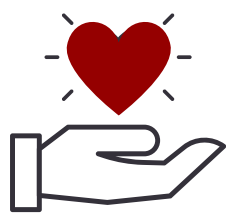


1. OUR PROJECT

The purpose:

- 1 Identify barriers preventing students registering as blood donors.
- 2 To study if the implementation of well-known marketing strategies could build interest and impact behaviour.
- 3 To pass on the theoretical and empirical framework to Blodcentralen for long term impact.



Our project is about raising awareness about the importance of blood donation. Blood is a scarce resource and plays a vital role in saving lives, making it an issue close to heart. By motivating people to be more involved in donating blood, we can save more lives, together.

What does BLOOD mean to us?

- Be aware
- Learn the facts
- Offer to help
- Overcome the fear
- Donate the blood

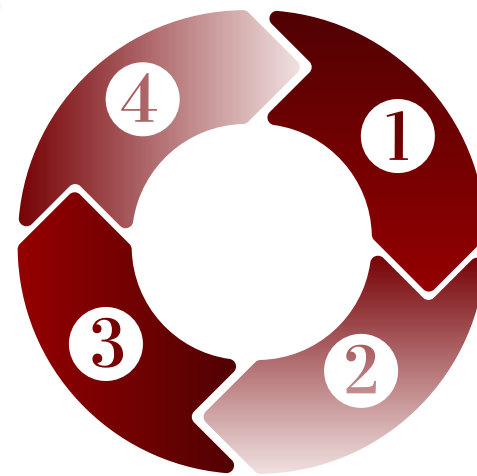


Source: United Nations, Sustainable Development Goals Knowledge Platform

STUDENT BLOOD INITIATIVE

2. PROCESS

1. **Vision & research** - Envision a project that tackles a global challenge that we are passionate about. Research the topic to grasp the extent of the problem and be inspired by others!
2. **Initiate partnerships** - We began our collaboration with Blodcentralen and SSE. We also established partnership with companies for mutual gain.
3. **Adapt to challenges** - We experienced financial issues, a group that had a similar idea, and the outbreak of Covid-19. Different problems, with different solutions for the project & group.
4. **Compile & evaluate** - Evaluating the impact in increased awareness as well as the choice of methods in the campaign. Compilation of theoretical framework to give to partners.



3. UNEXPECTED TURNS

Covid-19

Due to the recent outbreak of Covid-19, only virtual and online components of the proposed campaign has been executed. Action week, which aimed to convert interest into action, was no longer possible with restrictions imposed by authorities. The result was an increased focus on social platforms and online presence.

Awareness week

The campaign was altered considering the conditions, for example making the social platforms more interactive and prolonging Awareness week. The lecture and event content was changed to fit the new online format. Further, we created a website for signups to donate instead of a physical registration event. All in all, the content was not compromised despite canceling half of our campaign.

Theoretical framework

A theoretical framework was created in order to share our knowledge with Blodcentralen. Even though the situation changed, the critical need for blood as well as Blodcentralen having a hard time reaching young adults, was still there. The information and theory we collected for our campaign was compiled in a theoretical framework that Blodcentralen could use in the future.

One donation can save three lives



Source: geblod.nu

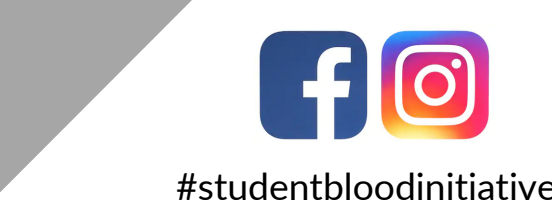


5. THE FUTURE

By providing Blodcentralen with our framework, the project can be long-lasting as it can be implemented at other universities. The framework could also be used by future Global Challenges groups for inspiration, and the Student Association to possibly add Student Blood Initiative to the Student Health Council. The vessel for future impact is our registered NGO; which enables future board members to open bank account, receive financial aid and utilize our accumulated knowledge. By ensuring the prolonged life of the project, we will be able to reach an impact extending far further than can be determined today.

Lessons to bring in to the future

- Firstly, we have learned that it is good to stick with the original goal, but to be prepared to adapt the road along the way.
- Further, we have gained the insight that external turmoil, has an impact on the internal communication and work of a group.
- Lastly, we have all come to the conclusion that small deeds, can have a great impact. Even the smallest things, can save lives..



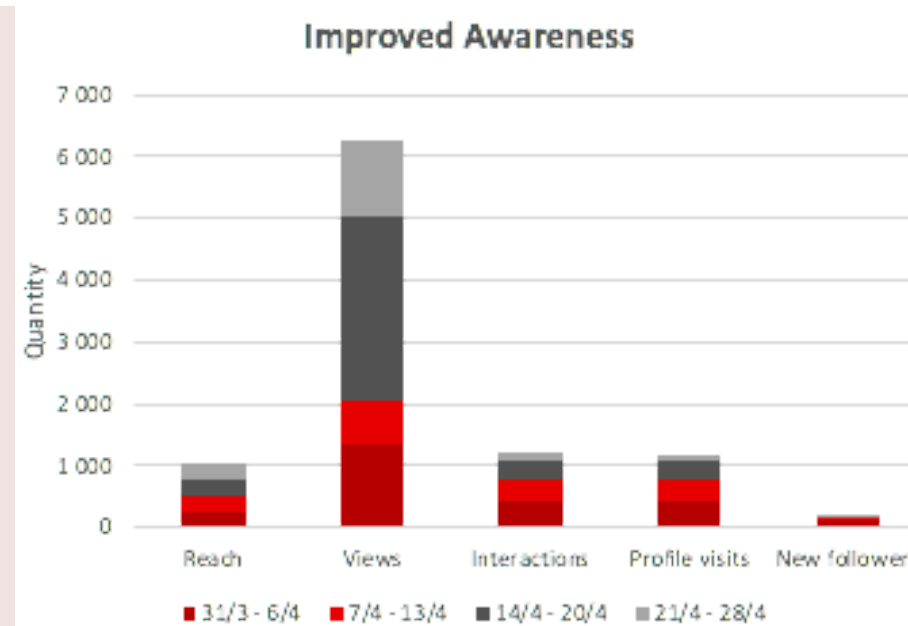
4. THE RESULT

The impact has been measured through KPIs available on Instagram & Facebook:

6254 views
186 followers
1191 interactions

The individuals that we have reached through our social media has been an average of 96% in the age of 18-24, the exact target group that Blodcentralen identified as the group they needed help with reaching.

Source: Internal Data from Instagram and Facebook Accounts, @StudentBloodInitiative



Since every sign-up, interaction and view, leads to potential lives being saved, even a small impact contributes to saving lives.

Theoretical and Practical Framework

- *Two-week campaign outline shared with Blodcentralen for future real implementation
- *Founded on empirics from the pilot project and established marketing theory¹
- *Ensuring broad-scoped and long-lasting impact of Student Blood Initiative

1.Source: Cialdini's "Principles of Influence", and Modig's "Påverkansmatrisen"

Week 1: Awareness-week

- *HOW TO: target students' interest & memory
- *Inform facts, spread messages, encourage discussion, initiate thought
- *Thoroughly designed online media content passive videos & posters, interactive polls & questionnaires

Week 2: Action week

- HOW TO: Convert the awareness into behavior
- *Invite to lectures, perform blood tests, enable to sign up for becoming a donor
- *Remove obstacles and maximize impact with authority
- *Physical events at the school's premises, assisted by professionals

