

Case Study

Community Engagement

ENTRY BY:

Fabio Laguardia, Paola Mangia

ASSET SERVICES

CLIENT

- Immobiliare Ametista

ASSET NAME

- Galleria Borromea

LOCATION

- Peschiera Borromeo, Milan

SIZE

- 27,758 sq.m GLA

ASSET TYPE

- Shopping Center

TENANCY TYPE

- Multi-let



PROJECT DATE:
6-15 October 2023



ABSTRACT: Bearing this goal on mind, Galleria Borromea shopping center decided to host "Come ti ri-vesti"* (How to re-dress-up) an initiative conceived to raise awareness on responsible consumption and on solidarity, at the same time rewarding customers for their donations and, indirectly, sustaining in-mall expenditure.



ACTION TAKEN: Selection of the partner (agency specialized in sustainable events for shopping centres) and of the No profit Association to whom used clothes were donated; Setting up of a themed area in the mall; Launch of donation campaign; Maximum amount per customer to donate was 5 Kilos, to be rewarded by a 20€ gift card.



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



ESG TOPIC: "The hallmark of a sustainable circular economy is a society that reduces its burden on nature by ensuring that resources remain in use for as long as possible." SUSTAINABLE DEVELOPMENT GOALS: 11, 12.



CHALLENGE / SITUATION: People's wardrobes are often piled with clothes that are no-longer used, that's why marketplaces such as "Vinted" are thriving in Italy as in all industrialized countries. Nevertheless, if given the opportunity and encouraged to donate, people are keen to share their resources with those in need.



RESULTS / IMPACT:
3,270 kilos of used clothes gathered and donated to the local chapter of Caritas;
654 customers were involved and rewarded a total value of 13,080€ in gift cards;
Customers highly valued the initiative and understood its goals;
Extensive coverage was gained on local media.



SERVICES (IF RELEVANT):



It's not a matter of solving the contradictions of consumerism, but to make people think and behave as a community.

*Publievent is an agency specialized in sustainable events and educational projects for shopping centers. With them we developed this project, as well as award winning SPEGNI SOSTENIBILE and RI-SCRIVIAMOI IL FUTURO.