



PESARO'S RESPONSE TO COVID-19

Pesaro helps its artists and inhabitants to handle the COVID-19 impacts

Did you know, the city of Pesaro (Italy) was designated as a [UNESCO Creative City of Music](#) in 2017?

In response to the COVID-19 pandemic and the confinement measures, the city has undertaken actions to address various impacts of the crisis. These range from providing digital access to cultural contents to offering support and assistance to artists and cultural practitioners.

One of the measures launched by the city is to use social media to recreate social ties amongst its inhabitants under lockdown. Through the Facebook groups '[Casa Pesaro](#)' and '[#iorestoacasa con Pesaro Cultura](#)', the municipality provides a rich programme of original activities and content related to sports, cuisine, education, music and culture. Thanks to the various digital content, showcasing the cultural vibrancy of the city, the inhabitants are able to experience moments of joy and amusement.

The city also caters to over 100,000 inhabitants by providing free subscription or renewal of their local media library card, or MLOL card (MediaLibraryOnLine). By doing so, residents can access thousands of media and cultural content including 7,000 national and international newspapers and magazines, 12,000 audio files, 42,000 e-books, and 350,000 printed books as well as Spotify services.

Having assessed the strong impact of COVID-19 on the culture sector, the city of Pesaro, together with the Consorzio Marche Spettacolo (Regional Consortium), has opened a new information desk for artists and cultural operators in the Marche Region. The information desk helps artists and cultural practitioners get information about the specific technical assistance and support available from the government.

The city of Pesaro aims to recover from the pandemic through encouraging various dialogues between artists, start-ups, and both public and private backers. A series of events and competitions will be organized in the future to further promote and provide opportunities to young talents in the city.