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FAIRE CAUSES COMMUNES

ACHIEVE COMMON CAUSES

Le passage de la charité à la philanthropie est le corolaire d'une mutation de la logique de don comme techniques de communication et de sollicitation. Nous retrouvons de nombreux exemples de cette mutation qui fait de la philanthropie une machine communicationnelle des plus raffinée. D'abord, les événements et autres initiatives émanant d'une « philanthropie de masse » jouissent d'un intérêt notable de la sphère médiatique. En contrepartie, les organismes de bienfaisance savent exploiter cette attention à leur avantage. Ensuite, le financement des organisations charitables a su repenser son financement en fonction des progrès importants qui ont marqué l'univers des technologies de l'information et des communications. L'appropriation de ces progrès va de la mise en place de stratégies publicitaires jusqu'à l'utilisation des réseaux sociaux pour faire rayonner sa cause et rejoindre un grand nombre de donateurs potentiels. Bref, la modernisation de la sollicitation charitable par l'intégration de techniques communicationnelles fait de la philanthropie une pratique à la fine pointe de son temps. Bonne lecture !

The transition from charity to philanthropy is due to a mutation of the logic of giving as communication and solicitation techniques. We find many examples of this change that makes philanthropy a high sophisticated communicational machine. First, events and other initiatives emanating from "mass philanthropy" receive a significant interest from the media sphere. In return, charities can use this attention to their advantage. Second, funding for charitable organizations has been able to rethink its funding based on significant progress in the world of information and communications technologies. The appropriation of these progress goes from the implementation of advertising strategies to the use of social networks to spread the word and reach a large number of potential donors. In summary, the modernization of charitable solicitation by the integration of communication techniques makes philanthropy a practice at the cutting edge of its time. Good reading !

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- **William J. Buxton (éd.) (2009).** « **Patronizing the Public: American Philanthropy's Transformation of Culture, Communication, and the Humanities** », *Lexington Books*.

Critique du livre par John Fritch – *Book review by John Fritch* :

<https://www.questia.com/read/1P3-2069413911/patronizing-the-public-american-philanthropy-s-transformation>

Résumé – *Abstract* :

Patronizing the Public: American Philanthropy's Transformation of Culture, Communication, and the Humanities is the first detailed and comprehensive examination of how American philanthropic foundations have shaped numerous fields, including dance, drama, education, film, film-music, folklore, journalism, local history, museums, radio, television, as well as the performing arts and the humanities in general. Drawing on an impressive range of archival and secondary sources, the chapters in the volume give particular attention to the period from the late 1920s to the late 1970s, a crucial time for the development of philanthropic practice. To this end, it examines how patterns and directions of funding have been based on complex negotiations involving philanthropic family members, elite networks, foundation trustees and officers, cultural workers, academics, state officials, corporate interests, and the general public. By addressing both the contours of philanthropic power as well as the processes through which that power has been enacted, it is hoped that this collection will reinforce and amplify the critical study of philanthropy's history.

- **Josh Greenberg and David Walters (2004).** « **Promoting Philanthropy? News Publicity and Voluntary Organizations in Canada** », *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, Vol. 15, No. 4, p. 383-404.

Lien Web – *Web link* :

<http://www.jstor.org/stable/27927934>

Résumé – *Abstract* :

This paper reports exploratory data from a broader study that examines media representations of the voluntary sector in Canada. It specifically identifies the resources and organizational attributes of Canadian voluntary groups that appear to be important for receiving mainstream news coverage. The data identifies four sets of characteristics

of more than 500 voluntary organizations: demographic variables, association type, noneconomic resources, and economic expenditures. These characteristics are examined in terms of their relationship to news coverage. The data suggest that area of activity is significantly related to the amount of media attention that organizations receive. However, the amount of media attention that an organization receives is most strongly influenced by its yearly budget. The implications of these findings are discussed in relation to both current debates about advocacy in the voluntary sector and important contextual developments that are transforming the communication environment in which charities and nonprofit organizations in Canada operate. We also draw comparisons to news coverage of the voluntary sector in other liberal democratic countries.

- **Caroline Preston (2010).** « **Social media aid efforts to help Haiti earthquake victims** », *Chronicle of Philanthropy*,

Lien Web – *Web link* :

<https://www.philanthropy.com/article/Social-Media-Aid-Efforts-to/162095>

- **Ano Lobb, Nancy Mock et Paul L. Hutchinson (2012).** « **Traditional and Social Media Coverage and Charitable Giving Following the 2010 Earthquake in Haiti** », *Prehosp Disaster Med.* Vol. 27, No. 4, p. 319-324.

Lien Web – *Web link* :

<https://www.cambridge.org/core/journals/prehospital-and-disaster-medicine/article/traditional-and-social-media-coverage-and-charitable-giving-following-the-2010-earthquake-in-haiti/D2E9600A669EF8DEDD5BE07E3F202057>

Résumé – *Abstract* :

Media reports on disasters may play a role in inspiring charitable giving to fund post-disaster recovery, but few analyses have attempted to explore the potential link between the intensity of media reporting and the amount of charitable donations made. The purposes of this study were to explore media coverage during the first four weeks of the 2010 earthquake in Haiti in order to assess changes in media-intensity, and to link this information to data on contributions for emergency assistance to determine the impact of media upon post-disaster charitable giving.

Data on newspaper and newswire coverage of the 2010 earthquake in Haiti were gathered from the NexisLexis database, and traffic on Twitter and select Facebook sites was gathered from social media analyzers. The aggregated measure of charitable giving was gathered from the Center for Philanthropy at Indiana University. The intensity of media reporting was compared with charitable giving over time for the first month following the event, using regression modeling.

Post-disaster coverage in traditional media and Twitter was characterized by a rapid rise in the first few days following the event, followed by a gradual but consistent decline

over the next four weeks. Select Facebook sites provided more sustained coverage. Both traditional and new media coverage were positively correlated with donations: every 10% increase in Twitter messages relative to the peak percentage was associated with an additional US \$236,540 in contributions, while each additional ABC News story was associated with an additional US \$963,800 in contributions.

While traditional and new media coverage wanes quickly after disaster-causing events, new and social media platforms may allow stories, and potentially charitable giving, to thrive for longer periods of time.

- **Éric Pineault (1997). « Le retour de la charité. La solidarité saisie par la main invisible », *Cahiers de recherche sociologique*, n° 29, p. 79-102.**

Lien Web – *Web link* :

<http://id.erudit.org/iderudit/1002677ar>

Résumé :

Le déploiement d'une régulation sociale néolibérale s'accompagne au Québec d'une croissance des organismes charitables et d'une interpénétration des politiques sociales et des pratiques charitables. Cette renaissance de la charité est intimement liée à la transformation de sa forme institutionnelle. Le procès d'institutionnalisation de la charité pendant la modernité, dynamique à la fois idéologique et juridique, culmine au XIXe siècle dans la mise en place d'un système d'assistance sociale charitable conforme aux principes de l'éthique libérale. Si la renaissance de la charité repose sur cet héritage institutionnel, son évolution actuelle est guidée par des déterminations proprement « postmodernes ». Les dimensions idéologiques et juridiques de la charité moderne se sont fondues dans les pratiques « communicationnelles » d'une charité devenue technique de financement plutôt qu'idéal éthique et projet politique. La renaissance de la charité se traduit par l'émergence d'un marché du don qui réduit l'acte charitable à une transaction balisée par le marketing et transforme les droits sociaux en besoins sociaux « non solvables ».

Abstract :

In Quebec, the deployment of neoliberal social regulation is accompanied by a growth in the number of charitable organizations and the interpenetration of social policy and charitable practices. This rebirth of charity is intimately related to the transformation of its institutional form. The process of institutionalizing of charity during modernity, at once an ideological and a judicial dynamic, culminated in the 19th century with the introduction of a system of charitable social assistance which conformed to the principles of the liberal ethic. Though the rebirth of charity rests on this institutional heritage, its current evolution is guided by decidedly "postmodern" determinations. The ideological and judicial dimensions of modern charity are based on the "communication" practices of a type of charity which has become a financing technique rather than either an ethical ideal or a political project. The rebirth of charity has resulted in the emergence of a gift market that reduces the charitable act to a transaction circumscribed by marketing and social rights viewed as "insolvent" social needs.

- Richard D. Waters, Emily Burnett, Anna Lamm et Jessica Lucas (2009). « Engaging stakeholders through social networking: How nonprofits are using Facebook », *Public Relations Review*, vol. 35, num. 2, p. 102-106.

Lien Web – *Web link* :

<https://www.sciencedirect.com/science/article/abs/pii/S0363811109000046>

Résumé – *Abstract* :

Since social networking sites, such as MySpace and Facebook, began allowing organizations to create profiles and become active members, organizations have started incorporating these strategies into their public relations programming. For-profit organizations have used these sites to help launch products and strengthen their existing brands; however, little is known about how nonprofit organizations are taking advantage of the social networking popularity. Through a content analysis of 275 nonprofit organization profiles on Facebook, this study examines how these new social networking sites are being used by the organizations to advance their organization's mission and programs. Solely having a profile will not in itself increase awareness or trigger an influx of participation. Instead careful planning and research will greatly benefit nonprofits as they attempt to develop social networking relationships with their stakeholders.

MARKETING, GRANDS EVENEMENTS ET

FINANCEMENT ASSOCIATIF

MARKETING, BIG EVENTS AND ASSOCIATIVE FINANCING

- Sylvain Lefèvre (2007). « Le sale boulot et les bonnes causes. Institutionnalisation et légitimation du marketing direct au sein des ONG », *Politix*, No 79, p. 149-172.

Lien Web – *Web link* :

<http://www.cairn.info/revue-politix-2007-3-page-149.htm>

Résumé – *Abstract* :

L'article rend compte des processus qui ont permis à partir du début des années 1980 l'importation au sein des ONG de techniques de collecte de fonds issues de la vente par correspondance. Il s'appuie notamment sur l'étude des dispositions et itinéraires professionnels des courtiers qui ont développé le recours au marketing direct au sein d'un univers a priori réfractaire à ces logiques et pratiques managériales. La légitimation complexe de ce « sale boulot » constitue le fil rouge de la construction d'une nouvelle profession : le *fundraising* associatif.

- Jenna Leigh Jacobson (2010). « Moustachioed Men and Marathon Moms: The Marketing of Cancer Philanthropy », *Theses and Dissertations (Comprehensive)*, Wilfrid Laurier University, 1002.

Lien Web – *Web link* :

http://scholars.wlu.ca/etd/1002/?utm_source=scholars.wlu.ca%2Fetd%2F1002&utm_medium=PDF&utm_campaign=PDFCoverPages

Résumé – *Abstract* :

This thesis is a theoretically based feminist critical analysis of the politics, problems, and differences around the philanthropy related to breast cancer in comparison to prostate cancer with a focus on the Canadian reality. It is an analysis of the leading national volunteer-based organization dedicated to breast cancer philanthropy: The Canadian Breast Cancer Foundation, and the only national foundation dedicated to the fight against prostate cancer: Prostate Cancer Canada. The concrete grounding is an in-depth analysis of the primary fundraising event for each charity: the CIBC Run for the Cure and Movember Canada. Breast cancer and prostate cancer attack a victim's sense of gendered identity, and the CIBC Run for the Cure works to ensure a constructed femininity, and Movember works to ensure a constructed masculinity. To date, this thesis is the first academic analysis of Movember. By analyzing the history, the promotional videos, and the corporate support of each event, it was found that both organizations create groups that are expected to perform their femininity or masculinity at the expense of the other group: the CIBC Run for the Cure essentializes a constructed femininity and Movember performs masculinity while dismissing femininity. The CIBC Run for the Cure and Movember are embedded with sex-role stereotyping and gender essentialism, which reproduces the binaries of acceptable forms of femininity and masculinity, and perpetuate certain narratives at the expense of others.

- Daniel Webber (2004). « Understanding charity fundraising events », *International Journal of Nonprofit and Voluntary Sector Marketing*, Volume 9, Issue 2. p. 122–134.

Lien Web – *Web link* :

<http://onlinelibrary.wiley.com/doi/10.1002/nvsm.239/full>

Résumé – *Abstract* :

The paper analyses fundraising events, in terms of the motivations for supporting an event, the costs and income streams and the efficiency of events. Events vary from sponsored bike rides to fashion shows to annual balls but all events share one defining attribute, the participant or attendee gains some private benefit, be it a sense of personal achievement, an opportunity to show their generosity or simply having fun. The fact that the participants are supporting the charity may come secondary to the private benefit they gain from attending the event. Fundraising events therefore provide a means for

charities to broaden their donor bases beyond those whose only motivation to support the charity is their fundamental belief in the particular charity's cause.

- **Samantha King (2001). « An All-Consuming Cause: Breast Cancer, Corporate Philanthropy, and the Market for Generosity », *Social Text*, Vol. 19, num. 4, p. 115-143.**

Lien Web – *Web link* :

<https://muse.jhu.edu/article/31910>

Résumé – *Abstract* :

In an oft-recited story, Nancy Brinker, founder of the Susan G. Komen Breast Cancer Foundation, tells how she approached an executive of a lingerie manufacturer to suggest that they include a tag in their bras reminding customers to get regular mammograms. In response, the executive told Brinker, "We sell glamour. We don't sell fear. Breast cancer has nothing to do with our customers" (Davidson 1997, 36). The fortunes of Brinker and the Komen Foundation have clearly changed since 1984, when this event is said to have taken place. Nancy Brinker is now recognized as a pioneer of cause-related marketing, and the Komen Foundation has over a dozen national sponsors, a "million dollar council" comprising businesses that donate at least \$1 million per year, and a slew of other corporate partnerships at both the local and national levels (Davidson 1997). The foundation even has a contract with a lingerie company--Wacoal--to manufacture an "awareness bra" (Frontline 1999, 10).¹ The transformation of the American public's attitude to breast cancer is a central theme in the contemporary proliferation of academic and popular discourse on the disease. Maren Klawiter (2000), for instance, argues that a destigmatization of breast cancer in U.S. culture has occurred as new social spaces, solidarities, and sensibilities among breast cancer survivors and activists have emerged from the multiplication of treatment regimens, the proliferation of support groups, and the expansion of screening into asymptomatic populations in the past twenty years. Breast cancer scholars, however, understandably committed to focusing on the resistive strategies of grassroots activism and to charting substantive changes in the funding and regulation of breast cancer research, screening, and treatment, have tended to avoid the role played by breast cancer-related [End Page 115] marketing in this transformation. Yet, over the past ten years, upbeat and optimistic breast cancer campaigns have become a central and integral part of the marketing strategy of numerous large and high-profile corporations. Avon, BMW, Bristol Myers Squibb, Estée Lauder, Ford Motor Company, General Electric, General Motors, J. C. Penney, Kelloggs, Lee Jeans, and the National Football League have all turned to breast cancer philanthropy as a new and profitable strategy through which to market their products. Moreover, the nonprofit and advocacy groups with which they have aligned themselves--most frequently, the National Alliance of Breast Cancer Organizations and the Susan G. Komen Breast Cancer Foundation--are two of the largest, most high-profile arms of the breast cancer movement in the United States. [...]

- **Samantha King (2004).** « **Pink Ribbons Inc: breast cancer activism and the politics of philanthropy** », *International Journal of Qualitative Studies in Education*, Vol. 17, num. 4, p. 473-492.

Lien Web – *Web link* :

<https://www.tandfonline.com/doi/full/10.1080/09518390410001709553?scroll=top&needAccess=true>

Résumé – *Abstract* :

This essay explores the cultural reconfiguration of breast cancer in the United States since the 1970s. It traces how breast cancer has been transformed in public discourse from a stigmatized disease best dealt with privately and in isolation, to a neglected epidemic worthy of public debate and political organizing, to an enriching and affirming experience during which women with the disease are rarely 'patients' and mostly 'survivors.' In the latter of these configurations, survivors emerge as symbols of hope who through their courage and vitality have elicited an outpouring of philanthropy, a continued supply of which will apparently ensure that the fight against breast cancer remains an unqualified success. By examining three key sites in this shift—federal policy, breast cancer marketing and the Susan G. Komen Foundation's Race for the Cure—the essay seeks to understand how, and with what effects, this transformation has occurred.

DON ET SOCIÉTÉS DE MASSE

GIVING AND MASS SOCIETIES

- **Kevin Rozario (2003).** « **“Delicious Horrors”:** Mass Culture, the Red Cross, and the Appeal of Modern American Humanitarianism », *American Quarterly*, Vol. 55, No. 3, p. 417-455.

Lien Web – *Web link* :

<http://www.jstor.org/stable/30041983>

Résumé – *Abstract* :

This essay analyzes the extraordinary rise of mass humanitarianism in the United States in the early twentieth century. It contests prevailing critical assumptions about the oppositional relationship between humanitarianism and sensationalism, arguing that modern humanitarianism is actually best understood as a creation of an increasingly entertainment-oriented mass culture. Revealing unexpected affinities in the presentation and appeal of American Red Cross promotional texts (especially the society's hugely popular magazine) and pulp magazines, advertisements, and commercial movies, the essay offers fresh perspectives on the cultural production of morality and citizenship in the age of mass media.

- **Sidonie Naulin, et Philippe Steiner (dir.) (2016).** « **La solidarité à distance. Quand le don passe par les organisations** » Toulouse, *Presses universitaires du Midi*.

Lien Web – *Web link* :

<http://journals.openedition.org/lectures/22258>

Résumé – *Abstract* :

Habituellement, le don est pensé comme un cadeau fait en direct par une personne à une autre. En réalité, beaucoup de dons sont faits « à distance », en transitant par des organisations, sans qu'il y ait de contact entre donateur et donataire. C'est le cas des dons d'organes, de gamètes et de sang, des dons alimentaires ou encore des dons d'objets usagés. La croissance des dispositifs de mise en relation à distance par le biais d'Internet accélère d'ailleurs le développement des dons organisationnels. Les huit études de cas présentées dans l'ouvrage visent à mettre en lumière les conséquences sur le don du passage par les organisations. Quatre aspects du don organisationnel sont particulièrement étudiés : le travail effectué par les organisations qui rendent possible la solidarité à distance, les circuits de commerce par lesquels passent les dons organisationnels, la réciprocité dans le cadre d'un don sans lien direct entre le donateur et le donataire et, enfin, la dimension politique associée à la solidarité à distance. L'ouvrage met ainsi en évidence la capacité du don à s'inscrire dans les formes les plus modernes de la société contemporaine.

- **Bruce A. Kimball (2015).** « **"Democratizing" Fundraising at Elite Universities: The Discursive Legitimation of Mass Giving at Yale and Harvard, 1890-1920** », *History of Education Quarterly*, Volume 55, Issue 2, p. 164–189.

Lien Web – *Web link* :

<http://onlinelibrary.wiley.com/doi/10.1111/hoeq.12112/abstract>

Résumé – *Abstract* :

With the regularity of commencement, colleges and universities today conduct annual solicitations of alumni and multiyear comprehensive fundraising campaigns. These now commonplace practices constituted radical innovations in the late-nineteenth and early-twentieth centuries. The former originated at Yale University in 1890; the latter at Harvard University between 1915 and 1925. It was through these two innovations that higher education began to assimilate the new phenomenon of “mass giving” and “people's philanthropy” which arose in American society between 1890 and 1920.

MARCHANDISATION ET PHILANTHROPIE
STRATÉGIQUE
COMMODIFICATION AND STRATEGIC PHILANTHROPY

- Andrew Jones (2017) « Band Aid revisited: humanitarianism, consumption and philanthropy in the 1980s », *Contemporary British History*, Vol. 31, Num 2, p.189-209.

Lien Web – *Web link* :

<https://www.tandfonline.com/doi/full/10.1080/13619462.2017.1306193>

Résumé – *Abstract* :

This article revisits the iconic Band Aid phenomenon of 1984–1985. The analysis sets out to historicise and contextualise Band Aid within the 1980s as a decade, and contemporary British history more broadly. The central argument is that Band Aid was not as epochal as often assumed, instead fitting into a longer history of humanitarianism and charitable fundraising in Britain. However, Band Aid still remains an important signpost for how British society was reshaped during the 1980s by far-reaching changes in capitalism, popular culture, governance and technology. Band Aid both reflected and reinforced an ongoing shift in the legitimacy of charity and welfare, away from state-led welfare solutions towards more individualised and market-driven forms of action articulated through the realms of consumption and mass culture. This form of marketised philanthropy was highly effective at stimulating public donations, but it did so by shunning overt engagement with the underlying causes of global hunger and poverty.

- Jiyang Bae et Sun-A Park (2011). « Socio-Contextual Influences on the Korean News Media's Interpretation of Samsung's \$847.6 Million Donation », *Journal of Public Relations Research*, Vol. 23, Num 2, p.141-166.

Lien Web – *Web link* :

<https://www.tandfonline.com/doi/abs/10.1080/1062726X.2010.504794>

Résumé – *Abstract* :

By content analyzing a multinational company's philanthropic activities after a series of illegal issues based on the framework of the contingency theory of conflict management, Shoemaker and Reese's (1996) onion model of media message production process, and crisis communication theory, this study shows that the failure to fulfill legal responsibility cannot satisfy the important public (mass media in this case), even though the company tries to fulfill philanthropic responsibility as a crisis communication strategy. Although

Samsung wanted to express its apology through a donation, the Korean news media interpreted Samsung's philanthropic donation as an excuse or justification to minimize negative outcomes such as a tarnished reputation. The different interpretations of the donation by Samsung and the Korean news media can be attributed to the sudden change of corporate stance, influence of similar events of other companies, and socio-contextual factors (i.e., media types and affiliation).

- **Benjamin Ross (2016) « Big Philanthropy Takes the Bus », *Dissent*, Volume 63, Number 3, p. 128-135.**

Lien Web – *Web link* :

<https://muse.jhu.edu/article/622123>

Résumé – *Abstract* :

In the early 2000s, EMBARQ, a transportation policy program backed by the Shell Foundation, began to promote bus rapid transit, or BRT. BRT soon became the center of a well-funded and well-coordinated campaign. Urban planners in the U.S. asserted that BRT represented a new form of transportation, changing the landscape of mass transit. The overlapping worlds of bureaucracy, philanthropy, and sponsored research seized on the much-desired technical fix, which promised to solve a recognized problem without challenging the power relationships that created it.

- **Asaf Darr (2017). « Gift giving in mass consumption markets », *Current Sociology*, Vol. 65, Num. 1, p. 92–112.**

Lien Web – *Web link* :

<http://journals.sagepub.com/doi/abs/10.1177/0011392115622977>

Résumé – *Abstract* :

What types of social relationships and expressions of moral economy does gift giving foster in mass consumption markets? Approaching this issue through the literature on gift giving in advanced capitalist contexts and the sociology of markets, this study presents gifting as a micro-foundational element in contemporary markets. Analysis of 50 interviews and documentation of daily sales encounters in a computer chain store in Tel-Aviv, Israel, found that buyers and sellers there exchange three types of gifts (contractual, closing and post-sale gifts) ordered along a continuum according to degree of subordination to the market economy and logic. Empirical investigation of four research propositions derived from the literature reveals that marketplace gifting fosters various types of relationships, both horizontal and vertical. The study suggests that gifting helps constitute ephemeral ties during brief sales encounters through the invocation of archetypical social roles, which encapsulate types of social relationships with others. The discussion highlights the contribution of this study to the sociology of markets and to gift theory and presents questions for future research.



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Faites-nous parvenir vos références en lien avec les thématiques abordées. Écrivez-nous au philab@uqam.ca et il nous fera grand plaisir de les ajouter au bulletin. De plus, vous pouvez nous suivre via notre site internet www.philab.uqam.ca, sur Twitter [@PhiLabMTL](https://twitter.com/PhiLabMTL) ou même en vous abonnant à notre Infolettre.

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See you next month !