

Social marketing for One Health.

Poster contest 2022

UNIVERSITÀ DEGLI STUDI DI URBINO CARLO BO

## ***CIRCŪLUS PROJECT:***

*Service of exchange and reuse of objects and clothes among university students*



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**Poster Reference Track 8:** Global climate change, environmental protection, overconsumption and sustainability. Environment and health. *Prevention and problem solving, research and implementation of programs, sustainable consumption, agriculture and fisheries. Environmental protection, species protection and ecological campaigns. Links between environment, consumption, consumer behavior and health.*

### **1. Description, aims and objectives of the project**

Our project, and its related communication plan, aims to develop a community between students (at the University of Urbino "Carlo Bo") based on the exchange and reuse of objects and clothes. CIRCŪLUS is the service provided by the university that will enable the implementation of this reality.

In addition to this main goal that CIRCŪLUS plans to accomplish, there are a number of strategic objectives that are part of our project:

- Reducing waste and rubbish through the practice of exchange and recycling.
- Diffusion of the culture of sustainability and best practices related to reuse within the University.
- Reduction of CO<sub>2</sub>, due to the production and distribution chain, through the diffusion and implementation of the practice of recycling and reuse.

- Job opportunities for students doing voluntary work at the University of Urbino, involving them in the project and letting them play an active role in community building.
- Help and support for students.
- Promoting the individual wellness of the student that is linked to that of the community through charity and 'virtuously selfish' behavior.

## **2. Target**

Our target audience is for students at the University of Urbino/ Academy of Fine Arts/ ISIA (higher institute for artistic industries, it is a public institute for students studying graphic design at an industrial level). From being recipients of our project, these targets can also become our collaborators (see section 6).

## **3. Focus on the project / Research**

Through the analysis of the reference context (university life in Urbino), we identified how a main problem faced by university students is the accumulation of objects during their university experience and when they leave they don't know how to get rid of them.

Following the SWOT analysis, we identified other contextual issues related to CIRCŪLUS, such as the fact that there are few clothes shops in Urbino that aren't affordable for everyone or prejudices that people may have towards second-hand goods, or even the presence of misunderstandings towards the true intent of the project.

Our intervention consists of implementing a communication plan, both online and offline (see section 4). Within it, through a series of actions, media contents and live events, we will communicate the following content to our target audience:

- CIRCŪLUS service features.
- CIRCŪLUS service's individual and collective benefits.
- Communicating Circŭlus values, which are: sustainability, solidarity, charity, community.
- Contact references for people interested in the service or project: references pointing to our social accounts, but also to our physical office location.
- Education for sustainability, which will be based through the creation of online content.
- Information and invitation to CIRCŪLUS physical events
- Work experience opportunities for students working at the University of Urbino.

The goal of the project is to differentiate from a classic market, in that our service is based on exchange and sharing, we communicate solidarity and a sense of community, an Uniurb community.

#### 4. Method/approach

We want to communicate to students what this service is (with all the necessary features), how it works, contacts, locations etc.

In order to do this, we created a communication plan based on online and offline marketing campaigns.

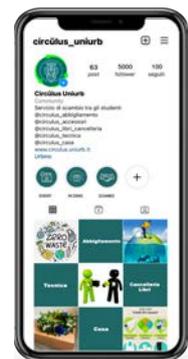
#### ONLINE CAMPAIGN:

1) **Direct mail:** Different direct mail for each target audience (incoming matriculants, students and fresh graduates)

2) **Social media:** Creation of two social media channels Instagram and Telegram supervised by student collaborators 200.

The main page on **Instagram @circulus\_uniurb** is the main communication channel, publishing posts according to the **editorial plan**:

- **Sustainability pills** (life cycles and durability of materials)
- **Circulus Service Explanation**
- **Presentation of announcement boards** (sub-accounts of categories)
- **Promotion of Circlus events**
- **Exchange/Gift ads** on sub-accounts of categories
- **Meme contest** (participatory activity for engagement among online users)
- **Storytelling:** Stories, Reels (service processes, sustainability pills, testimonials from students using the service, donation feelings)



Sub-accounts **Instagram** (**@circulus\_abbigliamento**, **@circulus\_accessori**, **@circulus\_libri\_cancelleria**, **@circulus\_casa**, **@circulus\_tecnica**) are categories of objects where announcements about the exchange or donation of students are published. Channel curated by student collaborators of 200 hours.

A **Telegram Channel** in order to have a better and faster communication with our audience to create a direct contact between us and the people interested in the project. The channel provides for the publication of information about events, opening of physical deposits and info on the Circūlus service.

- 3) **Website:** site in collaboration with the university, where the company's mission and vision is made explicit, articles on environmental sustainability, as well as the catalog of items in our warehouse. Some examples of exchange and barter sites <https://www.coseinutili.it> and <https://www.nonsprecare.it>

### OFFLINE CAMPAIGN:

- 1) **Signposting:** the creation of a series of brochures that will then be distributed at university sites, libraries and in university residences. The communication is divulgative and informative about CIRCŪLUS, its characteristics, its values, the events that are organized etc. These brochures can be created directly by students participating in CIRCŪLUS (including those of ISIA), and have the opportunity to express their creativity.



Examples of flyers

- 2) **Ambient marketing's actions:**

To increase the effectiveness of the social communication campaign, the following solutions are proposed in the context of ambient advertising:

- **Panels with infographic in urban spaces of differentiated garbage collection with information about the Circulus service**



- **Creative urban bins** for city garbage collection spaces (competition for graphic designers and street art artists on the theme of Sustainability)



*Examples of creative urban bins.  
Datum ad CIRCŪLUS (latin) - Donate to the CIRCŪLUS (Google translation).*

- **Useful objects collection bins for Circūlus** at the various university centers



*Example of Circulus bin for useful objects.*

- **Creative recycling laboratory** (students of the ISIA or ACADEMY), creative recycling competitions for students of all faculties.

The urban bins will be aesthetically created by the students of ISIA and that of the Academy of Fine Arts thanks to a contest; the mentioned bins will be like collection points for the objects to be donated and will be located on university premises or in university residences.

Also included in these ambient marketing actions is the creation of a workshop on creative recycling, led by students from the ISIA and the Academy of Fine Arts.

They will teach the students a series of techniques on how they can give a second life to objects that no longer have a use for them.

- 3) Live Events:** they represent the core of the CIRCŪLUS project. It is those places where CIRCŪLUS will manifest itself, and it is there that the dynamic of exchange/gifting among students will happen, and it is through these events and its internal dynamics that the community among students, based on solidarity and sustainability, will be created.

The locations where the events will be held are:

- Square of the Collegio Raffaello.
- Several classrooms of the University Campus.
- Common areas of Collegi di Urbino.

These events will be held on a monthly basis, the dates of which will be communicated transversally on various channels (email, posters and social media). In addition to these monthly meetings, there are three events that represent the main events of CIRCŪLUS:

1. **Opening event:** mid-October (coincides with the start of the academic year and the arrival of freshmen)
2. **Christmas event:** the Christmas edition of CIRCŪLUS, to be held in mid-December before university students leave Urbino for the holidays, gift time.
3. **Spring event:** month of March and ideally coincides with the Italian metaphor of "spring renewal".

These events are held at a physical location as well as we also have a physical location in which to place our store location.

The storage will be located in a few free lecture halls at the university and at the university colleges. It will be a place where you can drop off the items you want to donate even before the monthly CIRCŪLUS event, and there will be open hours for the public at which there will be Circulus staff members ready to welcome the gifts.

Our staff is made up somewhat through the 200-hour collaborators. That is students, who decide to participate in a call for applications set up by the university in which they collaborate with the university itself.

We thought of opening a separate entry in the call for applications where students can decide, by sub-registering for the call, to work with us.

## 5. Relevant data and graphs

In this part of the document, what we will show you is a series of graphics showing some of our research that enabled us to realize the CIRCŪLUS project.

We start by showing you the SWOT analysis that helped us to better understand the reference context for implementing the CIRCŪLUS project.

### SWOT analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>- Avoiding waste and reducing waste.</li> <li>- Fully sustainable service.</li> <li>- Easing the difficulties a student may face away from home.</li> <li>- Create new work experience opportunities for students working as volunteers at the university.</li> </ul>	<ul style="list-style-type: none"> <li>- Place not large enough to hold all the students' objects.</li> <li>- Quality control of the objects in question (not everything can be reinvented)</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>- Affordable prices within everyone's reach. And opportunities to find items that are hardly ever found at the market or supermarket.</li> <li>- Create ad hoc markets and events for socializing involving the student and local community.</li> <li>- Few/expensive clothes shops in Urbino.</li> <li>- Create an example for other universities to engage in similar activities.</li> </ul>	<ul style="list-style-type: none"> <li>- Prejudices toward second hand use.</li> <li>- Misunderstandings toward the true intent of the project</li> <li>- Risk of excessive accumulation of stuff that is then not distributed</li> </ul>

Another work we conducted to implement CIRCŪLUS was a study on the right placement of resources and the determination of the timeframe for the implementation of the project and its communication plan. Each communication action corresponds to different times and resources that may be human and/or economic.

TEMPI	RISORSE
<b>1. Direct mail</b> (segmentato per i destinatari) <ul style="list-style-type: none"> <li>• Dopo l'immatricolazione online.</li> <li>• Prima della laurea.</li> <li>• Eventi - metà Ottobre, metà Dicembre e fine Marzo</li> </ul>	<b>Risorse economiche</b> - zero <b>Risorse umane</b> - collaboratori 200 ore
<b>2. Cartellonistica</b> <ul style="list-style-type: none"> <li>• Eventi - metà Ottobre, metà Dicembre e fine Marzo</li> </ul>	<b>Risorse economiche</b> - stampa dei volantini <b>Risorse umane</b> - collaboratori 200 ore
<b>3. Ambient marketing</b> <ul style="list-style-type: none"> <li>• Permanente (tempi di stampa, concorsi)</li> </ul>	<b>Risorse economiche</b> - stampa sui bidoni, lavoro grafico (in caso di concorso - gratis) <b>Risorse umane</b> - collaboratori 200 ore
<b>4. Social media</b> <ul style="list-style-type: none"> <li>• Post programmati secondo il piano editoriale</li> </ul>	<b>Risorse economiche</b> - sponsorizzazione dei post <b>Risorse umane</b> - collaboratori 200 ore
<b>5. Sito web di annunci</b> <ul style="list-style-type: none"> <li>• Progettazione e creazione dle sito - 1-2 mesi</li> </ul>	<b>Risorse economiche</b> - costi del lavoro degli IT specialisti <b>Risorse umane</b> - design : Web designer, Programmatore maintenance. - collaboratori 200 ore
<b>6. Eventi</b> <ul style="list-style-type: none"> <li>• Evento di apertura - mid-Ottobre</li> <li>• Evento di Natale - metà -Dicembre</li> <li>• Evento di primavera - fine Marzo</li> </ul>	<b>Risorse economiche</b> - sponsorizzazione dei post, stampa dei volantini <b>Risorse umane</b> - collaboratori 200 ore

## 6. Results/evaluation

We will use quantitative and qualitative assessments in order to measure the results of the project and improve weakness in order to make the service more effective over time.

Actions	Quantitative checks	Qualitative checks
Social Media	<b>Engagement:</b>	<b>Nature of comments and testimonies shared:</b>

	Followers, comments, likes, tags. Resonance of circulus in social by pages such as @uniurb and @spotteduniurb	stories, posts on private accounts. Students' return to subsequent events.
Events	Number of participants. student engagement.	Students' return to subsequent events.
Direct email Signposting Ambient marketing Events	<b>Surveys:</b> <ul style="list-style-type: none"> <li>● Number of students using the service.</li> <li>● Number of online and offline exchanges/gifts.</li> </ul>	<b>Surveys:</b> <ul style="list-style-type: none"> <li>● The level of Uniurb's sense of community.</li> <li>● Satisfaction with circulus service.</li> <li>● Students' evaluation of the usefulness of the service.</li> <li>● Positive word of mouth.</li> </ul>
Website	Google Analytics	
Others actions	Number of 200-hour students involved in running the circulus project.	Number of 200-hour students involved in running the circulus service.

## 7. Conclusions and recommendations

The name [CIRCŪLUS](#) comes from the late Latin word 'circularis', a derivative of circulus «circle».

The purpose of the project is to be a service for the exchange and reuse of objects and clothes among Uniurb students. Backpacks, suitcases, stationery, kitchen utensils or useful household items etc. can be donated.

Goals include sustainability, reuse, recycling, creating a sense of community, a point of reference, help for new students as well as current students and creating new jobs for 200-hour employees.

*So now is time to change, time to reuse and time to sustainability.*

## 8. Further information

Attached is the QR code that directs to our presentation with more information about the project (Presentation in Italian). Enjoy your reading!

