



Flyspottting



Let's turn over a new Leith.

FLYTIPPING PREVENTION CAMPAIGN IN LEITH, 14TH MAY - 30TH JUNE 2018

1. How Leithers see flytipping – key research findings
2. The elements of the prevention campaign
3. Campaign results

1. How Leithers see flytipping – key research findings

We had two focus group sessions with residents, carried out an online survey and prepared ten stakeholder interviews with Leith Walk councillors, housing associations and factors, local businesses, community groups and charities. You can find a summary of the key findings on the next page.

How Leithers see flytipping – Research findings

- The vast majority of people understand what flytipping is.
- 80% of them see it as a significant problem that affects their lives.
- They say the worst thing about it is that it makes the neighbourhood uglier.
- Flytipping is part of a more complex set of problems – on-street drinking, graffiti, dog mess, littering, social deprivation.
- Most Leithers think the primary cause of flytipping is sheer laziness.
- The second most common reason they gave was that they thought that special uplifts were expensive.
- Their third reason was the lack of information on how to get rid of bulky items.
- Most people were unaware of the £5 per bulky item uplift charge.
- For some, even a £5/item charge was an obstacle.
- They told us that heavy-handed, **punitive messages wouldn't work.**

Who are we talking to in this campaign?

- A huge mix of Leithers, from people who wouldn't dream of flytipping to people who don't hesitate to dump stuff on the street.
- Some of them arrive from outside the area (people mentioned van drivers, landlords, tradespeople during our consultations) so they may not care as much about the neighbourhood.
- Some people simply lack information. They don't know about the £5 per item council uplift fee and the other options.

What are the key messages we wanted to get across?

- Stop flytipping.
- Learn about the different ways to dispose of things responsibly.
- **Use the council's uplift service or other legal uplift methods.**
- Report dumped items on <https://www.edinburgh.gov.uk/flytipping> so that it can be collected quicker before it attracts more flytipping.
- Help spread the word: talk to your neighbours about the campaign and share campaign posts on social media.
- Let's send a clear message to people passing by and dumping stuff that we won't tolerate them ruining our neighbourhood.

Where and how were we getting the message across?

- With a launch event that creates some buzz, like the outdoor living-room made of flytipped items.
- With press ads and editorial in the local Leith magazine.
- With posters in community spaces.
- With fluorescent messaging on bins and pavement stencils.
- With weatherproof outdoor posters featuring local people and their views on flytipping, attached to the Dalmeny St Park railings.
- With a colourful, useful magazine-style booklet delivered to every household in the area.
- With social media.

Look and feel

We needed some visual and verbal glue that would immediately resonate with Leithers.

This is a campaign for Leithers. It needs to engage them.

2. The elements of the prevention campaign

We invented a new word.

flyspotting – (*noun*)

to be on the lookout for
flytipping and flytippers
in Leith.

We wanted an iconic theme to draw the campaign together, one which Leithers might relate to.

What could be more iconic than Trainspotting?

Choose Life. Choose a job. Choose a career. Choose a family. Choose a fucking big television, choose washing machines, cars, compact disc players and electrical tin openers. Choose good health, low cholesterol, and dental insurance. Choose fixed interest mortgage repayments. Choose a starter home. Choose your friends. Choose leisurewear and matching luggage. Choose a three-piece suite on hire purchase in a range of fucking fabrics. Choose DIY and wondering who the fuck you are on a Sunday morning. Choose sitting on that couch watching mind-numbing, spirit-crushing game shows, stuffing fucking junk food into your mouth. Choose rotting away at the end of it all, pishing your last in a miserable home, nothing more than an embarrassment to the selfish, fucked up brats you spawned to replace yourself.

Choose your future.

Choose life.

Trainspotting

Choose a chair. Choose a fridge. Choose a free-standing fridge-freezer. Choose a tubby 3-seater sofa in soft teal with contrasting cushions. Choose an energy-efficient fake Aga cooker with a baker-style window so you can see your buns rising. Choose a pocket spring zip link memory foam mattress. Choose a state-of-the-art, sixty-four inch, 300-channel multi-link wide-screen home entertainment system with integrated Bluetooth speakers wireless surround sound and three separate remotes. Choose a self-flushing, self-drying comfort-height toilet with a soft-close heated seat, luxury wash-dry bidet features and automatic bum-skooshers.

But see when you're finished with it, please choose *not* to dump it on the street. To book a £5 per item uplift, go to edinburgh.gov.uk/bulkywaste.

Choose clean streets.

Choose Leith.

Flyspotting

Local outdoor posters

An outdoor poster campaign that showcases local people and their views on flytipping.

“Dumping stuff on the pavement’s as bad as leaving dog mess.”

Peter, Malena & Zena, Easter Road



Flyspotting

Flytipping spoils Leith for us all. Book a £5 per item uplift at edinburgh.gov.uk/bulkywaste.



Let's turn over a new Leith.



EUROPE & SCOTLAND
European Regional Development Fund
Investing in a Smart, Sustainable and Inclusive Future

**“Most of us don’t want
to live in a midden.”**

Mary Moriarty, Leith Walk



Flyspotting

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EUROPE & SCOTLAND
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Investing in a Smart, Sustainable and Inclusive Future



Flyspotting

**“I shouldn't have to push
their buggy round
somebody's old sofa.”**

Steph & the twins, Dalmeiy Street Park

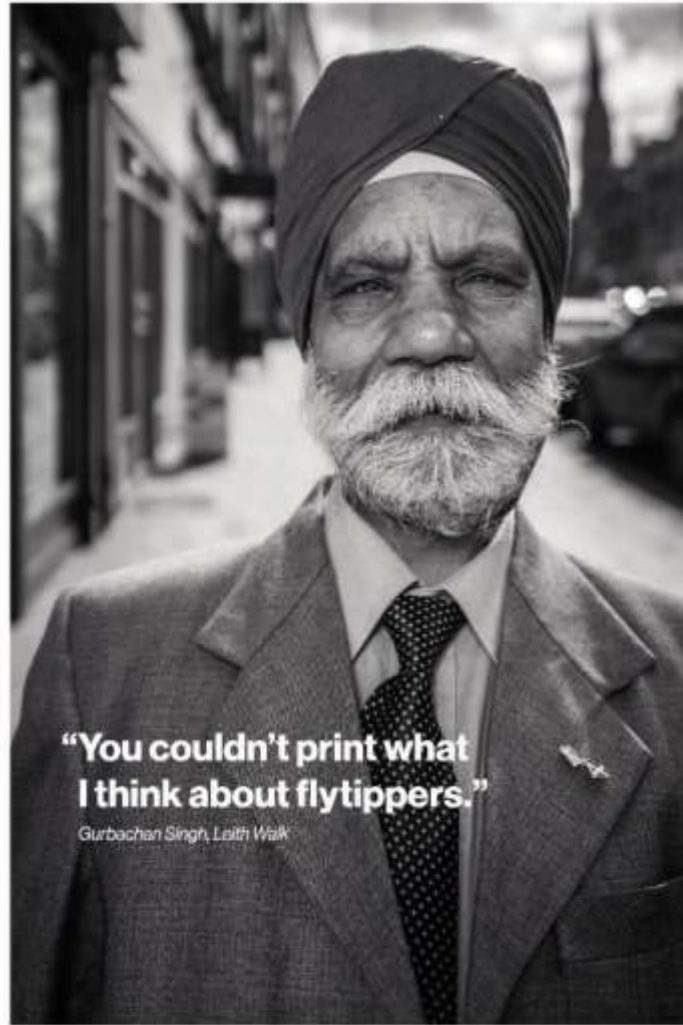
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Let's turn over a new Leith.



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European Regional Development Fund
Investing in Scotland. Sustainable and Inclusive Growth.



Flyspotting

**“You couldn’t print what
I think about flytippers.”**

Gurbachan Singh, Leith Walk

Flytipping spoils Leith for us all. Book a £5 per item uplift at edinburgh.gov.uk/bulkywaste.



Let's turn over a new Leith.



EUROPE & SCOTLAND
European Regional Development Fund
Investing in a Greener, Sustainable and Prosperous Future

Together we can turn over a new Leith.



Zero Waste Leith is a project funded by Zero Waste Scotland and the European Regional Development Fund and supported by the following organisations:





**Together
we can
turn over
a new Leith.**



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Flyspotting

What a great way to fly!



Flyspotting

Flyspotting

Flyspotting

Flyspotting

Flyspotting

Indoor posters

For community notice boards, cafes, bars, chippies, schools and charity shops

Choose a chair. Choose a fridge. Choose a free-standing fridge-freezer. Choose a tubby 3-seater sofa in soft teal with contrasting cushions. Choose an energy-efficient fake Aga cooker with a baker-style window so you can see your buns rising. Choose a pocket spring zip link memory foam mattress. Choose a state-of-the-art, sixty-four inch, 300-channel widescreen home entertainment system with integrated Bluetooth speakers wireless surround sound and three separate remotes. Choose a self-flushing, self-drying comfort-height toilet with a soft-close heated seat, luxury wash-dry bidet features and automatic bum-skooshers. **But see when you're finished with it, please choose *not* to dump it on the street. To book a £5 per item uplift, go to edinburgh.gov.uk/bulkywaste.**

**Choose clean streets.
Choose Leith.**

Flyspotting



Let's turn over a new Leith.



EUROPE & SCOTLAND
European Regional Development Fund
Investing in a Great, Sustainable and Inclusive Future

Eight (legal) ways to get rid of your old stuff

1. Book a council uplift for £5 per item at edinburgh.gov.uk/bulkywaste.
2. Take it to Seafield Household Waste Recycling Centre.
3. If your stuff's still in good nick call the Re-use Line on 0800 0665 820 and they'll take it away for free.
4. Or take it to a local charity shop.
5. Give it away online (eg. on Gumtree).
6. Hire a SEPA-licensed man with a van.
7. Donate your furniture to people in need through Edinburgh Remakery and CHAI. Call them on 0131 629 9358.
8. Some retailers will take away your old appliances when you buy a new one.

Flyspotting



Let's turn over a new Leith.



Someone dumped a filthy mattress on the pavement.

So someone else thought it was okay to chuck out a broken fridge-freezer.

So someone else thought it was fine to leave their dog's mess on the street.

So someone else thought they could get away with spraying graffiti.

It's not okay to dump stuff on your own doorstep.

Book a £5 per item uplift at edinburgh.gov.uk/bulkywaste.

Flyspotting



Let's turn over a new Leith.



EUROPEAN UNION
European Regional Development Fund
Investing in Europe, Knowledge and Jobs

£5 TAKEAWAY.

DON'T DUMP YOUR
OLD STUFF ON THE
STREET. GET IT
LIFTED FOR THE
SAME PRICE AS A
SAUSAGE SUPPER.

TO BOOK A £5 PER ITEM UPLIFT GO TO
EDINBURGH.GOV.UK/BULKYWASTE

Flyspotting



Let's turn over a new Leith.



EUROPEAN UNION
SCOTLAND
Austrian, Belgian, Dutch, French, German, Italian, Irish, Polish, Portuguese, Spanish, Swedish, UK, Czech, Slovak, Slovenia and Finland

Print adverts and article

In The Leither magazine

Choose a chair. Choose a fridge. Choose a free-standing fridge-freezer. Choose a tubby 3-seater sofa in soft teal with contrasting cushions. Choose an energy-efficient fake Aga cooker with a baker-style window so you can see your buns rising. Choose a pocket spring zip link memory foam mattress. Choose a state-of-the-art, sixty-four inch, 300-channel widescreen home entertainment system with integrated Bluetooth speakers wireless surround sound and three separate remotes. Choose a self-flushing, self-drying comfort-height toilet with a soft-close heated seat, luxury wash-dry bidet features and automatic bum-skooshers. **But see when you're finished with it, please choose *not* to dump it on the street. To book a £5 per item uplift, go to edinburgh.gov.uk/bulkywaste.**

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Flyspotting



Let's turn over a new Leith.



Flyspotting

Leith's on the lookout for flytippers. Please dispose of your waste legally.



Let's turn over a new Leith.



Leither



Alexander McQueen: Sabotage & Tradition

Edward Scissorhands | What Makes the British Citizen? | Moments of Truth: Scotland
The High Times: Shores of Fashion | Zoroastrianism | Queen Anne: A Singular Artist

Flyspotting

These ordinary items are an indicator that begin to show Leith's identity from the signs of shopping.

It is a common sight to see a person walking down a street in Leith, carrying a large, heavy bag of rubbish. This is not a sign of poverty, but rather a sign of a city that is still in the process of rebuilding itself. The city has a long history of being a port, and this has led to a culture of recycling and reuse. The people of Leith are proud of their city and its history, and they are determined to make it a better place for everyone to live in.



The sign is a piece of art, and it is a reflection of the city's culture. The city is a place where people are creative and they are always looking for new ways to express themselves. The sign is a statement about the value of money, and it is a reflection of the city's attitude towards it. The city is a place where people are not afraid to take risks, and they are always looking for new opportunities. The sign is a sign of a city that is always moving forward.

Choose a chair. Choose a fridge. Choose a free-standing freeze-dryer. Choose a tubby 3-seater sofa in soft teal with contrasting cushions. Choose an energy-efficient take-Aga cooker with a baker-style window so you can see your buns rising. Choose a pocket spring zip-link memory foam mattress. Choose a state-of-the-art sixty-four-inch 300-channel widescreen home entertainment system with integrated Bluetooth speakers wireless surround sound and three separate remotes. Choose a self-flushing, self-drying comfort-height toilet with a soft-close heated seat, luxury wash-dry bidet features and automatic burn-koosher. **But see when you're finished with it, please choose not to dump it on the street. To book a £5 per item uplift, go to edinburgh.gov.uk/bulkywaste.**

**Choose clean streets.
Choose Leith.**

Flyspotting



Let's turn over a new Leith.



CHANGEWORX

EDINBURGH



Eight (legal) ways to get rid of your old stuff

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Flyspotting



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CHANGEWORX

EDINBURGH



Flyspotting

Leith's on the lookout for flytippers. Please dispose of your waste legally.



Let's turn over a new Leith.



CHANGEWORX

EDINBURGH



Bin stickers and pavement stencil

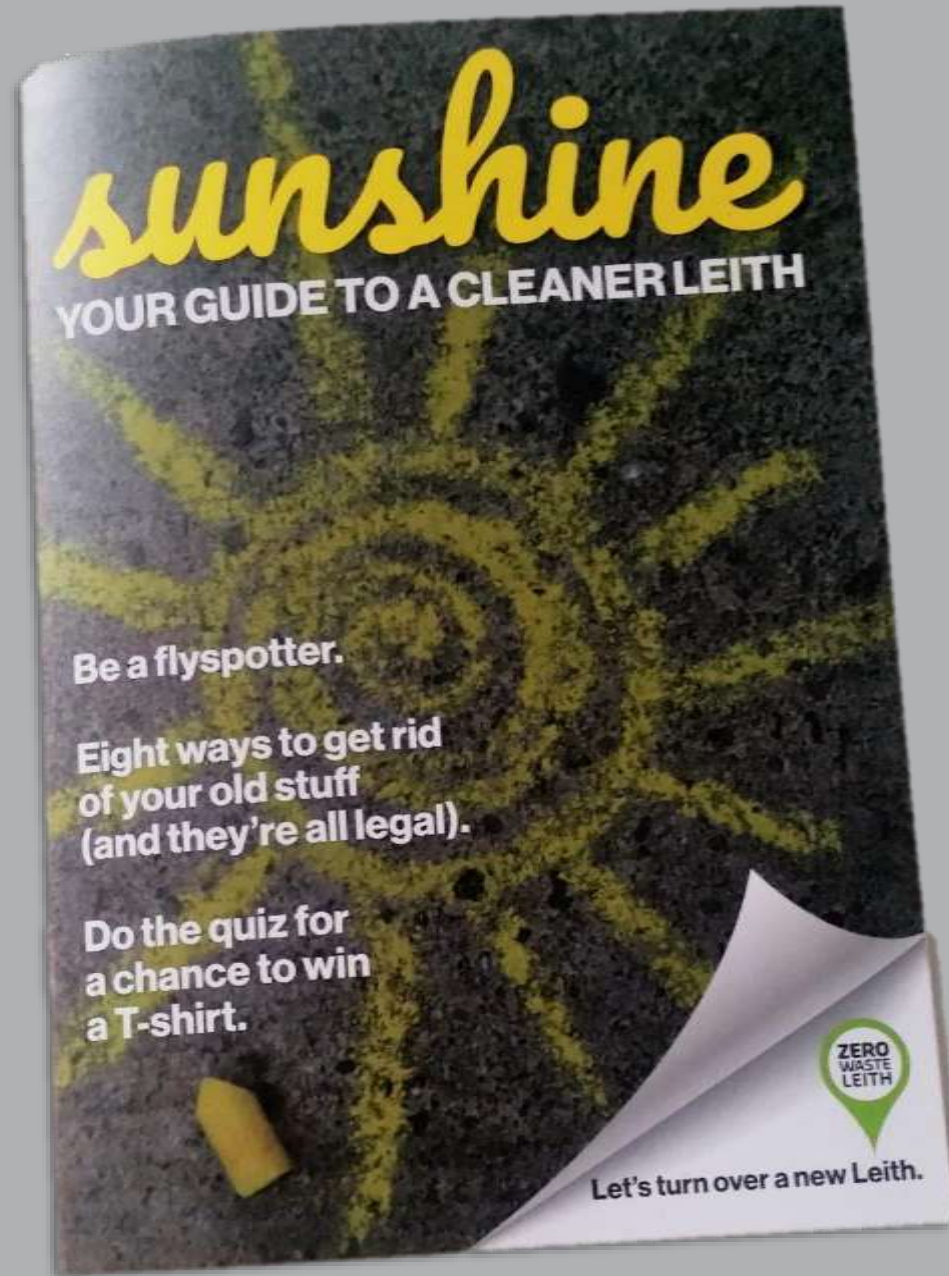


**PLEASE DON'T
DUMP THINGS
HERE. £5 UPLIFT**
EDINBURGH.GOV.UK/BULKYWASTE

Booklet

Delivered to 4,000 households in the test area
(Albert St – Easter Rd – Lorne St – Leith Walk)

Front cover



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Let's see how fly you are



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Dear Leithers

When the sunshine's splitting the paving stones, Leith Walk's jumping and the football team's playing well, there's no better place to be than Leith. We live and work in one of the greatest neighbourhoods in Scotland, with a community spirit to be proud of.

Now that Leith's been chosen to be one of Scotland's Zero Waste Towns, we've a chance to make it even better. Zero Waste Leith is all about turning Leith into a clean and vibrant place where nothing's wasted.

Obviously, that's not going to happen overnight. And we'll need to work together to change the attitude that some folk have that it's okay to dump their unwanted stuff on the pavement which ruins the street for all of us. We've got to make it a pleasure for people to be out and about in our streets and parks.

At the start of the year we sent out a survey asking Leithers what they thought about flytipping. Eight out of ten of you said it was a big problem that affected you personally. But with a wee bit of help from you and your neighbours we stand a good chance of changing things for the better.

In the following pages we'll show you how easy it is to get rid of those big items you don't want any more and we'll let you know how you can report flytipping.

So get turning the pages and let's turn over a new Leith.

Hannah Milne
Zero Waste Leith Co-ordinator



Don't mess with Leith

What exactly is flytipping and why is it spoiling Leith?

Our survey results showed that some Leithers weren't sure exactly what flytipping was. So we thought we should spell it out so nobody's left in any doubt. Dumping anything on the street is flytipping. Putting a bin bag next to the bin instead of in the bin is flytipping. Leaving your old sofa, telly, fridge or mattress on the pavement is flytipping. Breaking up old furniture you don't want and leaving it at the kerbside is flytipping. It's illegal. It's anti-social. You can be fined £200 if you're caught doing it. And it makes the street look untidy – no one enjoys walking down a messy street.

Here's what some Leithers we spoke to said about flytipping:

"They sneak down the stairs at night when nobody's looking. They know it's wrong. Then we all have to pay the clean-up costs through our council taxes." (Steph)



"Sometimes it's people from outside the area like landlords or people with Air B&Bs. They change the furniture in their flats and leave the old stuff on our pavements. But sometimes it's lazy locals. A few selfish folk can spoil the street for everyone." (Gurbachan)



"With £5 council uplifts, a local recycling centre and charity shops who are happy to take old things in good condition, there's no excuse for it any more."
(Peter)



"Just one flytipper can spoil the street for all of us. They dump a mattress. That makes it okay for someone else to dump a fridge. So someone else thinks it's ok to spray graffiti. Before you know it, they've turned a tidy street into a midden."
(Mary)

Things are picking up

Eight (legal) ways to get rid of stuff.

If your item is in good enough condition to be used by someone else, you have these options:

FREE

1. The Re-Use Line: they collect bed-frames, mattresses, bookcases, chests of drawers, dressing tables, washing machines, chairs, wardrobes, electric cookers and bikes. They won't take TVs or TV cabinets and stands, small household electricals, damaged items, or sofas and armchairs without fire safety tags. Phone them free on **0800 0665 820** or use the online form: recycleforscotland.com/donate-re-use-line-now.

FREE

2. Charity shops: some of them are happy to accept larger things in working condition like electric cookers, fridges or furniture. Some shops can only take smaller things. Changeworks Charity Shop and Reuse Map will help you check which shops take what: changeworks.proggable.com.

FREE

3. Online: it's worth trying sites like Freegle (ilovefreegle.org), Freecycle (freecycle.org) and Gumtree (gumtree.com/Edinburgh) where people are looking for second-hand goods. There are also a number of Facebook groups, such as 'I LOVE LEITH' where you can give away your things.

FREE

4. Edinburgh Remakery: they're working with the local charity, CHAI, to deliver a furniture reuse service which provides free furniture to help people who are coming out of homelessness set up starter homes. Call them on 0131 629 9358 if you've got furniture you'd like to donate.



Things are picking up

If your items can't be repaired or used by someone else, you can choose one of these options:

FREE

5. Household Waste Recycling Centres: load your stuff into your car or team up with a friend who has a car and take it to Seafield or one of the two other centres in Edinburgh. Trade/business waste is not accepted. Find out more about what you can take there on page 8.

6. Council bulky uplift service:

Go to edinburgh.gov.uk/bulkywaste to book an uplift. They'll charge £5 per item. You can ask them to collect up to ten large household items, such as mattresses, furniture, carpets, washing machines, fridge-freezers and TVs. All items collected will be sorted for recycling where possible. Your items should be on the kerbside for collection by 7am on the day you booked.



7. Man With A Van: you can hire a reputable waste disposal company to remove your stuff. (Look online or in the phonebook.) Make sure they're SEPA-registered and ask them where they plan to dispose of your waste. Remember, you can be fined too if they dump it illegally.

8. Retailers: lots of white goods retailers will take away your old fridge, cooker or washing machine for a small fee or for free when you buy a new one. So it's well worth shopping around to save yourself the hassle of disposal.

Get it sorted at Seafield

Seafield Household Waste Recycling Centre (Fillyside Road EH7 6RD), on the outskirts of Leith, is one of the city's three recycling centres where you can take your unwanted stuff to be sorted and recycled. If you don't have a car of your own, ask a friend. You can take almost anything as long as it's domestic waste. To check out the opening hours and the full list of items you can take there visit edinburgh.gov.uk/recyclingcentres.

The grid below shows some of the things they take:

 weee	 Carpet	 Gas bottles
 Electrical	 furniture	 Cardboard
 fluorescent tubes	 Mattresses	 Glass bottles and jars
 Hardcore & rubble	 Cooking Oil	 Scrap metal
 Wood & timber	 Paint	 Tyres
 mdf	 Toys	 Car battery
 Soil	 Clothes	 Used engine oil
 Garden waste	 Textiles	 General waste

And here are some of the things they won't take:

- Liquid paint – all paint must be dried out or have sand or cat litter added
- Fuels: petrol and diesel
- Explosives: fireworks, flares and airbags
- Firearms
- Fire extinguishers
- Diving bottles for scuba-diving
- Poisons
- Asbestos or materials containing asbestos
- Biological waste
- Heavy metals: mercury, thermometers and barometer
- Any commercial or trade waste.



Be a flyspotter

It only takes one or two sneaky flytippers to turn a whole street into a dumping ground.

If you and your neighbours know who's doing it you can report them to the council online: edinburgh.gov.uk/flytipping.

Go to the same web address if you spot flytipped items on public land and the street cleansing team will come and take them away.



Keeping it legal

It's up to you to store and dispose of your waste legally.

You can't just put anything out on the street for the bin operators to take away. That's illegal and the penalty's £200.

You'll need to arrange with the council to get it lifted. They charge £5 per item.

You could pay a private company to take it away for you. But you'll need to ask them for proof they're registered with SEPA.

Ask them exactly where they're taking your waste and be suspicious of anyone whose price is too low.

If someone dumps your waste and gets caught, you could get done for it too.

If you ask friends or family to get rid of stuff for you, they'll need to take it to a recycling centre. If they get rid of it illegally, you'll be held responsible.

If you bring stuff to the household waste recycling centre yourself you may need to prove it's yours so bring some ID with you.

Finally, if you hire anybody to do work in your house, it's up to them to get rid of any waste legally.

So check their plans for disposing of it and make sure the cost is included in your quote.

Fly spy with my little eye

There are lots of things that don't belong in this picture of Dalmeny Street Play Park: five old sofas, five broken washing machines, five dirty mattresses and five smashed television sets. See if you can find them all.



Quiz



See how fly you are. Try our quick quiz. You'll find all the answers in this booklet. All correct answers go into a prize draw to **win one of five Flyspotting T-shirts**. Email your answers to zerowasteleith@changeworks.org.uk for a chance to win. Closing date for entries is 12 noon on 15th June 2018. The winners will be notified by email. Full terms and conditions here: www.changeworks.org.uk/legal-and-privacy.

1. **How much does the council charge to uplift a heavy item?**
2. **What's the slogan for Zero Waste Leith?**
3. **How much can you be fined for flytipping?**
4. **Where is your local recycling centre?**
5. **Which of these are flytipping:**
 - a) **Putting a black bin-bag in the landfill bin?**
 - b) **Leaving a black bin-bag next to the bins?**
 - c) **Dumping a mattress on the street?**

Together we can turn over a new Leith.



Zero Waste Leith is a project funded by Zero Waste Scotland and the European Regional Development Fund and supported by the following organisations:



Choose a chair. Choose a fridge. Choose a free-standing fridge-freezer. Choose a tubby 3-seater sofa in soft teal with contrasting cushions. Choose an energy-efficient fake Aga cooker with a baker-style window so you can see your buns rising. Choose a pocket spring zip link memory foam mattress. Choose a state-of-the-art, sixty-four inch, 300-channel multi-link wide-screen home entertainment system with integrated Bluetooth speakers wireless surround sound and three separate remotes. Choose a self-flushing, self-drying comfort-height toilet with a soft-close heated seat, luxury wash-dry bidet features and automatic bum-skooshers.

But see when you're finished with it, please choose *not* to dump it on the street. To book a £5 per item uplift, go to edinburgh.gov.uk/bulkywaste.

Choose clean streets.

Choose Leith.

Flyspotting

Social media

Continuously, for six weeks on Facebook, Twitter and Instagram.
On the next page there are just two examples.



Zero Waste Leith

Sponsored

Like Page

Actually, it does matter. Flytipping costs Scotland £11 million a year.



Let's turn over a new Leith.

#Flyspotting

#ZEROWASTELEITH

54

14 Comments 21 Shares



Leithers don't litter shared a post — with Malena Persson.

Published by Zsuzsa K Farrell [?] · May 14 at 10:55pm ·

Zena's posing in front of the poster starring her and two equally lovely humans at Dalmeny Street Park. ❤️



Love

Comment

Share

Leithers don't litter, Angela Rachel Mitchell, Zero Waste Leith and 11 others

Limited edition T-shirts and badges

Promotional material for volunteers and winners of the Sunshine booklet quiz.



Choose a chair. Choose a fridge. Choose a free-standing fridge-freezer. Choose a tubby 3-seater sofa in soft teal with contrasting cushions. Choose an energy-efficient fake Aga cooker with a baker-style window so you can see your buns rising. Choose a pocket spring zip link memory foam mattress. Choose a state-of-the-art, sixty-four inch, 300-channel multi-link wide-screen home entertainment system with integrated Bluetooth speakers wireless surround sound and three separate remotes. Choose a self-flushing, self-drying comfort-height toilet with a soft-close heated seat, luxury wash-dry bidet features and automatic bum-skoosher.

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Flyspotting



Campaign launch event and video

On 13th May we launched the campaign on Dalmeny Street. We created an on-street living room from dumped furniture we collected in Leith. You can watch a video of the event here:

<https://www.facebook.com/Leithersdontlitter/videos/1110731162435273/>



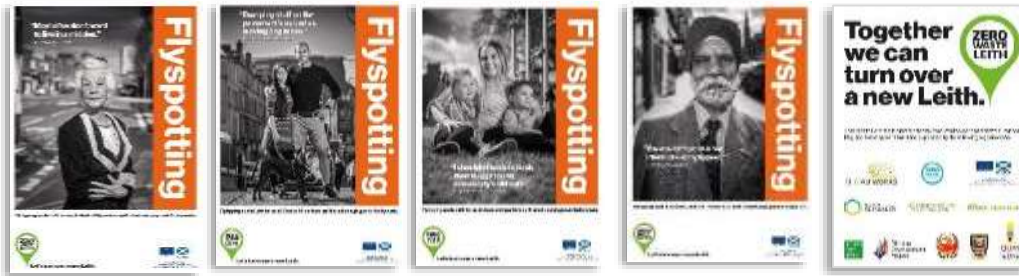
Campaign overview

Media-mix.

4000 booklets



Outdoor posters



Indoor posters



Press ads in The Leithier

Bin stickers and pavement stencils



Social media



Badges and T-shirts



Launch event and video



3. Campaign results

Summary of the results

- The campaign reached over 100,000 people on social media
- The campaign launch generated articles in the Edinburgh Evening News, Edinburgh Reporter, The Broughton Spurtle, was mentioned in the Scottish Parliament and on BBC Radio Scotland.
- Online survey results:
 - 9 out of 10 respondents found the campaign useful
 - 85% of people now feel their community is better informed on how to tackle flytipping
 - More than half of the respondents said they were now more willing to report flytipping. This is confirmed by the council's own figures.
 - The campaign was noticed and liked. (Only 4% of all advertising campaigns have that impact.)
 - **Awareness of the uplift cost increased by 50% but according the council's figures, people's willingness to pay the £5 per item fee did not increase (£5 per item is still an obstacle for many.)**



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