

POSTER SUBMISSION

Poster title:

Community based social marketing: recycle and reuse of second hand children's clothes and toys

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Poster Reference Track: 8. Environment and health

Aims and objectives:

The overall goals of the project are trying to urge people to reduce the purchase of clothes and toys in order to discard the fast fashion system; to promote the circular economy in order to limit the waste production; to allow parents to save money buying quality second hand items for their children; to support a charitable cause. For our project we chose to help Casa delle donne per non subire violenza onlus.

Target group / Focus:

We have chosen as primary target parents (25-45 years old) of kids between 0-16 years old residing in Bologna and we conducted a survey to get to know it and its behavioral manners regarding the purchase and disposal of children's clothes and toys.

We have identified as a secondary target Re-Use with Love, a non profit organization of Bologna which focuses on ethical fashion, kid's education as regards the reuse theme and, on the other hand, it focuses on social solidarity. We decided to collaborate with them because we deeply identified with their values and goals and, on the other hand, they seized the opportunity to promote their mission among University students of Bologna.

As third target, we have chosen the Sant'Alberto Magno Institute - which includes all school levels from kindergarten to high school - to promote the awareness on the above topics among the students and their parents, to allow us to get in touch with our primary target and to provide us with the location to collect clothes during the Collecting Days.

Project /Research focus:

The Girotondo project was created at the social marketing course of Alma Mater Studiorum University of Bologna (Italy). The term 'girotondo' derives from the popular and self-titled children's song which reminded us of circular economy and linked it to the reuse of children's items.

We collected data from our survey and we analyzed them, then we proceeded with the study of the cultural and behavioural settings of our primary target. As a result, a large amount of respondents admitted that their disposal and purchase practices are dysfunctional for the environment and their health.

Our mission stems from the desire to propose a solution to this issue. We aim to reduce unnecessary waste and to educate people to embrace good practices of disposal.

On the other hand, we want to promote the reuse and purchase of second hand clothes and toys.

With Re-Use with Love, we had the opportunity to combine the environmental theme to charity. The possibility of doing good has become our project's augmented product to encourage our target to engage with our cause.

Method / approach:

To explain the method that we applied in our workflow, we divided our project in three phases:

1. We started with Analytic Marketing, reading different scientific articles on the consequences of fast fashion on children's health and on the planet. Furthermore, we did an online survey to understand thoughts and prejudices about second hand and the perception that people have regarding fast fashion's repercussions.
2. Then, we carried out our Strategy plan. To do this we established our goals:
 - The first one was to educate our target on certain topics, such as the importance of recycling and the worrisome consequences of fast fashion. To achieve this goal we applied a content marketing strategy, posting different informative videos and illustrations on our social pages (Instagram and Facebook);
 - The second goal was to reduce the increasing waste produced by our consumerist society, while taking into consideration the charity aspect. After this, we segmented our targets identifying our reference target in parents of children from 0 to 16 years old in Bologna and the kids who attend Sant'Alberto Magno Institute of Bologna.
3. In the end, to realize our purpose we collaborated with Re-Use With Love ODV, Comm To Action and the Sant'Alberto Magno Institute.

We focused on education through class lessons on circular economy and we organized 3 days of collection of clothes and toys at Sant'Alberto Magno Institute and Re-Use With Love's site. To make this possible the principal shared with the parents a mail on the institute's newsletter where he informed the parents about the collection. In addition to this we distributed leaflets to parents who accompanied their children to school. All the items have been sanitized and proposed at a minimum recommended price at the "Mercatino Solidale" on 26th, 27th and 28th of November.

Relevant data and graphics:

To better know our target we decided to conduct a survey to explore the habits and the prejudice of children's (aged 0-16) parents regarding second-hand, especially about clothes and toys.

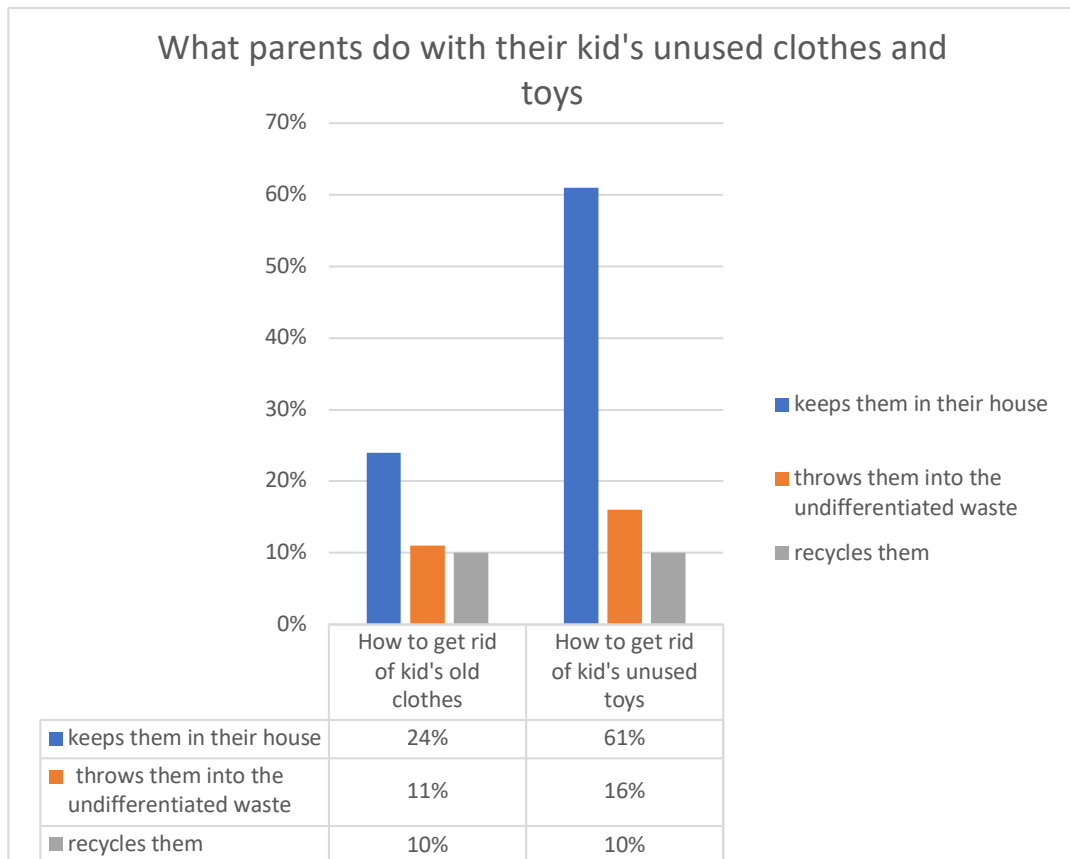
From our survey we discovered that the majority of our target are aged between 25-45 and 97% of people has at least one or two kids.

47% claimed they don't know enough about fast fashion and toys' impact on children's health and on the environment; whereas 22% claimed they don't know anything.

To the question "Do you want to know more about that?", 85% answered "Yes".

We asked our target "How do you get rid of your kid's old clothes?", and the 24% claimed that they keep them in their houses; 11% throws them into the undifferentiated waste; whereas the 10% recycles them.

To the question "How do you get rid of your children's unused toys?", 16% throws them away; 11% answered that it keeps them in their houses.



Lastly, we asked our target if they had ever bought used clothes or toys for their children, and the majority (65%) answered "Yes". We gave our target the chance to motivate their choice, and we found out that: 41% is scared about the items' poor hygiene; 23% is uncertain about where clothes and toys come from; another 23% claims they only buy new products. 7% says that they have been given enough clothes and toys and 6% hasn't answered.

On the 26th, 27th and the 28th of November we organized a charity event, "Mercatino Solidale, in collaboration with Reuse with Love. All the money we collected (€2000) has been given to "Casa delle Donne", to help women who are victims of violent acts and such.

The items that were sold at this three-day event had been collected in the previous weeks: precisely, 94 boxes with approximately 20 items per box.

Conclusions:

Giro Tondo is a project that has the aim to increase the awareness of the world's alarming impact of the fashion industry, the second most polluting industry in the world and to educate people to embrace good practices about the environment and recycle.

We have a partnership with Re-use With Love ODV - a non-profit organization that focuses on ethical fashion and charity - who helped us promote circular

economy and waste reduction by encouraging the reuse and purchase of second hand clothes and toys for kids who live in the city of Bologna.

Our project has various other purposes:

1. To reduce the purchase of fast fashion's products and toys;
2. To promote the circular economy;
3. To allow parents to save money
4. To support a charitable cause.

Looking ahead, we hope to continue to be able to spread information regarding the themes of environment and recycling of clothes and toys on Giro Tondo's official pages (Instagram and Facebook). We're also looking forward to increasing the number of followers on social media platforms.

Finally, in the future, we'll be available to be involved in occasional events on social marketing, in which we could discuss the themes we dealt with in our project in front of a large audience.