

Case Study

Community Engagement

ENTRY BY:

Blanca Pérez Gavaldà

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 explainto 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.



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.