ARTS UNIVERSITY BOURNEMOUTH

# End of Term Report



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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



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



#### resillient

We love to take on feedback and learn fast





## 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 PIEoneer 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."

# What we've done!

# Our time!



### AUB student team



Our Head of Hazaar



Our Ambassadors

Izzy Glover

Fashion Branding and Comms

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.

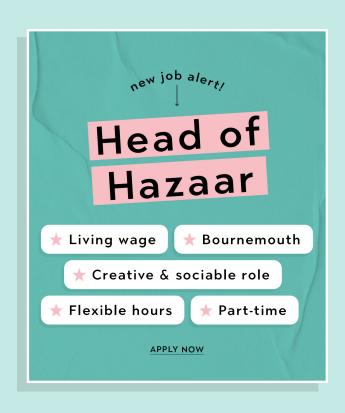
#### Awareness

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







Recruitment

Awareness

**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!

# 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

Postage savings vs other marketplaces

£658

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

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

### $\left( \cdot \right)$

## 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

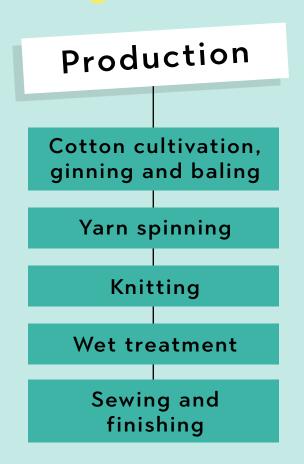
25kg of CO<sub>2</sub>

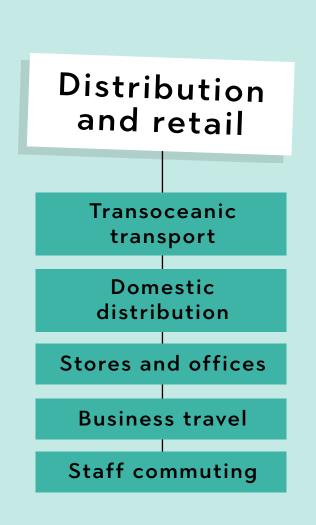
Customer travel to shops can emit up to

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







# AUB's collaborative consumption results

### AUB's savings so far...

- 1439 kgs of CO2 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!