

LINES *è Rinascita*

Thinkgreen group

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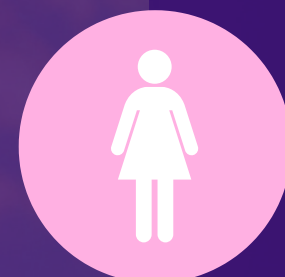
Project Presentation

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OBJECTIVE:

Offering **free** training **courses** (ex: coding, marketing, pastry classes).



TARGET

Women victims of violence willing to take back their life in hand.



MISSION

Help women empower themselves. Create concrete opportunities to make them independent and fit into the society.



VISION

Lines and its partners will commit to employ a percentage of those women every year.



PARTNERSHIPS

- Spazio Donna to identify potential candidates
- WeWorld to fund the courses
- Collaboration with recruitment agencies nationwide

SWOT Analysis

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BENEFITS FROM PAST
CSR STRATEGIES

CONCRETENESS OF
THE SOLUTION
PROVIDED

360° PRACTICAL
PROJECT

ENDORSEMENT BY
ASSOCIATIONS
INCREASES
CREDIBILITY

W

BAD PUBLICITY IF
ONLY FEW WOMEN
ADHERE TO THE
PROGRAM

HIGH COSTS OF
IMPLEMENTATION

NEED TO FIND
PARTNERS - VERY
DIFFICULT AND
AMBITIOUS
NETWORK TO BE
CONSTITUTED

O

LOTS WOMEN AS
VIOLENCE VICTIM
MAY HELP TO
INTENSIFY THE
PROGRAM AND WILL
BE EMPOWERED

OTHER
ASSOCIATIONS MAY
JOIN THE PROGRAM

INCREASE IN GOOD
REPUTATION

T

FRIGHTENED WOMEN
NOT JOINING THE
PROGRAM MAY LEAD
TO FAILURE

POSSIBILITY OF BEING
ACCUSED OF PINK
WASHING (DEAL
CAREFULLY WITH THE
TOPIC)

OTHER COMPANIES
MAY REPLICATE IT

Stakeholders and Budget

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BUDGET

Marketing and communication campaign

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• Own Media (Website, FB, IG)	0
• Television ADV (30 sec. x spot)	2.400.000
• ADV creation (fixed cost)	10.000
• Billboards (x2 weeks)	14.000
• Digital Ads (IG)	5.000

Website implentation (Fixed initial costs)

• Website section (Back-Office)	30.000
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TOTAL	2.459.000
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Monthly fixed expenses

• Social media manager	1.800
• Courses professors (10 courses x12 lessons)	15.000
• Data protection officer	4.000

TOTAL	20.800
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Communication Campaign

PROMOTIONAL INITIATIVES

TV commercial and **billboards** (in cities, undergrounds etc.) to raise awareness about the project and push to participate in it.



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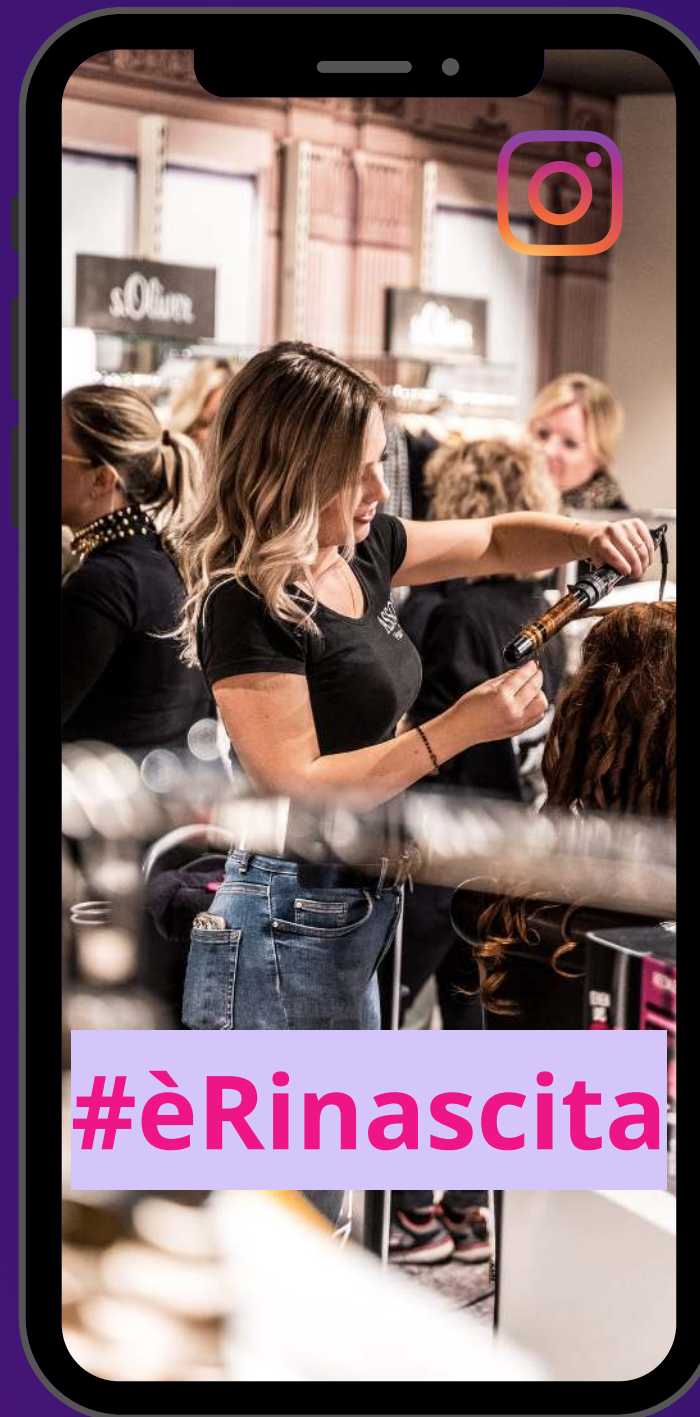
Positioning of a unique and anonymous **QRcode** inside **Lines tampons packaging**, leading to Lines' website to investigate the program and eventually ask for help.



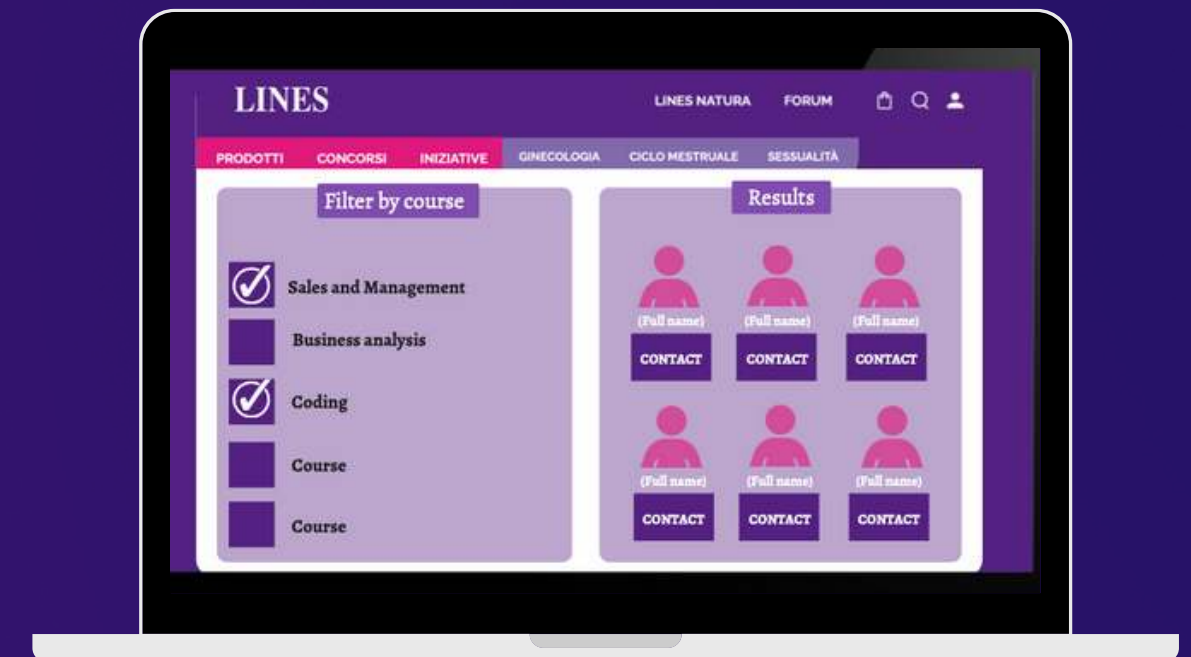
SOCIAL MEDIA COMMUNICATION

Contents to share on **Instagram** and **Facebook**:

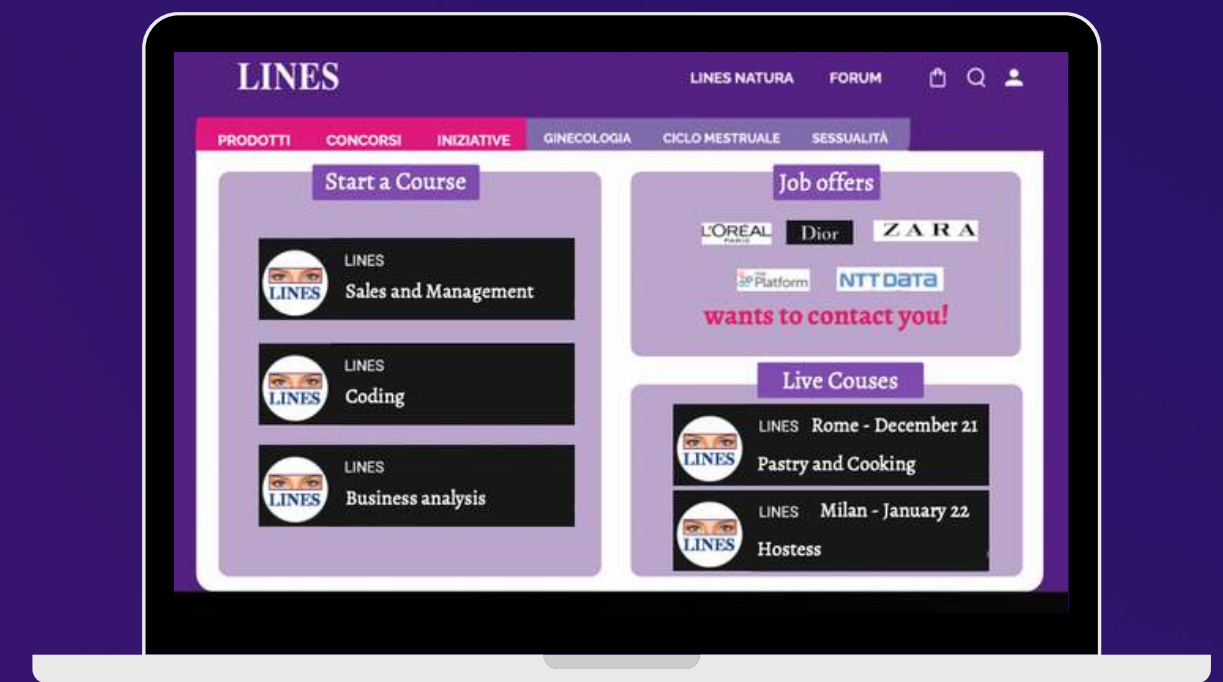
- women that succeed in overcoming their problems, having a job and realizing themselves (with #èRinascita);
- explanatory contents that provide information about the project;
- motivational and emotional contents that show the opportunities given by the project.



WEBSITE INTERFACE



How firms see the website to do recruiting



How Women see the website after logging-in

Evaluation of performances



Number of women that participated in the program and succeeded to have a job and keep it.

MOST IMPORTANT KPIs

QR CODES

Number of women entering the website through the code and kind of action taken (conversion rate)

TV COMMERCIAL

Number of viewers (to estimate awareness)

SOCIAL MEDIA CONTENTS

Reach, impression and engagement rate on shared posts.

Number of visits of Lines' website dedicated page
Conversion rate of all social media contents (total number of visits and visuals/number of subscriptions to the program).

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Thank
you!

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