

Case Study

Community Engagement

ENTRY BY:

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ASSET SERVICES SPAIN

CLIENT

- FREY

ASSET NAME

- Finestrelles Shopping Centre

LOCATION

- C. Sant Mateu, 9 08950 Esplugues de Llobregat - Barcelona

SIZE

- 39,740 m2

ASSET TYPE

- Shopping Center

TENANCY TYPE

- Multi-let



PROJECT DATE:
2023 (In progress)



ABSTRACT: Finestrelles Shopping Centre Kids Club was inaugurated in November 2018 and receives on average 4.000 Kids per year approximately between 3 and 9 year old. Due its good perception among customers, it has been considered as a good tool to make kids aware of the importance of sustainability and respect for the environment.



CHALLENGE / SITUATION: ODS Kids Club was born on June 2023 as a Project that aims to transmit, communicate and explain to kids the Sustainable Development Goals –SDG and the 2030 Agenda in away that they can understand, internalize and integrate it into their routines. It has been designed specific dynamics to make kids learn while they are enjoying, playing, singing, and having fun.



ACTION TAKEN:

- Setup and calendar's creation: first step was the strategy definition and creation the actions calendar based on the 17 SDG. Every month the Kids Club dedicates its activities (for one week) to one different SDG through workshops, games, speeches, songs etc. For 3 days (Thursday, Friday and Saturday) all the kids club is setting to that SDG.
- Communication campaign: a communication campaign was created with the aim to be disseminated the initiative through on and offline channels, but specifically through the target customers by newsletters and loyalty club communication. It was launched also a press release.



RESULTS / IMPACT:

- +2550 kids has been already participated since June 2023/ +25 workshops & +30 games done. +30 days of activity / 6 ODS already worked.
- Visibility and commercia lpositioning: Pressreleases
 - <https://hiretail.es/esg/finestrelles-shopping-centre-acerca-los-ods-a-los-ninos/>
 - <https://www.america-retail.com/espana/finestrelles-shopping-centre-lanza-campana-infantil-sobre-objetivos-de-desarrollo-sostenible/>



TEAMS INVOLVED: Finestrelles Shopping Centre onsite team.

