

**ARTS  
UNIVERSITY  
BOURNEMOUTH**

**End of Term  
Report**

**HAZAAR**

**14 DECEMBER 2023**

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**Hazaar**

**recap**

# Our purpose

We are driven by our unshakeable desire to make sustainability easy and fun for all



# Our pillars

Driving the sustainability agenda for Universities.

Creating an effortless and safe in-app experience.

Providing fun opportunities for students to socialise at our in-person pop-up markets.

Creating opportunities for students to earn and learn.

Underpinned  
by our brand  
values!

# Our brand values

## respectful

We care, respect and support everyone on our team

## pride

We all love and care about what we do



## fun!

We like to have fun whilst we work and to have a laugh



## big heart

We're a small company with a big heart and bigger impact



## resilient

We love to take on feedback and learn fast

WE ARE  
PARTNERING  
WITH...

ARTS  
UNIVERSITY  
BOURNEMOUTH

**AUBSU**



We are delighted to announce our latest partnership in building a circular economy for students

# Our partnership

## Your overriding objective:

To ensure greater **inclusivity** and celebrate the uniqueness and diversity of Arts University Bournemouth with a sustained programme enabling all students to **showcase their creativity** and connect in a more **sustainable** way.

“We are thrilled to be partnering with Hazaar, winners of the PIONEER 2023 Sustainability International Impact Award. Working with Hazaar to create a safe space for our students to live more sustainably and to benefit from the positive connections that the Marketplace brings is an exciting prospect.”

Carrie Packer, Accommodation and Advice Manager



**What we've  
done!**

# Our timeline!



**People we've collaborated with to ensure success**

- Avery Taylor
- Carrie Packer
- Ed Earl
- Heidi Cooper-Hind
- Pavlena Mateeva
- Ed Sharp



# AUB student team



Our Head of Hazaar

**Izzy Glover**

Fashion Branding  
and Comms



Our Ambassadors

**Lily Wyatt** - Fashion Branding  
and Communications

**Katie Douglas** - Costume

**Mustafa Shabbir** - Film



# Our marketing

We created and supplied 28 marketing assets to support the 3 different stages of our onboarding

## Recruitment

Using social media to drive awareness of Hazaar's recruitment opportunities.

## Awareness

Creating excitement and buzz and awareness for the launch of Hazaar.

## Event marketing

Attracting student sellers to sign up and driving footfall to the pop-up markets.

# Our marketing brought to life

new job alert!

## Head of Hazaar

- ★ Living wage
- ★ Bournemouth
- ★ Creative & sociable role
- ★ Flexible hours
- ★ Part-time

[APPLY NOW](#)

Recruitment

## Meet Hazaar

Your very own sustainable wardrobe, side hustle & pop-up market...all in one app!



scan the QR code

Download to unlock a world of preloved & handmade items at student friendly prices.

Made for students, by students to drive a circular economy.

Awareness

ARTS UNIVERSITY BOURNEMOUTH **AUBSU**

## Halloween swap shop



live music from @chimphouse\_band

FRIDAY 27<sup>TH</sup> OCTOBER 8PM-12AM  
OTTO PRINT AND COFFEE HOUSE

Event marketing

Our fabulous team of student ambassadors are encouraged to create and share content to help expand our reach even further and to help resonate with fellow students.


# Content generated by students

Below is a small selection of the content we have had from AUB students:



Click to watch videos!

STUDENT SELLERS!



**Results**

**to date**

# The data

**683 users**

from AUB on the Hazaar app

**18.34% of students**

have downloaded the app

**188 sales**

at an average selling price of £7.28

**£1,372**

total salary payment to students

**541 items**

currently for sale in the AUB marketplace

**50 student sellers**

have been supported, either launching or elevating their existing businesses

**5 in-person events**

run on campus, engaging with over 800 students

Postage savings vs other marketplaces

**£658**

This provides students with an earning opportunity of

**£4,133**

The current saving opportunity on Hazaar vs other second-hand marketplaces for AUB students is

**£7,227**

# Testimonials

Hey I'm Ella! I'm in my final year of illustration and I sell art prints!

Hazaar pop-ups have really helped my small business grow and create visibility for my brand. It's also been a great chance to see who my audience is and get to connect with them face to face.

As a small business owner just starting out it was daunting to take the leap, but I feel like hazaar have really given me the opportunity to get out there and engage with a great community of people in similar positions as me.



# Collaborative consumption

= The shared use of goods

✗ One person pays full price and keeps goods for ever

✓ Multiple users have access to the same item over a period of time

Studies identify the reduction in greenhouse gas (GHG) emissions resulting from collaborative consumption models

**Up to 65%**  
reduction  
in GHG Depending on  
the materials used

GHG emissions from  
the fashion industry  
reduced by

**44%**

**Reusing 1kg**  
of clothing saves  
**25kg of CO<sub>2</sub>**

Customer travel to shops  
can emit up to

**23% of GHG  
emissions**



Working in collaboration with University professor Ian Thompson we've developed a model to show the different production stages of clothing and how Hazaar short circuits the flow

# Hazaar's positive impact on Collaborative Consumption

## Production

Cotton cultivation, ginning and baling

Yarn spinning

Knitting

Wet treatment

Sewing and finishing

## Distribution and retail

Transoceanic transport

Domestic distribution

Stores and offices

Business travel

Staff commuting

## Use

Customer transport

Wearing

Washing

Drying

Ironing

## End of life

Transport to incineration

Incineration

 = Hazaar's impact on the flowchart

# AUB's collaborative consumption results

## AUB's savings so far...

- **1439 kgs of CO<sub>2</sub>** were saved, according to Hazaar's collaborative consumption model
- **188 items** were recirculated between the student community
- That's the equivalent of **growing 72 trees** for a year or **charging 2662 phones** daily for a year

**With 500kg of CO<sub>2</sub>**

925 phones can be charged daily for a year\*

To capture

**500kg of CO<sub>2</sub>**

emissions, 25 trees must grow for 1 year\*



**Thank you**

we love working with AUB!