



Company: La Fraternita / Recooper

Project: Social media campaign

Sector: Used Clothing Collection

Key highlights

- Implementation of a digital campaign to sensitize the population of Bologna area on used clothes collection
- The campaign in total (Google Ads + Facebook Business) generated 56.400 Click, 4,5 mln impressions and +1800 Likes
- A total number of 845 tonnes of used clothing have been collected: +240 tonnes compared to the quantities collected in the previous year during the same period (+39.7 %)
- The results shows that there is a direct connection between the effects of the digital campaigns and the increase of the used clothing collected within Bologna area;

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About La Fraternità (LF)

La Fraternità is a social cooperative started in 1992 and promoted by Associazione Comunità Papa Giovanni XXIII (www.apg23.org), an international association of the faithful of pontifical right founded in 1968 by Father Oreste Benzi.

La Fraternità has a dual purpose:

- To meet the educational and social welfare needs of the disadvantaged people;
- To offer employment opportunities to them.

Among its various activities, La Fraternità for the past 4 years has been collecting used clothes within the Bologna area through 650 collection bins and collected using 4 trucks.

Aim of the project

- Implementation a digital communication campaign titled “*Libera l’armadio*” (*Free your wardrobe*) in order to better sensitize the population of the Bologna area on used clothes collection and to increase the quantity of used clothes collected
- Public authorities (e.g. Municipality of Ozzano) have been indirectly involved within the project due to the fact that collection bins are placed on the territory of metropolitan area of Bologna
- ECAP has been involved into the project because of its interest to reduce clothing waste across Europe.



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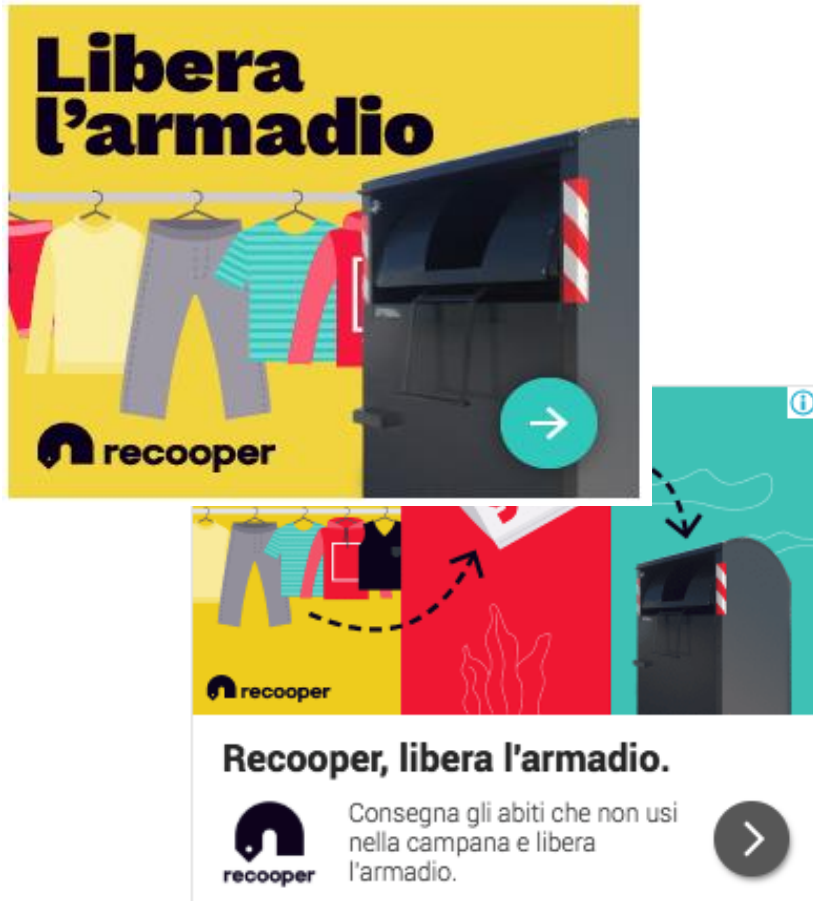
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What we did

Implementation of a digital communication campaign promoting Recooper Website and Recooper Facebook page.

- Timescales: 15th November 2018 - 15th February 2019
- Objective: sensitize the population (between 18 and 65 years old) of Bologna metropolitan area about used clothing collection;
- Challenge: launch a digital campaign specifically addressed to the population of this area;
- Successes: The digital campaign has been implemented using Facebook Business and Google Ads services, in order to reach specifically the population of this area;
- Target audience: residents of Bologna Metropolitan area with age between 18 and 65 years old
- Role of ECAP: Financial support to the realisation of the digital campaign and support with some contents of the project

Sample of Banners used to redirect the users to the Recooper Website (<https://recooper.it/libera-larmadio/>) and/or Recooper Facebook Page (<https://www.facebook.com/recooperprofit>)

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Google Ads: How it works

Google Ads is the advertising platform of Google and it works through 2 main channels: Search and Display.

- Google search network
- Google display network

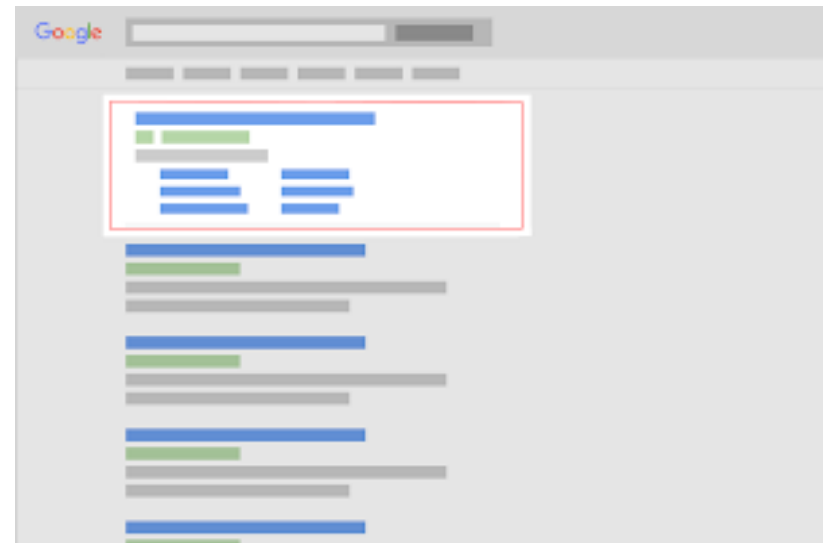
The **GOOGLE SEARCH NETWORK** is a group of search-related websites and apps where «Ads» can appear. When you advertise on the Google Search Network, «Ads» can appear with Google search results and on other search sites when keywords associated to the campaign are relevant to a user's search.

Google search sites: Ads can appear above or below search results on Google Search. They can appear beside, above, or below search results on Google Play, Google Shopping, and Google Maps, including the Maps app.

Google search partners: Ads might appear with search results on websites of Google search partners or as part of a related search or link unit. For text ads, search partners include hundreds of non-Google websites, as well as Google Video and other Google sites. Product Shopping ads can appear on search partner sites that display and link to products for sale.

The clickthrough rate (CTR) for ads on search partner sites doesn't impact your quality Score on [google.com](https://www.google.com).

Sample of Ads through Google Search network



Sample of Recooper Ads through Google Search network

**Recooper libera
l'armadio**

Consegna gli abiti che non usi
nella apposita campana.
Libera l'armadio e fai del bene.

Recooper, no profit reuse

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Types of ads on the Search Network

- Text ads, Dynamic Search Ads, and call-only ads: this is the most common kind of ads on the Search Network. These ads appear with an "Ad" or "Ads" label on the search results page, and might have an "Ads by Google" label on partner sites. They often appear with ad extensions, which allow advertisers to include business details like location or phone number in their ads.
- Shopping ads: Shopping ads display and link to products for sale. They're labeled as "Sponsored."
- Image and video ads: Search partners can host image ads and video ads.

Hai degli abiti che non usi? | Libera l'armadio | Recooper, no profit reuse
www.recooper.it/libera-larmadio
Consegna gli abiti che non usi nella campana e contribuisci a una giusta causa. 3 semplici regole: scegli gli abiti, mettili in una busta chiusa e portali nel contenitore

Vuoi liberare il tuo armadio? | Recooper è il servizio per te | Recooper, no profit reuse
www.recooper.it/libera-larmadio
Consegna gli abiti che non usi nella campana e contribuisci a una giusta causa. 3 semplici regole: scegli gli abiti, mettili in una busta chiusa e portali nel contenitore

Sample of Recooper Ads used

The **GOOGLE DISPLAY NETWORK** works in the same way, but with images (banner) that appear in the websites during the navigation. They can be static, dynamic, videos, gifs etc and they are hosted in the websites through a Google Adv system manager called *Ad Sense*.

Target, contexts, age, region, interests, sex, bidding strategy and many more features are completely customisable because Google Ads is the most powerful advertisement system and Google is the number one search engine in the world.

La Fraternità chose this channel because we were sure of the reliability, the power and the possibility of detailing the campaign, adapting it to our needs and to a specific and well-defined audience.

And the results confirmed the choice...



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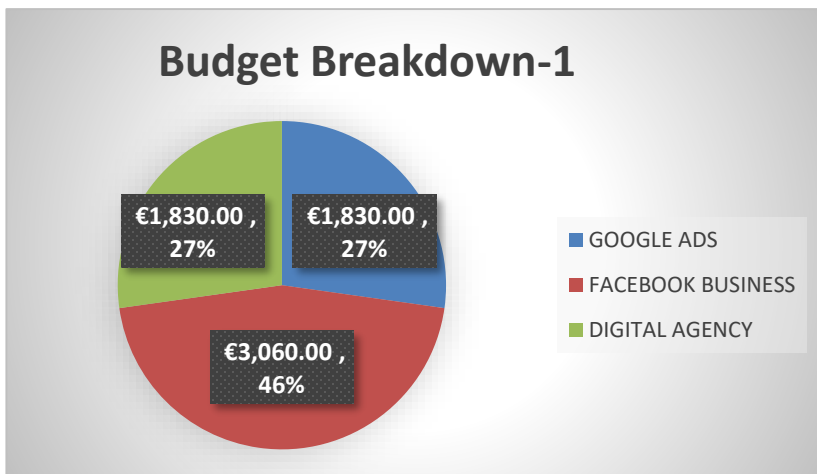
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Digital campaign budget breakdown



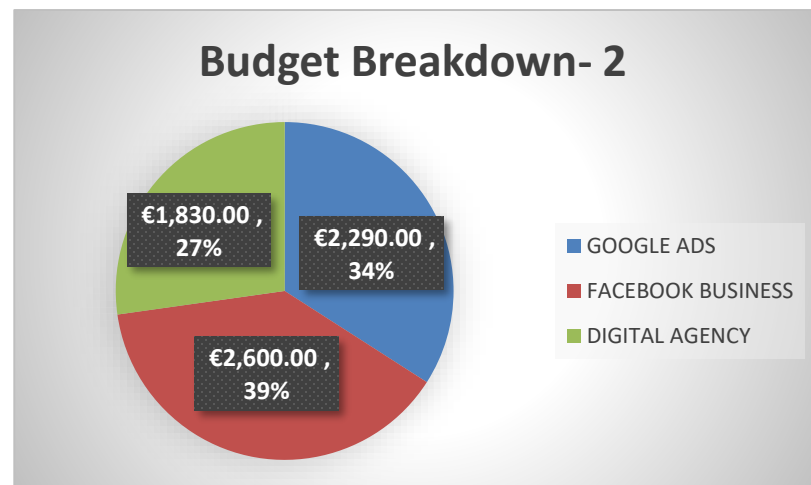
Tips for replication

The fundamental step was the definition of campaign objectives and target. Starting from an initial assumption based on the idea that having more people on the Recooper website and FB page would assure an increase of the quantity of used clothes collected, La Fraternità wanted thus to achieve an increase in traffic on the website, coming from the areas affected by the Recooper clothes collection service. These objectives were at the base of the Google Campaign.

La Fraternità also wanted to increase the sense of community (Recooper is a social, local service for the citizens) and improve the perception of the collection service through a targeted and engaging communication that could then ensure a lasting and affectionate audience. This was the base for the Facebook Campaign.

The pie chart beside shows the budget planned for running the digital campaign. In order to set up the Digital Campaign, La Fraternità has been supported by a Digital Agency who helped to define and refine the contents of the campaign.

In particular, after few weeks from the launch of the Campaign, the Digital Agency started the optimisation work to maximize the investment by eliminating from the campaigns values, ads, targets and everything that was not performing at its best. On these basis the Digital Agency reassigned the budget for Google Ads and FB Business (see the pie chart below). This operation allowed to achieve increasingly credible and reliable results and hit the maximum of the public with the minimum investment.



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- The campaign in total (Google Ads + Facebook Business) generated 56.400 Click, 4,5 mln impressions and +1800 Likes
- It has to be noted that the campaign generated a consistent flow of impressions within 50 Km of the Bologna area (+107,46%)
- Google Adv Display (+114% of impressions) worked better than Google Adv Research (-33,28%) and this suggested to the staff in charge of the campaign to refine the keywords used during the implementation of the campaign
- Impact on the used clothing collection: The campaign activated via Facebook Business generated 1811 *new Likes* on the Recooper Facebook page and 15890 *clicks* on the link of the campaign
- A total number of 845 tonnes of used clothing have been collected: +240 tonnes compared to the quantities collected in the previous year during the same period (+39.7 %);
- The results show that there is a direct connection between the effects of the digital campaigns and the increase of the used clothing collected within Bologna area;

- In particular, a digital campaign can be a useful tool in order to sensitize people on short term basis regarding used clothing collection and social causes;
- Recooper project will continue to sensitize people of Bologna on used clothes collection implementing activities with schools (primary and secondary);
- LF will implement Recooper project also in other areas of Emilia-Romagna Region such as Modena and Ferrara;
- On the long run LF would like to invest more into the project. In particular LF is evaluating to open a used clothing selection plant within the area of Bologna



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Comments

- The digital campaign was a success and it brought traffic both on the Recooper website and FB page
- The initial assumption was true: more traffic on the website contributed to increment the collected quantities
- With a higher budget, it would have been possible to create innovative tools for the involvement of the public such as videos, interactive games, dynamic pages and virtual / real events to reach and involve an even larger audience, operating also at the level of the media, specialized and generalists.
- In general it is not just the money invested that generates revenues, otherwise only the big investors would be present on the market.
- What matters is the definition of the objectives and the careful and reasoned distribution of the investments that can only start from a deep analysis of the context and the final objectives, thanks to which it is possible to choose the best channel.



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ECAP is €3.6 million EU LIFE funded project which aims to reduce clothing waste across Europe and embed a circular economy approach.

ECAP mission

Cutting the environmental impact of clothing across the supply chain. Generating value for business through collaboration, measuring and sharing best practice

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Case studies were generated as a result of pilots carried out for ECAP by WRAP and the named organisations from 2016 to 2019.