

# Case Study Community Engagement

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### CLIENT

- Colliers, Fondo Antirion Retail
- Cinecittà Centro Commerciale Unipersonale

### ASSET NAME

- Porte dell'Adige
- CinecittàDue

### LOCATION

- Bussolengo , Verona
- Rome

### SIZE

- 26,300 m2 of GLA
- 21,500 m2 of GLA

### ASSET TYPE

- Shopping Center

### TENANCY TYPE

- Multi-let



### PROJECT DATE:

Porte dell'Adige: Mar. 17 - Apr. 2  
CinecittàDue: May 12-28, 2023



**ABSTRACT:** «Ri-scriviamo il futuro\*\*» (Rewriting our future) is a campaign shortlisted by the ECSP mktg awards. It was conceived to promote recycling practices and circular economy, engaging school kids and rewarding clients.



**ACTION TAKEN:** Setting up of a themed area in the mall; Call to action campaign targeting the shopping centers' customers and local schools; For every recycled pen clients could try & win a gift card + cast a vote for a school of their choice; all schools were invited to attend educational activities @the center and the top ranking were awarded with donations.



**TEAMS INVOLVED:** Asset Services (Property Management + Client Marketing & Communication)



**ESG TOPIC:** Good waste management is integral to environmental protection and climate change mitigation. Engaging people and educating kids is paramount to promote responsible behaviour. SUSTAINABLE DEVELOPMENT GOALS: 11, 12.



**CHALLENGE / SITUATION:** Dried-up pens end commonly in mixed bins, thus adding up to the huge amount of unrecycled waste. Yet, some companies are actually recycling them and struggle to gather sufficient material for their production, but mostly need help to raise awareness on recycling benefits. C&W decided to promote a collection challenge in two shopping centers under management.



### RESULTS / IMPACT:

- Pens collected: 22,575
- Customers engaged: 2,700
- School engaged: 34
- Gift cards distributed: 563
- Brand visibility and reputation
- Extensive coverage on local media.



### SERVICES (IF RELEVANT):



\*Publievent is an agency specialized in sustainable events and educational projects for shopping centers. With them we also developed award winning SPEGNI SOSTENIBILE and COME TI-RIVESTI.