When I created the Kering Foundation in 2008, violence against women was far too sensitive a topic to address.

Since then, general public awareness of this universal phenomenon has come a long way, notably in the wake of #meToo. We have made progress in some countries where the culture of silence and impunity is eroding. Others are going in the opposite direction unfortunately: the eradication of violence against women is not a linear process. What we have achieved over the past decade and the evolution of the general context constitute an encouragement to carry on this fight with resolve, as there are still far too many victims.

Empowering women is deeply embedded in the Group’s priorities. In addition to combating violence against women, Kering has the ambition to be the employer of choice for talented women, as illustrated recently by the announcement of our 14-week Baby leave that will benefit equally women and men.

And since 2015, we have extended our commitment through our Women in Motion program with the aim to change mindsets and advance the cause of gender equality in the field of culture and the arts.

The Kering Foundation is constantly improving its means of action to maximize its impact. To address the root causes of this violence that affects one woman in three worldwide, we are now expanding our strategy to include prevention, targeting notably boys and young men in order to fight harmful attitudes and behaviors. Moving into its second decade, the Foundation is also exploring ways to break the vicious cycle between violence against women and violence against children.

I would like to extend warm thanks to the Kering Foundation’s Board members, to its relentless permanent team, to our many partners in the field, to Kering and Kering Houses’ staff who take an active role in our collective combat. I also want to invite other companies to join our cause and to consolidate the momentum toward the eradication of violence against women.
Can you summarize the Kering Foundation’s impact?

In 11 years of our efforts, our foremost impacts have been in funding survivor support and in breaking the global silence that for too long served to perpetuate this violence. With our multi-year funding model, sustained partnerships with the specialist providers of vital services, particularly for the most vulnerable refugee and migrant women, have improved lives of women experiencing violence. As a result of our early stage backing, innovative pilot projects and alternative economic models, often founded by survivors themselves, have been able to prove their viability and scale-up. As a global Group, our voice, through campaigns to drive awareness in-store and online, has contributed to breaking the world’s silence for violence against women to be recognized. And of course, it is also important to make our own workplaces supportive. We’ve co-developed in-house training for employees to understand the complexities of domestic violence and to be able to support colleagues, paving the way for other companies to do likewise.

What is unique about the Kering Foundation’s approach?

A company foundation dedicated entirely to combating violence against women was, and remains, a singular approach for corporate philanthropy. To make progress on an issue of such scale, from the beginning, our Foundation adopted a long-term vision. Our strategy encompasses sustained partnerships in funding and support for women’s organizations at the forefront of this global fight, ensuring alignment with women’s movements and international frameworks and strategies. Convinced that everyone has a role to play to end this violence, we work to onboard others and to engage our own employees.

What are the key challenges ahead?

Today, the Kering Foundation’s mission converges with one of the 21st century’s most important societal shifts, in which antiquated social norms and intolerable behaviors are finally being called out. Our challenge is to turn this awareness into concrete progress. In addition to ongoing funding for the life-changing work of survivor services, we are stepping up support for programs that address the origins of violence: pioneering initiatives working with future generations, particularly young men and boys, to redefine healthier relationships and those working to break inter-generational cycles of abuse. Now is the time to seize on this global feminist awakening to deconstruct the same norms that perpetuate violence against children, as against women.
SUPPORTING SURVIVORS

To achieve sustained impact in the combat against violence, our support for social enterprise has served to strengthen and prove the viability of alternative business models. Those reconciling economic performance with social goals: inclusion and vital financial independence for women, particularly the most vulnerable migrant and refugee groups.

SAKINA M’SÀ, FRANCE
Partner since 2010
Designer Sakina M’Sa uses dressmaking to give women with limited access to employment in Paris skills and confidence. Initial mentoring from the Kering Group developed into an enduring business relationship and today, Sakina M’Sa is a reference in fashion activism: creating connections between fashion, sustainability and job insertion for marginalized women.

“Kering Foundation’s strong and sustained support has motivated others to become involved by our side.”
Sakina M’Sa

GLOBAL ACTION & IMPACT: FOR WOMEN’S SAFETY
We have provided financial backing for women’s refuges and centers, as well as grants and mentorship for social entrepreneurs innovating solutions to protect women.

Committed to driving policy change, raising awareness and capacity-building on domestic violence, Beijing’s Maple Center has reached an estimated 2,000 people: students, experts, judges, police officers and social workers across the city.

MAPLE WOMEN’S PSYCHOLOGICAL COUNSELLING CENTER, BEIJING, CHINA
Partner from 2015 - 2017
Women in China have made more than 10,000 calls to the Maple Center’s domestic violence helpline; the first in the country. 25 survivors have benefitted from the center’s comprehensive services; psychological, medical and legal support. Over 500 volunteers have been trained to handle domestic violence cases.

A DECADE
Since the Foundation’s inception, our mission has been to support women impacted by violence and to drive awareness, all while motivating others to join this combat. Pioneering this issue in corporate philanthropy, we have pro-actively sourced long-term partners working on this critical mission. We are proud to share a selection of the women’s organizations we have worked with over the past decade.

GROWING SOCIAL ENTREPRENEURSHIP TO EMPOWER WOMEN
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“Today, I’d like to thank 3919* listeners. They opened up my path to freedom, even if I’m not completely there yet. They were the first to understand. I no longer felt alone. I’ve got my confidence and my strength back, and that’s already a big step. Thank you to these women.”
Survivor, Fédération Nationale Solidarité Femmes (France)
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CALLISTO, US
Partner since 2017

Through It’s On Us, the Kering Foundation also began supporting the social enterprise Callisto, an online system to detect repeat perpetrators and empower survivors to make the reporting decision that feels right to them. With Callisto, survivors are six times more likely to report their assault and three times more likely to connect with medical or emotional resources. Callisto is currently exploring adapting its on-campus model to survivors of sexual violence also in the professional sphere.

DONNE IN RETE CONTRO LA VIOLENZA, ITALY
Partner since 2013

With the expertise of Donne in Rete contro la Violenza (Di Re), a collective of 80 women’s organizations across Italy, the Foundation adapted the Kering Group’s in-house domestic violence training for its employees in the country. The goal is to deconstruct sexist stereotypes and raise awareness on how to support and orient colleagues experiencing domestic violence which impacts one in every five women in Italy.

ON CAMPUSES AND BEYOND

We supported the student-led movement against the sexual assault one in five female students is subjected to on US campuses.

IT’S ON US, US
Partner from 2015 - 2017

It’s On Us, the pledge to end sexual violence is changing the conversation around consent. Since 2014, around 5,500 events have educated students about intervention on 550+ college campuses across all 50 states. More than 440,000 people have signed the pledge with It’s On Us.

IN THE MEDIA, IN STORES, WITH THE GENERAL PUBLIC

Leveraging the stature and appeal of its 13 luxury Maisons to alert customers to the issue of gender-based violence, from 2012 to 2018, the Kering Foundation ran its annual White Ribbon For Women campaign. Ahead of the International Day for the Elimination of Violence against Women on November 25th, these awareness drives began in brand boutiques, distributing badges to clients, and expanded into international social media campaigns to reach younger generations online.

#IDONTSPEAKHATER

With the support of influencers and Instagram, via its #WeekendHashtag Project, our 2018 campaign encouraged Generation Z to take a stand against cyberbullying, which disproportionately affects women. #IDontSpeakHater reached an estimated 500 million people.

A SAFE AND SUPPORTIVE WORKPLACE FOR SURVIVORS OF DOMESTIC VIOLENCE

With 35,000 employees worldwide, we have also brought support in-house, to ensure women employees experiencing domestic violence have a safe work environment. Together with specialist women’s organizations in France, Italy, the US, and the UK, the Foundation developed in-house training to understand the complexities of domestic violence and the impact on survivors and the workplace.

THE SILENCE

Following the domestic violence awareness workshops in France, Italy, the US and the UK, 60% of Kering trained staff now know how to react if they witness a form of violence. 45% have already applied this knowledge. 1,500 employees have taken part in these training sessions.

BREAKING
FOR WOMEN TO LIVE FREE FROM VIOLENCE.

For women in different countries, cultures and situations to access the support they need, we partner with a cross-section of local experts. Survivor organizations providing frontline support at a nationwide level; specialized services addressing specific gender violence issues such as Female Genital Mutilation; Women’s Funds who support grassroots initiatives; and finally innovators of alternative models that can be scaled up: such as open-source online tools.

FUNDING FRONTLINE SURVIVOR SPECIALIST ORGANIZATIONS

Our support begins with the specialist organizations acting at a national level; Women’s Aid in the UK, la Fédération Nationale Solidarité Femmes (FNSF) in France, Donne in Rete Contro la Violenza (Di.Re) in Italy and the National Network to End Domestic Violence (NNEDV) in the US. Each of these provides life-saving services: helplines, counselling, emergency housing, legal support and more, to combat domestic abuse for women in their respective country.

PROVIDING COMPREHENSIVE RESPONSES

To counter secondary victimization, where the process of seeking help and reporting for a survivor of violence is extremely traumatic, we back programs providing a three-layered response: 1/ direct support for survivors including counselling and psycho-social dedicated follow-up, 2/ training for medical professionals and social workers to learn how to implement specific processes for women survivors, 3/ outreach to local communities to change perceptions, which is essential for survivors’ resilience.

“I arrived in Italy with my sick child. I was alone and I slept at the train station in Turin. I didn’t know what to do. Articolo 10 welcomed me and gave me a home. Now I work in their Colori Vivi tailoring project and I have a work contract, I can also help my other daughter who lives in France. For me, learning the art of tailoring is so important. I’m not good at it yet, but I’m a seamstress. My life started again here.”
Beneficiary, Colori Vivi by Articolo 10 (Italy)
Partner since 2018

“70% of 283 survivors of FGM reported an improvement in their mental health and well-being thanks to support from Birmingham and Solihull Women’s Aid.”

WOMEN’S AID, UK
Partner since 2015

Around 1,300 UK women are active on Women’s Aid’s digital survivor forum every month. We supported the forum’s development, increased accessibility, safety and expansion of the range of support options provided online.

“I would have lost it by now, too, without this forum – especially in the early days. I think my ex is wondering why I haven’t naively fallen for his games, or crumbled, or seem to be ‘one step ahead of him.’ Little does he know, I have found amazing support and wisdom both here and at my local domestic violence support group! He is probably wondering where all my strength has come from!”
Survivor, Women’s Aid

BIRMINGHAM AND SOLIHULL WOMEN’S AID (BSWA), UK
Partner since 2015

BSWA’s program provides helplines, drop-in services and targeted community outreach at maternity hospitals for Female Genital Mutilation (FGM) survivors.

Since the start of our support, 905 professionals have been trained to respond to FGM and the Birmingham and Coventry areas have experienced a greater increase in FGM reporting than the rest of England and Wales.

“I no longer feel isolated, and my mental and physical health has improved since my contact with BSWA. I can now look towards the future and plan to enroll in college.”
FGM survivor

70% of 283 survivors of FGM reported an improvement in their mental health and well-being thanks to support from Birmingham and Solihull Women’s Aid.

WOMEN’S AID, UK
Partner since 2015

To strengthen the work of these front-line organizations, we have recently started providing multi-year unrestricted funding. This enables organizations to direct funds where they are most needed across their services or to operating expenses that are more rarely funded by donors.
LEVERAGING TECHNOLOGY TO HELP WOMEN ESCAPE

With there often being only tiny windows of opportunity when their partners are not around, digital solutions offer women a precious channel to access information and support. We back innovative survivor-led programs, using technology to aid women to live free from abuse.

CHAYN, GLOBAL
Partner since 2018

Run by 400 volunteers, many survivors themselves, in 15 countries, Chayn supports women through easy-access, interactive resources online available in multiple languages. Chayn’s AI-powered chatbot, Little Window, directs women to the information they need as fast as possible, “like a Google search on turbo’ drastically reducing the time it takes to get help, which can save lives. 334,000 women in 20 countries have accessed Chayn’s resources. 1.2 million pages viewed since 2013.

REACHING WOMEN AT THE COMMUNITY LEVEL

We are convinced that social change begins at the community level. Guided by Women’s funds, key agents of change, the Foundation partners with feminist grassroots organizations and movements to provide them with access to resources, expertise, and structural support dedicated to women at risk and specific marginalized groups.

PROVIDING ONE-STOP SERVICES FOR SURVIVORS

For survivors, where to go to access information and support is often complex and challenging at an already difficult time. Recovery and reconstruction calls for everything from psycho-social, health, legal, housing, and economic support, as well as job reinsertion. Through our partners, we promote one-stop safe places for survivors to access the widest range of services more easily.

LA MAISON DES FEMMES DE SAINT-DENIS, FRANCE
Partner since 2014

In the Parisian suburb of Saint-Denis, the services provided at La Maison des Femmes, a drop-in center for women, established by Dr Ghada Hatem in 2016, have proved so essential, two Maisons have opened in Brussels and Bordeaux, while a further eight Maisons are planned.

This single location provides access to 50 professionals: doctors, midwives, psychologists, social workers, police officers and lawyers offering tailored support across three units: domestic and sexual violence, family planning and Female Genital Mutilation. As a founding partner of La Maison des Femmes, our early backing for the project motivated other partners to come on-board.

LA MAISON DES FEMMES DE SAINT-DENIS
8,500 consultations in 2018 alone.
11,000 registered patients.
30-50 patients seen daily.

LES CORNER, HONG KONG, CHINA
SUPPORTED THROUGH HER FUND
Partner since 2016

Les Corner works with women within sexual minorities to combat intimate partner violence. Over the past three years, the organization, founded by 8 young Hong Kong volunteers, has driven recognition by running domestic violence awareness workshops and trainings specifically for the LGBTQI community. It also created dialogue with local authorities and police on lesbian-friendly procedures in their handling of cases.

From left to right: Elderly Chinese woman, young Chinese woman, elderly Chinese woman, young Chinese woman.
WITH FUTURE GENERATIONS TO PREVENT VIOLENCE.

Given current momentum, where, in many countries, survivors are more visible, now is the time to tackle the origins of abuse for today and future generations. We are expanding the Foundation’s support for prevention initiatives by addressing the root causes of violence.

CHALLENGING GENDER STEREOTYPES

We are stepping up our involvement in reflective and educational programs working directly with boys and men to transform harmful gender norms and attitudes deeply anchored in our societies, especially damaging narratives about masculinities.

“...violent acts had always been normal, since it was what I had learned at home. Here I realized that they were actually violent behaviors. Fellow group members taught me how to resolve conflict.”

Beneficiary, Gendes (Mexico)
Partner since 2018

PROMUNDO, US
Partner since 2018

Promundo’s milestone curriculum, Manhood 2.0, is designed to free young men from the “Man Box,” the gender stereotypes that encourage them into ways of thinking and being that prove damaging in their relationships with women and girls and harmful to their own well-being. Instead of acting tough, not expressing emotions for example, they are encouraged to think and talk about gender beyond the rigid divisions of male and female, and to build healthier attitudes and relationships, based on respect and equality. With the Kering Foundation’s backing, in 2019, the program was launched at the Young Men’s Clinic and the New York Presbyterian Hospital in Washington Heights, New York City.

After participating in the Manhood 2.0 pilot in Washington DC, young men were significantly more likely to discuss “what it means to be a man” (64%) with friends and/or family than those in the control group (40%).

Many young men declared that, for the first time, they had a space to think about gender norms and stereotypes and they shifted some of their views on gender. In particular, young men increased their knowledge about sexual consent.

13 trainers trained.
6 cycles completed.
28 young men reached.

The Man Box

10
11
WORKING WITH YOUNG PEOPLE, INCLUDING THE MOST VULNERABLE

In the US, young women between the ages of 16 and 24 experience the highest rate of domestic violence and sexual assault. In France, 50% of survivors experienced assault before they reached the age of 18. In at least 80% of cases, the perpetrator is someone the victim knows and trusts. We support projects working with these young people most vulnerable to violence.

NEW YORK CITY ALLIANCE AGAINST SEXUAL ASSAULT, US
Partner since 2018

Project Dream, Own, Tell (DOT) speaks to 13 to 21-year-olds from diverse New York communities, LGBTQI+, Latinx, Black, South-east/East and South Asian, on their terms. Since few sexual violence prevention programs address young people in their language, the youth-led campaign designs and shares community-specific healthy relationship messaging. The goal is to trigger new community-wide conversations about consent and attitudes, to eliminate sexual violence across diverse New York City underserved communities.

Between January 2018 and December 2019, 97 youngsters completed Project DOT. 50 more took part in a parallel evidence-based prevention curriculum. Via social media campaigns co-created with youngsters, Project DOT has reached 240,000 people.

“Learning about consent – what it is and what it’s not, practicing how to seek and receive consent during Project DOT sessions made me realize that I never knew what consent was in the first place. Project DOT has influenced and empowered me as a young woman by teaching me how to be a leader within my community.”
Project DOT participant 2017

BREAKING THE INTERGENERATIONAL CYCLE TO PROTECT CHILDREN

According to the World Health Organization, 20% of women and between 5 and 10% of men report having been sexually abused as children. 80% were victims of incest. Witnessing partner violence against their mother in childhood is associated with 2.5 times greater likelihood of perpetrating physical Intimate Partner Violence. In the US, men exposed to physical or sexual abuse, or domestic violence as children are almost 4 times more likely than other men to perpetrate domestic violence as adults. Breaking this cycle is key in putting a stop to violence.

LA MAISON DES FEMMES DE SAINT-DENIS, FRANCE
Partner since 2014

Professionals at La Maison des Femmes found many women accessing their services had experienced abuse in childhood. In 2019 we supported the women’s center to create a new unit to focus on the therapeutic treatment of adults who have been abused as children. Women have received support from psychologists, sexologists, and physiotherapists. After only 3 months of operation, 10 women have benefitted from 53 consultations with the service.

Four focus groups of 10 to 18 women have been organized, each confirming the vast unaddressed needs for survivors of incest and pedophilia.
In 2018, the Kering Foundation co-founded One In Three Women, the first European network to encourage other companies to support survivors amongst their own employees with concrete measures. Working together and sharing best practices, the coalition is developing awareness toolkits, face-to-face trainings based on the Kering Foundation model, corporate policies, and an online-learning.

In November 2019, the One In Three Women network revealed the results of its multi-company European study to measure the impact of domestic violence on the workplace and outline concrete measures for companies. The study found more than half of survivors reported issues at work (lateness, absenteeism and/or presenteeism) due to domestic violence.

Alongside members of the One In Three Women network, the Foundation also supported the International Labour Organization’s adoption of the landmark Violence and Harassment Convention, the first global treaty to explicitly include domestic violence and its link to the world of work.

The Kering Foundation’s Solidarity Leave program enables employees to volunteer with organizations working with women around the world. Providing the opportunity to immerse themselves in another culture and to share their skillset, missions are as diverse as organizing social activities in shelters for girls who have been sexually abused in Nepal, to participating in pre-Incan weaving traditions with an NGO in Peru. Solidarity Leave includes training, contribution to the expense of flights and personalized support.

“Acting with others for greater impact.”

Beyond our strategy to support survivor and prevention programs, we are proud to play a leadership role in influencing other players to implement changes in policy and in practice to better support women. By mobilizing our extensive network of Kering and brand employees, as well as other companies, the Kering Foundation takes a step further towards workplaces where women who have experienced violence feel safe to disclose their experience to colleagues who know how to support them.

Open to women and men across Kering, two levels of internal training, designed in partnership with national specialist organizations, explore the cycle and impact of domestic violence, deconstruct stereotypes and give an understanding of the role a company can play in supporting survivors.

Since 2011, we have run 3-hour introductory awareness workshops available to all employees in France, Italy, the UK, and the US, to understand the complexities of domestic violence and its impact on survivors and colleagues.

Participants also learn how to refer a colleague experiencing violence to the Foundation’s specialist organization partners.

1,500 employees have taken part in domestic violence training.

“A coalition united against violence: One In Three Women network”

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“Creating a safe and supportive work environment”

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“Engaging our employees to share their skills: Solidarity Leave”

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“The biggest highlight for me was realizing that one person can make a real difference in the lives of others. Sharing my knowledge and experience with I Was A Sari, and seeing the direct impact of that, made me aware of how much I can help, as well as how much I can learn from a social enterprise on the other side of the world.”

Kering Group employee

“For the Korian group, where 82% of the 54,000 employees are women, fighting violence against women is a priority... By joining the One in Three network, we want to contribute even more actively to raising awareness and mobilizing everyone against this plague.”

One In Three Member: Sophie Boissard, CEO of Korian Group, Chairwoman of the Korian Foundation for Ageing Well
BUILDING EVERY PARTNERSHIP INTO LASTING CHANGE.

Over the past decade, the Kering Foundation has built a strategy focusing on impact. By working in close collaboration with a limited number of partners in 6 specific countries, we aim to support evidence-based programs, integrating in-depth monitoring and evaluation to track progress and demonstrate relevance and efficiency. Ultimately, the Foundation looks at engaging other philanthropic actors on life-saving and change-making programs.

THE FOUNDATION CURRENTLY BUILDS PARTNERSHIPS IN:
- CHINA
- FRANCE
- ITALY
- MEXICO
- UNITED KINGDOM
- UNITED STATES

IN EACH COUNTRY, THREE PRONGED APPROACH TO FOSTER CIVIL SOCIETY ORGANIZATIONS

NETWORK OF FRONTLINE SERVICES, WITH NATIONAL SPECIALIST ORGANIZATIONS
To help coordinate and train teams, advocate, and provide support to survivors of domestic violence

PILOT INITIATIVES, WITH LOCAL NGOs AND SOCIAL ENTREPRENEURS
To develop new approaches
To prove the impact of promising models
To replicate and disseminate these models

COMMUNITY LEVEL CAPACITIES, WITH WOMEN’S FUNDS, GRASSROOTS ORGANIZATIONS AND SOCIAL ENTREPRENEURS
To back community organizations working with youth
To support social inclusion of women survivors of violence

PROJECT-BASED SUPPORT 10-80K€ PER YEAR

CAPACITY BUILDING SUPPORT 10-15K€ PER YEAR

UNRESTRICTED FUNDING 50K€ PER YEAR

In addition to grants, we also offer mentorship from Kering employees and partner incubators, as well as networking to create a community of practice. The Foundation provides multi-year support to its partners (3 years on average).

THE SELECTION PROCESS
The Kering Foundation’s selection process begins with in-depth screening in a local context. It proceeds with selection in 3 ways:

DIRECT SCREENING
We pro-actively source and screen programs, meeting directly with potential partners and main players, conducting field visits and finally co-constructing programs.

IN PARTNERSHIP WITH WOMEN’S FUNDS
We work directly with Women’s Funds in each country to identify and select grassroots and community programs.

JURIES AND STEERING COMMITTEES
For tailored support, we work with experts to receive advice on project selection.

THE SELECTION CRITERIA

ALIGNMENT WITH THE KERING FOUNDATION’S
- Priorities: Multidisciplinary response to survivors; changing norms and attitudes among men and boys; prevention programs with children and youth.

- Approach: Addressing unmet needs; leveraging technologies and innovation; developing alternative economic models.

- Scope: 6 countries where we operate.

- Type of Support: We select partners that can benefit the most from the level and type of financial and non-financial support that the Foundation can offer.

EXPERTISE OF THE PARTNER ORGANIZATIONS AND TEAM

QUALITY OF PROGRAMMING
- Evidence-based
- Operational feasibility
- Sustainability of the activities

POTENTIAL FOR IMPACT

COORDINATION AND COLLABORATION WITH OTHER STAKEHOLDERS

MONITORING AND EVALUATION
At the core of its strategy, the Foundation aims to influence other philanthropic actors and social investors to address Violence Against Women. To achieve this, the Foundation needs to prove the impact and efficiency of the organizations and programs supported. Monitoring and evaluation is therefore an essential tool. We usually ask for reports every 6-months, conduct yearly site visits, have regular briefing calls and request at least one assessment/evaluation on the impact of the programs supported. We especially monitor:

THE ACTIVITIES IMPLEMENTED in order to effectively pilot the programs and ensure that objectives are reached.

THE EFFECT ON THE PARTNER ORGANIZATIONS in order to understand the added value of the Foundation’s support and channel resources where the Foundation can make the most difference.

THE IMPACT ON THE BENEFICIARIES in order to appreciate the level of change achieved by the programs and to be able to identify and disseminate best practices.
GOVERNANCE AND PARTNERS.

OUR BOARD OF DIRECTORS

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