



VIBORG'S RESPONSE TO COVID-19

Viborg uses creative tools to disseminate good hygiene practices against COVID-19

As a UNESCO Creative City of Media Arts and a recognized national hub for innovation, Viborg in Denmark has used its creative assets to raise awareness on the outbreak of the COVID-19.

The city has mobilized its creative representatives to use animation videos as a means to communicate clear and simple information about health protective measures against the spread of the coronavirus.

Building on its expertise in media arts and health, Visikon, located in Viborg, created a short, simple and informative animation movie on good hygiene measures and practical health information for both children and adults. The video entitled 'How to reduce risk of coronavirus infection (COVID-19)' is available in English on the enterprise's Youtube channel.

Play Doctor, another company based in Viborg, known for its animation and innovative communication tools has recently developed an educational and playful hygiene poster. Available online in 14 different languages, the poster aims to teach children about good hygiene practices and give simple recommendations to better combat the COVID-19 disease.

In line with the city's urban development strategy, animation and storytelling are positioned as multifaceted tools for sustainable and effective communication. This creative and powerful means can be used to address various issues and challenges ranging from education, health, and environment.