

Share the Wear, Show You Care!

NOVUM PREŠOV

Better begins now

CLIENT	LOCATION	SERVICES
Novum Prešov	Námestie legionárov 15267/1, 080 01 Prešov	• Asset services (onsite team Novum Prešov)
REAL ESTATE TYPE	SQUARE FOOTAGE	
Shopping centre	30,650 m2	

BACKGROUND

Last year, the non-profit organization “Posuň to Slovakia” approached us at Novum Prešov to create a “Clothing Collection” project in our shopping center aimed at helping the socially disadvantaged and promoting additional recycling. Since we at Novum are very open to this topic, we accepted this challenge and tackled it with full force. Our cooperation has been ongoing for one year now. At Novum, we believe that shopping centers should focus on such collections to support sustainability by reducing textile waste and promoting recycling. Regular collections raise awareness about sustainable fashion and strengthen the shopping center’s brand image as a socially responsible business.

CHALLENGE

Main objectives:

Promote Sustainability: By collecting and recycling clothing, the mall aims to reduce textile waste and promote eco-friendly practices.

Support the Community: The initiative provides essential clothing to local charities and shelters, helping those in need.

Raise Awareness: The program educates the public about the importance of recycling and sustainable living.

ZBIERKA ŠATSTVA

www.posunto.sk

Event zóna
pri CCC

24.11.
2024

POTREBUJEME
oblečenie pánske,
dámske, detské,
obuv, kabelky,
postelňú bielizeň,
hračky



ĎAKUJEME
za každú pomoc



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STATEMENT

“

“Donate clothes, spread smiles. Even a small gift in the form of preserved clothing can bring a smile to someone’s face.”



SOLUTION

Novum Prešov has launched a „**Clothing Collection**“ initiative aimed at promoting sustainability and community support at march 2024 on monthly bases. This program encourages shoppers to donate gently used clothing items, toys and shoes, which are then redistributed to those in need or recycled responsibly. In our communication, we use Novum indoor spaces and social media.

RESULTS

35 000 kilos of clothes, toys and shoes gathered and donated or recycled

Customers – hundreds of customers donated, very positive feedback about collection so far

Social media - sharing posts about the collection within local Prešov groups and catchment area, brand awareness

Pressreleases –

<https://www.sdetmi.com/podujatia/detail/85324/zbiierka-satstva---posun-to/>

<https://standard.sk/561644/neviete-co-s-prebytocnymi-vecami-dajte-im-druhu-sancu>

TANGIBLE BENEFITS AND KEY TAKEAWAYS

The clothing collection project at Novum Prešov has brought significant tangible benefits, including a reduction in textile waste through recycling, support for the socially disadvantaged by providing essential clothing, increased customer engagement, and a strengthened brand image as a socially responsible shopping center. Key takeaways from the project include the importance of collaboration with non-profit organizations like "Posuň to," the effectiveness of regular collections in promoting sustainability, the value of community involvement, the role of awareness and education in fostering sustainable practices, and the positive feedback from customers who highly value and understand the initiative's goals.