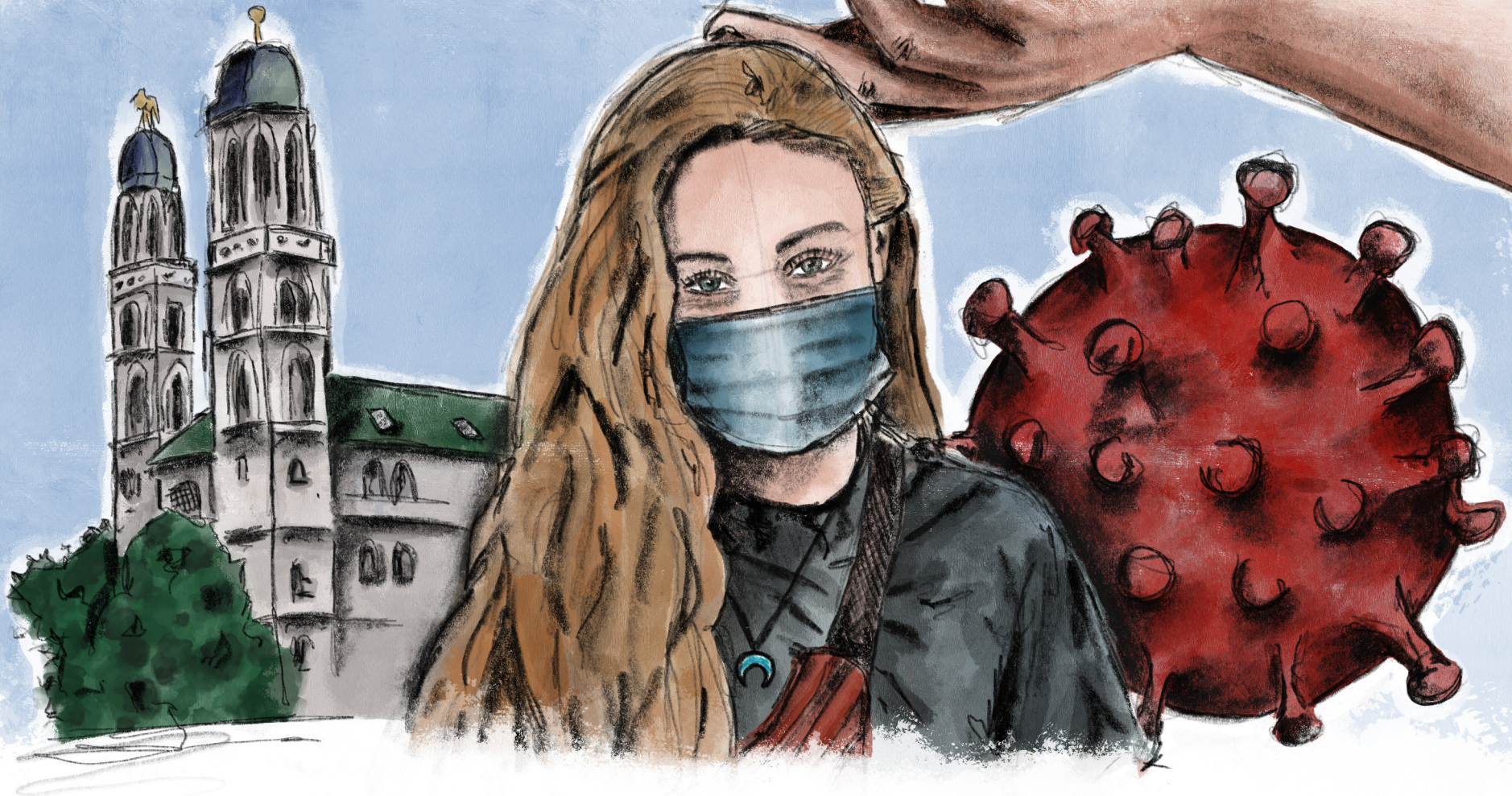


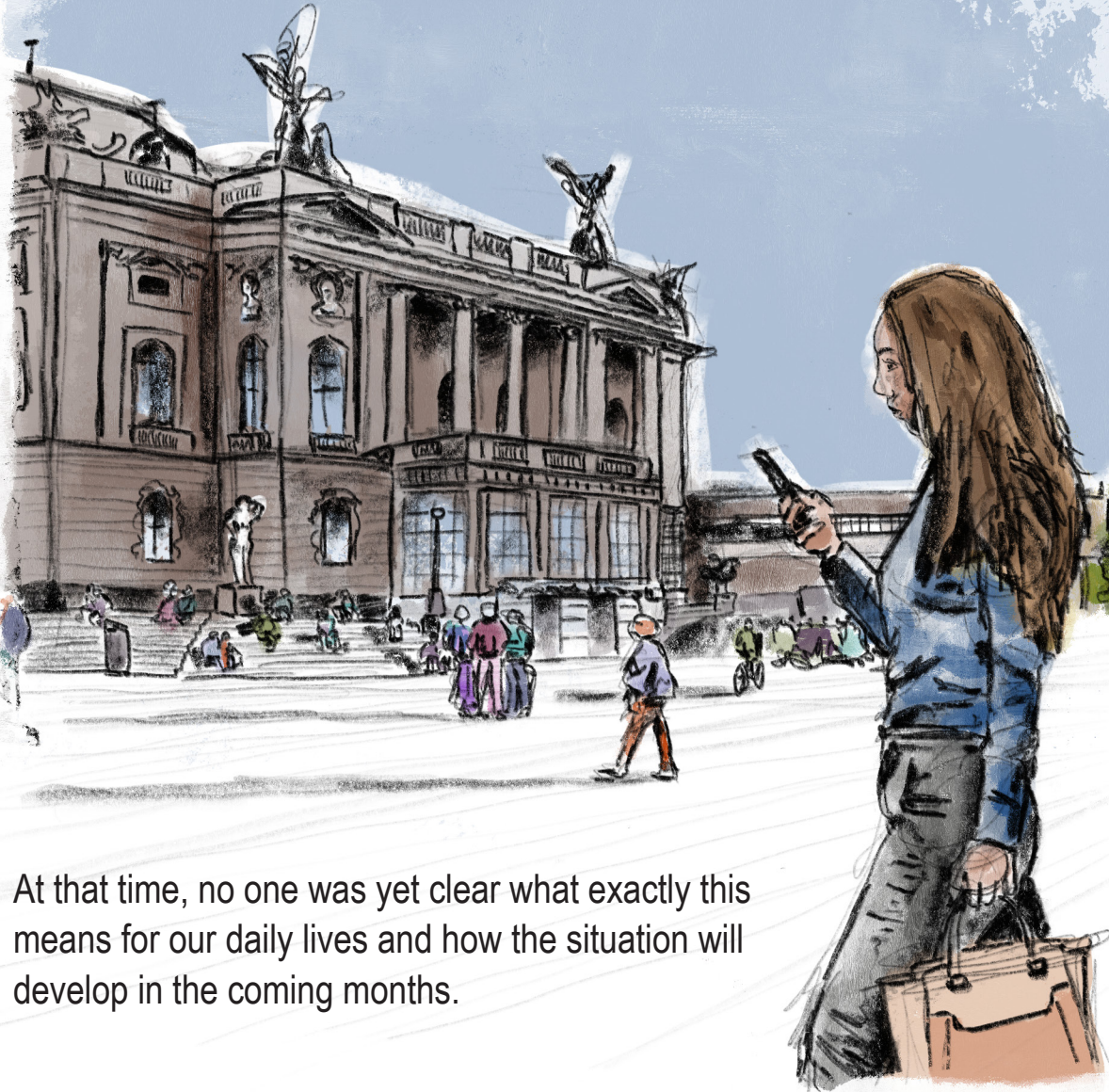
Creative in the Corona Crisis

– When the world comes to a standstill
but still goes crazy



16 March 2020

– This day will go down in Swiss history. On this Monday the Federal Council declared the “extraordinary situation”. In addition to Switzerland, the Covid-19 pandemic affects around 188 countries and regions in the world.



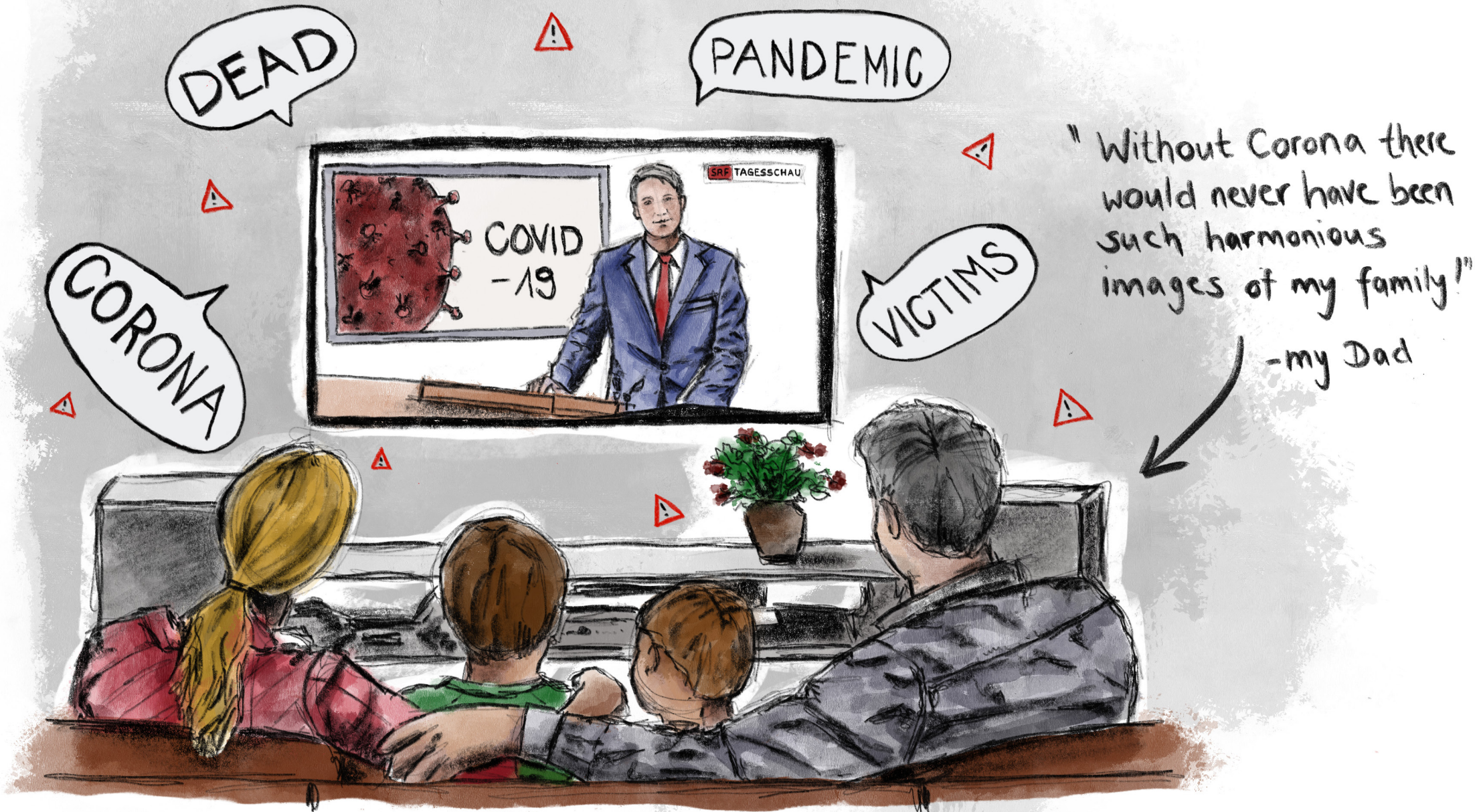
At that time, no one was yet clear what exactly this means for our daily lives and how the situation will develop in the coming months.





But one thing was clear: public life must not be allowed to exist on a large scale for a certain period of time. A state of emergency prevails everywhere. The world comes to a standstill but still goes crazy.

From that day on, my family and I sat in front of the TV every evening and watched the news. We received overwhelming pictures from Italy, worrying statistics and catastrophic forecasts for the future. The media was all about Corona and the negative consequences.





But everyday life goes on – somehow.

The home office of all family members was set up accordingly. The screen time shot up massively, because suddenly the sporty balance to the daily work in the home office in front of the laptop was no longer possible as usual.



After digital distance learning, my two brothers played a round of Fifa instead of going to soccer training, before we relaxed a little with Netflix and checked the latest Instagram Corona posts on our cell phones.

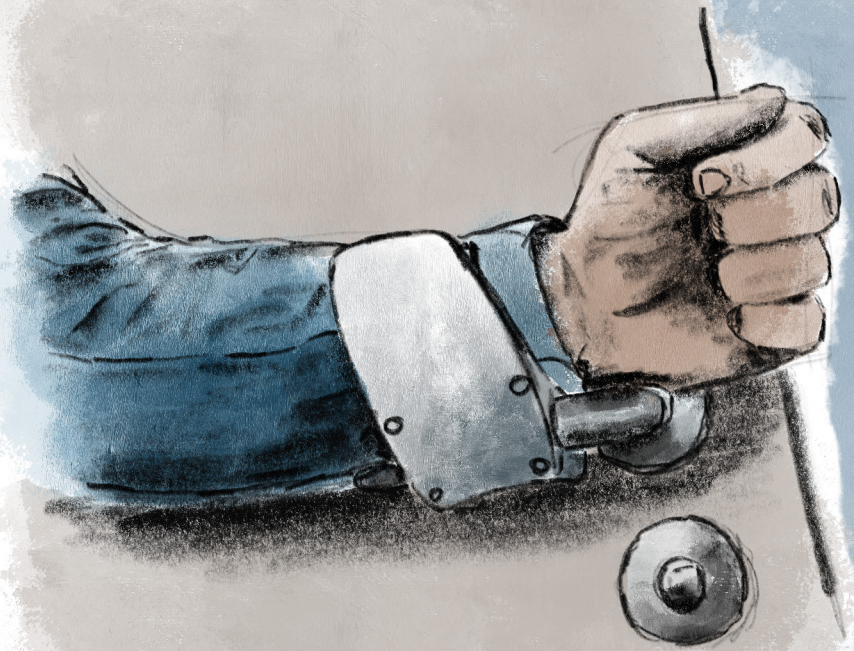


NETFLIX



The daily expansion of screen time in this crisis is extreme. Corona is present on every internet platform. But not only online, also the print media has hardly reported anything else in the past weeks. The economic pressure is enormous.

And this is exactly why some companies have become more creative than ever before. In this case creativity means as much as "solution-oriented thinking". And it was precisely this way of thinking that secured the existence of certain companies.



So does the small 3D printing company of a close friend of my father. The “one-man business” specializes in printing exclusive flower vases and individual customer orders.

“3D-printing can help
reduce the spread of
the coronavirus.”

—Markus R.

But now the orders are missing out, but there is no “printing stop”. Much more gadgets are now being produced that should help against a further spread of the Corona virus. In particular, infection protection for door handles and face masks are printed so that they can be opened without being touched.



Our employees can -
if they wish - continue to be
employed.

At the same time, Aldi
benefits from additional
resources.

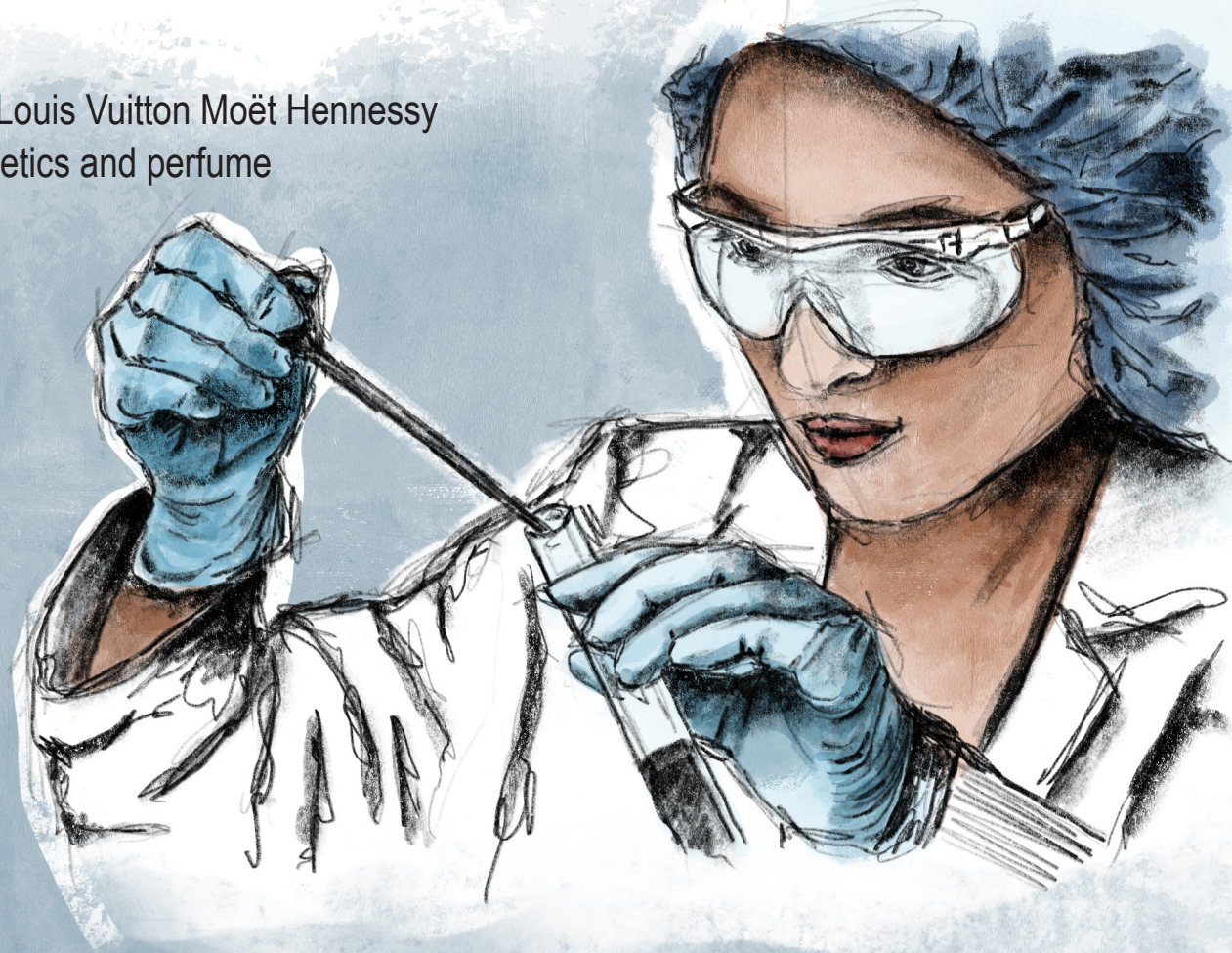
- Holger Beeck,
Head of McDonald's
Germany



Not only small companies, but also large corporations
such as McDonalds have adapted to the given
circumstances.

The restriction of restaurant operations has led to
McDonalds branches in Munich sending their
employees to Aldi to handle the rush of customers
there. With this solution, the two companies created
a win-win situation.

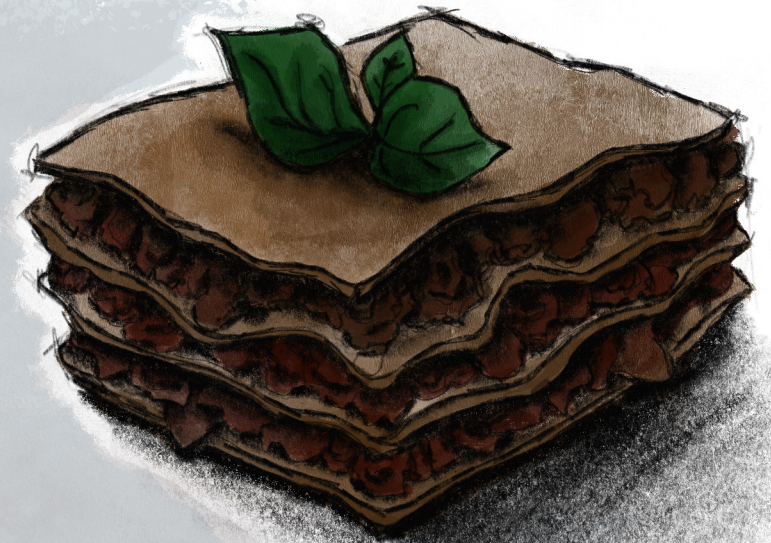
The French luxury group Louis Vuitton Moët Hennessy also reorganized its cosmetics and perfume factories accordingly.



LVMH
MOËT HENNESSY • LOUIS VUITTON

Where otherwise expensive cosmetics rolled off the assembly line, hand disinfectants were produced.

This was then distributed free of charge to hospitals.



I have definitely never supported my favourite neighbourhood restaurant as much as in times of lockdown. Not only could I order ready-made meals, like the best lasagne in the world, but also pick up whole “packages” of fresh food or order it for home, so that you have everything at home for a recipe.

But it is not only companies that are getting creative, private individuals among themselves are also reorganizing and helping. Even our small neighbourhood community, for example, held together and suddenly I was dealing with people whom I had not even greeted before Corona.



I also visited my grandmother every week and brought her the shopping.
Normally I only see her every few months.

– Thanks Corona!



So we see that the virus presents us all with immense challenges.
Solidarity together with creativity and solution-oriented thinking is more important than ever in the Corona crisis.

It's no good for us if we spend all our time dealing with the disease itself and its negative consequences. If we consume all the time only bad news, it beats on the heart, the soul and finally on our own health.

Sometimes it is an advantage to change your perspective. Because even in times like this positive things can happen. Things that would never have come about in normal times. That's why we have to stick together, the whole world – because for once we are all sitting in the same boat!



J. H.
Jana H.
Zürich 2020

Quellen:

Zahl der betroffenen Länder:

<https://www.nau.ch/news/schweiz/coronavirus-das-ist-die-aktuelle-lage-auf-der-welt-65674205>

MC Donalds:

<https://www.nau.ch/news/europa/mcdonalds-mitarbeiter-helfen-bei-aldi-aus-65681846>

Louis Vuitton:

<https://www.welt.de/icon/news/article206584081/Ankuendigung-von-LVHM-Luxus-konzern-stellt-ab-sofort-Desinfektionsmittel-statt-Parfuem-her.html>