



UN SDG #3

To have a well-functioning donation system with many donors is important for good health in any society

DONERA MERA 2020

First step
We had a meeting with **MOD** (Mer Organdonation) to get inspiration and information about organ donation and their work in this field.

SURVEY RESULT

78% of the respondents were **not registered organ donors**.

- This was mainly because they:
- (1) Were too **lazy** to register
 - (2) had not **heard** about the register
 - (3) Didn't **know** how to sign up

First idea
We wanted **companies to challenge each other** on who could get the most sign-ups in the register. Our idea was to hold informative meetings at their offices before the challenge started to increase awareness about the topic. **15 insurance companies** were contacted about the challenge. .



Final idea
Due to **COVID-19** companies had other priorities and we wanted to minimize physical contact. We changed our idea to a **social media campaign** with the hashtag **#DoneraMera2020**. During week 14 we started a campaign and tried to engage influencers.

PURPOSE

Our purpose with this project was to **increase the awareness** about organ donation in Sweden and how registration works. We wanted to **raise awareness on the different myths** that exists in the society today and **increase the number of registered donors** on the organ donor register

KEY RESULTS

- Proved a that **lack of knowledge** with regards to organ donation still exists and that people believe in the myths.
- **Raised awareness** about organ donation through Instagram. During a week **more than 150 people visited** our instagram account and people participated in the **challenge #DoneaMera2020**
- **Pernilla Wahlgren & Sofia Wistam** discussed the myths and encouraged their listeners to sign up to the register in their podcast. **99 788** people were reached.

3 Main Myths from the survey:

- If you are on certain medication you cannot donate organs (63%)
- Various religions forbid you from organ donation (56%)
- You can be too old to donate organs (45%)

Lessons learned

- It's hard to make a change **without prior knowledge** or background in change-making
- Other global **challenges** can arise on the way, decreasing your opportunity to make an impact

4 main challenges on the way

- 1) To come up with an idea that fit well into the **timeframe** of this course
- (2) Hard to get in contact with influencers and companies, when most did not even answer. Also hard to **give them incentives to participate**
- (3) It was a challenge to start and drive a campaign in the beginning of COVID-19. People and companies were more focused on **other more pressing issues**
- (4) **Technical difficulties!** Limited access on Instagram made it harder to reach out as much as we intended to

Key Steps

- 1. Conducted a **survey** to understand people's general knowledge and attitudes towards organ donation. 126 respondents.
- 2. Started the **Instagram account Doneramera2020** to inform and **raise awareness** about myths, organ donation and how to register.
- 3. Emailed **56 companies** and contacted **77 different influencers/podcasts** to ask them to join our Challenge.
- 4. Launched the **#DoneraMera2020 Challenge** week 14. We tagged friends and challenged them to take a stand in the question and then challenge three friends to do the same. In addition, we challenged influencers and large profiles from our Doneramera2020 account