



A GUIDE TO CIRCULAR LIVING

A collection of small steps
to become a #RecyclingHero

ABSOLUT.[®]

Marking the launch of our new limited-edition bottle, we have co-created a guide to circular living together with a collective of inspirational minds from across the sustainability and creative industries.



A celebration of recycling, this guide brings together hacks, insights and anecdotes from the likes of **zero waste pioneer Lauren Singer**, **environmental journalist Lucy Siegle** and the founders behind brands from across the globe including **Veja**, **Courri**, **Dandy Buenos Aires**, **The Green Hustle**, **Karma**, **Ocean Bottle**, **House of P** and **The Van Effect**.

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ABSOLUT® Vodka. Product of Sweden. 40% Alc./Vol. Distilled from grain.

ABSOLUT.

WELCOME!

We're all too aware that our beautiful planet is under pressure, however increasingly there are new and exciting ideas to help the Earth stage a comeback. That's why we've created this simple guide, a collection of easy-to-implement steps, for people who want to make small changes to lower their impact on the environment.

These life hacks are particularly special because they are harvested from individuals, brands and organisations working around the world (and often around the clock) to make life more fair, circular and clean (as well as more stylish and enjoyable).

Nobody is pretending that this guide alone will save the planet – far from it – but it will hopefully remind us of the opportunities to think differently about resources and the way we make and consume products. Together we can approach change in our own lives with creativity and flair.

HOW TO USE THE GUIDE

Spread over a four week period, each week will provide you with a number of tips and tricks, starting with simple swaps and progressing to more challenging commitments in week four. Simply use each week to tick off as many as you can.

We hope the inspirational stories and quotes from those who have contributed to this guide will help encourage you along your journey towards becoming a **#RecyclingHero**.

WEEK 1

We're starting with some easy wins.

ONE

Begin by investing in a **reusable water bottle** and **coffee cup** so you can avoid single use plastic versions from now on. The Ocean Bottle, designed in Norway, is made of steel so it can be reused 1000s of times. Plus, each bottle funds the collection of 1000 ocean-bound plastic bottles in rivers and coastal communities around the world. Just this one easy swap frees you from single-use plastic and helps you become part of a solution to saving plastic from entering our oceans. Not bad for an opening move!



TWO

Planning your outfits for this week? No need to compromise your fashion style, **but plan to rewear each piece multiple times.**

Sustainable fashion expert, Lucy Siegle, says 'Overall we wash our clothes far too much [this uses lots of energy and makes clothing more carbon intensive]. You can get at least two wears from your t-shirt – even a white one. Jeans are perhaps the most hardworking item of all. Get ready to set a new personal record for number of wears before they hit the laundry'.

THREE

Let's focus on driving single-use plastic shopping bags to extinction. **Carry your own cloth version that folds up small enough to go in your pocket.** It's not just for groceries, use it when you go shopping for clothes or household items too!

FOUR

This week **commit to buying 25% of your fruit and vegetables unwrapped.** This might mean you have to adjust your menu. Try buying produce direct from a local farm or farmer's market that is plastic free or invest in a vegetable box scheme (where a box is dropped at your home or office).

FIVE

Swap out your plastic disposable toothbrush for a bamboo version.

Almost every disposable plastic toothbrush you've ever owned still exists. With a bamboo version, when you need to replace, cut the nylon bristles off (carefully bin these) and use as a plant marker in the garden. **You never know where this small step will lead - our sustainability gurus, Laia and Aitor of Van Effect, who live the eco good life in their self-converted camper van say this is the first change they ever made!**



COURRI'S STORY

'Keep pushing, be confident and make the strongest case for change', says Courri, who have brought 100% pollution-free transport to Brazilian cities. 'Brazil had a very bike resistant culture when we started off seven years ago. It was genuinely dangerous to cycle around in the city.

But we've undergone a revolution and it makes us really happy to know that our company has been a part of that. We decided that we would show that it's not just a better choice to choose the cycle as a low impact means of transport, but it's the BEST choice!'

SIX

'Many countries treat their municipal water to drinkable standards. If this is the case in your local area, there's really no need to buy it bottled – be sure to check with your local water company if you're unsure.' Tina Robertsson, Director Sustainable Performance at Absolut Vodka, has a favourite tap water hack, **'If you like your water cold, instead of running the tap until it is cool and wasting the water, pop your glass in the fridge.'**

SEVEN

Know your materials. **Prioritise glass, paper and aluminium when you are shopping.** Glass jars can be rinsed clean and reused or put into recycling when you've finished with them; paper and aluminium are often more easily recycled than different types of plastic. To 'live circular', we need to choose simple materials that we know can be recycled into other products.

**'CHANGE FOR US
IS A PROCESS.
THE FIRST AND
MOST IMPORTANT
THING THAT
WE'VE REALISED
IS THAT IT'S OK TO
START SMALL AND
IT'S OK TO FAIL
SOMETIMES.'**

Laia and Aitor,
The Van Effect.



EIGHT

'Instead of jumping in a taxi or your own petrol or diesel car, **commit to making three journeys as pollution-free as possible this week.** Walk, cycle, take a bus or use public transport,' says Courri, the Brazilian company specialising in 100% pollution-free bike deliveries.

NINE

Look for opportunities to support positive change with every step you take or click you make. **Did you know that you can even use a search engine that does something positive for the planet?** When you use Ecosia for example, **the revenue from your searches goes to planting trees.**

TEN

Take every opportunity you can to save energy. Mobile phones are more energy efficient than TVs or laptops. So **if you're streaming, use your phone!** Meanwhile a mobile phone streaming from Wifi uses less energy than using 3G or 4G.

WEEK 2

This week is all about switching out some bad habits for good ones!

ONE

Dive into the new week with a zero waste approach to fruit and vegetables. Astonishingly nearly 50% of all the fruit and vegetables grown in the world are wasted. Swedish tech entrepreneur, Hjalmar Stahlberg Nordegren has launched his business Karma to tackle the global food waste challenge. It's an enormous problem, but he recommends you start small. **'It's easy to forget to eat fruit, and then it goes past its best. But at that point you have a second chance! Chop up and freeze to use later in smoothies.'**



TWO

Invest in store-cupboard essentials that are multi functional and natural!

For instance baking soda (also known as bicarbonate of soda) is a big favourite of zero waste pioneer, Lauren Singer, 'It is one of the most versatile tools to have in your arsenal - plus it comes totally plastic free. It's an antibacterial and a salt so you can use it for everything from a spot treatment to a scuff remover. I even use it in place of deodorant!' (Try Lauren's deodorant recipe in week four.)

'LIVE SEASONAL AND PRESERVE' SAYS RICARDO DYNAN, ABSOLUT VODKA GLOBAL BRAND AMBASSADOR. 'WHETHER YOU'RE PICKLING, FERMENTING OR JUST SIMPLY FREEZING, GET ON THIS TRAIN! RESPECT YOUR INGREDIENTS AND GET MORE FROM YOUR FRUIT THAN PREVIOUSLY THOUGHT BY STAYING AS LOCAL AS POSSIBLE AND PRESERVING FOR WHEN YOU NEED IT OUT OF SEASON. NOT ONLY WILL THE EARTH BE HAPPY BUT SO WILL YOUR MOUTH.'

THREE

Growing in confidence? OK let's test it out. Tell someone you know how good they look in their glasses and try rocking a pair yourself. **We love it when eye glasses have a fashion moment** (like right now). **Unlike disposable contact lenses they can be worn again and again.** Research from Arizona University shows that billions of contact lenses are being washed into waterways each year, where they degrade into tiny pieces of plastic called microplastics.

FOUR

Commit to your clothes and you will cherish them and wear them more. Each year, the world produces over 100 billion new garments using resources like cotton and oil. Increasingly we're trashing our clothes after they've hardly been worn. Sustainable fashion expert Lucy Siegle recommends you use her '30 wears rule' to slow down the cycle: **'If you are buying a new piece for your wardrobe, you have to be able to commit to wearing it 30 times as an absolute minimum.** If you can't, you don't need it and must walk on by.'

FIVE

If you eat meat and dairy, make it stretch. For instance if you hand-make burgers, mix in half seasoned and cooked mushrooms with your meat. You can also make your butter go further by mixing in olive oil.

SEVEN

Start making your beauty routine more circular by swapping out single-use cotton wool pads (which normally contain some plastic) with reusable pads or cloths made from organic cotton. Never use a wet wipe! They are made of plastic polymers, do not degrade and can cause havoc when flushed into sewerage systems.

EIGHT

Time to check your laundry habits! Dandy Buenos Aires, the sustainable cosmetics brand, recommends using grated laundry soap instead of commercial powder, and white vinegar instead of fabric softener to make a standard wash greener. But make sure you hand wash your delicate pieces of clothing in the sink. Did you know that the delicate wash cycle in a washing machine can release up to 800,000 tiny fragments of microplastics into waterways and use twice as much water as a standard laundry cycle? Let's not add to the drama!



SIX

Find something broken and make three attempts to get it repaired.

Perhaps it's hair straighteners, a bicycle or a sports shoe where the sole has fallen off. Across the globe Community Repair Cafes have sprung up, where those who are good at mending volunteer their time. Keeping our stuff in circulation is key in our mission towards a more circular world.



'IN THE OLD DAYS, THERE WERE WINNERS AND LOSERS. NOW ON OUR PLANET, IT'S ONE SYSTEM, AND EITHER WE ALL WIN OR WE ALL LOSE TOGETHER.'

Ocean Bottle

WEEK 3

You've made it to week three!
Share your #RecyclingHero stories on social,
we'd love to see how you're getting on.

ONE

Start off week three by going plastic free in the shower. Instead of taking in a multitude of different plastic bottles containing your conditioner, shampoo and shower gel, keep it simple. Swap in a good old fashioned bar of soap and shampoo and conditioning bars (often these come in reusable tins). And remember, **planet-friendly showers are 3-5 minutes!**

THREE

To be truly circular we not only need to recover and recycle materials but transform the recycled content into new things. At Absolut, we are excited to celebrate recycling with our new limited edition bottle that is made with more than 41% recycled glass, just like all our bottles. And we're not the only ones, **every day designers are finding a value for other types of 'waste'**. The environmental initiative Healthy Seas [@healthyseas], works with volunteer divers to recover lost fishing nets made from plastic that are then regenerated into brand new yarn. Meaning you can buy everything from socks to jackets made from recovered marine plastics. It's a great day when even your socks are a #RecyclingHero.

TWO

OK, time to develop some serious skills. **Start taking note of the ingredients labels on your food, your clothes and your cosmetics.** This is a great skill you can use all the time. First, look out for the words: Palm; Stear; Laur or Glycerin. These mean palm oil – an ingredient in so many of our consumer products, including soap and potato chips, that is connected with driving deforestation and habitat loss. **Opt for palm-oil free where possible.**





HJALMAR STAHLBERG NORDEGREN'S STORY



'The Swedish phrase Koka soppa på en spik literally means 'make soup from a nail'. I was raised on this notion of frugality and inventiveness' says Hjalmar Stahlberg Nordegren, CEO of Karma, 'and I'm so pleased I was raised that way. It has lots of applications, not just being resourceful about food. If you want something to be sustainable you need to make sure the resources needed don't outstrip the resources available.'

It's a kind of balance! That's the way we have approached building Karma: you've got to make the most out of what you have in order to achieve your true potential!'

FOUR

Learn to sew. 'Being able to sew a button on is empowering,' says Lucy Siegle, sustainable fashion expert, 'knowing how to sew a hem or mend your trousers is like having a super power! **Once you can make simple alterations, a whole world of second hand thrift-store clothing opens up to you because you don't need to search for the exact size.'**

FIVE

Every year 8-12 million tonnes of plastic enters the global ocean system. The international beach clean movement brings people together to collect and analyse rubbish from beaches all over the world. Organised beach cleans feed their data into a global evidence-based system that is used to turn the tide on plastic waste around the world. This is not just litter picking. This is citizen science. **Do your bit to help by signing up to the next beach clean in your local area.**

SIX

'Grow your own herbs in your kitchen from a simple plant pot,' says founder of Karma, Hjalmar Stahlberg Nordegren. 'The basil in my kitchen is at least six months old now, and has been regrowing very nicely!' Every kitchen needs a bit of greenery in our opinion.

SEVEN

The rise of super fast, premium delivery services has created an increased demand for carbon-intensive air freighted goods. Our tip? **Be a less demanding online shopper.** Do you really need it right now? **Plan ahead and choose a longer delivery time to allow your goods to be air freighted.**

EIGHT

Still wearing the same pair of jeans from week one? We hope so! **Wear your jeans as long as possible between washes.** They are thirsty items, using 919 gallons of water in their lifetime per pair [including growing the cotton to make them]. Nearly a quarter of that water consumption depends on how we wear them and for how long. Need a freshen up? Some re-wearers swear by putting their jeans in the freezer to freshen. Alternatively, **hang them outside to diminish bacteria and spritz with a diluted vinegar spray.**

'MY DREAM IS TO BE OVERTAKEN,' SAYS SEBASTIEN KOPP, CO-FOUNDER OF VEJA. 'WE SEE ALL THE TIME THAT YOUNGER GENERATIONS CAN CREATE SOLUTIONS AND PROJECTS FAR BEYOND THOSE THAT WE HAVE CREATED. MY ADVICE IS: DON'T LISTEN TO THE OLD GUYS. DON'T LISTEN TO WHAT WAS DONE BEFORE!'



WEEK 4

Congratulations you've reached week four!



TWO

Mindful that fashion is one of the most polluting industries on earth, House of P, founded by upcycling guru Déborah Amaral, is all about using creativity to add value to old pieces. **'Try to give every piece you no longer wear a second life by transforming them,'** says Deborah. 'For example, if you have a stained t-shirt, make the stains into a pattern by using an eco-friendly stainer to tie-die it'. **Upcycling is about getting as creative as possible** and the tie-die look is definitely having a moment!



ONE

If you're planning your next vacation, why not explore your surrounding landscape or visit a local attraction. 'Travel local and take it slow!' say Van Effect duo, Laia and Aitor, 'You don't always need to take a plane to enjoy nice spots and visit places. Often you find that tourists know more about your locality than you do! It's time to change that'.

THREE

Stay fresh, natural and zero-waste by **making your own deodorant with Lauren Singer's special recipe:** Mix 2 tablespoons of arrowroot powder, 1 tablespoon of baking soda, 1 tablespoon of coconut oil, 1 tablespoon of shea butter and add a few drops of essential oils (if you're using Lauren's own lemongrass oil, she recommends 5-10 drops) in a reusable glass jar and you're ready to go.



'Even if you haven't reached perfection, it's important to tell people about the steps you are taking. Otherwise people can feel nothing good is happening and quite rightly begin to feel anxious' says Tina Robertsson, Director Sustainable Performance at Absolut. 'I always remind myself that green-hush (not saying anything) is almost as bad as green-wash (saying you're doing more than you are). So share your progress!'

FOUR

If you really want to give back to the Earth, set up a backyard composter.

The humble compost bin is the unsung hero of sustainable living.

This is where you can convert your coffee and tea grounds, leaves and fresh grass into rich mulch that can be dug back into your soil during the growing season. Richer soil means you'll be able to swerve synthetic fertilisers and grow more of your own produce at home. Did you know there's even an International Compost Awareness Week - the next takes place in May 2020!

FIVE

'Stay up to date and informed by reading reliable and scientific sources,' say Laia and Aitor from thevaneffect.com. 'It is so important to keep informed about the environmental politics of your national government and how they are taking action to confront the climate crisis. Keep an eye on stated goals and progress. If you believe there isn't enough progress, demand change! It's time to leave personal convenience aside and take action.'

SIX

Our final tip? Plug into local and global campaigns for change.

'When you've done what you can as an individual, think how you can be part of something bigger,' says Veja's Sebastien Kopp, 'I believe collective action is how we get real change'.

VEJA'S STORY

'The person who inspires me most in the world is our long-standing business partner, Bia Saldanha. Fifteen years ago, my childhood friend François and I arrived in the Amazon as two Parisienne men who wanted to save the rainforest. We did not have a clue. She basically showed us how to do it, introducing us to the collective of rubber tappers in the Amazon who we have worked with ever since to produce the sustainable wild rubber synonymous with Veja shoes'.



Congratulations on reaching the end of the Guide to Circular Living. Let's celebrate with this delicious cocktail from Absolut's Recycled Cocktail Collection:

Marmalade MarTEAni

1 ½ parts Absolut Vodka infused with one used black tea bag
2/3 parts homemade marmalade
2/3 parts lemon juice

How to mix:

Prepare the tea infused Absolut Vodka and homemade marmalade. Pour all ingredients into a shaker. Add ice cubes and shake. Strain into a cocktail glass and garnish with the used tea bag.

For more sustainable sips and tips, visit absolutdrinks.com Enjoy Responsibly.



BUT OF COURSE IT DOESN'T END THERE... THINK ABOUT WHAT YOUR FUTURE GOAL MIGHT BE... CAN YOU CUT YOUR FOODWASTE TO ZERO? REDUCE YOUR PLASTIC BY 75%? HERE'S SOME INSPIRATION FROM OUR CONTRIBUTORS:

'By 2025 we aim to be collecting the equivalent of over three billion plastic bottles per year. Stopping them from ever entering our oceans,' says Ocean Bottle. Meanwhile our Zero Waste pioneer, Lauren Singer can fit all of her trash from the past eight years in a single mason jar! That's what we call aiming high! Goals work. Set them and keep pushing forwards. Our individual victories add up to big collective change.

MEET OUR CONTRIBUTORS

This guide was a collaboration between Absolut and an inspiring collective of sustainability and creative minds, edited by environmental journalist, Lucy Siegle.

DÉBORAH AMARAL

House of P, France

 @house.of.p



The upcycling queen turning old into new.

In fashion it's all about the new, unless you are Deborah Amaral queen of 'upcycling' – the practice of re-appropriating discarded products and adding value through design. Through her creative agency, House of P, Deborah is known for creating showstopping displays featuring upcycled outfits. House of P, runs a large permanent upcycling workshop in conjunction with a Parisienne department store to help customers how to bring their clothes back to life. House of P pieces are typically made from the humble bin-ends of fashion collections or defective products that have been rejected by mainstream fashion. It goes to show the beauty of discarded of fashion.

DIEGO BRADICHANSKY & LUCIA NASELO

Dandy Bueos Aires, Argentina

 @dandybuenosaires



The brand that takes care of men and biodiversity.

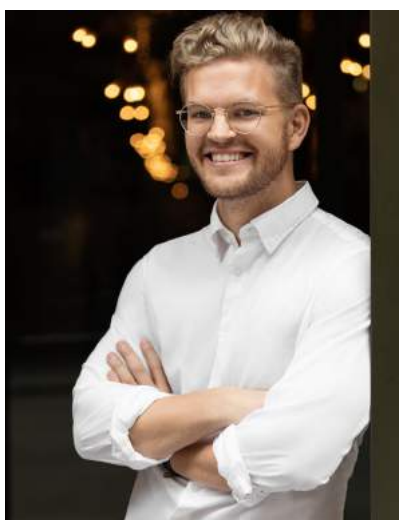
Industrial designer, Diego Bradichansky and brand expert, Lucia Naselo felt so deeply about utilising the Earth's resources wisely, that they decided to do something about it. So they founded Dandy Buenos Aires, a natural and sustainable grooming and personal care range of cosmetic products for men. Every product reflects the brand ethos of Conscious Industrial Production, where quality, natural ingredients and smart design are grown and harvested sustainably for the long-term.

MEET OUR CONTRIBUTORS

HJALMAR STAHLBERG NORDEGREN

Karma, Sweden

 @karma_sweden



The tech start-up getting to grips with food waste.

It's a sad fact that around one third of all food produced, 1.3 billion tonnes is wasted each year. Swedish tech entrepreneur, Hjalmar Stahlberg Nordegren is determined to turn this around. He co-founded the company Karma, that uses technology to learn the waste patterns of restaurants, grocery stores and cafés. Once a business knows, it can better predict food waste hotspots and avoid them, by selling off potential surplus. So far 760,000+ users have diverted an average of 550 tonnes of edible food from landfill, reducing CO2 levels caused by food waste by 800 tonnes. Wow!

LAIA SOLÉ SOLÉ & AITOR FLORENSA GUIU

The Van Effect, Spain

 @thevaneffect



Join our stylish planet-healers on a road trip.

If you love adventure, curated compact living and sustainability, Aitor and Laia are your type of people. A couple from Spain, they live and travel in the most stylish converted van you've ever seen. Embracing a nomadic lifestyle made the couple acutely aware of their environmental footprint and of their deep connection with nature. You can follow their eco conscious low impact adventure vicariously on social media. It's perfect inspiration for those of us trapped in the office. After all, we can still dream can't we?!

MEET OUR CONTRIBUTORS

LAUREN SINGER

Package Free, New York



@trashisfortossers



The inspiring queen of zero waste who walks the talk.

Lauren is on a mission to make the world less trashy. As well as founding leading Zero Waste editorial platform, Trash is for Tossers, two years ago, she began Package Free, a company to help people to reduce waste daily. Since its launch Package Free has diverted over 75 million units of trash, including 20 million plastic bags, 15 million plastic straws, 1.5 million plastic water bottles, 1 million coffee cups and 250k plastic razors from landfills. Impressive, right? But here's our favourite Lauren fact: she has produced so little waste in the past eight years, it fits inside a 16 oz mason jar!

LUCY SIEGLE

Environmental Journalist, UK



@lucysiegle



The sustainable fashion champion proving eco-living is for everyone.

Author, journalist, presenter and film maker Lucy Siegle loves working out the backstory of everyday products and then how we can design and use them in a way that's better for the planet. She has also spent over a decade campaigning for a greener fashion industry and is passionate about getting people engaged with climate action and ecology. Her most recent book is 'Turning the Tide on Plastic'. On that note, every morning – whatever the weather – she goes out in her kayak on the River Thames in London and collects five pieces of plastic.

MEET OUR CONTRIBUTORS

RICO DYNAN

Absolut Vodka Global Brand
Ambassador, Sweden

 @absolut_rico



The Green Hustler who became his own #RecyclingHero

As a global Brand Ambassador for Absolut, Rico co-created the Green Hustle initiative which inspires bartenders to get involved in applying easy to implement eco-hacks in their bars. It's his mission to recruit more Green Hustlers around the world! For Rico, relocating from the UK to Sweden made him 'up' his own eco efforts; 'you don't have a choice to not be eco, I think it's illegal!'. He is now a firm believer that 'it's our trash so it's our responsibility'.

SEBASTIEN KOPP & FRANÇOIS MORILLION

Veja, France

 @veja



From a childhood dream to a world-famous shoe.

As children, Sebastien Kopp and François Morillion grew up in Paris, France listening to stories of the great Amazonian rainforest. Landing in the Brazilian Amazon in their early 20s with plans for a new type of sneaker that would use natural rubber rather than petrochemicals, they realised that the people of the forest were small farmers and like all of us could be destroyers or guardians depending on their circumstances. The two French men doubled the price for rubber if the producers would agree to producing wild rubber without deforesting. Fast forward to today, and the Veja trainer is one of the most identifiable sustainable fashion products in the world, produced with help from 500 rubber tappers. Long live Veja! Long live the Amazon!

MEET OUR CONTRIBUTORS

| TINA ROBERTSSON

Absolut, Sweden



One source production that includes feeding local cows.

The small village of Åhus is at the heart of Absolut's production process. Everything needed is close by, including the winter wheat from approximately 400 local farmers. Sustainability is at the core of Absolut's mission, so people like Tina Robertsson, Director Sustainable Performance don't see waste as waste, they see it as a resource and an asset! That includes the leftover stillage, from the fermentation of the wheat which goes to local farmers as animal feed. 'Growing up on a nearby farm I can remember my dad coming to the distillery to get feed for our animals so for me there's a really nice personal link as we continue to preserve these sustainable links among our community. Sometimes sustainability is about simplicity,' says Tina.

| VICTOR CASTELLO BRANCO

Courri, Brazil

 @courrieros



Pedal powered persistence.

Travel to one of Brazil's major cities and you may catch a glimpse of one of 200 cargo bikes, delivering orders using 100% pollution-free pedal power. This is down to the persistence of 30 year old Victor Castello Branco who has dedicated the last seven years to making his dream of a sustainable courier service a reality in his country that was, in his own words, 'a very bike resistant culture when we started off - it was genuinely dangerous to cycle around in the city.' The fact that Victor got the city on his side and created a successful business model shows the power in approaching your community with passion and purpose.

MEET OUR CONTRIBUTORS

WILLIAM PEARSON, NICK DOMAN & IONA RATCLIFFE

Ocean Bottle, UK, Haiti, Indonesia,
Philippines and Brazil

 @oceanbottle



**The brand creating a long term
solution to saving our oceans
that everyone can be part of.**

Meet William Pearson, Nick Doman and Iona Ratcliffe, the brains behind Ocean Bottle. First, they asked whether the world really needed another reusable water bottle? They concluded it did, as long as it was a really great one that plugs users straight into creating a people-first recycling infrastructure where it's needed most. When you buy an Ocean Bottle your purchase begins to fund plastic collection in plastic waste hotspots such as Haiti, Indonesia, the Philippines, and Brazil. In exchange for plastic waste, the collectors receive Social Plastic Collection Credits through blockchain technology - that can be used to buy things like healthcare, tuition, tech goods, and microfinance.



Tag us in your **#RecyclingHero**
stories and sustainability hacks.

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