

“The secret of change is to focus all of your energy, not on fighting the old, but on building the new.”

## **Socrates**

The COVID-19 pandemic has reached our home city and touched into most countries globally. As we are watching the news with disbelieving eyes, the facts of this deadly disease are undeniable. With a strong reality check on our own fragility, priorities are shifting for many of us quickly. We must learn a new way to live in these circumstances to protect our mental and physical health. We are piloting a home-office scenario, with our digital teams working remotely. Our creative team began R&D for a new application called Foodbuk. This idea was sparked in response to the stay-home mandates, since many are now finding themselves preparing their meals more frequently and don't have the convenience of going to the market for simple ingredients. With Foodbuk we will create a database for users to find recipes based on what is already in their kitchen.