



End of Term Report

HAZAAR

20 DECEMBER 2023

Contents

Hazaar recap

- Our purpose and pillars 4
- Our brand values 5
- Our partnership 6

What we've done

- Our timeline 8
- Our team 9
- Our marketing 10-11
- Content generated by students 12

Results to date

- The data 14
- Testimonials 15
- Collaborative Consumption 16-18

Key Learnings

- In summary 20

Considerations for the future

- What we want to do 22
- Actions based on feedback 23
- Where we'd like your help 24
- Next steps 25



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...



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!



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](#)



UNIVERSITY OF BIRMINGHAM

collab with HAZAAR

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



Guildof 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

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 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



Thank you

we love working with UoB!