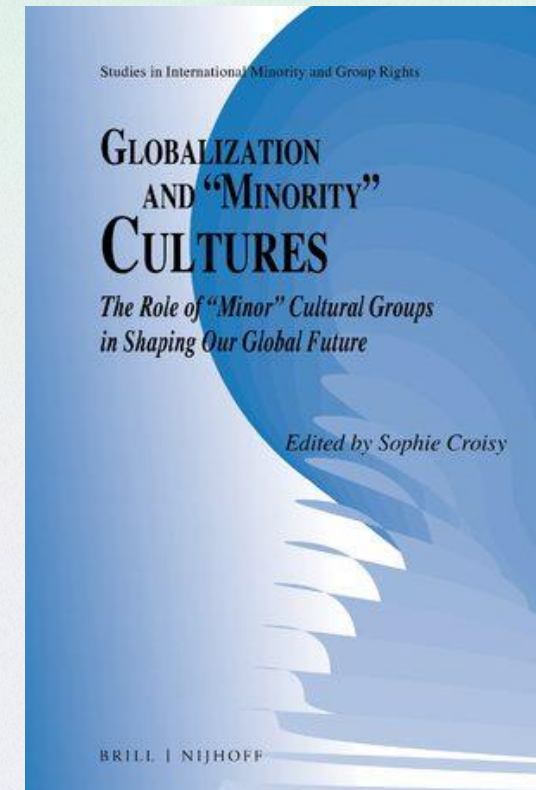


87/76



80/75

Minority groups' living conditions and cultural evolution have been historically intertwined with the development of global order and have suffered from early to present phases of globalization. Minority groups are often cited as victims of global processes since global forces increasingly dictate the fate of local communities within nations and their regions.



THE MORE COMMUNITIES THERE ARE, THE RICHER THE CULTURE

82%

PROSUMERS

64%

MAINSTREAM

The more communities that thrive
in society, the richer our global
culture will be.



53/45



82/71



93/82



83/67



88/75

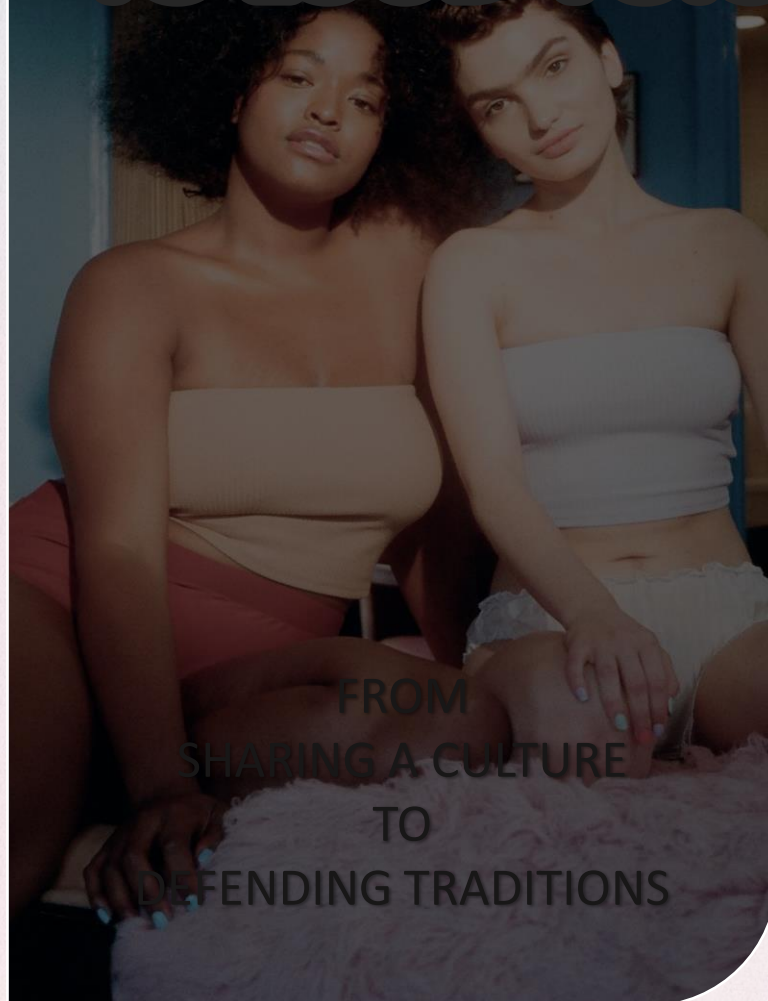


84/64

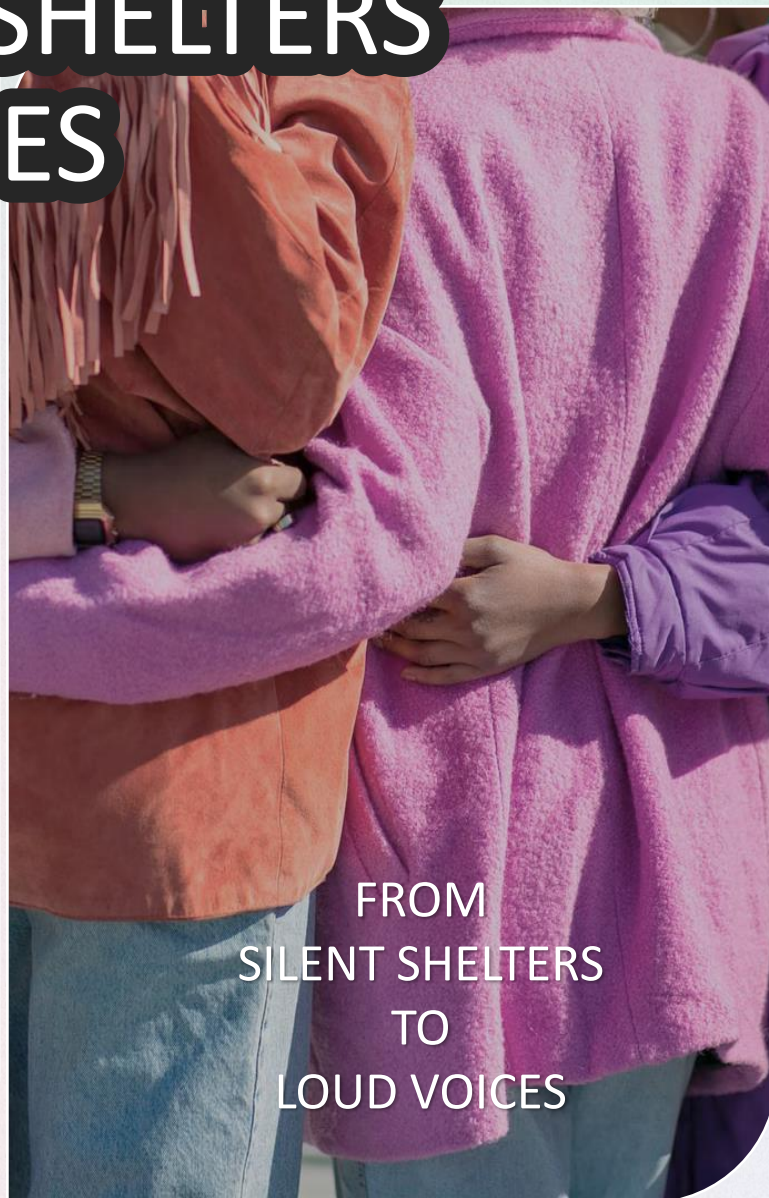
*At a time of spreading hatred and
intolerance, we must defend & invest in
diversity - ensuring that every community
feels that their identity & culture are being
respected.*

António Guterres
Secretary General of the United Nations

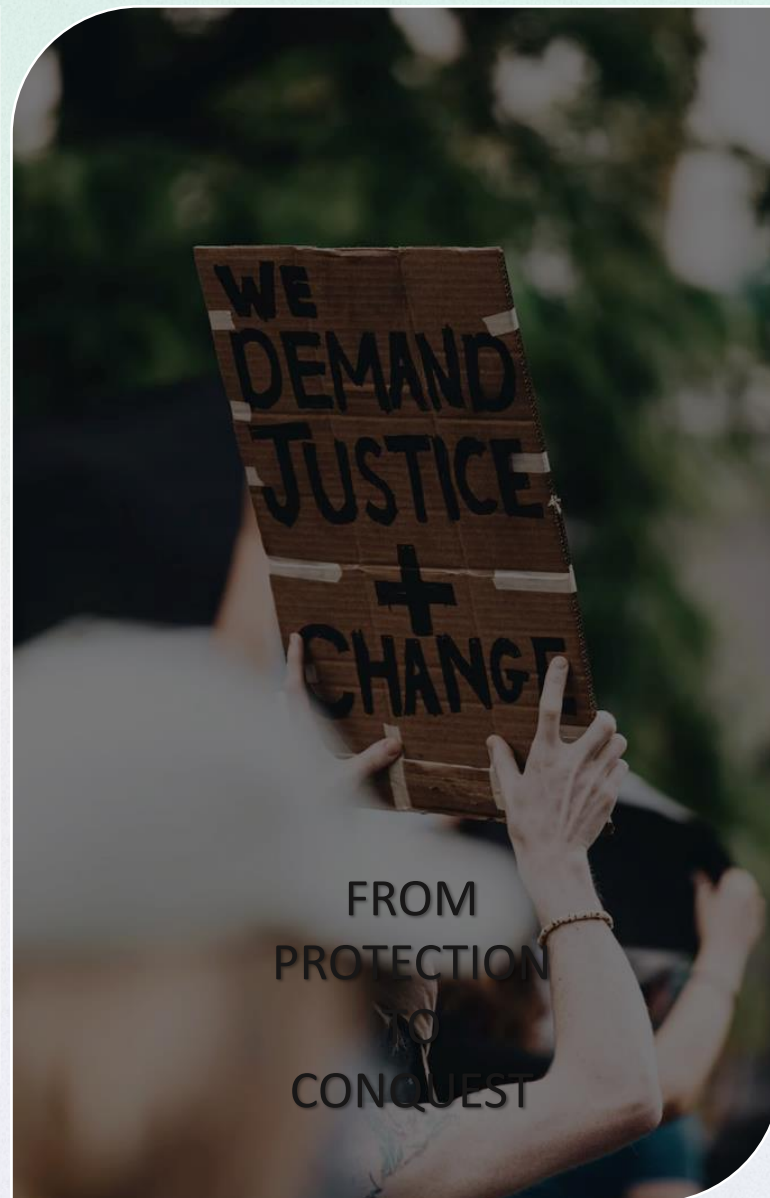
FROM SILENT SHELTERS TO LOUD VOICES



FROM
SHARING A CULTURE
TO
DEFENDING TRADITIONS



FROM
SILENT SHELTERS
TO
LOUD VOICES



FROM
PROTECTION
TO
CONQUEST

SOCIAL MEDIA IS PUTTING HUGE PRESSURE ON GEN Z

28%

GEN-Z

5%

BOOMERS

I feel increasingly discriminated
against because of my body

28%

GEN-Z

14%

BOOMERS



THE LEXINGTON LINE

How Social Media Contributes to Body
Dysmorphic Behavior

Growing up with social media in this day and age is absolutely detrimental to one's self esteem and view of their own body. There are hundreds of influencers that are praised for having the perfect body when chances are, it's completely edited.

Sarah, teenager, Wheaton

LEADING THEM TO ENVISION COMMUNITIES AS A SAFE SPACE

LS:NI
GLOBAL

40%

GEN-Z

23%

BOOMERS

In your opinion, why are we seeing
a growing emphasis on
communities?

There is more of a need to express
oneself without feeling judged

28%

GEN-Z

26%

BOOMERS



CONFESSIONAL CLUBS

By Annya Mutia Suhardi and Emily Rhodes

11 : 01 : 2022 Youth : Social Media : Society

Generation Z are turning from identity-driven social media platforms
to safe, anonymous and judgement-free spaces that are rooted in
emotional honesty.

TikTok



bisexual_safe_space__

♥♥♥<33 · 88.9K Abonnés

vent in the comments x Your valid ♥ Daily vids <33 Hate=🚫



pan.safe_space

PANSEXUAL safe space🥰 · 1845 Abonnés

Pansexual safe space Non pansexual dni or block Any are welcome



aromanticsafespaces

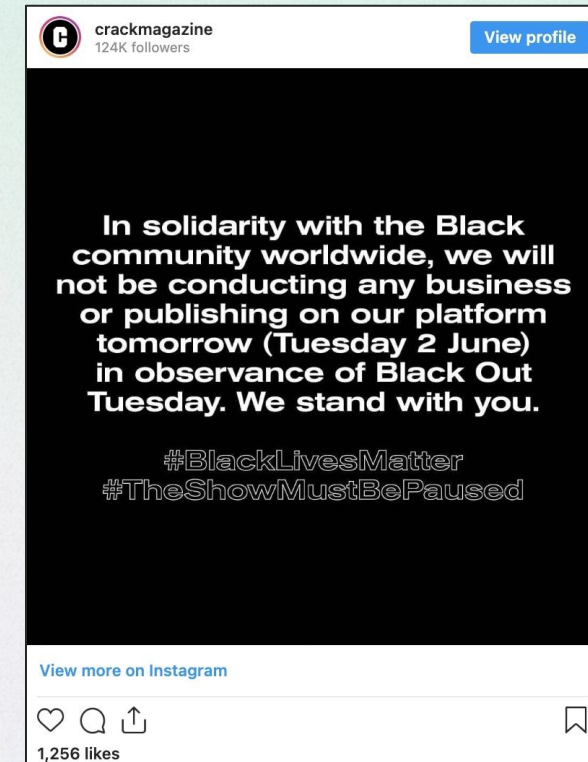
I post labels.. eventually! · 12.4K Abonnés

🌱🍃🔪🎥 aromantic safe space non-aro spec dni

FROM A SHELTER TO AN ADVOCACY GROUP

52% | **43%**
PROSUMERS | MAINSTREAM

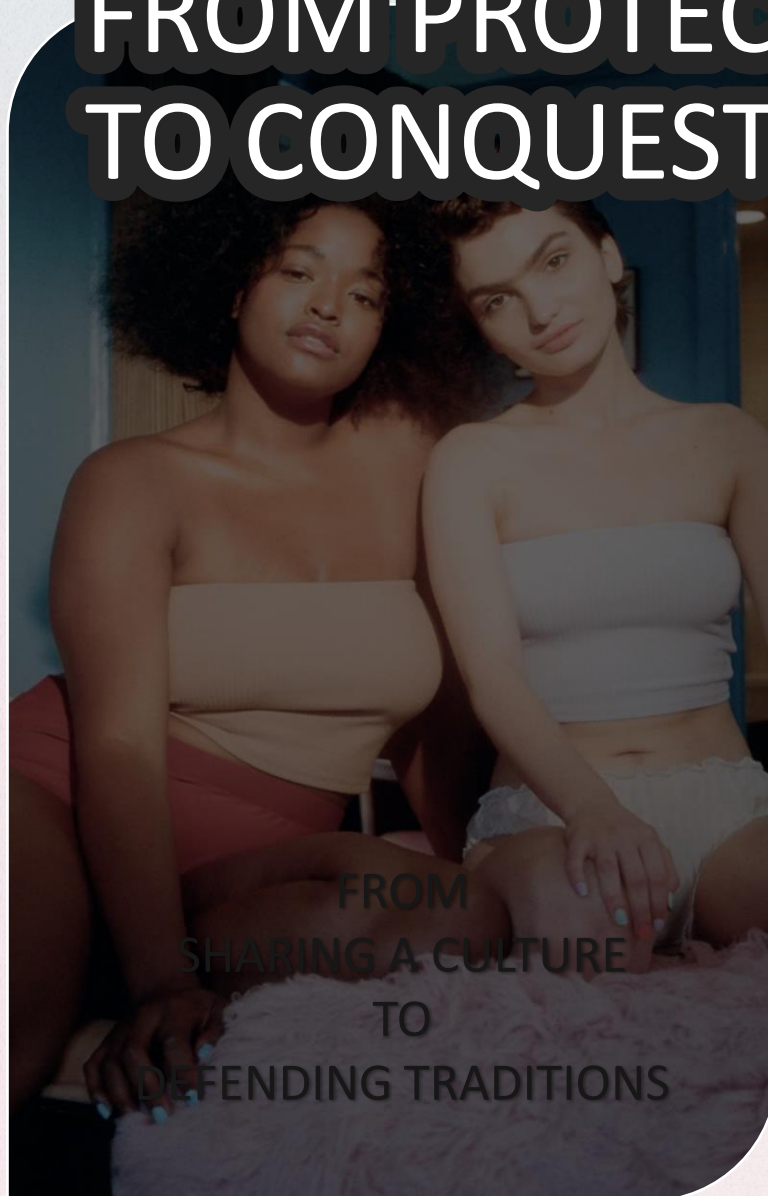
The strength of a community is linked to the influence it has on society.



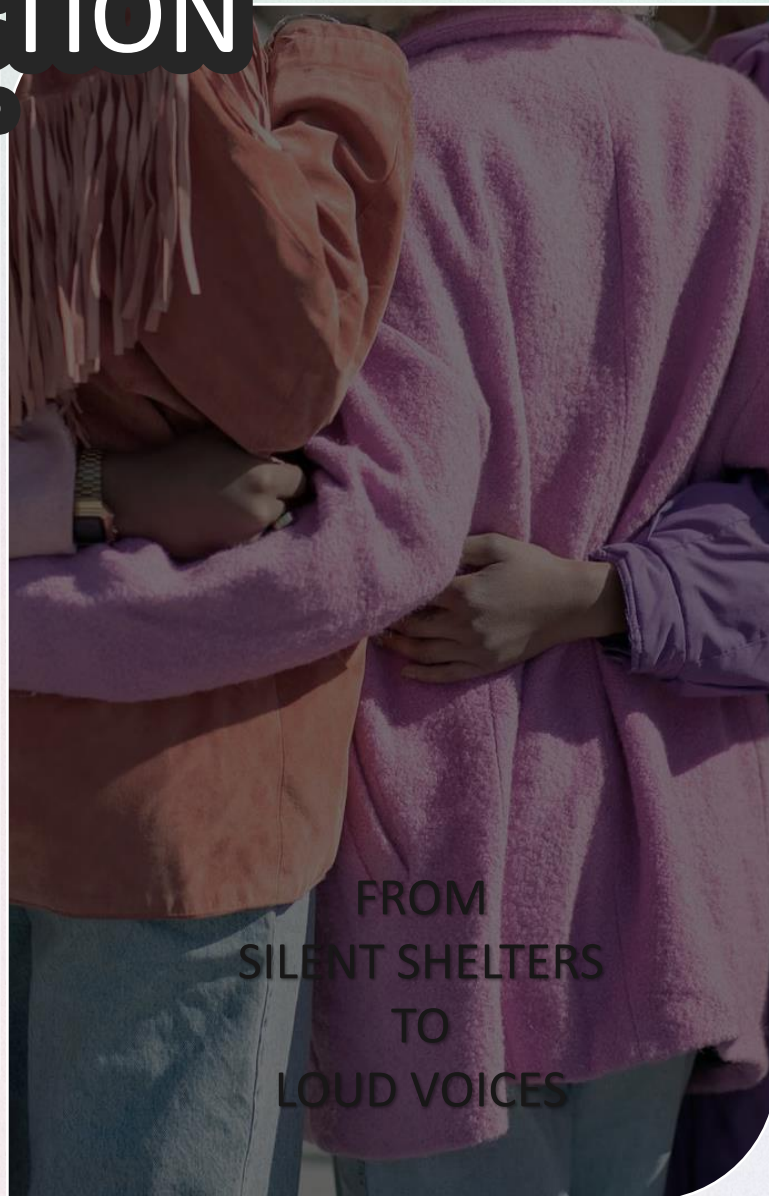
Texas has considered dozens of anti-trans bills. These moms have helped stop them.

"I have definitely lost years off my life from this battle," said Rachel Gonzales, whose 11-year-old daughter is trans.

FROM PROTECTION TO CONQUEST



FROM
SHARING A CULTURE
TO
DEFENDING TRADITIONS



FROM
SILENT SHELTERS
TO
LOUD VOICES



FROM
PROTECTION
TO
CONQUEST

COMMUNITIES ARE HERE TO PROTECT YOU FROM FATE

68% | **51%**
PROSUMERS | MAINSTREAM

If faced with an obstacle, I know I
can rely more on my community
than on institutions.



53/39



66/52



83/70



59/39



77/56



71/65



Police have to repair community trust to effectively do their jobs

By German Lopez | @germanlopez | german.lopez@vox.com | Updated Nov 14, 2018, 4:12pm EST

*We should all agree : The answer is not
to defund the police. It's to fund the
police.*

Joe Biden,
during his State of the Union address.

STAND UP FOR YOUR RIGHTS!

52% | **38%**
PROSUMERS | MAINSTREAM

I rely on my community to support
my rights and uphold my dignity.



Société

À Paris, des FEMEN demandent "justice pour Julie" qui accuse des pompiers de viol

Samedi 6 février 2021 à 17:55 - Par [Morgane Heuclin-Reffait](#), [France Bleu Paris](#), [France Bleu](#)



07 DEC 2018 | STORY | ENVIRONMENTAL RIGHTS AND GOVERNANCE

**South African indigenous
community win environmental
rights case over mining company**

FROM PROTECTION TO GOING ON THE OFFENSIVE

81% | **69%**
PROSUMERS | MAINSTREAM

The most unified communities are those built on a common fight.

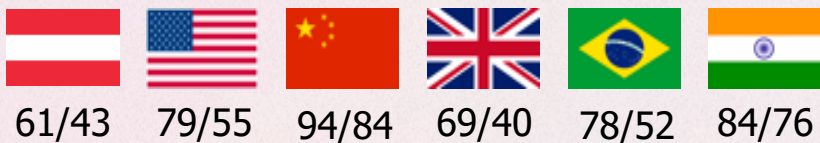


The Guardian
It's our land, too: Brazil's Indigenous peoples protest against Bolsonaro

COMMUNITIES AS A SOURCE OF EMPOWERMENT

76% | **53%**
PROSUMERS | MAINSTREAM

I feel more empowered to speak up
for what is right because of the
community I belong to.



THE BIGGER THE COMMUNITY, THE STRONGER THE POWER

31% | **27%**
PROSUMERS | MAINSTREAM

The strength of a community is linked to the size of the community.



WitchTok, the online coven of TikTok witches, is mobilizing against racism

By Margaux MacColl
July 22, 2020

#witchesforblm

46.8M vues

THIS WEEK IN ASIA

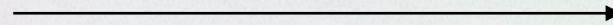
Why BTS Army and other K-pop fans are aiming their activism at Donald Trump

- Fans of the South Korean soft power export have banded together to troll the US president and champion Black Lives Matter

FROM

TO

SHARING VALUES



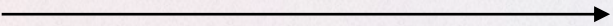
FIGHTING AGAINST
STANDARDIZATION

A SAFE SPACE
TO RETREAT TO



A SPRINGBOARD
FOR ADVOCACY

PROTECTION



EMPOWERMENT
AND CONQUEST

COMMUNITIES HAVE BECOME MORE POLITICAL

70% | 60%
PROSUMERS | MAINSTREAM

Communities grow in response to governments failing to meet the needs of the population.



THEY ARE BASED ON ACTIVISM

52% | 43%
PROSUMERS | MAINSTREAM

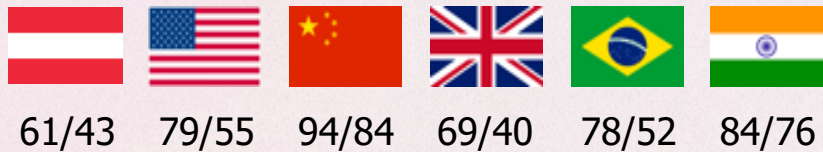
The strength of a community is
linked to the influence it has on
society.



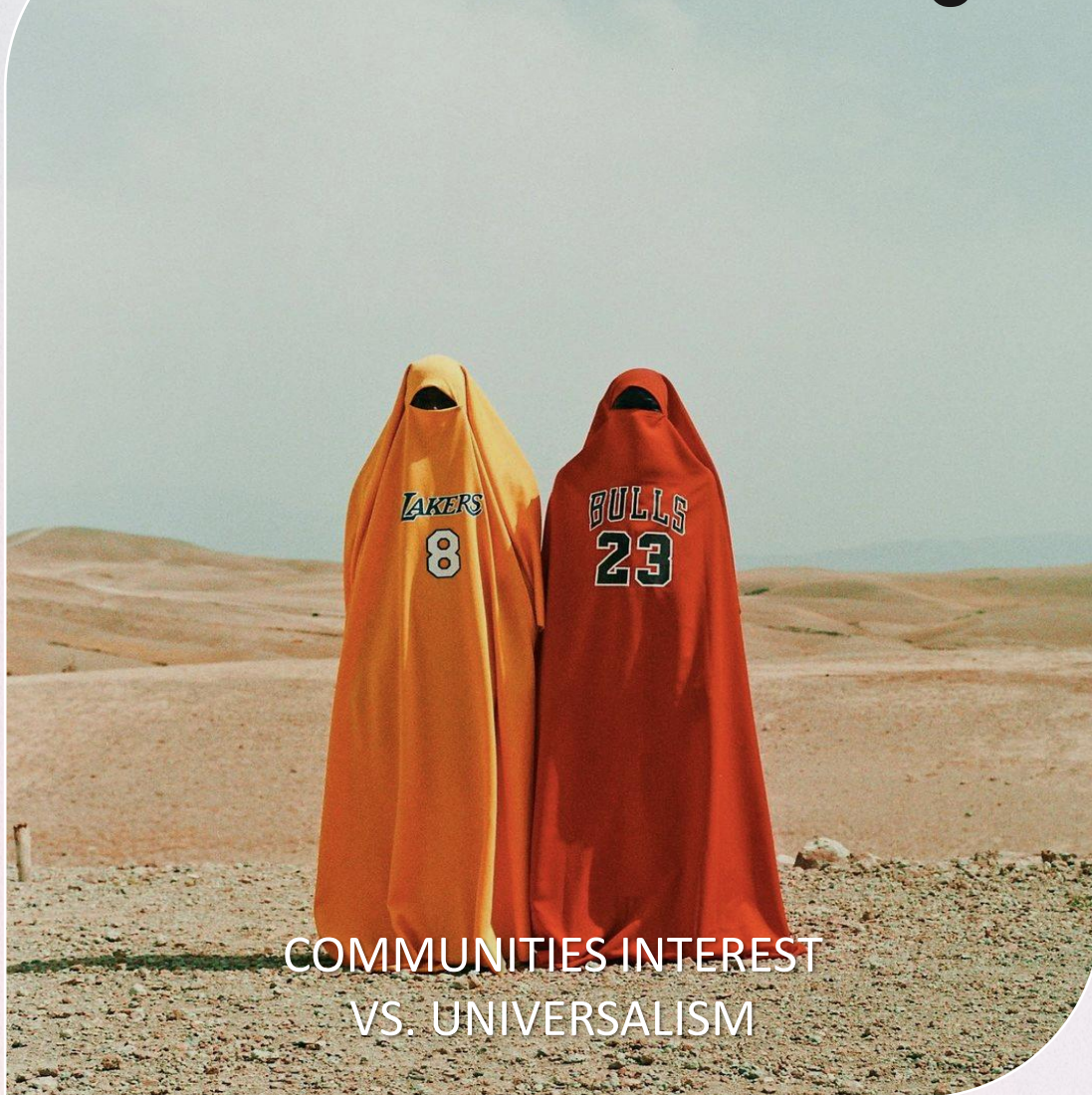
THEY BECOME MORE VISIBLE

76% | **53%**
PROSUMERS | MAINSTREAM

I feel more empowered to speak up
for what is right because of the
community I belong to.



NEW COMMUNITIES, NEW TENSIONS

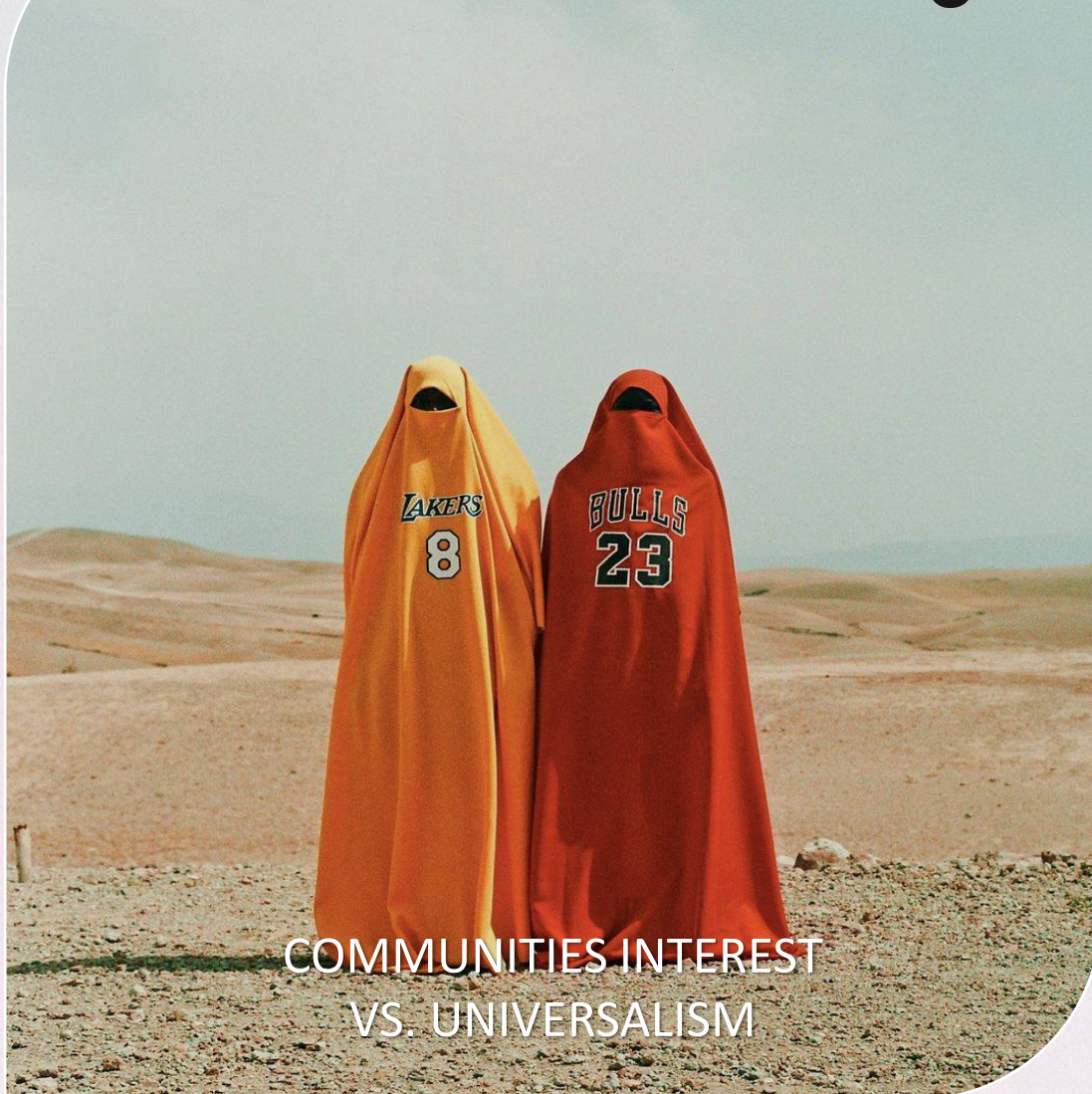


COMMUNITIES INTEREST
VS. UNIVERSALISM



CULTURAL PRESERVATION
VS. ISOLATION

NEW COMMUNITIES, NEW TENSIONS



COMMUNITIES ARE MAINLY SEEN AS A VESSEL FOR PROGRESS

63%

PROSUMERS

50%

MAINSTREAM

Without community-led fights, there would be no progress in society.



51/27



72/49



70/61



70/49



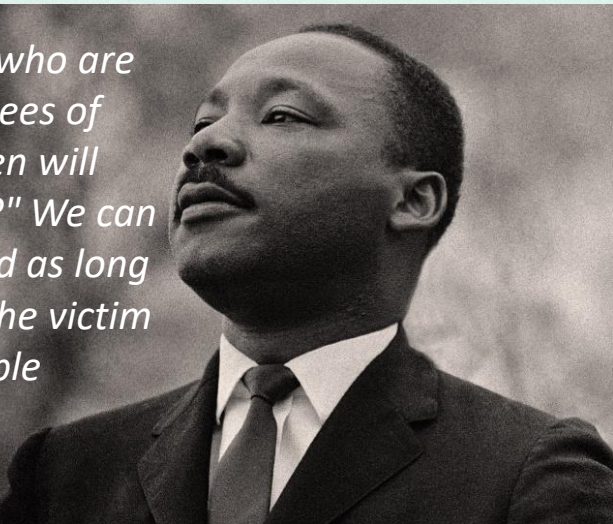
84/78



46/47

There are those who are asking the devotees of civil rights, "When will you be satisfied?" We can never be satisfied as long as the Negro is the victim of the unspeakable horrors of police brutality.

Martin Luther King

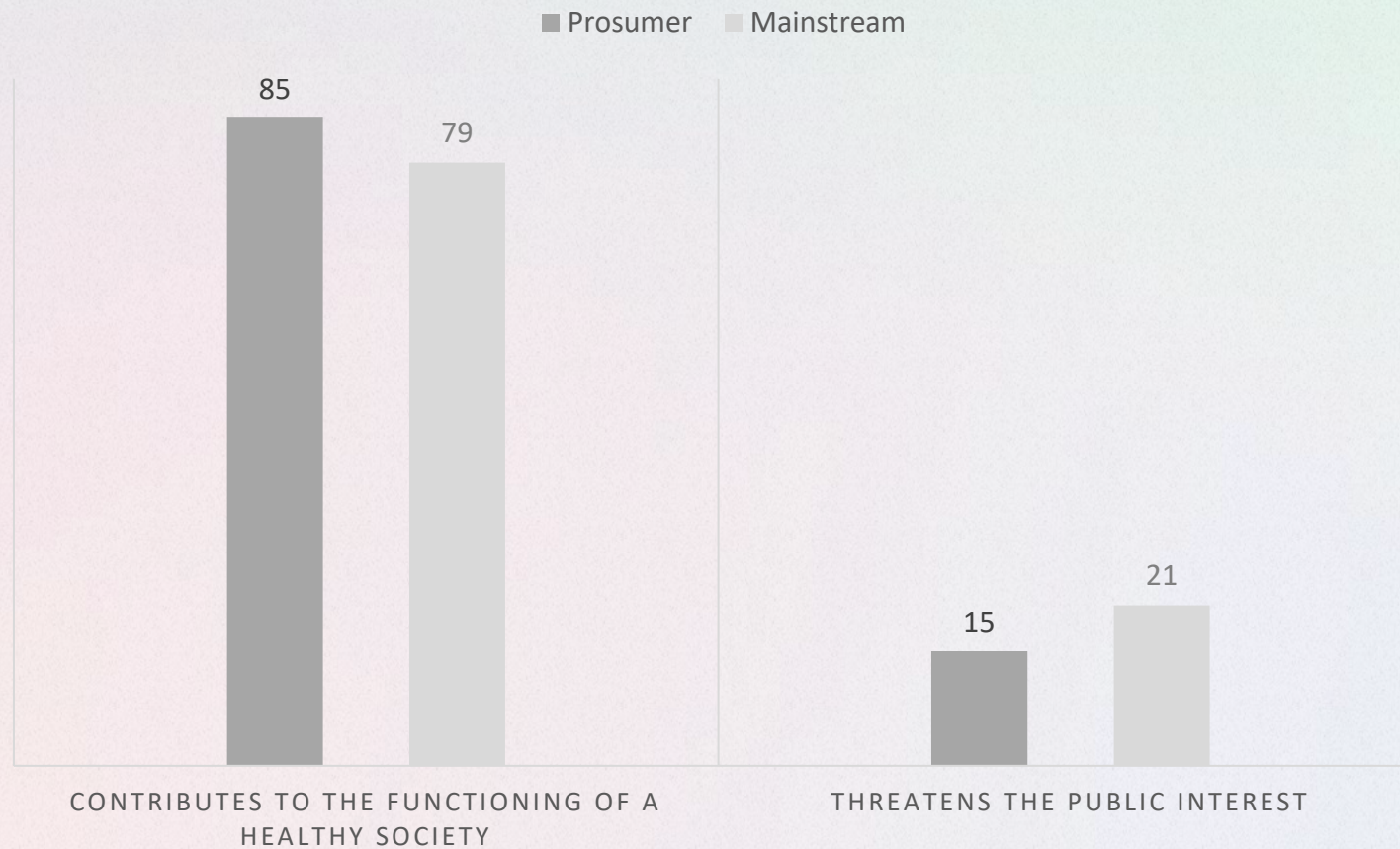


The Guardian

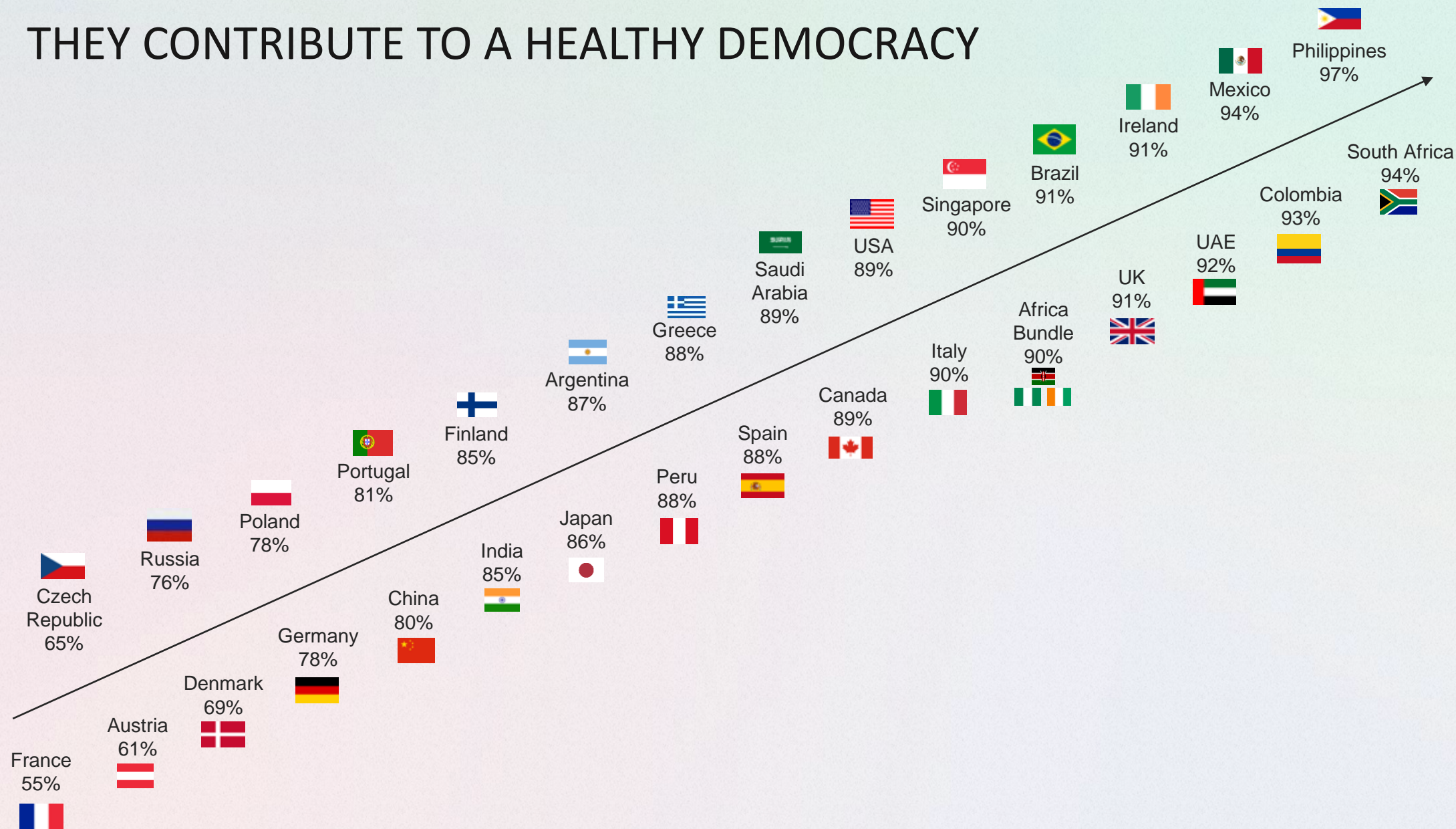
Argentina legalises abortion in landmark moment for women's rights

THEY CONTRIBUTE TO A HEALTHY DEMOCRACY

The increasing power of communities:



THEY CONTRIBUTE TO A HEALTHY DEMOCRACY



BUT COULD THEY THREATEN THE UNIVERSAL INTEREST?

43%

PROSUMERS

41%

MAINSTREAM

Minority communities are so self-centered that they ignore the most pressing universal issues facing the world.



31/31



36/34



75/69



33/39



33/33



55/61

There is a difference between being a party that cares about women and being the party of women. Similarly, we can and should be a party that cares about minorities, without becoming the party of minorities. Because we are citizens first.

Ted Kennedy
Former Democratic Senator

IF THE DEBATE IS CLOSED, CAN WE ALL MOVE FORWARD?

39%
PROSUMERS

30%
MAINSTREAM

Certain conversations should be limited to members of specific communities (e.g., sexual, religious, ethnic, gender identity).



24/22



38/29



74/66



33/24



42/40



56/56

Le Monde

Les sénateurs adoptent un « amendement UNEF » permettant de dissoudre les associations faisant des réunions non mixtes racisées

VIBE

Ray J Urges Straight Men To Show More Support For Gay Men

"I told my ni**as that there need to be more straight ni**as giving love to the gay ni**as," Ray J said.

THE FEAR OF RADICALISATION

Le Monde

Olivier Roy : « La peur d'une communauté qui n'existe pas »

Muslims are criticised for being communitarian, but are asked to react against terrorism as a community. (...) There is no Muslim community, but a Muslim population. Admitting this simple fact would already be a good antidote to the hysteria that is taking place and will take place.

Olivier Roy, French political specialist

LADEPECHE.fr

Emmanuel Macron lance sa lutte contre le communautarisme

65%
PROSUMERS

61%
MAINSTREAM

I worry about communities becoming radicalized.



84/84

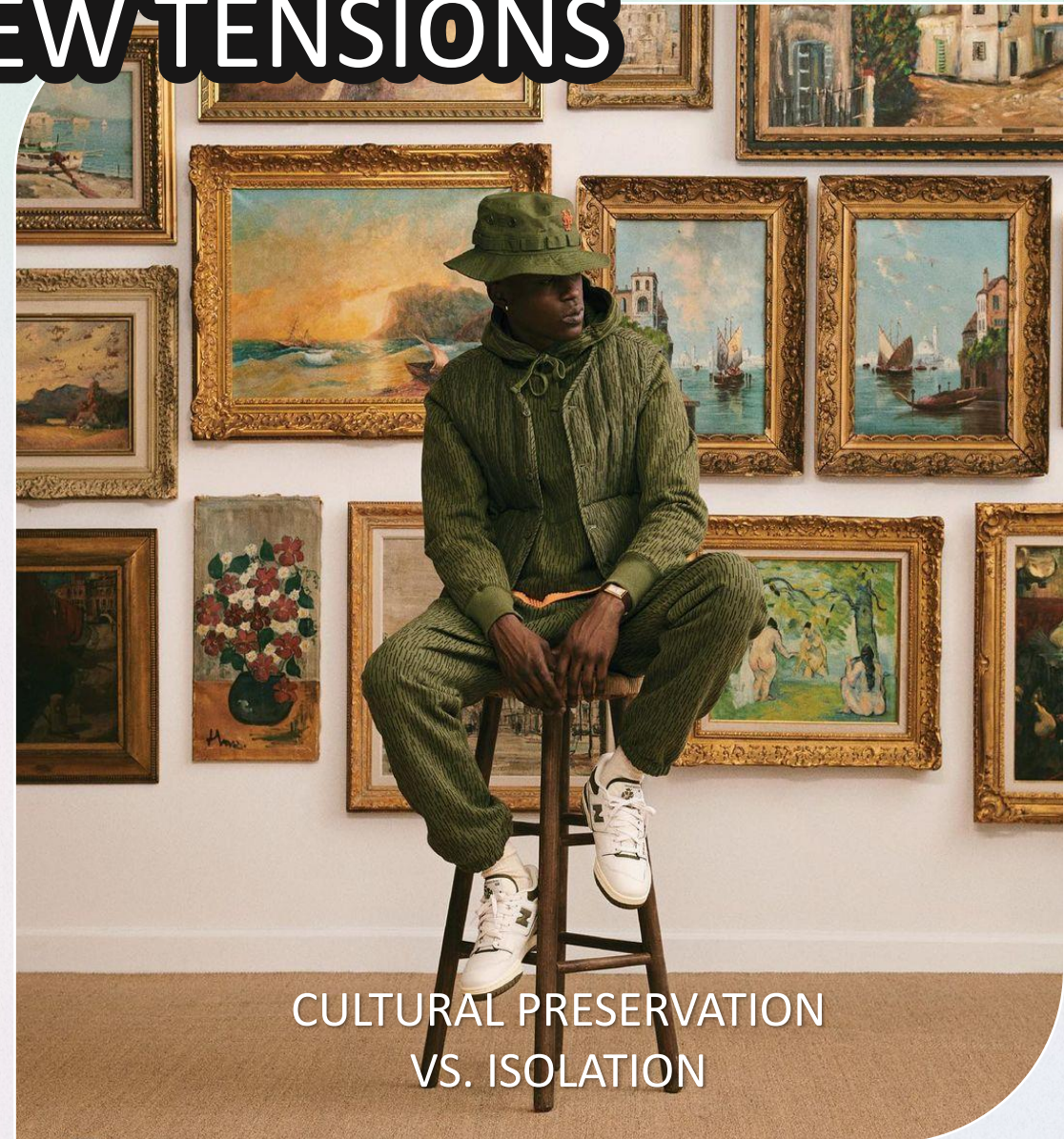


55/56



71/62

NEW COMMUNITIES, NEW TENSIONS



WE CRAVE TO LEARN ABOUT OTHER COMMUNITIES

86% | 68%
PROSUMERS | MAINSTREAM

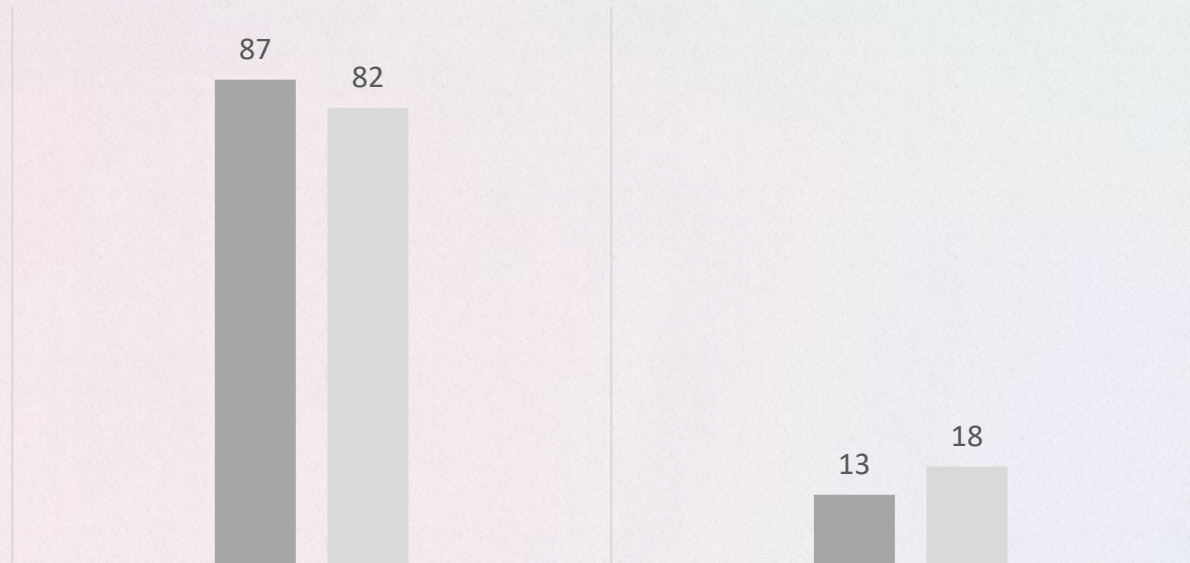
I make it a point to better
understand other communities by
learning about their cultures and
habits.



IS IT OK TO BORROW FROM COMMUNITIES?

I think it is:

■ Prosumer ■ Mainstream



GOOD TO APPRECIATE AND BORROW FROM THE CULTURES OF COMMUNITIES THAT AREN'T OUR OWN

DISRESPECTFUL TO BORROW CULTURE FROM A COMMUNITY TO WHICH ONE DOES NOT BELONG

VANITY FAIR

Loewe voyage dans l'univers de Chihiro avec sa dernière collection



'Not a cute fashion accessory': Gucci's \$800 'Indy Full Turban' draws backlash



POP CULTURE IS A CRUCIAL VESSEL FOR UNDERSTANDING

72% | **48%**
PROSUMERS | MAINSTREAM

I have learned about communities that are different from mine through pop culture.

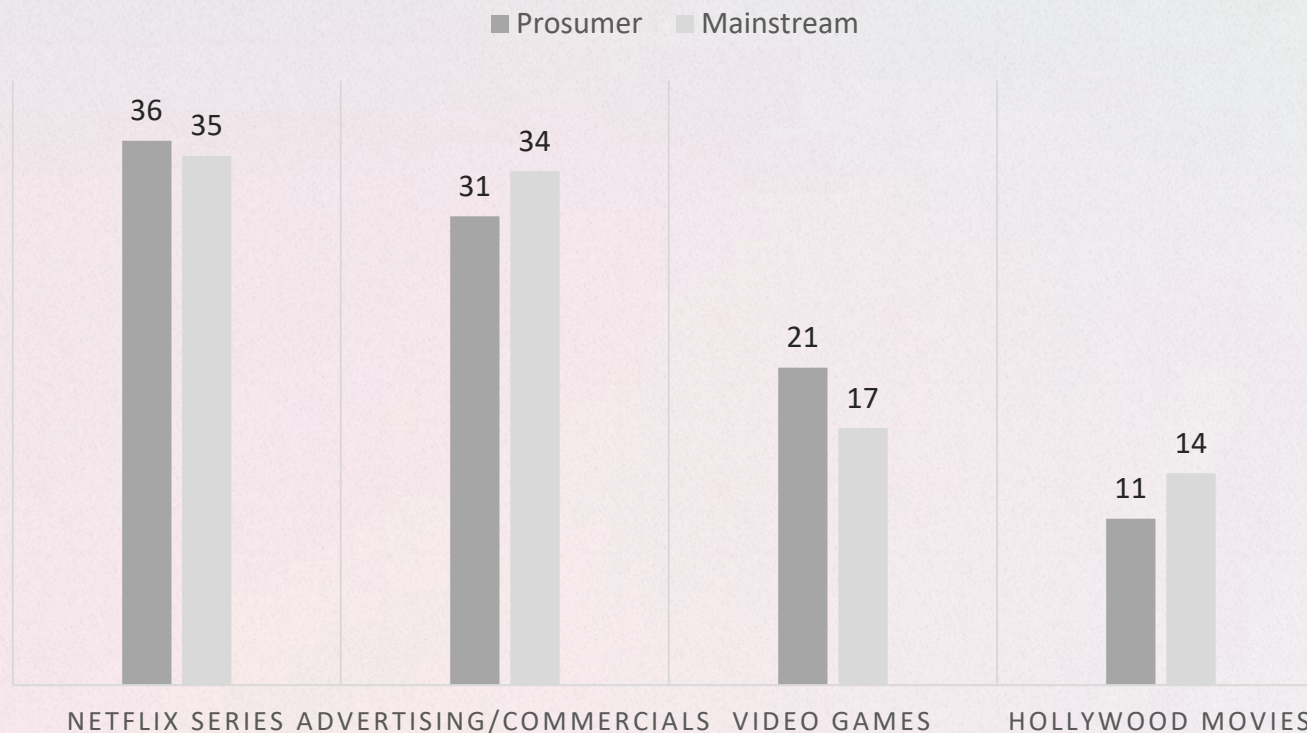


64% | **34%**
GEN-Z | BOOMERS



THE « NETFLIX EFFECT » ON DIVERSITY

Which source do you feel best represents a diverse audience?



Le Point

Netflix : indigestion progressiste pour la génération Z ?

In Ginny and Georgia, the characters are either black, Asian, deaf, lesbian, and we forget about their personalities, as their characters revolve solely around their membership of a community. A couple of characters even argue about how many minorities they are each connected to and who is more oppressed.

Anna, History student, 18 y.o

IS THE REPRESENTATION CORRECT?

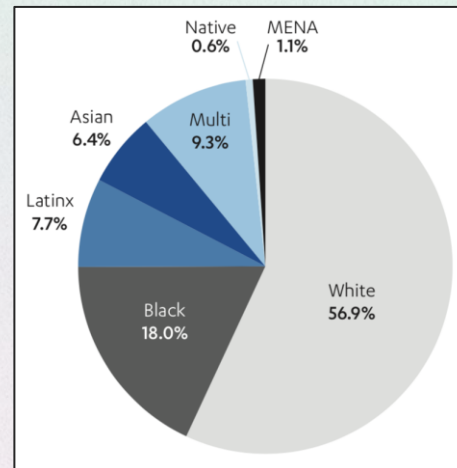
44%
PROSUMERS

34%
MAINSTREAM

I feel my community is not adequately or accurately represented in the media.



Share of film roles by race, 2021
UCLA's Hollywood Diversity Report



LIFEWTR Partners with Issa Rae to Launch "Life Unseen," a New Platform for Fair Representation in the Arts.



LESSONS FOR BRANDS



LIKE SUSTAINABILITY A FEW YEARS AGO D&I IS BOUND TO BECOME UNAVOIDABLE

82%

PROSUMERS

67%

MAINSTREAM

I think it is important for brands to represent many different communities in their advertisements.



59/54



89/74



89/73



82/70



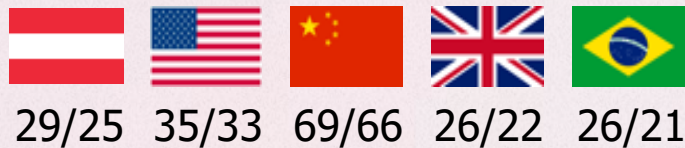
86/75



THE THREAT OF CANCELLATION IS HERE

28% | **21%**
PROSUMERS | MAINSTREAM

I have boycotted a brand that supports a community with which I disagree.



B B C

Gillette faces backlash and boycott over '#MeToo advert'

30% | **20%**
PROSUMERS | MAINSTREAM

I have boycotted a brand that failed to support a community I belong to or care about.



VOGUE

Colin Kaepernick's Nike Ad Inspires Boycott
Nike Protest

"You burning your Nike gear costs Nike nothing, & gives them free advertising."

BUT IT'S A TRICKY TOPIC TO HANDLE

41% | 39%
PROSUMERS | MAINSTREAM

When brands take a position on a community concern, I often find it disingenuous.



The New York Times

'This Pride Month I'm Partnering With' Memes Are Coming Out Strong

Online, the L.G.B.T.Q. community is having fun with the corporate sponsorship of Pride month and the influencers who take part in those campaigns.



As a lesbian, I'm used to being unable to tell what is and isn't a date. Consequently, this pride I'm partnering with Microsoft Excel

1:22 AM · Jun 5, 2022

181.6K Reply Copy link

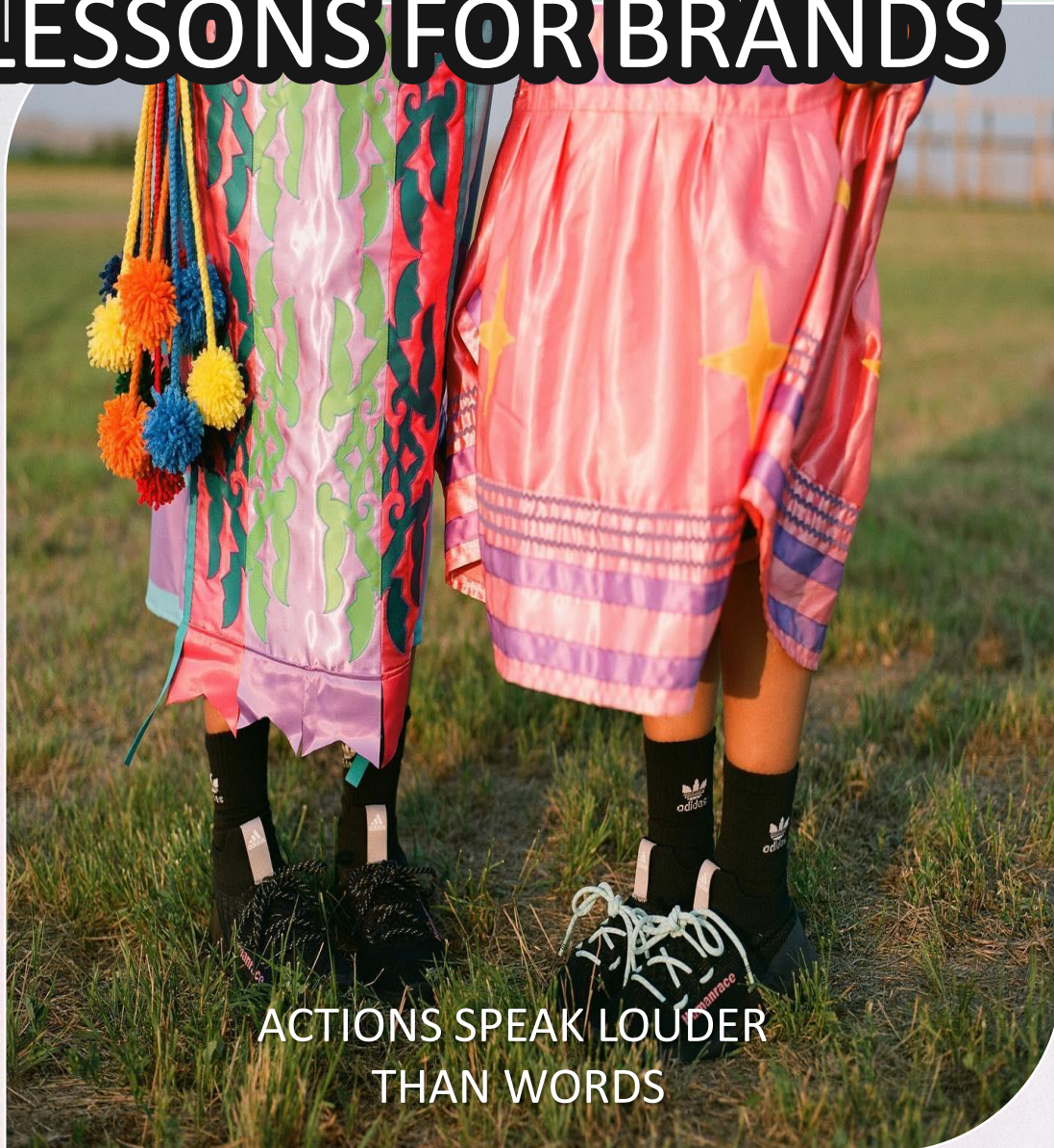


Calling all LGBTQs! Get yourselves down @marksandspencer and help yourself to a free gay sandwich! No need to pay babe, just walk in and take this trash off the shelves. Not sure whether this offer applies to allies too.

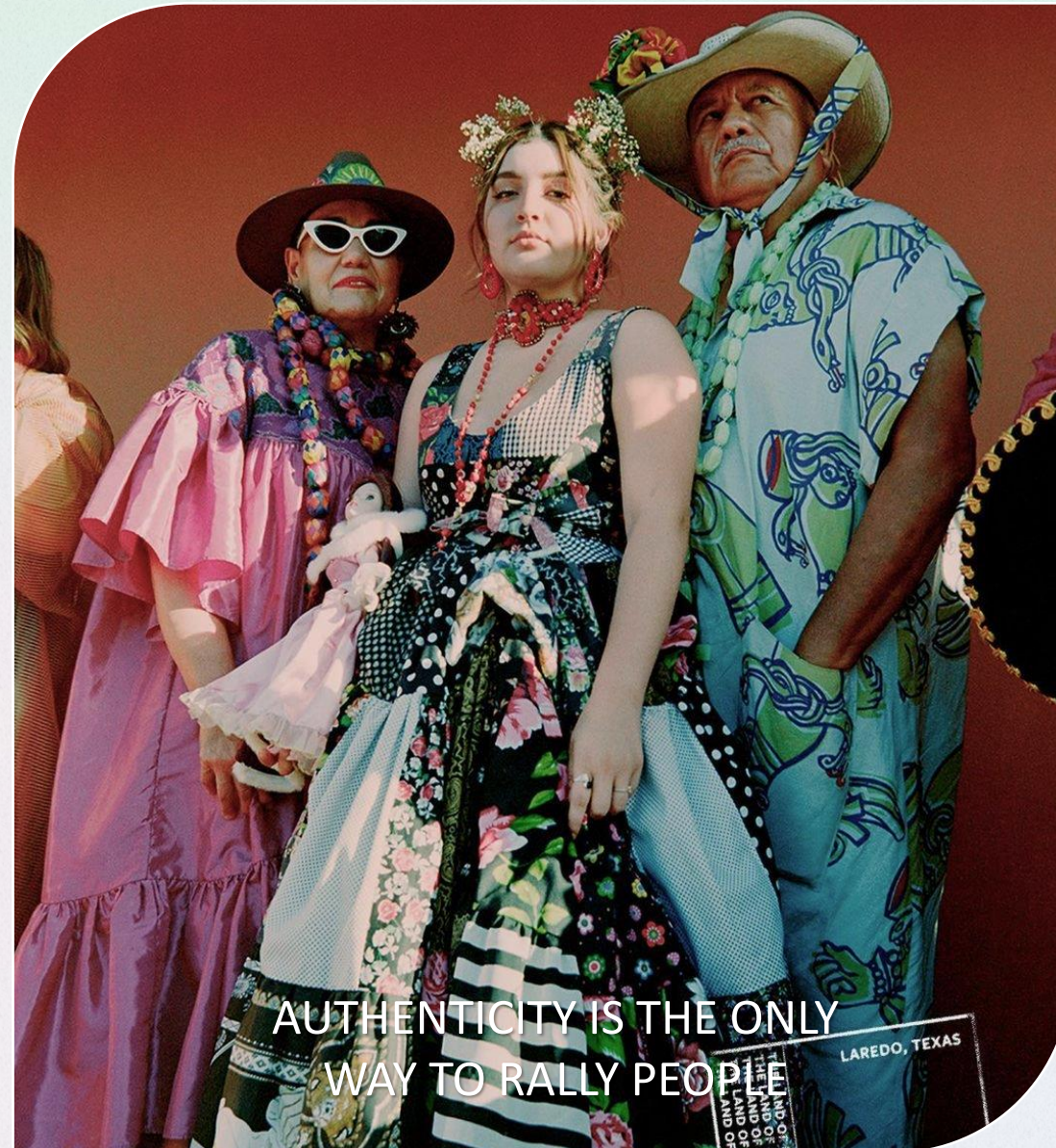


11:59 AM · 1 mai 2019

LESSONS FOR BRANDS

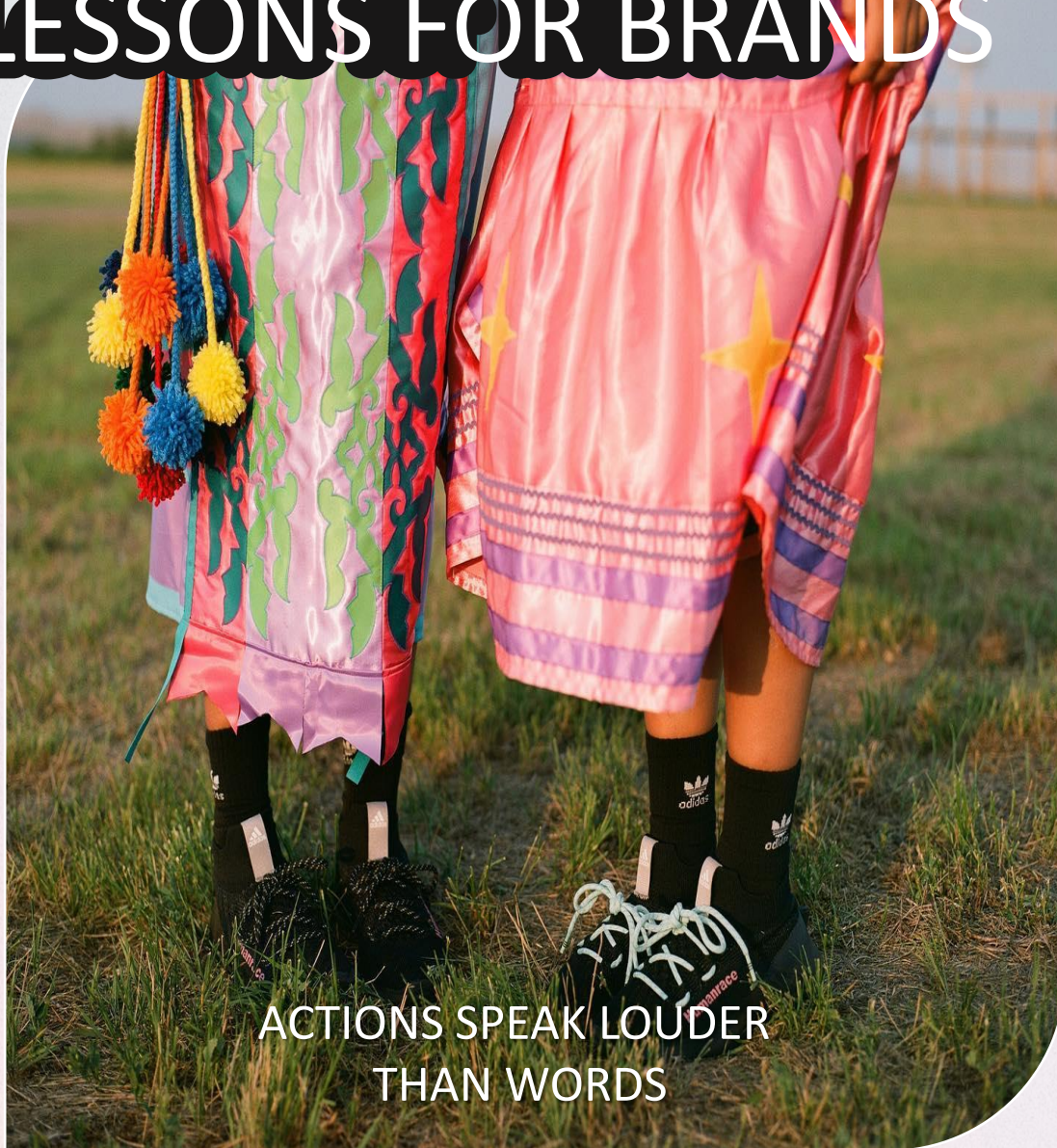


ACTIONS SPEAK LOUDER
THAN WORDS



AUTHENTICITY IS THE ONLY
WAY TO RALLY PEOPLE

LESSONS FOR BRANDS



ACTIONS SPEAK LOUDER
THAN WORDS



AUTHENTICITY IS THE ONLY
WAY TO RALLY PEOPLE

IT ALL STARTS INTERNALLY

72% | **56%**
PROSUMERS | MAINSTREAM

It should be mandatory for large companies to have a diverse leadership committee.



57/46 73/54 86/75 57/54 72/63

90%

of the *Fortune* 500 CEOs
are still white males.



IT REQUIRES EXPERTISE

77%

PROSUMERS

61%

MAINSTREAM

All brands and corporations should have a diversity and inclusion expert on their leadership committee.



65/51



80/60



91/78



67/59



84/67

67% growth in D&I employees
over the last five years in EMEA.

Linkedin Study, 2021

BOF





Why Do Fashion's Chief Diversity Officers Keep Quitting?

The root of the problem is that many companies hastily designed and staffed CDO roles in response to pressure from their employees and customers, as well as outside activists. The responsibilities and goals were often nebulous. At worst, CEOs and corporate boards prioritised quickly hiring an ethnically diverse internal candidate — who often ended up serving as more of a figurehead — over a more meticulous search for someone with the expertise and desire to thrive in the role.

ACT BEFORE YOU SPEAK

78% | **61%**
PROSUMERS | MAINSTREAM

When brands take a position on a community concern, it is imperative that they follow it up internally and externally with concrete actions.

    
55/44 86/68 94/75 77/69 81/72

Forbes

Don't Let That Rainbow Logo Fool You: These 9 Corporations Donated Millions To Anti-Gay Politicians



Employee Walkout Canceled After EA Makes Statement Supporting Transgender And Women's Rights

Employees had demanded that the company speak up on gender-based rights and not "rainbow-wash" the EA logo for Pride Month.



Häagen-Dazs Taps Brooklyn Graphic Artist Jade Purple Brown To Design Its 'City Sweets' Collection

WITH GREAT POWER, MUST COME GREAT SUPPORT

78%

PROSUMERS

63%

MAINSTREAM

Larger companies should make an effort to support small businesses owned by people in marginalized communities.



73/56



86/67



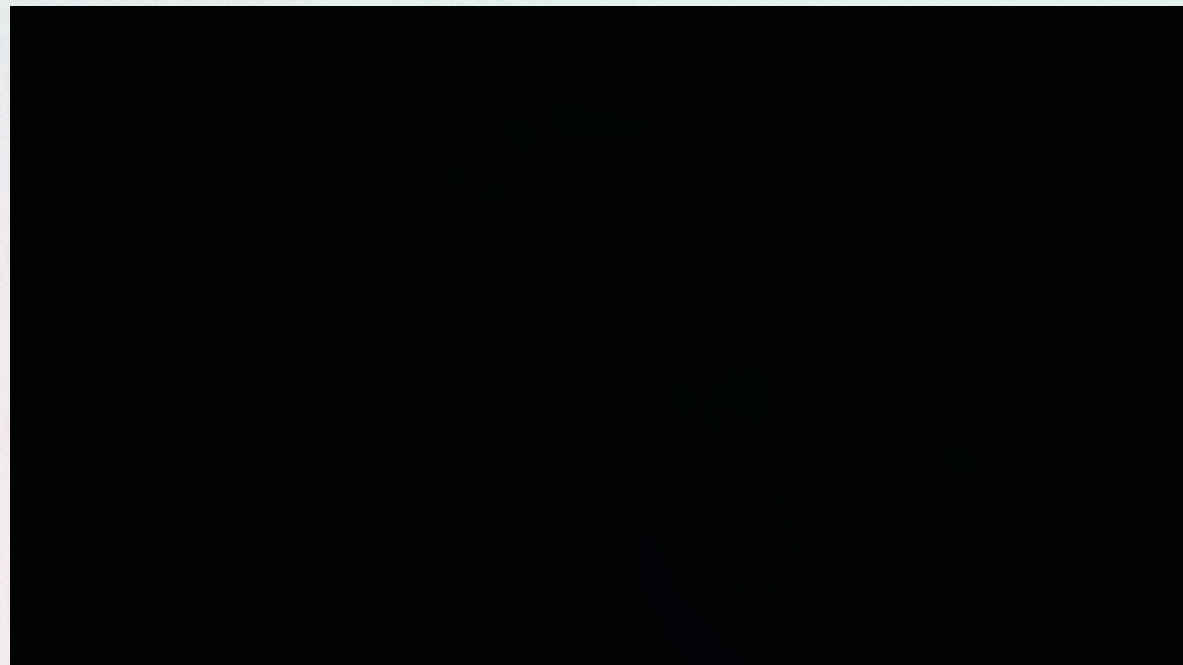
86/73



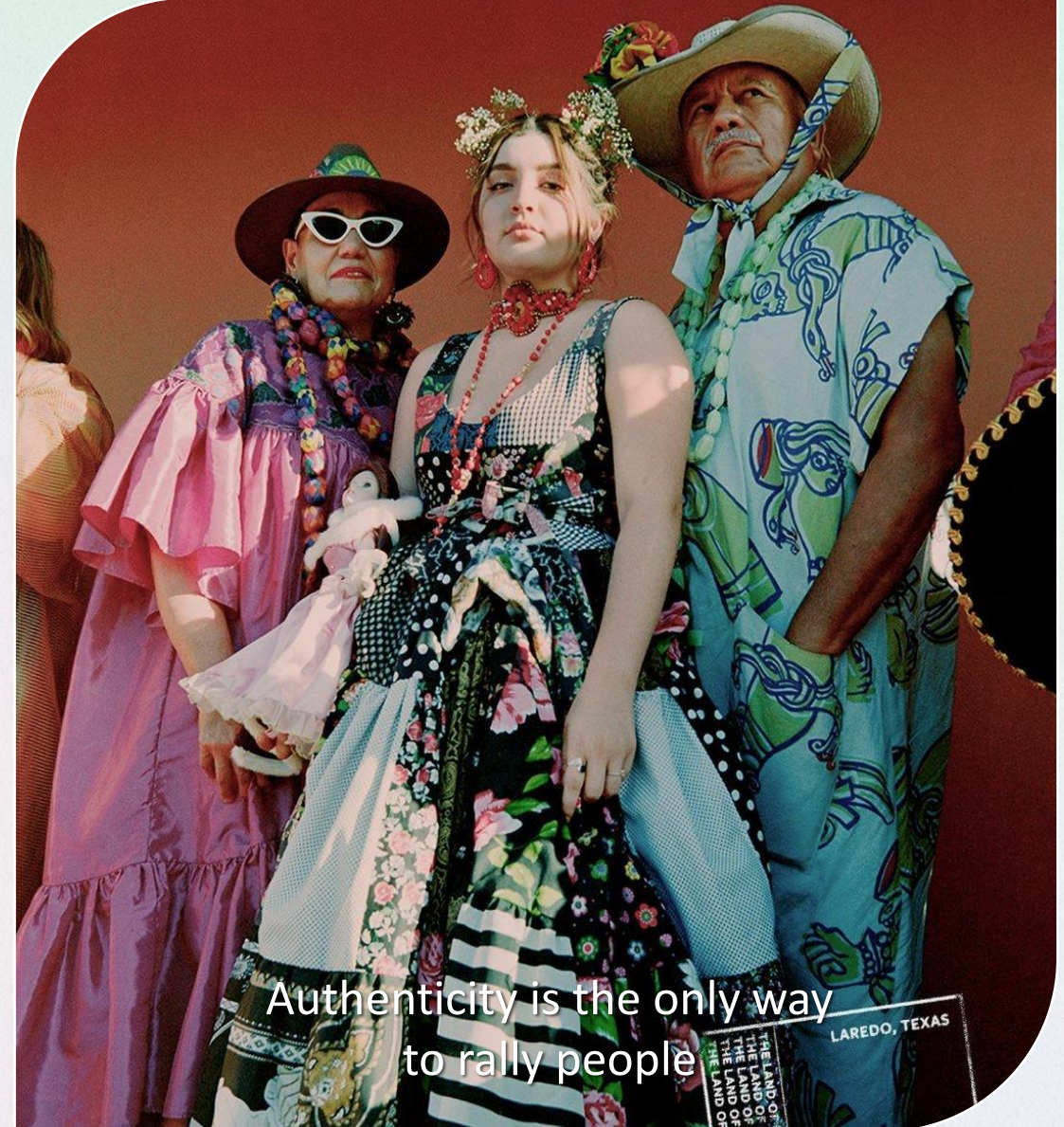
73/60



86/72



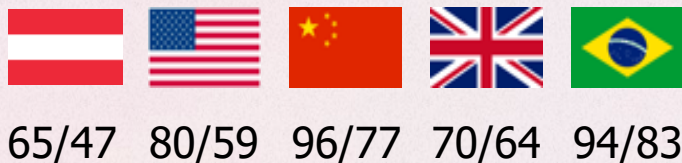
LESSONS FOR BRANDS



REPRESENTATION CAN BE A MINE FIELD

81% | **68%**
PROSUMERS | MAINSTREAM

Global brands should pay more attention to cultural differences, so they do not offend anyone.



Daily Mail

Dolce & Gabbana is accused of racism over new advert showing Chinese woman struggling to eat Italian food with chopsticks

The Drum

Samsung takes down ad featuring drag queen in Singapore after backlash

By **Shawn Lim** - January 20, 2022

THE BIG TENSION: GIVING A VOICE WITHOUT STEALING THE VOICE

41% | **29%**
PROSUMERS | MAINSTREAM

I expect brands to amplify the voices of marginalized communities.



43% | **35%**
PROSUMERS | MAINSTREAM

When brands seek to represent my community, I often feel it is stereotypical.



How Telfar Became The Black-Owned Handbag To Have

Telfar Clemens' Telfar bag became the must-have handbag of 2020 after several celebrities were spotted rocking the faux leather bag that also landed on Oprah's "Favorite Things" list.

Issues can arise when we see a split between the way a cultural practice is valued and the way people from that culture are valued and treated in a particular society.

Dr Shameem Black
Department of Gender, Media and Cultural studies, Australian National University

DESIGN FOR THE LESS REPRESENTED

53%

PROSUMERS

39%

MAINSTREAM

I expect brands to design products and services tailored to the specific needs of communities.



27/19



51/32



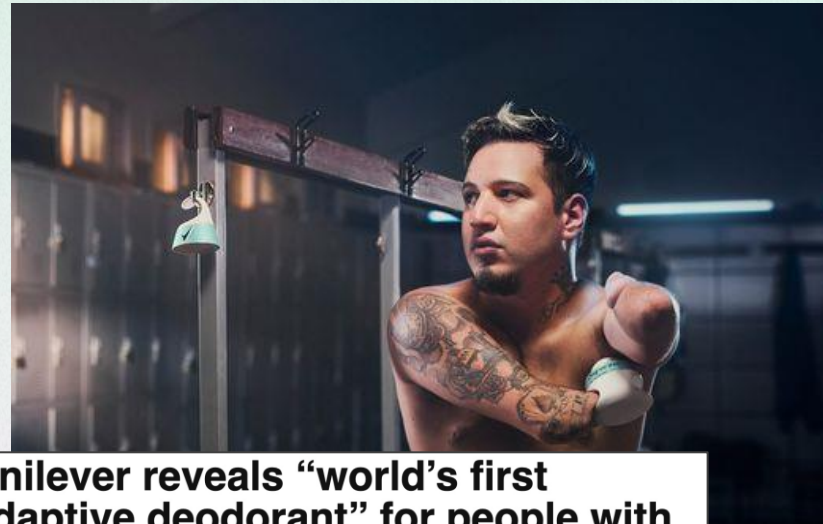
57/48



37/27



65/52



Unilever reveals “world’s first adaptive deodorant” for people with disabilities



- Versatility comes first with the Joystick.

BUT DON'T GIVE UP ON UNIVERSAL COMMUNICATION

72% | 78%
PROSUMERS | MAINSTREAM

I prefer to buy brands that are not
targeted at any one community.



88/84 68/76 52/57 87/86 65/74

BRANDS CAN BE THE CONNECTOR

59% | **46%**
PROSUMERS | MAINSTREAM

I expect brands to build bridges between communities and the broader public.

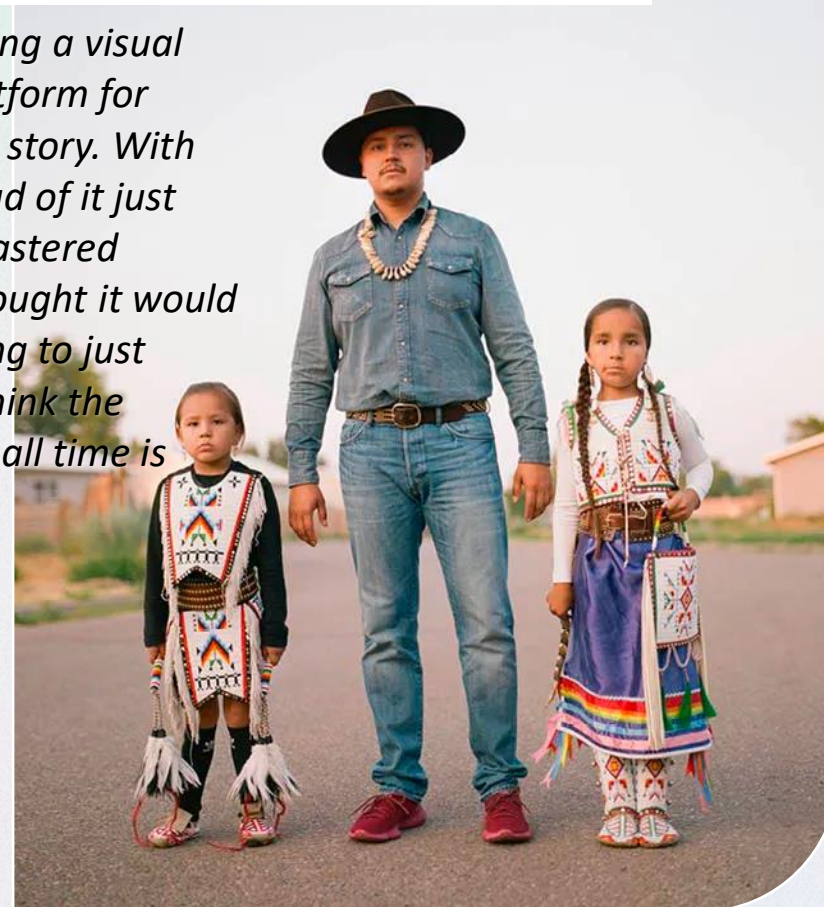


53/34 60/43 58/52 55/41 71/65

UNVEILING NEW HUMANRACE SIČHONA SNEAKER ALONGSIDE "I AM DAKOTA, WE ARE DAKOTA" CAMPAIGN WITH PHARRELL WILLIAMS

I was just providing a visual and auditory platform for them to tell their story. With our brand, instead of it just being my face plastered everywhere, I thought it would be very interesting to just show culture. I think the greatest color of all time is culture.

Pharell Williams



IN A NUTSHELL

- Communities have become a critical source of empowerment for people, when institutions seem to be falling apart
- They give us the power to preserve and defend culture in the face of globalization.
- Communities gives us the power to protect, speak up and conquer new rights.
- This power raises new tensions around universalism and representation.
- A topic that brands should approach with caution and authenticity:
 - By giving tangible evidence of their actions before speaking.
 - By acknowledging the specificities of communities and carrying their voices.

The new power of communities

PROSUMER REPORT

HAVAS
GROUP

OCTOBER 2022

