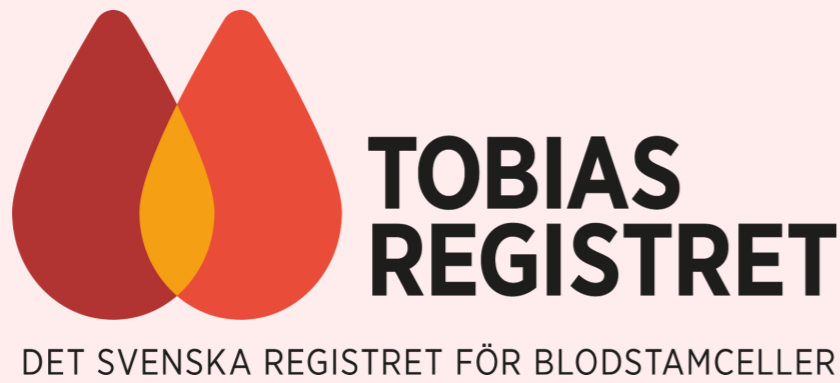


BUDDIES FOR LIFE



1. BACKGROUND

TOBIASREGISTRET is the national Swedish registry of blood stem cell donors and is a part of the World Marrow Donor Association. A total of more than 33 million individuals are listed in these registries altogether. Today, there are about 129 000 individuals listed in this registry as potential donors and some 800 stem cell transplantations have undergone thanks to it. Despite this, 30% of patients in need of blood cell transplantation are unable to find a donor. More people are needed in the registries. Tobiasregistret's target group for donors is people between 18 and 35 years of age.



OUR PROJECT's aim is to help Tobiasregistret attract more donors in Sweden. By increasing the number of donors, people suffering from blood diseases have a higher chance of surviving. This project hence contributes to **SDG 3: Good Health and Well-being** and **SDG 17: Partnership for the Goals**.

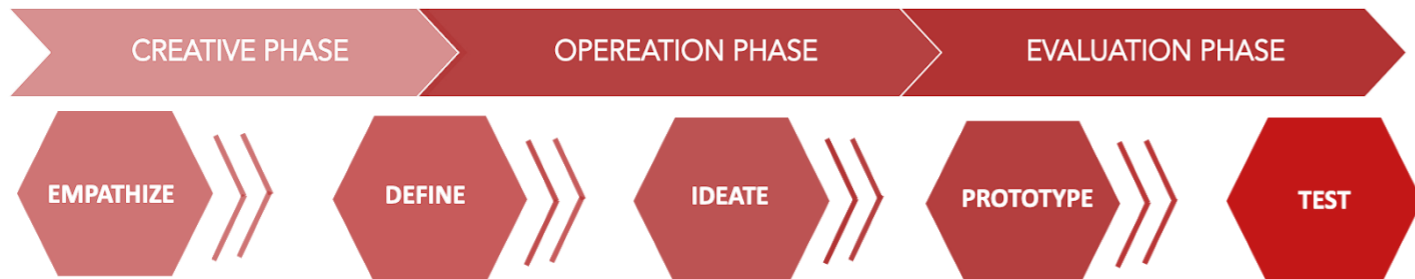
EFFECTIVE ALTRUISM

Why did we choose to work with Tobiasregistret? All the projects aim to contribute SDGs, but how can we do the most good?

- 1 Rather than just doing what feels right, we use evidence and careful analysis to find the very best causes.
- 2 What are the problems and needs?
- 3 What are our resources and capabilities?



2. THE PROCESS



<p>We conducted...</p> <p>... interviews with employees at Tobiasregistret and did desktop research on non-profit organisations.</p>	<p>We identified...</p> <p>... a lack of awareness among the target group. Tobiasregistret also lacks market insight and is underfinanced.</p>	<p>We ideated...</p> <p>... social media marketing, influencer marketing, mini-fairs at different universities and conducting market research.</p>	<p>We carried out...</p> <p>... mini-fairs at two universities, raised awareness on social media, fundraised a yearly donation and carried out a market research enquiry.</p>	<p>We received</p> <p>overwhelmingly positive feedback from both the target group and Tobiasregistret. The official statistics also indicate that we have made a major contribution to the increased number of registers.</p>
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3. ... MORE CONCRETELY

3.1 MINI-FAIRS

In order to raise awareness among our target group, we held mini-fairs at two universities: Karolinska Institutet in Flemingsberg, and at Stockholm School of Economics. At our stand people could learn about Tobiasregistret, sign up via our tablets and also receive a demonstration on how to carry out the buccal swab, which is required if one wants to join the registry.



3.2 SOCIAL MEDIA

We contacted influencers and role models that are active on social media with the aim to reach out to a greater number of young adults. Furthermore, through Facebook posts, Instagram stories and direct messaging we were able to spread the word about stem cell transplantation and the simplicity of registering.



3.3 MARKET RESEARCH

From the very beginning, it came to our understanding that people are generally misinformed regarding stem cell transplantation.

In the long-term perspective, we formulated a market research enquiry that aims towards understanding the reasons for people not registering.



We have actively searched for donations from different organizations. To this date, we have secured a yearly donation of 10,000 SEK to Tobiasregistret from Hermelin Handels AB.

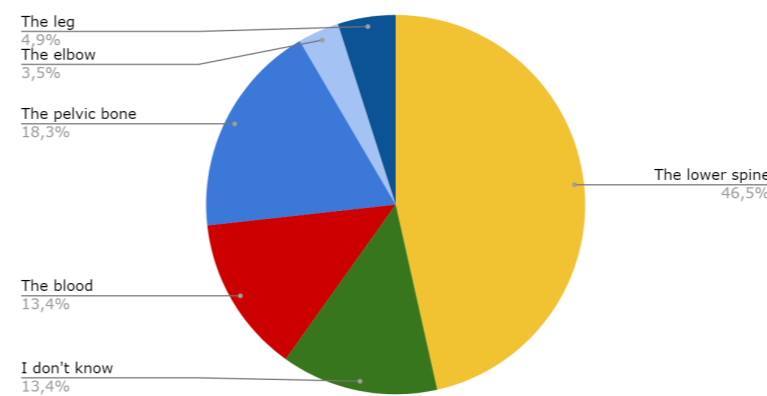
3.4 DONATION

4. RESULTS

OFFICIAL DATA: During the 5 weeks that we have been actively working on this project, 3582 people have registered, which is **1582 above the 5 week average**.



Stem cells are usually derived from this or these specific body parts amongst adult donors...



MARKET RESEARCH: 46.5% of the respondents picked the lower spine as one of the body parts that stem cells are usually extracted from. Only 13.4% picked the blood, and 18.3% picked the pelvic bone, which are the correct answers. 97% of the target group (18-30 years old) listed social media as one of their top three most used media channels.



Among these, 84% picked Facebook, and 74% picked Instagram, as one of their top three most used social media channels.

5. WE RECOMMEND...

- 1 ... stressing the simplicity of extracting stem cells through the blood, whilst addressing the misconception that the lower spine is involved in the transplantation process.
- 2 ... developing Tobiasregistret's social media presence by further increasing the material posted. The material should among other things focus on the aforementioned recommendation. Moreover, a budget should be created for marketing on social media. Both Facebook and Instagram provide marketing services to boost posts. A part of the donation that we have secured can be used for this purpose.
- 3 ... involving volunteers to support Tobiasregistret. As an example, student volunteers from different universities can be assigned tasks that are similar to the projects that we have driven.

6. FINAL WORDS

WE HAVE LEARNED that it is possible to make real positive impact in the world, even without financial aid. Things do not always work out according to the plan. Be flexible and open to all solutions! Also, do not be paralyzed by theories. Action is key to transfer the knowledge from the classroom to the real world.



"When the time comes, you could be the one we need."

Register to Tobiasregistret!



7. THE TEAM

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