

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

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

Our partnership

WE ARE
PARTNERING
WITH...



We are delighted
to continue to
work with the
University of
Birmingham

Your overriding objective:

Sustainability is a key focus for the Guild of Students. A partnership with Hazaar demonstrates the Guild's commitment to embedding sustainability on campus, whilst supporting students through the cost of living crisis by providing increased opportunities to earn and learn - through the Hazaar app, events and employment opportunities.



**What we've
done!**

Our timeline!

22nd September 2023

17th October 2023

14th November 2023

23rd November 2023

30th December 2023



Mini car boot sale

Upcycling Evening

Pop-up Market 1

Pop-up Market 2
(Green Week)

Stand at Christmas
Fayre

UoB student team



Our Head of Hazaar

Millie (HOH)
Biology



Our Ambassadors

- Kate - Masters in Global Ethics & Justice
- Akhila - Masters in Social and Global Law & Politics
- Lauren - Dentistry
- Abi - Biochemistry
- Jess & Annabel - Psychology
- Kitty - Business Management



Our marketing

We created and supplied 35 marketing assets to support the 3 different stages of our onboarding

Recruitment

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

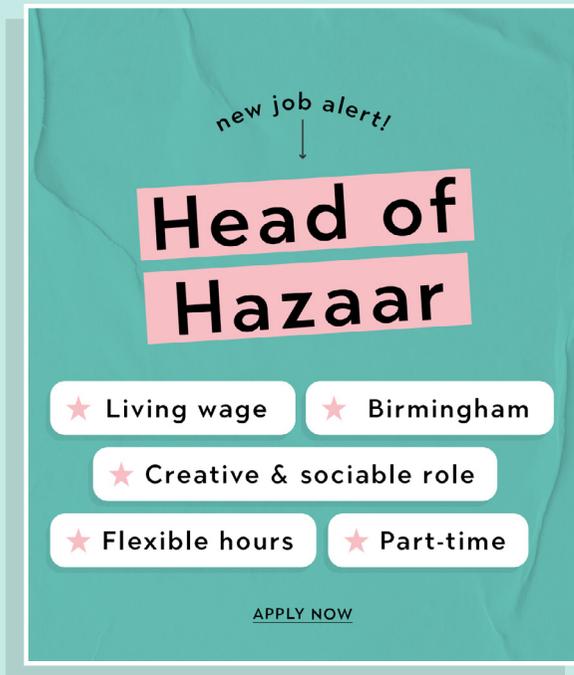
Awareness

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
- ★ Birmingham
- ★ Creative & sociable role
- ★ Flexible hours
- ★ Part-time

[APPLY NOW](#)

Recruitment



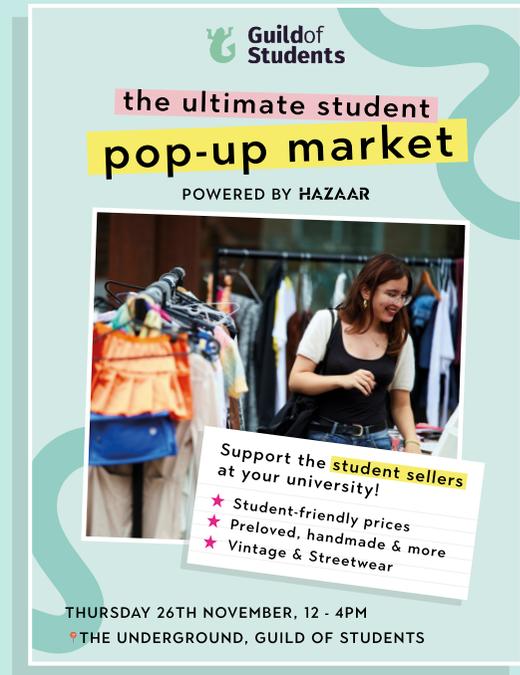
UNIVERSITY OF BIRMINGHAM

collab with HAZAAR



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

Awareness



Guild of Students

the ultimate student pop-up market

POWERED BY HAZAAR



Support the student sellers at your university!

- ★ Student-friendly prices
- ★ Preloved, handmade & more
- ★ Vintage & Streetwear

THURSDAY 26TH NOVEMBER, 12 - 4PM
THE UNDERGROUND, GUILD OF STUDENTS

Event marketing

Content generated by students

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.

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



Click to watch videos!



STUDENT SELLERS!



Results

to date

The data

5,360 users

from UoB on the
Hazaar app

14.11% of students

have downloaded the app

583 sales

at an average selling
price of £12.83

£1,671

total salary payment
to students

2,166 items

currently for
sale in the UoB
marketplace

**42 student
sellers**

have been supported at
events, either launching
or elevating their
existing businesses

**3 in-person
events**

run on campus, engaging
with over 1,004 students

Postage savings vs
other marketplaces

£2,040

This provides students
with an earning
opportunity of

£17,696

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

£27,790

Testimonials

Hazaar pop-ups have been an amazing introduction into in person markets, as a small business running online I was apprehensive about going IRL but the Hazaar staff were very helpful and super friendly. Also the Hazaar app was smooth to use which made purchases easy!

- Maiju Grainger



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 CO₂

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

UoB collaborative consumption results

UoB savings so far...

- At least 4,459 kgs of CO₂ were saved, according to Hazaar's collaborative consumption model
- 583 items were recirculated between the student community
- That's the equivalent of growing 223 trees for a year or charging 8,252 phones daily for a year

With 500kg
of CO₂

925 phones can be charged
daily for a year*

To capture
500kg of CO₂
emissions, 25 trees
must grow for 1 year*

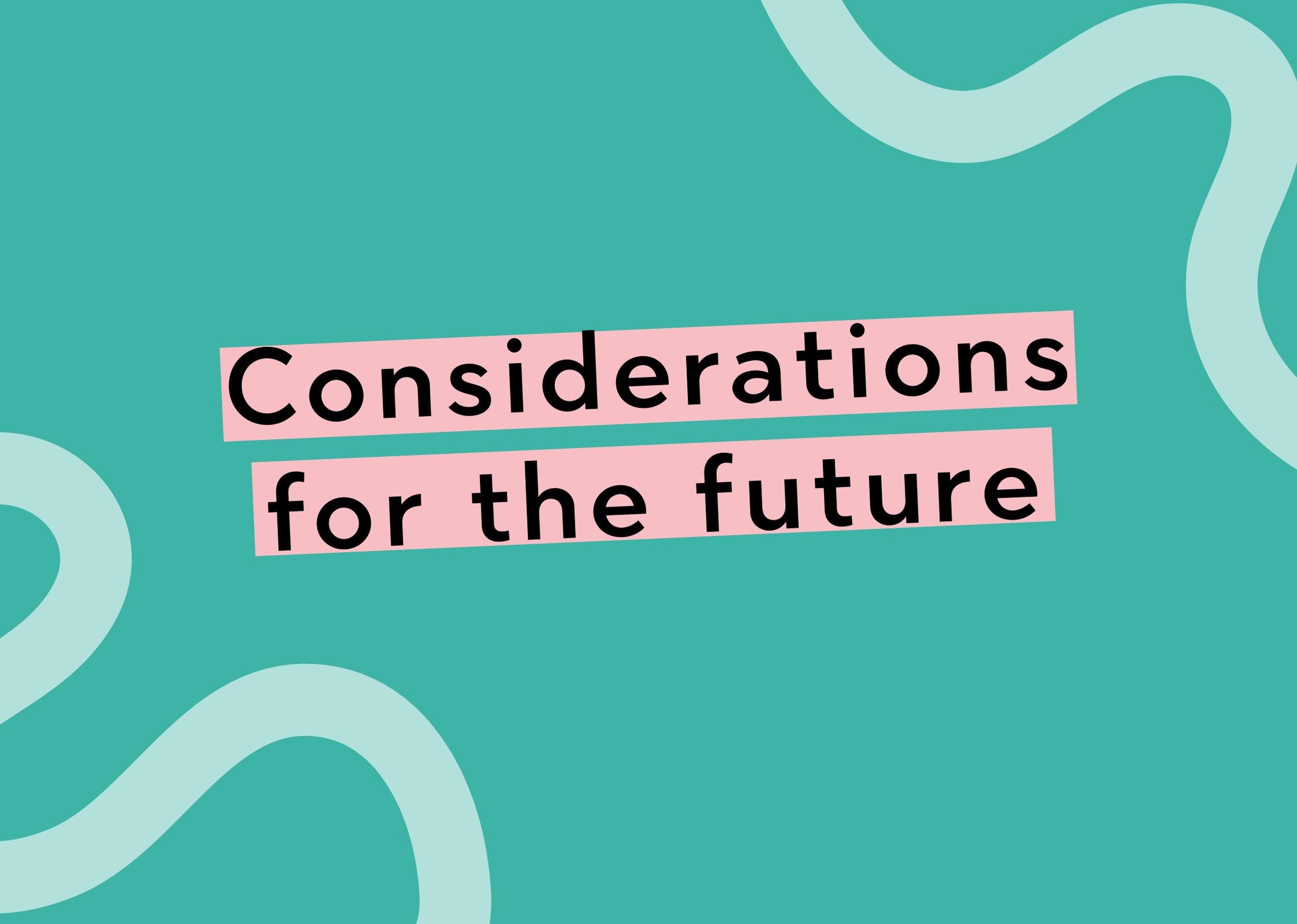
Key learnings

In Summary

- Hazaar has landed well - with 14.11% of UoB students engaged in the Birmingham circular economy
- Students love the opportunity that Hazaar gives them to earn and learn with Hazaar
- Our pop-up markets help drive awareness and engagement and positive student experience



POP-UP MARKETS



**Considerations
for the future**

What we want to do

Objective: Drive higher listings and more in-app sales through the app

Feedback and continuous improvement is important to us and why every week we meet with the Head of Hazaar to gather information on what is going well and how we can improve. This collaboration is key to the success and progression of our partnership.

HAZAAR'S ACTIONS

Hazaar's actions based on feedback

- 1 In Jan 23 we will be launching a new and improved ambassador program - providing **increased opportunities for students** to earn - this program will mean we can double the number of ambassadors
- 2 Our student team is **creating a 'flagship' video** that will be used to promote Hazaar across all our social platforms. This will **demonstrate Hazaar being fully embedded** in campus life and showing students that Hazaar is 'for UoB, by UoB'
- 3 **Larger focus on images of students** in our marketing rather than graphics - we've learnt that this **drives wider engagement** as the content is more relatable for students
- 4 We want to **collaborate more with societies** - we know societies are always looking for ways to raise money for their societies - next term our Head of Hazaar will focus on engaging with more societies and will run a pop-up market specifically for societies to **sell members items** - the objective will be for them to raise more money for their societies
- 5 **Head of Hazaar to collaborate** with SABBS from the Guild

Where we'd like your help...

- 1 **Wider coverage on socials from the Guild of Students** - recently we have collaborated on reels with our partners and driven engagement of up to 20k students in some cases - we'd love to do work together on more collaborative content
- 2 **More collaborative events** - we'd love it if you could share your events calendar and where you have relevant events if you could make us aware so that we can get involved

- 3 **Any additional marketing support** - for example in all student newsletters
- 4 **Wider exposure to staff** - At LSE staff are loving and using Hazaar - this works well as they then buy the students creations - support marketing Hazaar to staff
- 5 **Provide a space for us at re-freshers** to drive greater awareness of Hazaar



Next steps

★ Agree and discuss any other considerations ★

★ Continue to scale our partnership with an action plan ★

★ Work with you to ensure budget is allocated for Hazaar in next financial year ★



Thank you

we love working with UoB!