



IIMSAM ANNUAL REPORT

January – December 2008



"There are people in the world so hungry that God cannot appear to them except in the form of bread"- Mahatma Gandhi

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INTRODUCTION



(H.E. Ambassador Remigio M. Maradona addressing the 16th session of the United Nations Commission on Sustainable Development at the UN Headquarters in New York on the 16th of May 2008/Amb. Maradona also address the Special High Level Meeting of ECOSOC on the Global Food Crisis, 20 May 2008)

Dear Official Member States, Supporting States, Diplomatic Corps, and Stakeholders of IIMSAM,

On the commencement of the New Year 2009, I take this opportunity to extend my warm wishes to you. The year 2008 was indeed a challenging one for a fledgling organization like IIMSAM especially in the context of delivering its mandate to the peoples of the world during the times of the global food crisis. It was also extraordinary in the sense that it motivated IIMSAM to advocate the use of Spirulina to eradicate malnutrition not only with the international community at the United Nations but also actuate field programmes to eradicate malnutrition, achieve food security and bridge the health divide through Spirulina.

Recognizing that malnutrition is an issue that has a direct impact on the peoples of the world especially the ones that are in the Developing and the Least Developed Countries, IIMSAM with the Republic of Honduras being the main sponsor, introduced a Draft Resolution for the 64th Session of the General Assembly (Sept-2009) to have an Observer Status with the United Nations General Assembly. The Draft Resolution received an overwhelming response and support by numerous co-sponsors member states which underlined the importance of Spirulina that was declared as possibly *the best food for future by the United Nations World Food Conference in 1974*, in the present context especially to save the lives lost and redeem millions from the diabolical claws of malnutrition?

This annual report by IIMSAM is the first of its kind and is aimed to disseminate information about the organization, and to raise awareness and consolidate support for our noble mission which is to realize a world free of malnutrition and hunger by mainstreaming the use of Spirulina in order to secure the United Nations Millennium Development Goals.

I would sincerely appreciate your suggestions, observations, and comments that are valuable for us to deliver our mandate effectively and efficiently to the peoples of the world.

Thank You.



(Remigio M. Maradona)

Contributions from IIMSAM's Goodwill Ambassadors from around the world (January – December 2008)

These contributions made by our goodwill ambassadors from across the globe express and manifest their unstinted and dedicated commitment for the cause and mandate of IIMSAM. These contributions are worthy of emulation by others who strive with us to realize a world free of hunger and malnutrition.



On behalf of IIMSAM, Goodwill Ambassador from the UK, **Mr. Perry Hughes and Ms. Lauren Irwin** went to China to help the victims of earthquake in the Chengdu region to provide relief and aid. In the process, among others makeshift tents were provided to the victims. Two concerts were held to express solidarity with the people affected by the earthquake. The government of the People's Republic of China issued an official communication acknowledging the contribution of IIMSAM.



The Chinese government, declared '**Stand Tall**', the song by **Ms. Lauren Irwin**, IIMSAM's youth goodwill ambassador, as official song to commemorate the victims of the earthquake. It is also one of the four official songs for the 2008 Summer Olympic Games in China. IIMSAM was a Special Invitee of the government of the People's Republic of China for the 2008 Summer Olympics.



IIMSAM appointed **Dr. Sulaiman Al-Fahim** of the United Arab Emirates as its Goodwill Ambassador. Dr. Al-Fahim would be instrumental to initiate Spirulina initiatives on behalf of IIMSAM in the Republic of Kenya, Democratic Republic of Congo, Republic of Sudan and other countries of Africa. He shall also play a pivotal role towards the implementation of the IIMSAM affirmative action programme CAMP MARADONA® that shall provide holistic education to children through sports.



IIMSAM's goodwill ambassador from Jordan, **Dr. Naseer Homoud**, initiated humanitarian, healthcare and educational programmes for children in Jordan, Qatar and the UAE on behalf of the IIMSAM as well contributed significant resources to advance the cause of IIMSAM. Dr.

Homoud was is also instrumental to establish and lead the IIMSAM Regional Headquarters in Doha, Qatar that is now operational.



IIMSAM's goodwill ambassador from Argentina **Mr. Diego Maradona** went to Bolivia to help the victims of earthquake. Ambassador Maradona has promoted IIMSAM and its cause at an unprecedented scale using his worldwide repute. He has been promoting a Spirulina nutritional supplemental programme in some of the most impoverished areas of Argentina, Bolivia and Venezuela.

He has been instrumental to liaison on behalf of IIMSAM with **President Hugo Chavez** of Venezuela in order to acquire resources to implement the programmes in South America. He was instrumental to procure Spirulina from Cuba that would be used to eradicate malnutrition in Honduras and Haiti.

In the aftermath of the recent terrorist attacks, Mr. Diego Maradona arrived in the Republic of India on the 6th of December 2008 to promote various humanitarian causes. He also visited the renowned ashram of the famed humanitarian world icon **Mother Teresa** in Calcutta to explore ways for an IIMSAM Spirulina distribution partnership to alleviate the sufferings of the local population suffering caused by malnutrition. He also visited an Indian Football School which hopefully will be forming a partnership with **IIMSAM's CAMPMARADONA®** Football Programme. He was greeted by thousands of Indian Peoples whose painful memories of the recent terrorist attack on India were soothed by his visit and charismatic presence.



On 4th April 2008, IIMSAM's goodwill ambassador from Italy, **Dr. Marco Fantinel** launched '**Celebrate Life**' campaign for IIMSAM where each bottle of the finest Merlot produced by the Fantinel's and sold under the campaign would provide 1 USD for IIMSAM's Spirulina Programme to counter malnutrition globally. **Dr. Fantinel** was instrumental to secure the representation of **H.E. Amb. Manish Uprety**, the special emissary of the Director General for the event. The CELEBRATE LIFE campaign was officially launched at the United Nations on the 16th of October 2008 on the United Nations World Food Day.

IIMSAM Goodwill Ambassadors **Mr. Augusto Sorrisso** and **Mr. Carmelo Castiglione** are playing an important role on behalf of IIMSAM with the Italian Republic to formalize a fecund partnership that shall result in eradicating malnutrition and securing the United Nations Millennium Development Goals.

IIMSAM Goodwill Ambassador and tenor *extraordinaire* **Mr. Luciano Lamorcarca** would spearhead a series of concerts to spread the message in support of IIMSAM and its mandate to realize a world free of malnutrition and hunger through Spirulina in the year 2009.



IIMSAM's goodwill ambassador from the U.S.A. and President of the IIMSAM's Official Working Partner, the Jewish Renaissance Foundation **Dr. Alan J. Goldsmith** through IIMSAM's **International Medical Assistance Programme (IMAP)** provided basic medical care and relief to the Dominican Republic, Cuba, Hungary, Israel (refugees), Jamaica and Ukraine. IIMSAM shall be sending an official medical relief team to Ethiopia in 2009.



The project was officially announced launched at the United Nations headquarters in New York on 16th April 2008. Through his generosity IIMSAM's goodwill ambassador from Iraq, **Sheikh Tarik Alabdullah** initiated **IIMSAM Fallujah Project**, a USD 4 million (estimate) project for the victims of malnutrition especially children in the Fallujah region of Iraq with a population of over 400,000 out of this about 100,000 plus are children. He is the chief facilitator of the project who has contributed forty hectares of land in Fallujah for the cultivation of Spirulina. IIMSAM's Official Partner the Soley Institute of Turkey has been and will continue to provide the expertise and know how on the aforementioned.

Phase I: Has been completed (Purchasing of the Spirulina) and the distribution of the Spirulina will commence in early **January 2009** for more than **100,000 children**.

Phase II: (February 09) will be the training of the Iraqi assigned staff on the cultivation and preservation of Spirulina to produce Spirulina locally for distribution to the local Fallujah Population this will also produce local jobs for the population.

Phase III: (Spring-Summer 09) establishing a Spirulina state of the art production facility that can produce Spirulina in the harsh environmental conditions of Fallujah.



IIMSAM's goodwill ambassador from Sweden, **Ms. Maria W. Cedrell** is spreading awareness and generating support on behalf of IIMSAM along with IIMSAM's Special Adviser from Sweden **Mr. Gunnar Magg**.



IIMSAM's goodwill ambassador from Japan, **Mr. George Hara** represented IIMSAM at the UNDP-TICAD conference on Africa in May 2008; and announced the launch of a major Spirulina nutritional programme for Africa with Alliance Forum Foundation of which he is the chairman and founder. Alliance Forum Foundation on behalf of IIMSAM would be providing financial resources to implement the same. Mr. Hara has also provided a space for IIMSAM's Representative Office in Minato ku which is a prime location in Tokyo's financial district.

Contributions from IIMSAM's Special Advisers, Youth Delegates and Expert Facilitators from around the world
(January – December 2008)

These contributions made by our special advisers and expert facilitators from across the globe express and manifest their unstinted and dedicated commitment for the cause and mandate of IIMSAM. These contributions are worthy of emulation by others who strive with us to realize a world free of hunger and malnutrition.



- Special Adviser to the Director General-IIMSAM, **Mr. Anthony Angiulli** was instrumental to form Friends of IIMSAM Foundation Inc. (FOI) comprising of eminent people from the US; and making *McCarter and English*, one of the prominent law firms of the US as IIMSAM's legal advisers. FOI's Board of Directors include partners of *McCarter and English esp.* Mr. Michael Horn and Ms. Beth Yingling; eminent politicians such as Senator Emeritus Mr. Eduard Marcus (Dem); eminent banker Mr. Vic Richel of Commerce Bank and Vic Richel Foundation; and Ms. Rosemary **Alito**, eminent lawyer from the US.
- **Mr. Angiulli** and IIMSAM Adviser **Mr. Dan Faraci** were also instrumental for arranging Congressional and Senatorial exploratory visit and presentation of the benefits Spirulina to high ranking government officials, senators and congressmen in Washington DC. The visit resulted in live media coverage and an article by ROW CALL, the official media of the US Senate and Congress. **Mr. Angiulli** and **Mr. Faraci** are coordinating official hearings on the benefits of Spirulina in both Houses for 2009.
- They also strengthening its relationship with the IIMSAM Treaty Host country, Italy. The Italian government has already supported IIMSAM with official letters from the Ministers of Foreign Ministry and Agriculture; an IIMSAM Official Delegation visited Italy in September composed of H.E. Director General, **Remigio Maradona**, H.E. Ambassador **Shariar Rahimi** and Special-Advisers **Mr. Anthony Angiulli** and **Mr. Dan Faraci**. Meetings were held with High Ranking Government Officials and Regional Heads of Governments also influential and prominent Private Sector Industry leaders to enhance IIMSAM's image and to gain logistical and financial support for the IIMSAM Mandate to combat severe malnutrition and starvation. The Official visit was a resounding success and resulted in media coverage, and commitments to IIMSAM for 2009 and beyond.

- IIMSAM's Facilitator and Director of **IIMSAM- Kisumu Kids Empowerment Organization (KKEO) Spirulina programme** in the Kisumu region of Kenya, **Mrs Els-Wijt Mulder** actuated Spirulina initiatives for the disabled and people with HIV/AIDS in Kenya. She was also instrumental to facilitate IIMSAM's initiatives in the Democratic Republic of Congo where IIMSAM provided with water cleaning machines to counter various pathologies associated with polluted water. Mrs Els Wijt Mulder was also instrumental to secure the support of the **Obama family** for the Spirulina initiatives of IIMSAM to eradicate malnutrition;
- IIMSAM's Facilitator and Expert on Spirulina from Turkey **Prof. M. Kizililsoley**, one of the leading authorities on Spirulina in the world developed a Spirulina calculator that he donated to IIMSAM. He also developed M2 form of Spirulina that can cultivate even in the arid areas of the world. Prof. Kizililsoley would be providing this technology pro-bono to the Fallujah project in Iraq and well as providing training to the personnel in Iraq to cultivate Spirulina efficiently;

Under the auspices of **Prof. Kizililsoley** IIMSAM along with the Soley Institute in Turkey initiated a Research Grant worth **USD 4, 000, 000** to explore the specialized area of micro-algal research;

- **Ms. Hatice Zeynep ÖZ**, IIMSAM's Youth Delegate for Fall-Winter 2008-2009 in New York is a Turkish Citizen and a graduate of Hacettepe University, Faculty of Economics and Administrative Sciences, International Relations, Ankaras. She is the main architect for the multi-media campaign of IIMSAM's CELEBRATE LIFE Video to help it spread and percolate to the New York market. Ms. Oz is also attending classes on marketing and advertisement at NYU;
- IIMSAM's Special Advisers from Argentina **Mr. Yoisef Baumgarten** and **Dr. Raúl Benítez-Álias** have been promoting IIMSAM in Argentina with government officials, sports figures and is presently working to develop a Spirulina candy for IIMSAM that will be distributed to children worldwide. Mr. Baumgarten was instrumental to secure the support of **IIMSAM's Goodwill Ambassador Mauricio Macri**, the Mayor of the autonomous city of Buenos Aires along with Argentina's most popular football club **Boca Jr.s** and the **Dr. Luis Agote Foundation** to assist IIMSAM in the implementation of its Spirulina Programme in South America;
- IIMSAM's Facilitator from Kenya, **Dr. Donald Ochieng Aboge** is responsible for providing medical supervision for the **IIMSAM-KKEO Spirulina programme** taking care of the health of the children and ensuring that proposed state of the art of children

clinic/hospital is started and run efficiently. He is also in-charge of the research related to medical benefits of Spirulina in the programme;

- IIMSAM's Facilitator from Kenya, **Mr. Dieudonné Fundi Malombo**, is the Project Manager of **IIMSAM-Kisumu Kids Empowerment Organization**, Kenya-East Africa for the Spirulina cultivation; and leads the team involved in the production of Spirulina;
- IIMSAM Facilitator from Geneva, Switzerland, **Dr. Jean Louis Vidalo**, is providing necessary support and cooperation and his professional expertise on Spirulina for IIMSAM's Spirulina initiatives to eradicate malnutrition in the Democratic Republic of Congo and other parts of Africa.
- IIMSAM's Official Webmaster **Ms. Rene Davis**, from the United Kingdom who is the President Founder of **Nay Dream Studios** is contributing her services on a pro-bono basis. At present, the IIMSAM website continues to be our open windows to the world that helps the organization disseminate its message across the world in an effective and efficient manner.

IIMSAM OFFICIAL DIPLOMATIC WORK WITHIN UN SYSTEM



IIMSAM's active participation at the 16th session of the **UN Commission on Sustainable Development**. April-May 2008.

IIMSAM's active participation at the UN High Level Meeting on **Global Food Crisis** 20TH of May.

UNDP organized TICAD meeting on Africa from **May 28th to the 30th, 2008** in Japan where IIMSAM was represented by H.E. Amb. George Hara, IIMSAM's Representative to Japan; attests to our commitment to reach our voices to various quarters in the UN system.

IIMSAM also was an active participant at the **Annual ECOSOC Substantive Session** for the month of **July 2008**.

IIMSAM participated in the **Committee on the Elimination of Discrimination Against Women**, Forty-first session, **30 June to 18 July 2008**.

On 28 of July IIMSAM conducted a briefing at the UN Conference Room C on the benefits of Spirulina for developing countries with the cooperation of the **Permanent Mission of Argentina to the United Nations** which was a resounding success.

IIMSAM organized the United Nations World Food Day on the 16th of October 2008 at the United Nations Headquarters along with launch of the **CELEBRATE LIFE** campaign and the Global Eradication of Malnutrition and Starvation (**GEMS**) Foundation that would help

IIMSAM realize its ambition of a world free of malnutrition and hunger by mainstreaming the use of Spirulina.

Doha (14 November, 2008) IIMSAM participates in Diabetes Walkathon on UN World Diabetes Day. Led by its Goodwill Ambassador, and Director of IIMSAM`s Regional Middle East Office Dr. Naseer Shahir Homoud participated in a Walkathon race at Aspire today on World Diabetes Day.

(UN Headquarters, 3rd of December) 2008 IIMSAM Director General H.E. Ambassador Remigio M. Maradona`s issued an official statement on the **International Day of Persons with Disabilities**.

Doha (10 December, 2008) IIMSAM`s Goodwill Ambassador and Director of Regional Office in Qatar. H.E. Dr. Naseer Homoud, issued an official statement on the significance of UN Human Rights Day 60th Anniversary.

Recognizing the inherent link of malnutrition with the achievement of the United Nations Millennium Development Goals and its impact on the Developing and the Least Developed Countries; IIMSAM realized that it is high time that the international community be sensitized to the issue and Spirulina which was declared as the *best food for the future* at the United Nations World Food Conference in 1974 be mainstreamed at the earliest to eradicate malnutrition, achieve food security and bridge the health divide.

To that effect IIMSAM with the Republic of Honduras being the main-sponsors introduced a Draft Resolution to secure an Observer Status with the United Nations General Assembly in the year 2009. The Draft Resolution would be introduced in the 64th United Nations General Assembly and is being co-sponsored by an increasing number of Member States of the United Nations that support the mandate of the organization such as Argentina, United Kingdom, China, India, Russian Federation, Qatar, Italy, Jamaica, Spain, Portugal, and all the Central and South American countries and many more including IIMSAM Official Member and Supporting States.

Firmly believing in the hallowed principles of the United Nations and in the affirmative action approaches of the organization, IIMSAM made sure that there is a significant representation of the disabled populace. Therefore, for the effect, many IIMSAM country programmes are being led and managed by the disabled.

IIMSAM FIELD PILOT PROJECTS:

IIMSAM-KISUMU KIDS EMPOWERMENT ORGANIZATION (KKEO) SPIRULINA PROGRAMME (REPUBLIC OF KENYA)



The IIMSAM-KKEO Spirulina Programme is based in the Kisumu region of the Republic of Kenya under the leadership of Director, Mrs. Els Wijt Mulder.

The programme through the local cultivation of Spirulina caters to the nutritional needs of the physically challenged children, orphans and people with HIV/AIDS by providing them with holistic care and attention. It also has close cooperation with the Ministry of Health and the ministry of Agriculture of the region



Mrs. Els Wijt Mulder is herself a disabled person who is an amputee of both legs due to an accident. The programme under her leadership not only takes care of the nutritional security of the people but also utilizes Spirulina counter various pathologies associated with malnutrition.

DEMOCRATIC REPUBLIC OF CONGO



The Democratic Republic of Congo, in particular the Maniema Region is suffering from severe crises situation where people are forced to eat from the bushes. IIMSAM has already taken emergency steps to get our Official Working Partner from Turkey, the Soley Institute to contribute their scientific and technological knowhow in the field of Spirulina cultivation and necessary equipment for the cultivation of a 500 square meter sized, “**SPIRULINA CENTRE**” that shall cater for the whole province of Maniema by providing the region with a comprehensive Spirulina Nutritional Programme to alleviate the immense suffering of the populace from starvation and severe malnutrition.

IIMSAM along with its Official Working Partner in Kenya, Kisumu Kids Empowerment Organization, KKEO, has also provided a **Clean Water Programme** which is an affordable and economic way to curtail water borne diseases that are affecting almost 50% of the local population as people are forced to drink contaminated and polluted waters from the rivers.

The success of IIMSAM initiatives would help save the lives of thousands of children, adults, disabled, and refugees that suffer and perish every day from starvation, acute malnutrition in the Democratic Republic of Congo. It would also empower the lives of the locals that are negatively affected.

IIMSAM's Pilot Projects for the Period 2009-2010 (subject to the availability of funds)

Does not depict other pilot-projects that may be realized by IIMSAM upon request by other partner entities.

To bring about convergence and provide a horizontal dimension to a vertically structured programme, IIMSAM focuses on multilateralism by building viable partnerships with various stakeholders to counter various deprivations associated with malnutrition and to percolate the benefits- nutritional, health, environmental, and developmental-associated with Spirulina right to the grassroots. IIMSAM through its Spirulina Projects and Initiatives specifically wants to project Spirulina Platensis as a potent, affordable, and sustainable solution to counter malnutrition and build local capacities to achieve the UN MDG's especially in the Developing and the Least Developed Countries.



INDIA - A country that has the worst malnutrition statistics, IIMSAM plans to lay its prime attention on India. IIMSAM would initiate affirmative action programmes based on Spirulina to counter malnutrition in India along with IIMSAM's official working partners viz: The Mahatma Gandhi Foundation and later with the Indian Network of People Living With HIV/AIDS, the latter being the world's largest network of people suffering from HIV/AIDS. IIMSAM would also be working with the Ministry of Women and Child Development, Government of India to establish Spirulina Initiatives in India. IIMSAM's Resident Representative to the Republic of India, **H.E. Amb. Manish Uprety** would be instrumental to launch the same supported by **Goodwill Ambassador Mr. Tushar Gandhi**.



IRAQ – IIMSAM's Goodwill Ambassadors **H.E. Dr. Tarik Khalaf Al Abdullah** will play a crucial role to actuate *IIMSAM's Project Fallujah*, Iraq that would eradicate malnutrition, achieve food security, and bridge the health divide through Spirulina. His endeavors would be the agency to counter various deprivations associated with malnutrition and in the achievement of the United Nations Millennium Development Goals especially in the Developing and the Least Developed Countries. Project is being co-sponsors with various private-sector entities.



HAITI-IIMSAM's affirmative action programmes based on Spirulina to counter malnutrition will be initiated as a Joint-Programme in the designated poverty stricken area of Haiti in cooperation with the respective national government and local authorities including UN.



HONDURAS-IIMSAM will be initiating a Spirulina based Affirmative Action Programme to counter malnutrition in Honduras along with the cooperation of the national and local authorities. The Permanent Mission of Honduras to the United Nations and the Office of the First Lady of Honduras will act as a facilitator for the same.



GHANA - IIMSAM's Spirulina based Affirmative Action Programme will be initiated to counter malnutrition in Ghana in cooperation with the national government and local grassroots NGOs such as IIMSAM's official partner *Voices of African Mothers*.



ETHIOPIA - IIMSAM will be initiating a Spirulina based Affirmative Action Programme to counter malnutrition in Ethiopia along with the cooperation of the national and local authorities. The Permanent Mission of Ethiopia to the United Nations will act as a facilitator for the same. IIMSAM will also provide Medical Assistance through the *IIMSAM/JRF International Medical Assistance Programme (IMAP)*.



BRAZIL-IIMSAM will be initiating a Spirulina based Affirmative Action Programme to counter malnutrition in Brazil along with the cooperation of the national and local authorities and IIMSAM's Official Partner **The Brazilian Foundation of America Located in New York with field projects in "Das Pedras" in the City of Forteleza suburb, Brazil.**

SOME BASIC FACTS ABOUT IIMSAM

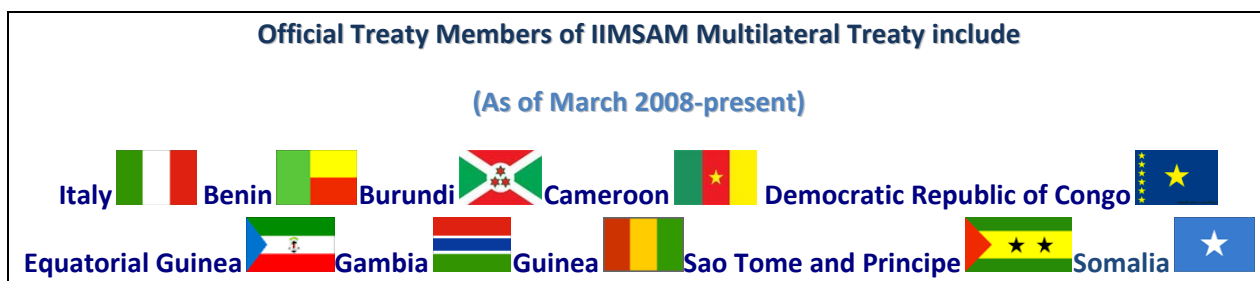
What is IIMSAM: Intergovernmental Institution for the use of Micro-algae Spirulina Against Malnutrition, IIMSAM is an Intergovernmental Organization that works to promote the use of Spirulina to counter malnutrition worldwide. It strives to make Spirulina a key-driver to eradicate malnutrition, achieve global food security, and bridge the health divide with a special priority for the Developing and the Least Developed Countries.

IIMSAM is formed through a Constituting Treaty between the Official Members States depicted in box below that agreed to form a Collaborative Intergovernmental Scientific Research Institute (CISRI) to promote scientific research, initiatives, and education in favor of international cooperation.

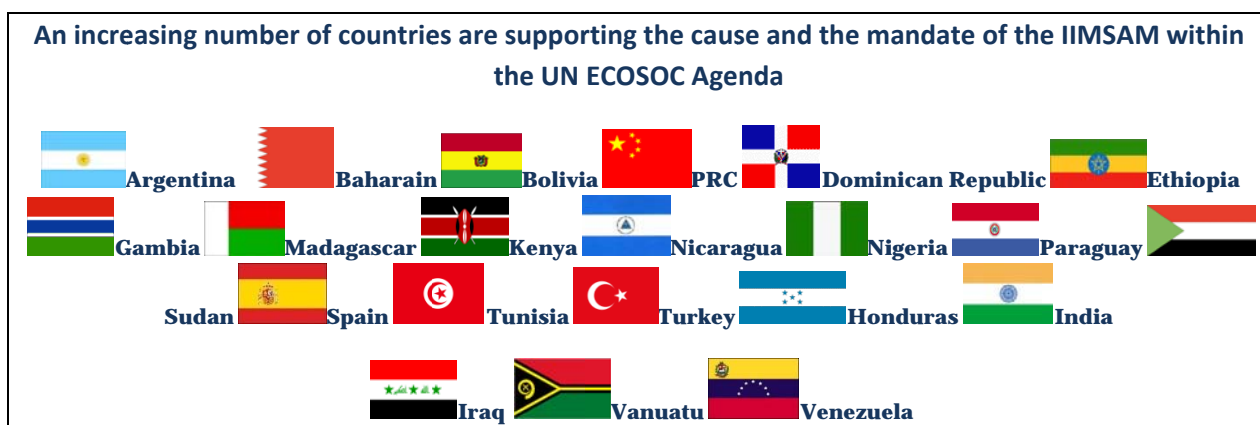
The term ***“Intergovernmental”*** means that the organization is formed by a Formal Legal Agreement between the Member States / Countries that have agreed to realize a specific set of goals.

IIMSAM is headquartered in New York, USA.

IIMSAM is led by a Director-General under Article Five of the Constituting Treaty.



The Status of IIMSAM within the United Nations: Acknowledging the relevance of Spirulina in the sustainable development agenda, IIMSAM was granted an **Observer Status** with the United Nations Economic and Social Council (ECOSOC), in keeping with the Resolution Number **E/2003/212**, dated 5th of March, 2003. IIMSAM is registered under the **United Nations Treaty Series Number 37542-37543** dated 7th of June 2001, in accordance with the Article 102 of the Charter of the United Nations.



**IIMSAM Official Working Partners at the Field Level Providing
Logistical and Technical Support (selected)**

as of June 2008



Mahatma Gandhi Foundation



Turkey



India



USA



Dr. Luis Agote Foundation, Argentina



BRAZILIAN FOUNDATION OF AMERICA
WORKING WITH YOU AS A TEAM
TO BUILD A BETTER WORLD FOR ALL OF US

Brazil



African Green Future



India



Voices of African Mothers (Ghana)



India

Malnutrition across the World



(Percentage of population affected by malnutrition by country, according to United Nations FAO statistics)





Intergovernmental Institution for the use of Micro-algae Spirulina against Malnutrition

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For further information please contact-

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