



## **Circular economy themed event: ReMall pop-up**

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## Abstract

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The objective of this report was to follow the execution of ReMall pop-up event and to create an event that follows the circular economy principles in every possible aspect of event management.

Theoretical framework discusses briefly the clothes lifecycles and how their life can continue with circular economy valued decisions as well how exhibition stand works as a marketing tool. Theoretical framework is based on literature of event management and event marketing.

The project was conducted by arranging an event called ReMall pop-up at Mall of Tripla, Helsinki on 27 October 2021. PasilaHUB team pre-planned the event and practical arrangements were done by Haaga-Helia University of Applied Sciences Porvoo's POMO20k students, arranging the event was part of their studies in Event management-course. Local companies participated as exhibitors and were part of the activities arranged during the event.

Feedback surveys results indicated that the circular economy theme was interesting to the customer. Unfortunately the marketing of the event was not successful and many potential customers did not find the event. Experiences from the event indicate that communication within the team and towards customers is the key for successful event.

In conclusion arranging an event is teamwork and each person's effort counts. Good communication means better chances of executing a successful and customer oriented event. Circular economy's principles are growing interest with the customers. Themed event offered an opportunity to educate customers to make environmentally better choices when clothing items are coming into end of their lifecycle.

**Keywords**

Event management, circular economy, exhibition marketing

## Table of contents

1	Introduction .....	1
2	Circular economy and Clothes .....	3
3	Exhibitions as a marketing tool.....	7
3.1	Senses at exhibition.....	8
3.2	Customer journey during exhibition .....	10
4	Development of the event concept .....	12
4.1	Planning schedule and Objectives .....	12
4.2	Benchmarking.....	13
4.3	Planning of the exhibition .....	14
4.3.1	Target group .....	17
4.3.2	Environmental sustainability and circular economy at the event.....	17
4.4	Activities at the event .....	18
4.4.1	Activity 1: Photography point.....	18
4.4.2	Activity 2: Guessing game and throwing game.....	19
4.4.3	Activity 3: Sewing station.....	19
4.4.4	Activity 4: Kuituus.....	20
4.4.5	Activity 5: Stage program .....	20
4.4.6	Activity 6: Virna food goes Wonky .....	21
4.4.7	Activity 7: Art installations.....	22
4.5	Exhibitioners and partners at the area.....	23
4.6	Budget .....	24
5	Evaluation of the event.....	27
6	Conclusion .....	37
6.1	Suggestions for future events.....	37
6.2	Reflection of thesis writing process Headline .....	38
	References .....	40
	Appendices.....	45
	Appendix 1. Exhibition stand and ReMall Pop-up project meeting notes .....	45
	Appendix 2. Feedback survey .....	48
	Appendix 3. Technical operation list.....	54
	Appendix 4. Social media appearance of ReMall pop-up event.....	55

## 1 Introduction

Haaga-Helia started a 3-year project called PasilaHUB. PasilaHUB was created in order to develop the Pasila area as it has a lot of potential to grow as an attractive city area. PasilaHUB projects main goals are to create new cooperation ways for the community, new business concepts and to develop consumer business competence concentration. Project includes 10 different business-oriented experiments with partners, experiments will be under 4 different themes: youth as consumers, trade field, consumer technology and events. Thesis is written from one of the first experiments with the themes of youth as consumers and events

Aim of the thesis is to follow the execution of ReMall pop-up events arrangement and to create an event that follows the circular economy principles in every possible aspect of event management. Materials, activities, and everything else within the event area will be carefully considered, in order for them to be best fit for the events theme and be ecological. Event area will bring community together with activities arrange by the students as well with the services and products provided by exhibitors.

PasilaHUB team made all the pre-planning and ideating of the main theme for the event. One month before the event, PasilaHUB team took Haaga-Helia Porvoo's POMO20k students into the project to handle practical arrangements for the event starting from marketing, to creating a floor plan and executing the event plan. Students participated in a course called Event management, and arranging the event was part of their studies. Majority of participating students were on their second year of Tourism and Hospitality Management studies.

Thesis writers' main tasks in the project were to discuss and plan the event concept together with PasilaHUB team, practical arrangements on site to create the event area and dismantle it afterwards with the students, and to also take care of the feedback survey for the customers. Survey was created, answers were collected from the customers and survey results were visualized, so results could be shared with the project group and exhibitors. Aim of the feedback survey was to collect feedback about the event, to see, if circular economy themed event interested the customers. As exhibitor had big role in the event, survey also gathered how interest customers were about the exhibitors and activities. PasilaHUB project wants to help young consumers to bring their voice out and help forward the message of their current needs to the decision makers, so feedback survey included a question about what kind of circular economy services are preferred at Mall of Tripla to help the management of the business to plan future decisions.

For product-based thesis where the product was event concept, each team members professional experience played a big role on creating a successful event. As event has a theme, data was collected through benchmarking other successful circular economy themed ideas, innovations, and concepts, to get ideas on what event area could include. Feedback survey was conducted as quantitative survey. Survey included closed-ended and open-ended questions to maximise quality of answers, to collect greater amount of development ideas as well to collect more detailed opinions from the customers.

Thesis consists of six chapters. The introduction chapter includes the brief explanation on the idea and structure of the event as well information of the team and their main tasks on the ReMall pop-up event management. Second chapter discusses the clothes circular economy as at first clothes lifecycle seems to be short, but after the chapter, reader has knowledge on ways how to extend the clothes lifecycle with different actions. Third chapter discusses exhibition stand as a marketing tool. Point of view is on how to make a profitable and interesting stand, so customers will notice and visit the stand. Focus of the theory is in the stand as the original plan was to create a stand at the I love Me -exhibition, and due to cancellation of the event, concept and all the ideas for the stand were taken and they were expanded into an event.

Fourth chapter is the development of the event process. It includes behind the scenes actions and thoughts for the planning phase as well benchmarking of circular economy themed innovations and concepts that are in use already. ReMall Pop-up event concept and content is opened in detail as chapter includes discussion on practical arrangements of the activities, exhibitor information, and other aspects of the event. Chapter five discusses feedback survey answers which were collected during the event from the customers. Last chapter includes the conclusion of the event with suggestions on how to develop the concept in the future and thesis writers' reflection of thesis writing process.

## 2 Circular economy and Clothes

Life of the clothes (see Figure 1) starts by planting and growing the raw material like cotton at the field. Cotton is harvested and transported to factory, where textile production is done. Textiles are then designed and manufactured into garments. When garments are ready, they are loaded into a truck and taken to a retail store, where customer can purchase the garment and take it home with them. Garments are then worn a certain number of times. At this point garments life purpose is filled as its purpose is to be worn and used by the consumer. Consumer then disposes the garment.

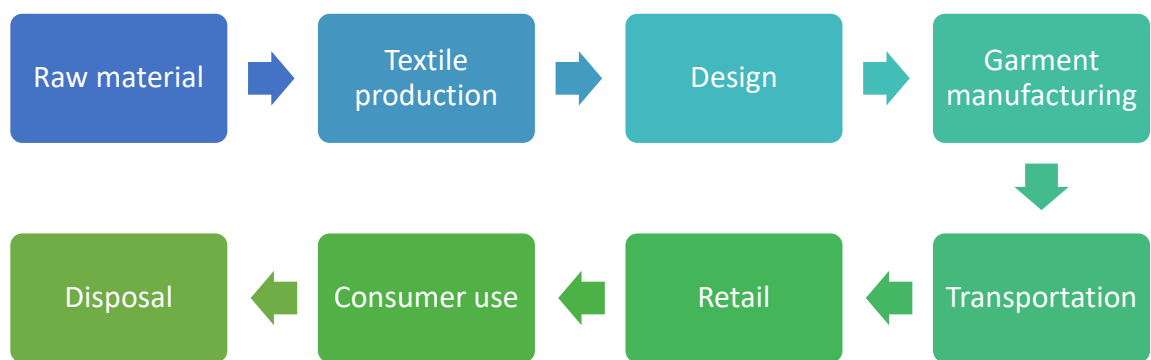


Figure 1 Garment lifecycle (adapted from Redress 2020.)

According to AEG (2021.) 90% of the garments are disposed long before they should be. In other words, 90% of the disposed garments are still in condition that they could be worn and only 10% of the disposed clothes should be disposed based on their condition. Quote “someone's trash is another's treasure” works very well with clothes as there is multiple ways to avoid the disposal of old garments to landfill. Options include recycling, donating, selling, repairing, and upcycling at least.

Based on the analysis by Kirchherr, Reike and Hekkert (2017, 221-232.) concept of circular economy is usually defined to include 3R's which most commonly are reduce, reuse, and recycle. Main goal of circular economy is that used material goes back to usage again through recycling and to maximise the lifecycle of materials (Karttunen 2020). In clothing industry raw material of the clothes goes through the manufacturing, customers usage of the item with repairs and upcycling, and instead of going to waste, raw material is sorted and recycled as new material for next manufacturing process (see Figure 2).

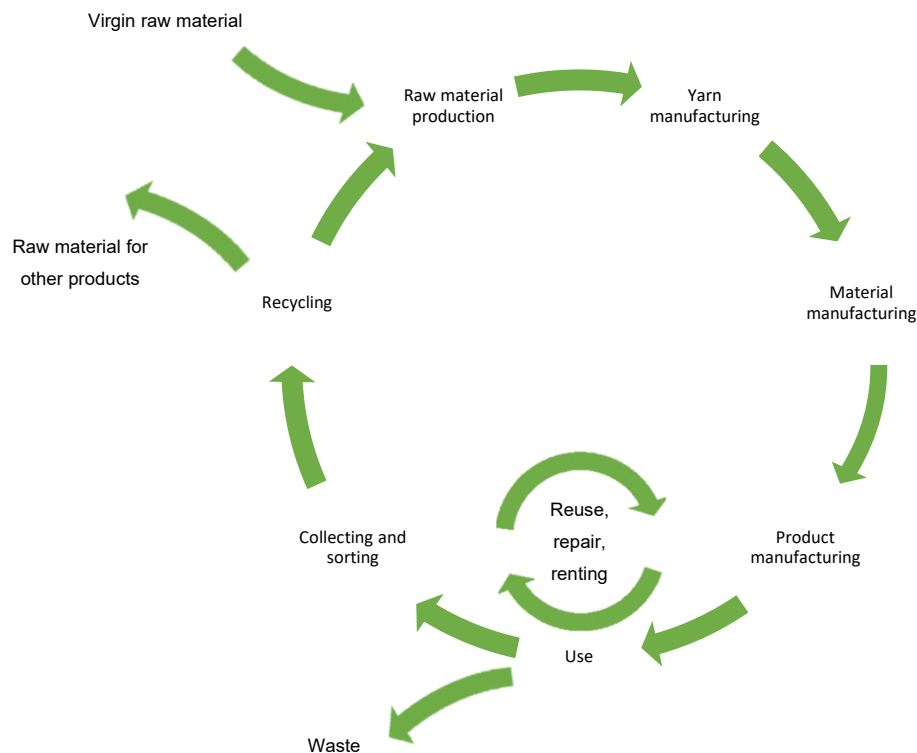


Figure 2 Circular economy concept in clothing industry (adapted from Levón 2021)

For recycling clothes as a private person in Finland, there is many options. In Helsinki area HSY (2021.) collects end-of-life textiles at Sortti-stations for small fee. Bigger garbage bag (200liters) costs 2€. However, there are differences between districts and areas on the fees, as South-Western Finland waste treatment centers (LSJH 2021.) collect end-of-life textiles for free. End-of-life textiles that are not usable, should be dry and packed in plastic bags in order to avoid them getting wet and moldy. If textiles are moldy, wet, oily or they are undergarment or socks they should be put in energy waste as they cannot be recycled, and they may contaminate and ruin all other clothes that have brought into the sorting station (HSY 2021.; LSJH 2021.; STJM 2021.). After you bring textiles to sorting stations like HSY and LSJH (2021.) they are sorted based on their quality. Best quality clothes are taken into an end-of-life textile stores to be sold to customers who can give a new life to the textile, some are sold to companies that will use them in the production of new clothes and not recyclable textiles are taken into waste plants to be used in energy production. LSJH is planning to build an end-of-life textile processing plant, where textiles could be recycled more efficiently, and materials would be processed mechanically into recycled fibers.

Companies like Finlayson (2021.) and Lindex (2021.) are collecting textiles in their stores. In exchange for the textiles, you can get discount voucher for the stores. Finlayson accepts old sheets and jean clothes, for each returned product customer gets 10€ discount voucher that can be used for over 30€ purchases. Returned fabrics will get a new life at Finlayson as products like pillowcases, bags, carpets, or towels. Lindex accepts all kinds

of dry and clean textiles. For each bag, customer can get a 5€ discount voucher that can be used in purchases over 30€. Lindex will forward textiles in Finland to Recci, and they will forward textiles into recycling and reuse.

Donating (STJM 2021.) is for clothes that are still usable and in okay condition. Donations can be done to charity organizations like Red Cross, Salvation Army, UFF, and Fida. Donations can be taken into their stores or other locations mentioned in their websites. UFF (2021.) and Salvation army (2021.) has clothes collecting boxes around Finland in sorting locations where everyone can take useable textiles for donation. Donations can be done straight to companies too; they usually ask for donations from public. For example, animal welfare associations may have a need for sheets, carpets, towels, and pillows. SEY (2021.) has listed most animal welfare associations around Finland and customer can find contact information for the associations through their website.

For clothes that are in very good shape, but customer does not want to use anymore should consider selling them. They benefit the seller most as they will get money from all the sold clothes. Selling can be done through multiple channels. Old fashioned way is flea and second-hand markets, where customers rent space to sell their clothes for other customers. More modern way is online second-hand selling platforms like Facebook marketplace and tori.fi. (Martikainen 2019) As second-hand clothes has a big customer segment, some companies are only focused on selling clothes. Companies have had innovative ways to make it easy for the customer to sell their clothes. For example, company called Vähänkäytetty.fi (2021.), customer just needs to pack and send clothes that they want to sell to the company and then company takes care of rest. Company will sort, take pictures, price the products, and put up the selling ads. For the work company takes a commission fee out of the selling price to cover costs and make profit. Similar companies are Emmy, Rekki, Niin Mua and Reloved. (STJM 2021.)

Clothes that have been loved little too hard and are not ready to be given or clothes that would be lovely, if they would fit the unique body better, repairing is the key answer. Pants that got torn up on spike they got caught on can be easily repaired with thread and needle. Patches will fix bigger holes in clothes and new buttons can be easily sewed into the old one's place. With needle and thread, it is possible to also shorten pant legs that don't quite fit the user's current height. With small repairs loved clothes are ready to continue as loved clothes as their usage age grows with each repair. (Martat 2021a.)

Textiles that are very loved by you, textiles that has very nice texture and patterns and textiles that would just be perfect as something useful are perfect for upcycling projects. Well preserved prints could be turned into new products, Martat (2021b.) has listed many instructions on how to upcycle old textiles into for example seat base, pillowcase, coaster,

bag, beads for necklaces, accessories or whatever can be imagined. Textiles that do not look that nice anymore can be used as cleaning/kitchen rags, pillow filling, carpet tissue or crochet material. Old material from textiles like zippers, printouts and other details can be used in the process of repairing and renewing other clothes.

As the options tell clothes lifecycle does not have to end after the first usage as a clothing. Its life can be continued as someone else's clothing or then it can be repaired and up-cycled to fit persons current needs. Some steps are still being tested and new innovations are needed, but current path is going in the right directions. As customers are offered services that are easy to use and at the same time environment thanks for the lengthened lifecycle of the clothes.

### 3 Exhibitions as a marketing tool

Exhibitions are part of marketing strategy in many companies. In 2019 companies in Finland used 1 259 million euros into marketing on different platforms, 4% of the amount was used in exhibition marketing (Kantar 2020.). Exhibitions are very efficient and profitable way to market as exhibitor connects and socializes with the customer face to face on site. Therefore, exhibitions are only exhibition media where companies get to connect with a big number of customers that are interested in the theme. As customers willingly participate in the exhibitions, they are interested to hear and learn more about the products that exhibitor offers. (Menesty Messuilla 2021)

Exhibitions are effective marketing place as at best thousands potential customers can visit the stand within few days. As exhibition creates the possibility for many personal meetings with customers that would be hard to arrange elsewhere due to the lack of time and resources. Networking possibilities grow exponentially when whole industry gets together at exhibition and shares their knowledge. (Menesty Messuilla 2021.)

Before deciding to have a stand at an exhibition, company should decide why they want to participate at the exhibition and what they want to gain from participating. By creating an exhibition strategy and setting clear measurable targets and goals for the exhibition, event will be most profitable for the company. Clear target will help with everything related to the exhibition, as all decision should support the target. Exhibition should have one main target and 2-3 other goals, which supports company's own strategy. To successfully achieve the goals, they should be realistic and achievable. (Menesty Messuilla 2021.)

Example targets and goals for exhibition (Menesty Messuilla 2021.):

- Launch a new product
- Increase sales
- Acquire new customers and sales leads
- Strengthen existing customer relationships
- Build or strengthen brand
- Meet media and bloggers
- Get direct feedback from customers
- Test out new products and get new ideas
- Network with industry representatives

Previous examples are bigger entities of what targets and goals could be. To create achievable targets and goals, they should be measurable and concrete, which are clear to everyone who works at the stand (Menesty Messuilla 2021.). These kind of targets and

goals could be for example to gain 500 new sales leads, to sell 300 products, stand is mentioned in 5 different medias, new orders are received for at least 20 000€ or 20% of visitors learn about the new product by visiting the stand. These kinds of goals are easy to measure, and they quickly determine that has the set targets and goals been achieved.

### 3.1 Senses at exhibition

Exhibitions are only marketing media, where marketing message can be delivered using all 5 senses. By using many senses at the same time, memory footprint will be stronger. Exhibition stand should be designed in a way that it stands out from others and is interesting from the customers point of view. By being creative and using elements that engages multiple senses, stand is able to stand out from others in positive way, which makes customers to pay attention to the stand and stop at the stand to find out more about the company and its services. (Menesty Messuilla 2021; Eclipse 2021)

Sense marketing is a psychological marketing strategy that uses one or more human senses to create an emotional bond between the customer and product or service offered by company. (Luck 2019.) Humans have traditionally five senses; vision, hearing, taste, touch, and smell. Following paragraphs will discuss examples how each of the senses can be used in exhibition stand marketing.

Vision is one of the first senses which customer uses to notice the stand. As based on the first impression customer decides, if they are ready to learn more about the company, stand should be visually appealing. Visual appearance can be modified with graphics, colors, materials, furniture, technological solutions, and any other prop, only the imagination can limit the ways on how to make the stand unique and to match the company's brand. (Eclipse 2021.) In the end it is important that stand looks clean, fresh and boxes etc. are not visible for customers. Colors used at the stand can a way to make customers to connect you to the already existing brand and logo of yours. From the colors it is easy to recognize a brand, if brand does not have specific colors yet, it is good to decide few main colors to be used in stand design. Based on the exhibition's customer distribution, colors can be chosen to attract customers, as based on studies of color preferences male attendees will more likely prefer bold colors and female attendees will prefer more soft colors. (Brown 2014; Work 2022; Kearsley 2019; Selbys 2022.)

As exhibitions has usually a great number of visitors, event area will have many different sounds at the same time. By including sounds at the exhibition stand, it is important to find the correct volume, that is not too loud to as it will affect other stands around you, and most customers may find it irritating if volume is way too high, but sound should also be

high enough to hear the message that is played. Technology offers many solutions for it like directional speakers, which helps to direct the sound to certain area and customer can hear the relevant sounds. (Akoustic Arts 2022.; Selbys 2022)

Taste sense can be activated by offering snacks or drinks at the stand. Especially companies in the food industry should consider offering taste samples of their products at the stand as then customer can make the decision based on their own tastebuds to buy the product right there on the stand or buy them the next time they come across the product in a store. (Menesty Messuilla 2021.)

Touch sense can be activated by offering an activity at the stand where customer gets to participate, interact, and touch material from the stand. It could be a competition, challenge, lucky wheel, trying out a new or old product from the company, photo booth, demo, or technological solution like VR classes. Staff could hand out-promotional material, like pens, bags, water bottles or other small products related to the company. It is also important to have business cards available for future contacts. (Edwards 2019; Menesty Messuilla 2021.; Kearsley 2019)

Smell also affects the atmosphere of the stand. Good smell at the stand can be created by having room fragrances, candles, perfumes, deodorants, flowers, plants, or delicious smelling foods at the stand. However, smells are risky in a way that too strong, bad smells like sweat may make the customers to avoid the stand. Living plants, flowers and strong scents may make customers with allergies to avoid the stand. (Affordabledisplays 2017. Krishna 2011)

Thesis writers personally experienced “perfect exhibition stand” was during the Slush 2018 event, Salesforce had created a memorable stand. Exhibition stand offered something for all the customers. Stand was rather big, which allowed the stand to include everything that could be thought of. Stand was visually appealing, and it was designed to follow the company’s brand perfectly. Main material was wood and atmosphere at the stand felt like the customer had gone to stay at a lodge in the middle of a forest. Stand had a small two-story lodge build in the middle of the stand. Customers were able to climb on the second floors terrace and see over the expo area. Around the lodge stand had tables, shelves, and screens, in order for the stand staff to connect with customers, discuss business with them and show what the company has to offer. Salesforce had also planned a Trailblazer Quest, where customers had to go around the stands different areas to collect stamps to win prizes. By completing all the quests customer could win Salesforce branded items like water bottles and stuffed toys of their company’s mascots. As the icing on the cake, Salesforce mascot Appy, came to entertain the customers together with Teemu

bear from the Lastenklainikoiden Kummit ry. Pictures of the stand and mascots can be found from Salesforce Facebook post on 4th of December 2018. (Salesforce 4 December 2018.)

Salesforce stand was able to offer multiple engaging activities for the customers to experience. Trailblazer quest engages the customer to visit the stand and talk to multiple representatives from the Salesforce, which offered the staff to create a connection with the customer and find out their needs. Prizes that are branded and usable in everyday life like water bottles, allows the customer to market the company forward by just using the items. Mascot visiting the stand made many of the customers want to take a picture with it and a portion of the customers posted it into a social media, which allowed the company to gain positive visibility for them wider than just within the exhibition visitors. As the exhibition left such a strong memory mark in thesis writers mind, it is very likely that exhibitions visitors, who actually need Salesforces services were as impressed with them and decided to purchase their services.

### **3.2 Customer journey during exhibition**

Customer journey is a map which goes through the customer's first acknowledgment about the company until they are finished with interacting with the company. At exhibitions, it is possible that many customers interact with the company for the first time in their life, it would be good to map of how the company wants to be viewed by the customer and see that the correct way comes through from their exhibition stand. (Menesty Messuilla 2021.; Salesforce UK 2020; Sorman 2022; Aimee 2019)

Exhibition visitor chooses to visit the exhibition based on their own interest. As many exhibitions are based on a certain theme or industry, it is wise to choose an exhibition that interests the company's target customers. Visitor is more likely to participate at the exhibition, if program and atmosphere are interesting for them. Also, exhibitors play a big role in the exhibition's attractiveness, as they are significant part of the exhibition. (Menesty Messuilla 2021.; Salesforce UK 2020; Sorman 2022; Aimee 2019)

Exhibition customers journey to the stand should go somewhat like this. Customer arrives at the exhibition; they have many ways to go around the area. They decide to head to the way of most interesting looking stands. Stands located at central location helps customers to find the stand. Layout of the stand, clear signs and visible logo will catch the customers eye, they get interested and goes closer. (Menesty Messuilla 2021.; Salesforce UK 2020; Sorman 2022; Aimee 2019)

At the stand customer should be greeted with a warm welcome. People working at the stand should also be customer oriented, have a good mood and energy as well have expertise on the stands subject. Employee offers information about the services they offer and asks questions from the customer to map out what kind of needs they have in order to be able to offer her correct products. Employee helps the customer to find a correct product and instructs them of its use, if needed. If an employee promises to contact or follow up the meeting after the exhibition, it is important to make the follow up. If contact details were exchanged, company can contact the customer multiple ways, for example offering discounts on other products and to ask for feedback about the purchased product after customer has had a chance to use the product. This feedback may give important development suggestions for the future. (Menesty Messuilla 2021.; Salesforce UK 2020; Sorman 2022; Aimee 2019)

Customer journey should be visualized and shared amongst everyone who works at the company, so everyone shares the core understanding and values of how each customer meeting should go and what is expected from it. It also helps to pinpoint the ways how company can develop their customer experience with the company. (Menesty Messuilla 2021.; Salesforce UK 2020; Sorman 2022; Aimee 2019)

## 4 Development of the event concept

Haaga-Helia's PasilaHUB project is 3-year project, which includes 10 different business-oriented experiments. As one of the events themed experiments PasilaHUB project was supposed to work in close cooperation with Messukeskus in order to create a circular economy themed exhibition stand at I love me-exhibition on 22-24th of October 2021. Unfortunately, due to covid19 related restrictions, Messukeskus had to cancel the I love me - expo less than a month before the exhibition. Due to the exhibition cancellation PasilaHUB team took the stand concept and all the ideas that were thought for the stand and expanded it into an event called ReMall Pop-up at Mall of Tripla. In the project memo (see Appendix 1) main meetings of the planning are shortly discussed at the beginning meetings focused on I Love Me -exhibition stand planning and after exhibition was cancelled on 9<sup>th</sup> of September memos focus on the planning of ReMall pop-up event.

### 4.1 Planning schedule and Objectives

In the beginning of the process, PasilaHUB team had multiple meetings to discuss potential project ideas, during February 2021, it was confirmed that project experiment will be a circular economy themed stand, which would be located at exhibition in Messukeskus. As concept would be easy to expand, idea was to continue with similar concept to another location in Mall of Tripla, which would have allowed more visibility to the concept, as plans went forward, main focus was put on the stand at the exhibition, which would be executed at I love me -exhibition in October

Schedule wise January till August was used in ideating, contacting partners as well possible exhibitors, and planning the main activities at the stand. At the time Messukeskus was marketing the I Love Me -exhibition, doing contracts with possible exhibitors, planning the structures and materials of the stand. In beginning of September everything was stopped, and new plan was decided in a matter of a week. As new concept was agreed, Haaga-Helia Porvoo students were taken into the project and they had approximately one and half months to finish the plans of activities, confirm rest of the exhibitors, plan the venues floor plan, create the marketing materials as well to start the marketing of the event with the help of the PasilaHUB team. Detailed schedule and subjects of each PasilaHUB meeting is attached as appendix (see Appendix 1).

In the following chapters, planning as well the final product of the event is presented. Product based thesis is written as the project progresses, due to the many changes that project team could not influence, the planning stages include steps that did not make it

into the final product, however they have been an important part of the planning process and they have made the final product possible.

Objectives of the event for PasilaHUB was to create event where new concepts and collaboration forms can be tested. As the project is focused on Pasila area, objective for the area is to make the area more attractive and vibrant center for locals as well visitors. To reach these objectives ideas should be new and innovative, local companies should get excited about them and want to join as a partner and they should be effective in a way that they offer concrete help to the needs of the area and companies. Effectiveness requires that the concepts are continued afterwards and results of them are shared with partner companies, so their full potential can be used.

ReMall pop-up objective was to bring circular economy solutions and services closer to the customers, to a place where they are already shopping and spending time. Focus was put in how accessible and trendy circular economy is.

Objectives of the project for Mall of Tripla was to see how much interest circular economy services gather at the event. As Mall of Tripla wants to explore ways to offer more sustainable options for their customers.

Objectives for the companies participating as exhibitors was to gain visibility for the company and services/products they offer as well to share information on how they participate in the circular economy. For some companies making profit was more important than for others, most of the exhibitioners event objectives focused on giving information, marketing themselves and networking with other exhibitioners as well with the customers.

## **4.2 Benchmarking**

Benchmarking was used as one of the main tools to collect data and inspiration for the stand. Ideating of the stand and its materials was based on the thought that everything should be as ecological as possible. Benchmarking focused on solutions that have been used around the world, to gain understanding of all the possibilities and designs which could be implemented to be used at the event. Following benchmarking cases fulfilled the main ideas that the event was following. Both companies base their business into recycling, upcycling, and offering services which clearly offers the customer a chance to reduce their carbon footprint to the world by purchasing items which are easily recyclable and already been in the use of other customers and are now given a chance for a second lifecycle.

Happyeco (2021) is a product line created by Happy Print. Happy Print is printing company that was founded in 2005. They create and manufacture advertising, interior and information products in different sizes and shapes. Happy Print created Happyeco product line for trade fair and event products. Happyeco products are lightweight, durable, and easy to assemble cardboard based products. Happyeco products include everything that is needed in the trade fair stand starting from tables and chairs to stand walls and brochure holders. As everything is made out of cardboard, printing company is able to customize each piece according to customers' needs and brand.



Figure 3, 4, 5.: Happyeco stand illustrations for My EMES, Reka Kaapeli Oy, and Yoga Nordic Oy (Happyeco 2021)

ReTuna (2022) is a shopping mall at Eskilstuna, Sweden. ReTuna is not a regular everyday shopping mall, it is a mall that follows the circular economy principles. Mall contains both recycling center and a shopping mall, in recycling center customers can donate their old things, so they can be refurbished or repaired accordingly in order to resell or create new items to be sold at the mall. Mall requires that each retailer sells used or repurposed products. Café and restaurant at the mall focuses on offering organic food products. Mall also works as a community education hub for the locals, by offering lots of information on circular economy and on ways how each person can embrace circular economy. ReTuna has helped the local community by creating 50 new jobs, providing space for private start-ups and local artisans as well reduced the amount of waste that ends up at the landfill. (ReTuna 2022; Ghent 2017; Cowan 2017.)



Figure 6. ReTuna logo (2022)

### 4.3 Planning of the exhibition

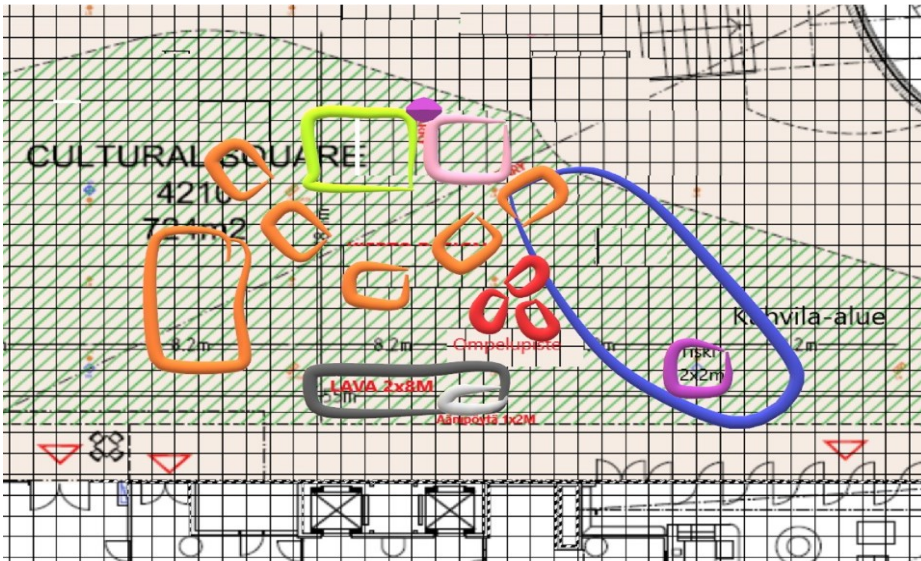
PasilaHUB team arranged an ideation meeting to discuss with PasilaHUB project partners and local service providers, about what the Pasila area needs. Before the meeting, PasilaHUB did research about the image of Pasila and what kind of visitors Mall of Tripla has. (Haaga-Helja 2022. Based on the research result's main themes were chosen and plan is to create projects and events that fit the themes. For the theme, focus was put on events,

clothes, and foods circular economy. To implement the new concepts, I love me-expo and Mall of Tripla seemed to be the perfect fits as a venue. In the beginning main focus was put on I love me-expo, and plan was to continue the concept idea at the Mall of Tripla. But as world situation changed, I love me-expo was canceled. PasilaHUB then together with Mall of Tripla decided to take the whole concept of an expo stand, move it to the Mall of Tripla cultural square and expand it to an event, instead of just a stand.

At the ideating meeting local service providers came up with brilliant ideas on how event could include customers, excite them about circular economy of clothes & food and create a wow-effect for the event. Many of the ideas were chosen as a base for the offered activities for example communal art piece, influencer included in the program, circular economy products as examples of the possibilities, workshop on sewing, as well live music.

From there on main focus of the event management was communication between project team, partners, local entrepreneurs, and possible exhibitors at the event. At the end six of the exhibitors had a stand at the event and café services was provided by Virna. Rest of the exhibitor had an activity arranged at the area.

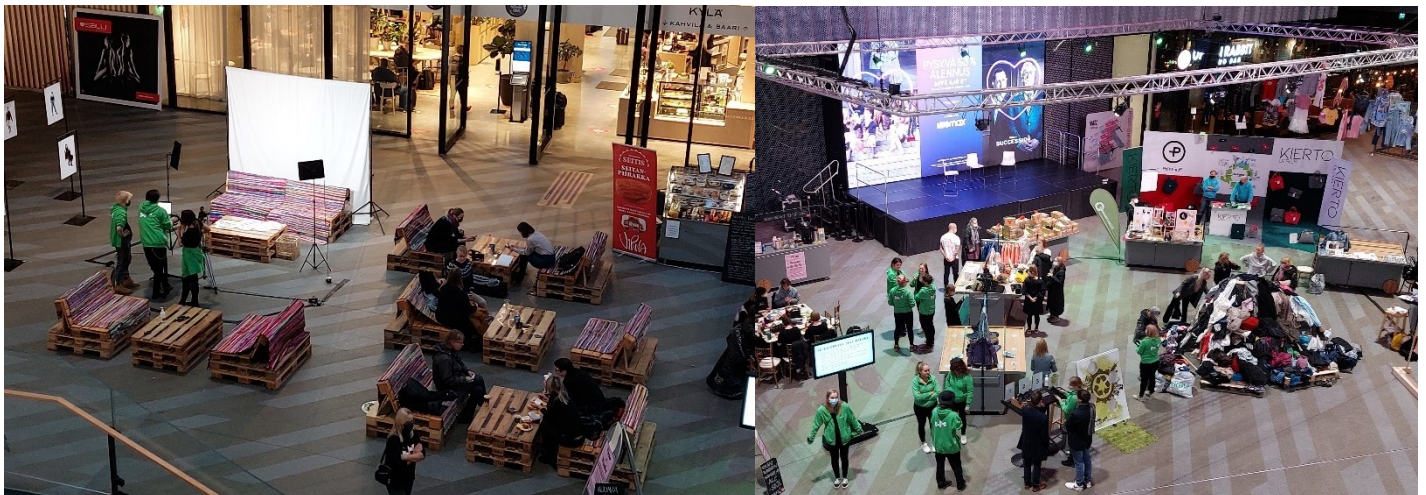
Event was held at the cultural square at mall of Tripla. Team was given a floorplan of the area, so event area could be planned on it. Area had to include a stage, café stand and seating area for it, activities and exhibition stands. Planning of the floorplan was done by POMO20k students. Multiple plans and ideas were done before the final version was done. Final version (see Figure 7)) had the stage in the middle of the area very close to the hotel wall. In front of it were exhibitors stands formed in a V-shape due to the electrical outlet's locations. This way electricity was provided to each exhibitor. As Kiertto Design had very big stand with a back wall they were located on stages left side. In front of the exhibitor stands, plan was to have a photography point at the Kuituus-project creation and next to it would be guessing game and throwing game. Sewing station location was planned to be on the left from the stage and exhibitor stands. Right side of the area was reserved for the café and its seating area.



- Orange= Exhibition stands
- Big orange = Kierto Design
- Pink= Guessing and throwing game
- Red = Sewing station
- Grey = Stage
- Lime = Photography point
- Purple= Café stand
- Blue = Café area

Figure 7. Floorplan (POMO20k October 2021)

As always, plans are plans and last-minute changes arise as everything comes together. As seen from the Figures 8 & 9, area followed the floor plan very well. Biggest change was with the photography point. As at beginning it was planned to be with the Kuituus-project, but as on the construction day it was built, it became clear that it was not appropriate for the photography point. One of the main reasons was that as in the plans it was a chair, but in reality, seat level was so low, that it was not the most comfortable to sit on. Photography point was moved to the café areas sitting area, where it fit perfectly.



Figures 8 & 9. Pictures of the event area (Pöyhönen 27 October 2021)

Helsingin Kuvataidelukio's art was not drawn in the floor plan. During construction, they found their places at both end of the area. Clothes were hanging from the truss next to the Kierto-design stand, accessories were placed in class cabinets close to the clothes and pictures from clothes were placed at the end of the café area, so they were first thing that customers saw when they came from the direction of main entrance and train platform.

### **4.3.1 Target group**

Main target group of the event was young adults, who loves clothes. As clothes were the main focus, it was expected that young females would be most interested in the event. As Mall of Tripla has all kinds of customer types passing through, we made sure to include activities that could potentially interest people of all ages and made sure that some exhibitors also offered products and services that fit the male needs.

Each exhibitor has their own target group. Connecting point out of each exhibitors target group is that they are customers who wants to make ecological decisions and want to give old goods a new chance of life with the circular economy principle.

PasilaHUBs target group was local Pasila residents as the project focuses on developing the community, for the event, target residents were young adults interested in sustainable fashion.

### **4.3.2 Environmental sustainability and circular economy at the event**

As events main concept and a theme was to create an event to spread information on clothes circular economy, it was important that most aspects of the event would respect ecological standards.

All exhibitors from the event were businesses which are strongly connected to the circular economy steps. In Chapter 5. 3..is explained what each of exhibitors do and how their company implements circular economy. For example, Upcycler sell clothes and accessories made from recycled materials.

Activity wise we did not have flyers to give out to customers, all questionnaires and participations for raffles was made digitally, to avoid unnecessary paper waste. Activities had hand-outs, candy from a local producer and seed mats, so customers could plant them at home and grow herbs to be enjoyed with meals.

For photography point pictures were digitally sent to customers by e-mail to reduce paper printing. Accessories speak bubbles with slogans were printed on cardboard.

All of the furniture in the event area was rented or borrowed to avoid the need to buy something new to only be used once at the event. Nowadays it is easy to market events through digital channels. Most ads onsite were possible to present digitally with computer and a bigger screen, but to increase visibility of the event at the Mall of Tripla, floor stickers were ordered to be put around Mall of Tripla.

During and after the evening, event area had recycling cans, so each customer and arranger could sort their trash at a correct bin.

#### 4.4 Activities at the event

As activities played a big part on the educational side of the event, by offering relevant information for customers about the circular economy and bringing up current issues with the fashion trends. This chapter briefly introduces each activity and their connection to circular economy principles. As seen from the Figure 7, event area had many different activities. Events detailed schedule can be found in the technical list (see Appendix 3).

##### 4.4.1 Activity 1: Photography point



Figure10. Student group testing the photography point (Pöyhönen 27 October 2021)

Photography point was planned and organized by the student group. Proper photography equipment was used in the point, to get high-quality photographs. Photography point area was built with the rented furniture that was used for the café area. Chair had a mat on it, so it brought fun colors to the photographs. As accessories, students planned signs with different words/short sentences that were related to circular economy and style, like “Life is too short to wear boring clothes”, “My style”, “Durable, Recycled, Beautiful”, “Reduce textile waste”, “Recycled fashion is always in fashion”, “My favorite clothing”, “Give a new life to clothes” and “Style never goes out of fashion”. When customer arrived at the point, they, got to choose how they would sit in, and which signs they wanted to have in the picture with

them. Student then checked that everything looks good within the picture and lighting wise and took a picture. Then student sent the photography into a customer’s e-mail, that they provided. Customer could then get the photography to themselves and share it on social media. All pictures shared in social media with a hashtag, attended a raffle.

Photography point had a following instructions visible for customers:

“Take a professional picture of yourself and share your own clothing story on social media. Are you wearing your favorite clothing item, flea market discovery, lovely gift or have you made something that you are wearing? Come and share the word on sustainable

fashion. Use #remallpopup and you are in a raffle with an opportunity to win sustainable prize.

By the end of the event day, staff had taken and sent 30 pictures by e-mail to the customers that had visited the activity during the event.

#### 4.4.2 Activity 2: Guessing game and throwing game

Right next to each other was guessing game and throwing game. In throwing game customer had to throw three balls through a board (seen Figure 11.). Board game had already seen multiple expos with Haaga-Helia, board was given a new fresh look with a sticker that had the logo of the event. Possibility to reuse previous material fitted the events theme very well.

Guessing game had three products which were created from an unusual material respecting the circular economy principles. Participants filled a questionnaire with tablets that had three options of what each product could be. First product was a shoe, in the previous life it was seaweed. Second product was necktie, in the previous life it was photography wall. Third product was spectacle case, in the previous life it was exhibition stand carpet.



Figure 11. Throwing game  
(Pöyhönen 27 October 2021)

By participating in both activities, customers had a chance to participate in a raffle, which main prize was two movie tickets to BioRex.

#### 4.4.3 Activity 3: Sewing station

Sewing station was managed by Seams Helsinki. At the sewing station Seams Helsinki taught how to do Sashiko-mending. They also offered personal climate care and clothes fixing services at the table, customers could bring broken clothes to the point and after clothes are fixed, they will be mailed to the customer.

Sashiko-mending was taught in workshops that were arranged 3 times during the event day, starting at 13:30, 15:30 and 17:30.



Figure 12. Sewing station  
(Pöyhönen 27 October 2021)

#### 4.4.4 Activity 4: Kuituus

Kuituus (2022) is an Aalto University's project to increase circular economy of recycled textile waste in Finland. Main way for them to share information is through their website book and podcasts, where information on recycled textile usage opportunities as industrial products raw materials is discussed. As part of the project three students created a huge clothes installation for design week.

Students built part of the installation to the event area. Installation was a couch, which represented the amount of textile waste created. Installation was created with amount of clothes that are taken to Nihtisilta recycle center within a one day and are unsaleable due to their condition. Installation was in a form of a couch (see Figure 13 & 14), so it was possible to sit on the other side of the installation. As strong part of the installation is recycling, customers were allowed to take clothes from the installation, to give them a new life.



Figure 13. Kuituus information board (Pöyhönen 27 October 2021)

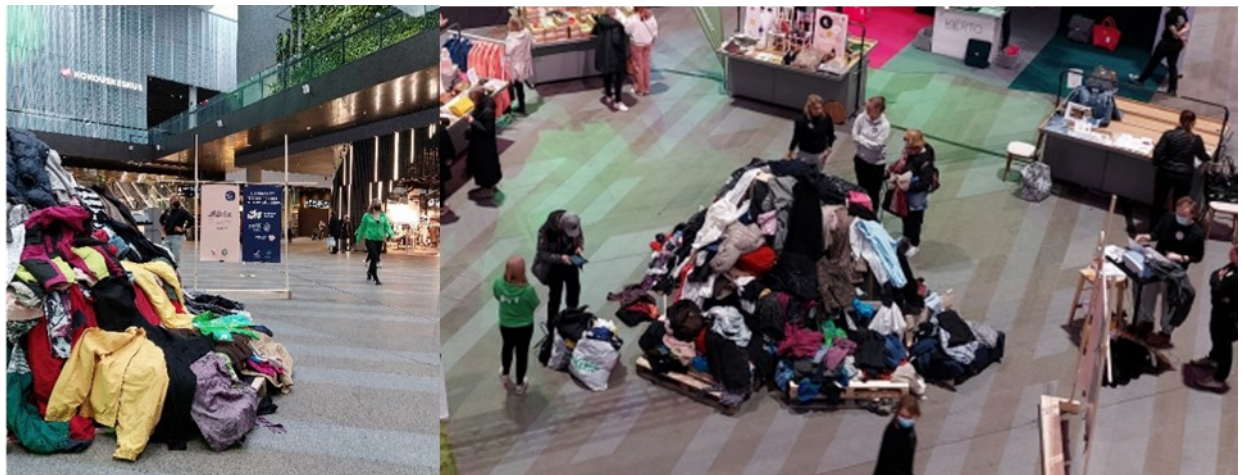


Figure 13 & 14. Kuituus installation from different directions (Pöyhönen 27 October 2021)

#### 4.4.5 Activity 5: Stage program

As in many events, ReMall pop-up also had a stage with inspirational programs related to circular economy. Stage had two different discussions with guest speakers during the event day. Discussions were led by Haaga-Helia's senior lecturer Minna-Maari Harmaala



Figure 15. Outi Pyy and Aino-Marja Öster (Pöyhönen 27 October 2021)

First discussion was at 16 o'clock with a topic of responsible choices. Discussion focused on what does responsible choices mean from the fashion company's point of view and how consumer can influence the choices that companies make? Social media influencer, who is specialized in sustainable textiles and textile recycling Outi Pyy and clothing store Lindex sustainability expert Aino-Marja Öster had a serious discussion regarding sustainable fashion.

Second discussions topic at 17 o'clock was where do clothes come from and where do they go now and in the future. Sustainable textile production and consumption was discussed between researcher Marja Rissanen from Aalto University and Kuituus-projects leader Sini Suomalainen.

Stage program also included live music by Koreaus Quartet band from jazz and pop conservatory. Korea us Quartet played three sets on the stage at 11:15, 14:00 and 16:30. Trio had two guitars and clarinet to play music on stage.

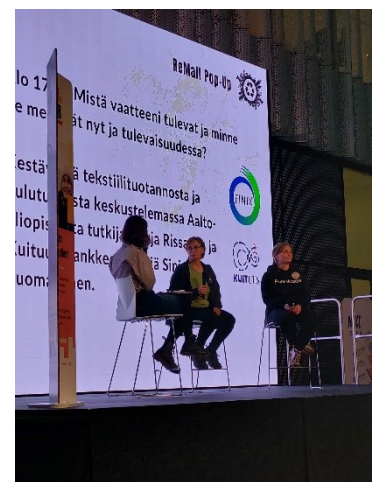


Figure 16. Marja Rissanen and Sini Suomalainen (Pöyhönen 27 October 2021)

#### 4.4.6 Activity 6: Virna food goes Wonky



Figure 17. Virna X Wonky café (Pöyhönen 27 October 2021)

Virna Food (2022) arranged a Wonky pop-up café at the event venue area. Café sold saved food from food suppliers, and they have zero wastage kitchen. Menu included multiple different drinks, warm and cold foods, and pastries. Menu included variety of vegan options.

#### 4.4.7 Activity 7: Art installations

Helsingin kuvataidelukio (2022) arranged two art installations into the event area. With a theme Clothes go ART Helsingin kuvataidelukio textile arts students tuned old clothes, created new ones from recycled materials and created art pieces from old accessories, refashioned clothes and art pieces were either hanged from the truss (see Image xx) or put into a class cabined on display for customers to enjoy them.



Figure 18. Clothes go ART installation (Pöyhönen 27 October 2021)

Second installation was a photo exhibition, where students got to show off their favorite clothing pieces that are recycled flea market findings, refashioned clothes, or inherited vintage-clothes. Photos were printed on boards, and they were hanged on L-type poster stands that were rented.



Figure 19. Photo exhibition (Manalili 27 October 2021)

After the event students picked up their clothes and accessories from the site and photo exhibition was left at the Mall of Tripla to be put on display again after the event.

#### 4.5 Exhibitioners and partners at the area

Kierrätyskeskus (2022) sold unique products from Plan B and Most Wanted collections. All products have been created ecologically and ethically. Plan B products are made of fabrics from Kierrätyskeskus, which could not be sold as they are, due to stains, holes, or other imperfections. Most Wanted collection includes design products, lamps, and decorating items, which are donated to Kierrätyskeskus, these products are then cleaned and fixed, to be sold for a new home.



Figure 20. Plan B bag (Manalili 27 October 2021)

Menddie (2022) offers clothes fixing service. Idea is that customer orders the service online, sends the clothes through post to Menddie and Menddie will fix the clothes according to customers instructions in the order, and fixed clothing will then be sent back to the customer. Menddie can fix, modify, or do maintains on clothes as well fix accessories.

Sideflow (2022) is an online store selling rescue materials for production. Company offers a service to map out the amount of surplus material from production and then helps to design a new product where surplus material is used.

Galleria Vitrine (2022) sells unique jewelry and art collages made out of recycled material.



Figure 21. Shoe by Vivokauppa (Manalili 27 October 2021)

Vivokauppa (2022) has created a collection of barefoot shoes which are produced ecologically and ethically. Most shoe models are vegan, and they have been produced with recycled materials like plastic bottles and different plant-based materials.

Printix (2022) Kierto Design rents, recyclable, and reusable event visibility products. Printix can print unique details to the products with the help of stickers and other printing methods. Products can be bought or rented

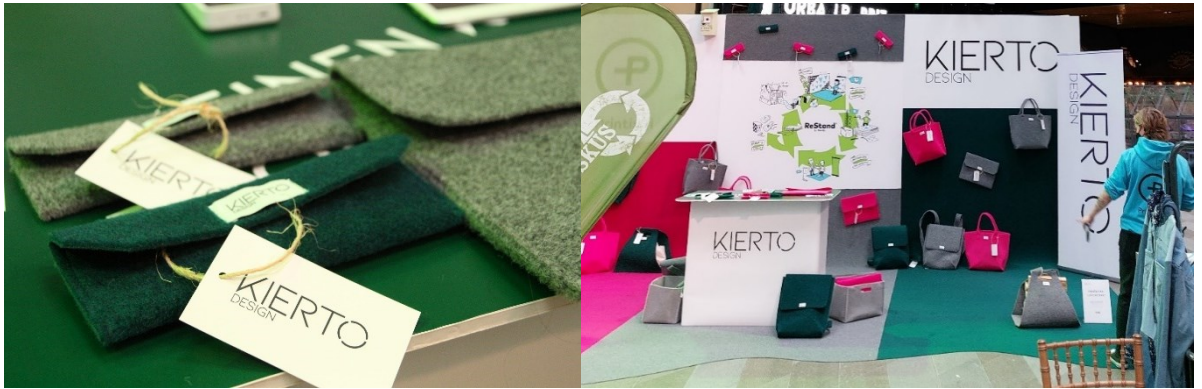


Figure 22 & 23. Kierto design product and stand at the expo (Manalili 27 October 2021)

Upcycler (2022) is an online store selling fashion made out of recycled material. Upcycler sells products from multiple different brands and works as a platform where customer can easily find ecological fashion options.



Figure 24. Upcycler  
(Manalili 27 October 2021)



Figure 25. MyMessage  
(Manalili 27 October 2021)

MyMessage (2022) sells jewelry and clothes made out of upcycled material for example earrings were made out of an old lace tablecloth.

#### 4.6 Budget

In the beginning when concept planning had just begun, pre-budget was planned for the expo. Planned budget was 5 000€ for the expo stand design and furniture, 5 000€ for pop-up space design and furniture and 1 000€ for social media campaign. As I love me- expo was cancelled, budget for expo stand was not used as it was planned. For ReMall pop-up budget was planned more detailed before the event, see Table 1 below.

Table 1 ReMall pop-up pre-budget

<b>ReMall budget</b>	<b>Price</b>	<b>VAT</b>	<b>Total</b>
Furniture	1413,6	incl. vat	1413
Give-aways and prices	100	incl. vat	100
Technician's reward	680	add vat	843,2
Lunches	200	incl. vat	200
Rental van	200	incl. vat	200
Coat hanger	50	incl. vat	50
Line	20	incl. vat	20
Print materials	860	add vat	1066,4
Interview prices	200	incl. vat	200
Sewing station	450	add vat	558
Performer reward	500	incl. vat	500
Performer reward	250	add vat	310
Cold display rent	200	add vat	248
<b>Total</b>	<b>5123,6</b>		<b>5708,6</b>

The realized budget (see Table 2) of ReMall pop-up event did stay on the planned budget and saved a bit from it too, due to the changes in rewards. Most expenses came from renting furniture to the event area. Furniture included tables, chairs and carpets for the café area, chairs for stage and sewing station as well tables for activities. Café area also needed a cold display to put foods they are selling on display.

Table 2 ReMall pop-up spendings

<b>ReMall spendings</b>	<b>Price</b>	<b>VAT</b>	<b>Total</b>
Furniture	1413,6	incl. vat	1413
Give-aways and prices	20	incl. vat	20
Technician's reward	680	add vat	843,2
Lunches	268,5	incl. vat	268,5
Rental van	225	incl. vat	225
Coat hanger	0	incl. vat	0
Line	20	incl. vat	20
Print materials	860	add vat	1066,4
Interview prices	0	incl. vat	0
Sewing station	450	add vat	558
Performer reward	500	incl. vat	500
Performer reward	250	add vat	310
Cold display rent	200	add vat	248
<b>Total</b>	<b>4887,1</b>		<b>5472,1</b>

Print materials included floor stickers with ReMall logo, standing cardboard ad for Pasi-laHUB project, sticker for throwing game's board and speech bubbles for photography point. As event had program at the stage, technician was reserved to help out throughout the day with all the technical things including music and lights. Hanging clothes exhibition need hangers and line, so that clothes could be hanged from the truss side, which was hanging on top of the event area.

Prices, give aways and rewards for performers took a big part of the budget too. Give aways were offered at the activities, and prices were raffled between those who left their information at the activity stands and for people who participated in the interview. Rewards for participating the event was given to the stage performers and sewing station. As students were an important part of the organizing, lunches at the Mall of Tripla were covered for all of them.

Money for social media marketing was not used as all marketing was done through existing channels of Mall of Tripla, Haaga-Helia and exhibitors own channels.

## 5 Evaluation of the event

Success of the event can be measured in many ways. For ReMall pop-up event success was measured by feedback survey, estimated number of participants in the event and estimated participant amounts at each activity. Roughly 200 participants played the guessing game and from these 60 participants filled the form to participate in a raffle. Photography point took 30 different group pictures of the participants.

Feedback survey (see Appendix 2) was conducted during the ReMall pop-up event and overall, 30 answers were gathered from the participants. Feedback surveys target was to gather feedback from the participants and also to map out their interest on companies working with circular economy principles. Feedback survey was created with Webropol - tool in Finnish, as the event and all activities were arranged in Finnish. Answers were gathered with two tablets. Survey included 13 questions from which 10 questions was about the event itself and circular economy companies. Last 3 questions were related to a raffle. Each responded was given a chance to participate in a raffle where they could win a 20€ gift card to Mall of Tripla.

Answers were gathered at the event area of ReMall pop-up by the thesis writer. Most responders were reached at the café's sitting area and from the exhibitor's area. Answers were gathered from a very versatile group of participants from different ages and backgrounds. Reliability of answers related to event content and exhibitors was affected by the fact that especially participants reached at the café area had not visited the exhibitor's area yet as they were attracted to the event by the café area, which may be seen as lower interest rate towards the companies that are less known.

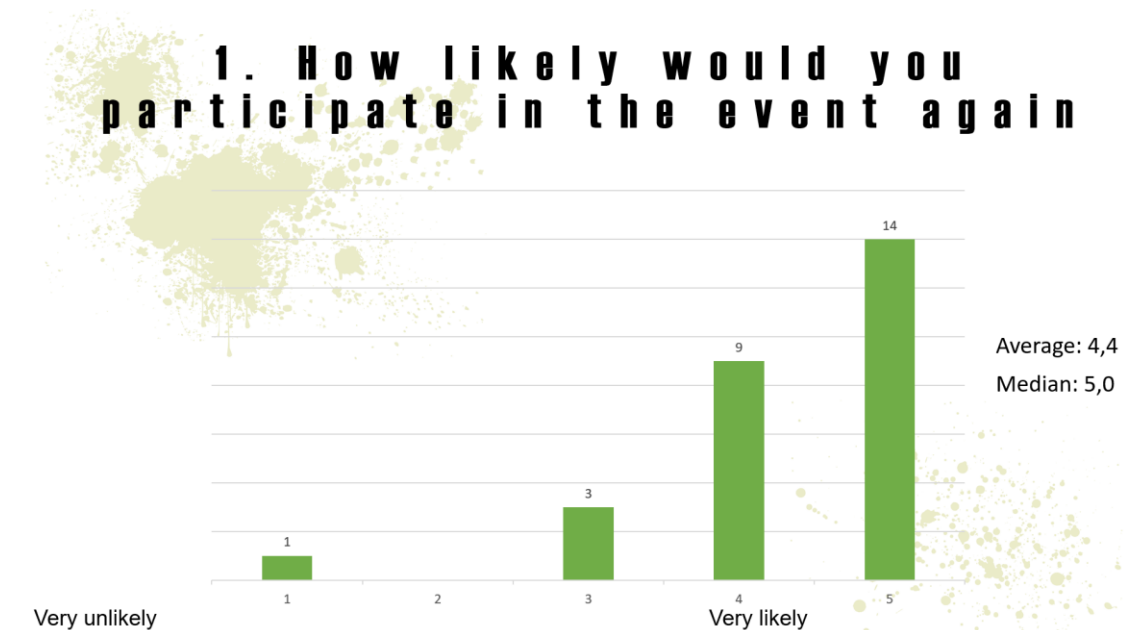


Figure 26. Feedback survey question 1

First question (see Figure 26) was “How likely would you participate in the event again?” with answer options going from very unlikely to very likely. As seen from the chart, majority of the participants would participate again and over 50% of the respondents would very likely participate again.

## 2. How old are you?

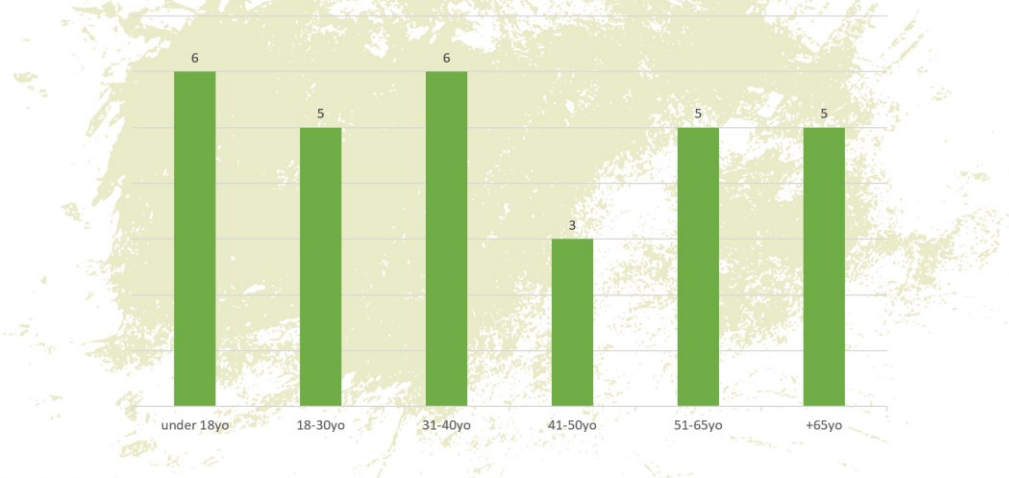


Figure 27. Feedback survey question 2

Second question (see Figure 27) was background question “How old are you?” Answers to this question show that respondents were a versatile group of different aged participants starting from under 18 years old to participants that have reached retirement age. Each age group had at least 3 responders. Most responds were gathered from under 18 years old and from 31-40 years old respondent groups.

### 3. How often do you visit Mall of Tripla?

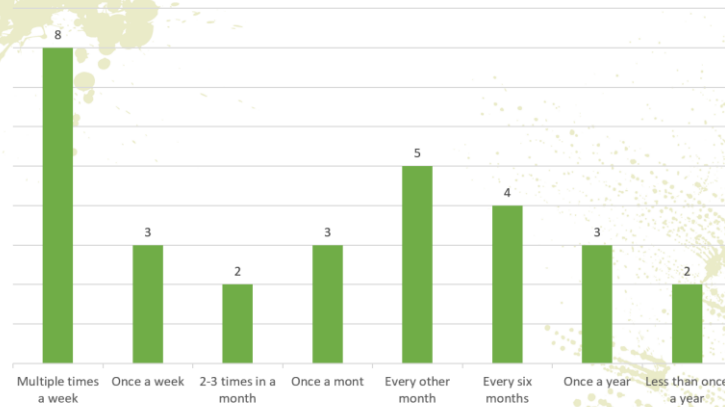


Figure 28. Feedback survey question 3

Third question (see Figure 28) was also background question “How often do you visit Mall of Tripla” to see the respondent’s activity at Mall of Tripla. As was expected, most respondents visit the Mall of Tripla more than once a week as multiple public transportation forms go through Mall of Tripla and also mall services attract locals to visit it many times a week. As seen from the results respondents have had very different number of visits to Mall of Tripla, which indicates that they are not all locals, and some may have come quite far to visit Mall of Tripla and ReMall pop-up event as they do not visit Mall of Tripla that often. Feedback survey questions do not cover the respondent’s current municipality. To analyze the answers especially for question number 9 it is important to know would those services fit the needs of the customer who visit Mall of Tripla often. As only half of the respondents visit the Mall of Tripla at least once a month, results to question number nine should be researched further to find out, if the services would be profitable and have enough customers to survive.

## 4. Where did you get the information about the event?

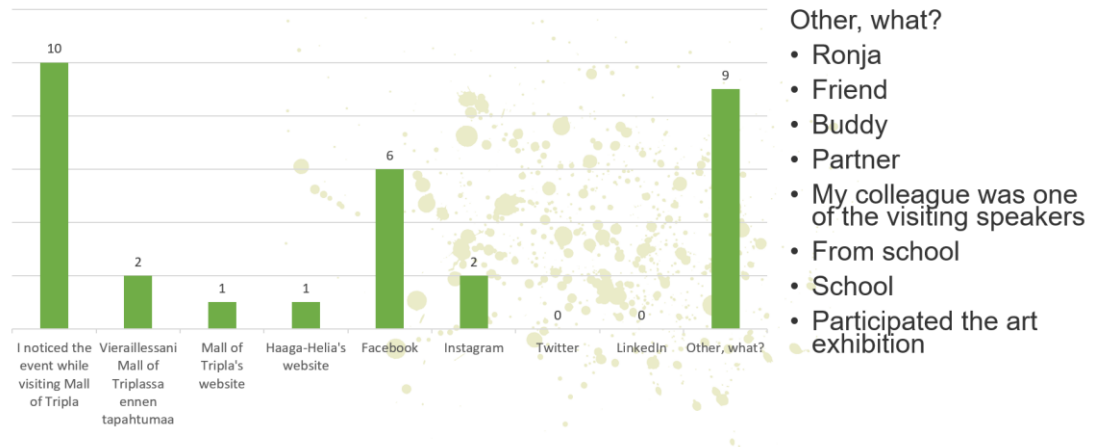


Figure 29. Feedback survey question 4

Fourth question (see Figure 29) was “Where did you get the information about the event”. From the answers over thirty percent of respondents noticed the event during their visit to Mall of Tripla, so they were not aware that the event is held until they walked past it. Before the event couple ads were displayed on digital screens at Mall of Tripla, and ground stamps were installed on the floor on the evening before the event. From responders two have noticed the ads that were at Mall of Tripla before the event.

Digitally event was marketed through multiple channels. From the responds most attention was gotten through Facebook ads and then from Instagram and websites of Haaga-Helia and Mall of Tripla. From the open answers 9 responders had gotten the info about the event from people they know through personal life, school, or work life. It indicates that one of the strongest marketing channels is through other customers whose interest was raised by an advertisement and they have started talking about it and gotten others interested in the event.

## 5. What do you think about the following allegations?

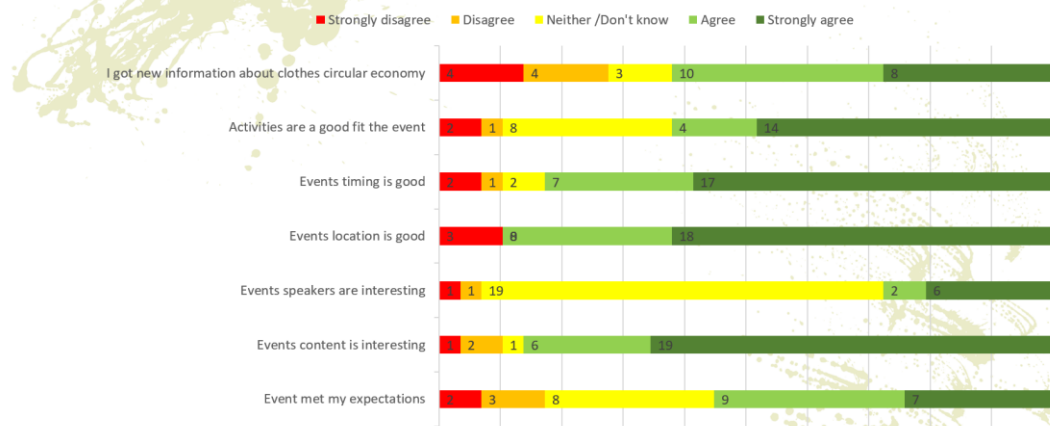


Figure 30. Feedback survey question 5

Fifth question (see Figure 30) was “What do you think about the following allegations?”. First allegation was that I got new information about clothes circular economy. 18 responders said that they agree with the allegation, so they learnt at least something new from the event, however 8 said that they did not learn anything new. As one of the targets was to bring knowledge about clothes circular economy, it seems that the target was not quite reached and for future events education of the subject should be thought more as it could be easily added to the stage program or as information tables to the area as it was planned in the beginning.

Second allegation was that activities are a good fit the event. 18 respondents agreed with the allegation and 8 respondents did not agree or disagree with the allegation, which indicates that activities were okay, but there is room to improve activities arranged at the area. Third allegation was events timing was good. 24 respondents agreed with the allegations, which indicates event was held at a good time. Fourth allegation was that events location is good. Almost 90% agreed with the allegation, which indicates that Mall of Tripla’s Cultural Square is a great place to arrange events like this.

Fifth allegation was that events speakers are interesting. Majority of respondent did not agree or disagree with the allegation due to the stage program being held only in the afternoon. As most respondents did not get a chance to listen to the program, they could not give their opinion on it. 8 respondents agreed that stage program was interesting. For future events, stage program could be longer, so it would reach more customers.

Sixth allegation was that events content was interesting, 25 respondents agreed with the allegation which indicates that overall ReMall pop-up event was a successfully themed and arranged event. However, seventh allegation was that event met the expectations of the respondent. Question could have been formed differently as now answers are not reliable, because while interviewee chit-chatted with the respondents, there was an indication that this question was answered as disagree, because their expectations had been exceeded way better than they expected. Based on the responds event met 16 respondents' expectations, which indicates that event had given realistic expectations to respondents as they agreed with the allegation.

## 6. How interesting the companies at the event are on a scale 1 to 5?

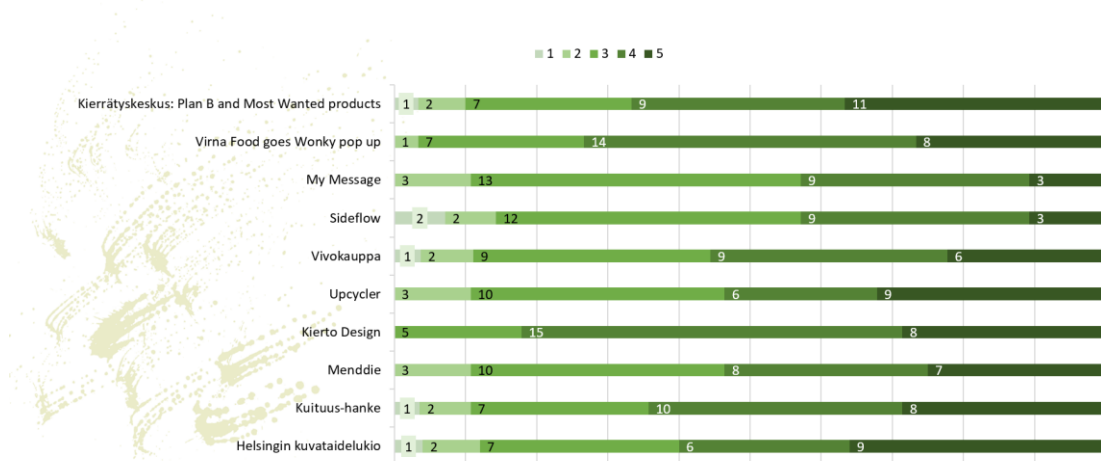


Figure 31. Feedback survey question 6

Sixth question (see Figure 31) was “How interesting the companies at the event are on a scale 1 to 5?”. From the companies Kierto Design was rated as the most interesting company. Kierto Design had their own visually interesting stand, which clearly has gotten the interest of the respondents. Second place for interest was Virna Food foes Wonky pop up as they had the events café, they were also visually easy to spot from the area. Least interest was shown to Sideflow and MyMessage, both of them were at a share booth and visually they were quite hard to find. As earlier questions have shown, many respondents had not had time to go around the exhibitor stands and get to know them. And it is visible from the answers on how interesting each exhibitor was. If the company was visually interesting and easy to spot from the area, it gained higher interest rating. Based on the respondents' answers exhibitors should have something at their stand which catches the interest of the customers. For example, rating was high for Kierrätyskeskus

also and they had a beach flag at their stand. Respondents were able to recognize their stand as it had something that catches the eye and arouses customer's interest.

## 7. What was best about the event?

- Great atmosphere!!!!
- Atmosphere
- Students and visibility
- I liked how everything was put out for everyone to see
- Info
- Important subject
- Current and interesting subject
- Interesting speakers
- Speakers
- Lectures and art installation
- Pictures!
- Self-portrait
- New acquaintances Menddie ja Kierto design
- Upcycle
- Sashiko-sewing workshop
- Good food and event was informative
- Virna Goodwin food, general appearance.
- Food was good.
- Food
- Wastage food
- Seitanpie lol
- Boletaceae mushroom pastry
- Toast
- Ronja

Figure 32. Feedback survey question 7

Seventh question (see Figure 32) was "What was best about the event". Question had an open answer box, so respondents could answer what they actually thought as best things from the event. 2 comments were about a great atmosphere, and next two was about the visibility of the event. Next five comments appreciated the event and its speakers being interesting and themed with a current topic. Couple respondents hyped about the photography point. Exhibitioners were thought as the best thing of the event too and especially Virna Food goes Wonky, and their foods got many positive comments from the respondents through the survey. Food received a lot of verbal feedback from the respondents too as during the filling of the survey many respondents were sitting at the café area, and they had just enjoyed the cafés delicious foods.

### 8. What would you have wanted to see at the event?

- Recruitment to fields jobs
- Workshops and stage programs during daytime too
- Maybe a point where you could have brought an item and take some other item
- Wider selection of foods
- More exhibitors
- Could have been bigger
- Event could have lasted for couple days
- Time
- Unfortunately, there wasn't much of audience, hopefully next time more people would find the event I will miss the event
- Nothing
- Don't know
- Don't know

Figure 33. Feedback survey question 8

Eight question (see Figure 33) was “What would you have wanted to see at the event?”. Many respondents skipped this question and moved straight to a next one. Respondents would have expected to have recruitment for jobs, workshops & stage program to last longer, wider offering on the foods, more exhibitors and event area to be bigger. Also, event could have lasted for multiple days and more customers was also hoped to the event. All of the comments should be considered when next event is planned and thought, if for example longer event could be arranged as the location of the event was liked.

### 9. What kind of circular economy themed businesses and services you would hope to see at Mall of Tripla?

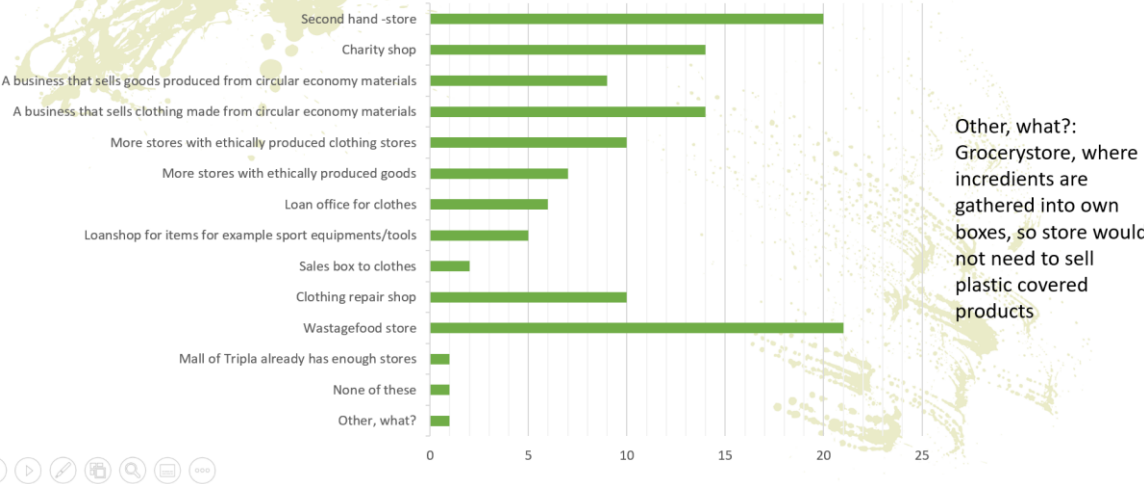


Figure 34. Feedback survey question 9

Nineth question (see Figure 34) was “What kind of circular economy themed businesses and services you would hope to see at Mall of Tripla?”. Respondents were able to choose multiple options from the question. From the respondents 21 are hoping for rescue food store, which in short would sell food products with a discount that are still eatable but are now in danger to be thrown in the trash for example label changes, overproduction and seasonal products are usually thrown away although the product is still good to be used as the food itself is not damaged (Fiksuruoka.fi 2022.). One of the respondents suggested a grocery store, where you could collect everything to customers own container, so store would avoid using plastic packaging.

Secondhand store received support from 20 respondents. Charity shop together with a store selling clothes produced by circular economy materials received support from 14 respondents. Based on the high responder support for clothing items getting a new life from a new owner indicates that there is a demand for this kind of stores at Mall of Tripla.

Box for selling clothes received least support from the respondents and also services related to products were not that appreciated by respondents. Answers were mainly focused on clothing items and services around them.

**10. Open feedback. What thoughts surfaced about the event and circular economy? Here you can also leave the greetings, twigs and roses to event staff**

- Very useful for when I am creating teaching material and ideas for sustainability development and teaching for second degree
- Fun idea! By chance I ended up visiting the event while passed by and ate a pastry, haven't enough time yet to see everything.
- Great event, more like this to Imatra
- Good implementation
- Nice event
- Very interesting event
- Important subject.
- Was good
- Oujea
- Greetings from me to all of you, you are super people!
- Nothing

Figure 35. Feedback survey question 10

Tenth question (see Figure 35) was an open question where respondent could tell what thoughts they have on the event and circular economy. It also gave a chance to give feedback for the whole team who arranged the event. Most of the comments are very positive and event got lot of compliments. Feedback about the event being useful for creating

teaching material and ideas for sustainable development for secondary education proved that event made an impact on a respondent's life and got the respondent to think more about how they could develop sustainability and, in this case, how to take the message forward to the next people.

Feedback survey managed to successfully gather a diverse entity of responds, which was valuable for the PasilaHUB team, as this way customers got their voices heard. Overall, it seems that event was liked, and event had aspects that were great. However, there was many things that can still be improved and by considering the results of this feedback, next event can easily be improved to be better than the first ReMall pop-up event. Main improvement points would be the length of the stage program, quality of it was already very high and it many customers stopped to listen to it. But program had only 2 speeches which lasted about 30min, and both were in the afternoon. Stage program could offer program which educates customers on circular economy and also give concrete ways for customers to be more conscious on what they can do to be more sustainable regarding clothes.

Marketing of the event should be started earlier, and ads should include all the needed information for participation. Event did not reach as many customers as was hoped and as venue was relatively big, few customers here and there did not manage to make it look full during the event.

From the activity points only photography point was mentioned positively in the comments, which indicates that activities did not quite exceed the expectations of respondents. As activities did not receive negative feedback either, they seemed to be neutral to respondents. However, guessing game activity received 60 responses to the raffle, so it at least drew customers attention, as it was located closest to the hallway, where people walked past the event venue. It seems that attracting these customers to visit rest of the venue area has been harder than expected due to the lack of feedback on this activity. Future event should prepare a strategy before the event on how to attract the passing people to visit the venue area and not just the activity point.

## 6 Conclusion

Theme of the event was very well visible at each aspect of the event starting from exhibitors whose values were same as the events, going to the café serving food and drinks to that valued ecological service style, by reducing waste food to minimal amount and having rented furniture in the area from which café area seats and tables were upcycled to a new form of life as chairs and tables from pallets. Marketing material of the event was visually appealing, green color correlated with the theme well and it created a correct kind of image from the event.

Objectives of the event were met well as event was informative and customers were able to deepen their knowledge on circular economy by visiting the exhibitors stands, participating in the activities as well learning the facts of why Kuituus-project was developed. Main objective of Tripla's objectives was to find out if their customers were interested in the circular economy-based services was met halfway, as participant amount was rather small, it does not give the full truth about the interest, but on the other hand customers at the event were extremely passionate on the subject. Next target is to find channels on how to reach these passionate customers. Exhibitor's main objective was to gain visibility for their company's services and goods, In the exhibitors point of view amount of participants was rather low which had a straight effect on the profit that exhibitors were able to make at the event.

### 6.1 Suggestions for future events

From thesis writers' point of view event theme and content was a success and among those who found it had a lot of positive feedback on the event. Overall visual appearance of the event reached the expectations and together with the activities made a great combination. Stage programs quality was high, only minus side of it was that it only had two discussions. More stage program with the same quality, will give customers a reason to stay for longer at the event area.

However, communication on each aspect starting from the communication within the team till marketing the event to the customers gathered way too much negative feedback. PasilaHUB was in charge of the pre-planning and thesis writer was partly included in the meetings, unfortunately thesis writer was dropped off from the e-mail conversations from the beginning. PasilaHUB used two Microsoft Teams pages, one for external usage and other for internal usage, because of this it was sometimes unclear where all the information could be found. As the event came closer third Microsoft Teams team was created for the student groups event planning. At this point focus of documents shifted to this Teams page. Even though it was suggested that all material is published in the Teams pages,

big amount of information never found their way to these Teams pages, which made it very hard for to find important and most relevant information regarding the event.

What it comes to the external communication including the marketing of the event to the customers, it was started way too late. Main reason for this was that student group was taken into the project only about one month before the event, as student group was expected to design the activities and exhibition area as a full, the were not ready with the marketing material early enough, which in the end resulted to the fact that marketing of the event was started only couple weeks before the event. So, marketing could not reach its full potential even closely. Feedback on the marketing visibility being very small was commented verbally by couple customers too when feedback was collected.

## **6.2 Reflection of thesis writing process**

I started the thesis writing process in March 2021 and finished it in May 2022. During the time before the event, everything was very uncertain and nothing could be decided for sure, due to the global pandemic which ended up being the reason that original plan was ditched and within one and half months stand concept was changed into an event, luckily main aspects were able to be kept, but everything else needed to be changed and thought again.

Due to many factors, I was feeling frustrated about the process and communication, which had a direct effect on my motivation to write the thesis. Which is why the thesis writing lasted longer that than I had originally planned. On top of this I was doing my internship till November and after that had to start working fulltime to support myself financially. After a long working day, I did not have the energy to write the thesis. I should have planned better the time used for writing if I would have wanted to finish the writing on the schedule.

In the thesis writing process it became clear that my educational background and personal preferences did not prepare me well enough for thesis writing. As ninth grade was the last time, I was properly taught grammar, after that I have had only brief lessons to revive over what should have been learnt before. I chose to study in vocational college which allowed me to skip all grammar lessons, writing and reading classes, which can be seen on my writing style, it does not follow the correct academic ways and it does not fulfil the requirements for theoretical and reflective thought process.

I feel that this was personally one of the hardest projects to be self-oriented, as all the communication in the pre-planning was done online without face-to-face meetings with the team, I feel that most information did not reach me. As rest of the planning team was able

to communicate through other channels, than which I was part of and also face-to-face, they stayed up to date on event planning progress. Same experience was with the students, as they were using class time for the planning and I was able to meet them for the first time in the construction day, as I missed the earlier chance of meeting due to work. For most of the time I felt that I was not part of the project planning properly as of why I was not able to bring out all the expertise that I had already gained in other event management projects and work life. Only when I was creating the feedback survey, I had a feeling that I could finally create and be part of the event planning. At the event students took me very well in and I was able to be part of event in a meaningful way.

During the thesis writing process I got a deeper understanding on how important proper communication and documentation of information is, in order to create a successful event as well on keeping the staff happy and them being able to answer customers questions with an answer rather than having to say, "I do not know".

Lastly, I hope that, if in the future same event concept is continued, precede comments and customer feedback will be discussed with the group who makes all the practical arrangements in order develop the whole process and learn from this experience. Next event with a similar theme could be arrange better and it could gain more customers as consumption habits are constantly changing towards the principles on circular economy.

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## Appendices

### Appendix 1. Exhibition stand and ReMall Pop-up project meeting notes

<i>Date &amp; Time</i>	<i>Subject</i>
24.3.2021	Circular economy project planning. PasilaHUB team meet to discuss the projects next steps. Focus for now will be on a stand at I love me -expo. Concept could be continued at Tripla, before or after the expo.
30.03.21 at 14-16	Ideation workshop: Introduction of PasilaHUB project, ideas and examples from circular economy and events. Discussion about new ideas and expectations for the project. Participants were separated into smaller groups and Flinga-website was used to gather ideas on how we get customers excited about circular economy and what kind of wow-effects could be used at projects dedicated to circular economy. Project idea was decided to be circular economy related stand.
21.04.21 at 9-11	Updates and discussion on ideas for stand. Discussion on waste food café at the stand. Does someone have a scanner, which would count clothes effect on nature? Where to find one? Furniture from old café at Messukeskus would fit the stand.
26.04.21 at 12-13	Planning of the stand. Recognizing theme, main partners, and stakeholders. During meeting we mapped out what we expect the stand should stand for and its impact to customers. Ideas for official name and hashtags were discussed for example #ilovemyclothes #sustainablelove #vaatteenuusielämä #aatevaate
9.6.21 at 13-13:30	Meeting with Messukeskus Karita and designer. We went through ideas that project has for the stand. And based on the idea's designer planned a first sketch for the stand design. Sketch will be ready for the next meeting on 16 <sup>th</sup> June. Stand materials are re-used from Habitare expo.
16.6.21 at 13:15-14:15	Plan of the stand design was looked through. Globe Hope and Emmy confirmed as stand exhibitors, Martat as "free exhibitor" as they will take care of the sewing station. Meddie will be contacted by Messukeskus to see how they will participate at the stand. It was decided to implement both ideas from some-campaign created by Nella and students.

18.08.21 at 10-10:50	<p>Recap of what has been decided before and during summer. PasilaHUB team had changes as well and new members introduced themselves. Emmy is still interested to be one of the exhibitors, but unfortunately Globe Hope is not coming. Possible exhibitors will be contacted by Messukeskus. Competition website was checked, and changes requested. Judges for the competition has been confirmed. Speaker Outi Pyy's attendance was confirmed, discussions with Lindex are still going on. Some campaign preparations are starting.</p>
2.9.2021 at 8:30-9:30	<p>Installation and picture exhibition plans with Helsingin kuvataide-lukio teacher, pictures will be printed on kapa and hanged to the walls. Designing infographics (circular economy for clothes: sell, donate, fix, redesign) for the wall, will students plan them or Messukeskus graphic designers? Unfortunately, Martat can't make it to the event, contacting Kässämartat, if we could get help from them to the sewing station. Haaga-Helia students will plan photo wall. Building of I love me -expo will start on Monday 18<sup>th</sup> of October</p>
9.9.2021	<p>I love me-expo announced in their social media channels that expo is moved to next year due to the lack of time. Finland canceled event restrictions so late that exhibitors were not able to prepare for the expo properly.</p>
13.9.2021 at 9-9:45	<p>New plan, event called ReMall pop-up will be held at Mall of Tripla.</p> <p>Going through the participating exhibitors who have confirmed their participation at expo and seeing if they are interested in the new concept. Thinking about the activity stands and who would be able to do them, for example students or church.</p> <p>Performers and their stage times were confirmed for expo, now confirming the change to new event. Marketing of the event at mall of Tripla by banners and material playing on screens. Planning of the event layout should be done with the electrical sockets on mind.</p>
29.09.2021 at 13-13:30	<p>Planning of rescue flowers possibly being a decoration at the event. Afterwards, flowers would be gifted to someone at Pasila. Discussions with multiple exhibitors are still going on, so event will have enough exhibitors.</p>
01.10.2021 at 15-15:30	<p>Exhibitors have informed a need of an extra table. Organizers should be prepared to offer hand disinfect to customers. Students</p>

	should be wearing similar clothes to each other. If event has security issues, Mall of Triplas guards will be called first.
19.10.2021 at 13-14:30	Planning of the feedback survey, it should include motives of customers, what they thought of the services and exhibitioners as well some thoughts on circular economy. Plan for the screens during the event. Pasila HUB roll-up should be at the stage.
20.10.2021 at 15-16	Going through the current plans and through the exhibitioners and their needs. Event area at the end of the day can be dismantled only after 19, not before!
25.10.2021 at 15-15:30	Going through the feedback survey and making sure it is ready to be done
26.10.2021 at 18->	Construction of the ReMall pop-up venue
27.10.2021	Event day!! And deconstruction after the event

## Appendix 2. Feedback survey



### ReMall Pop-Up palautekysely

Tällä kyselyllä kerätää palautetta ReMall Pop-Up tapahtumasta, joka järjestettiin 27.10.2021 Mall of Triplan Kulttuuriaukiolla. Palautekyselyn vastauksia käytetään osana opinnäytetyötä, jossa toimeksiantajana on PasilaHUB-hanke. Opinnäytetyössä käsitellään ReMall Pop-Up tapahtuman järjestämistä. Palautekyselyn tuloksia tullaan hyödyntämään PasilaHUBin tulevien tapahtumien suunnittelussa ja toteutuksessa.

Kyselyyn vastaaminen vie n. 5min. Palautekyselyyn voi halutessaan vastata täysin anonyymina. Mikäli jätät yhteystietosi arvontaa varten, olet mukana Mall of Triplan 20€ arvoisen lahjakortin arvonnassa. Yhteystietoja ei tulla yhdistämään vastauksiin, ja kerätyt yhteystiedot tullaan poistamaan viimeistään viikko arvonnän jälkeen.

### 1. Kuinka todennäköisesti osallistuisit tapahtumaan uudelleen?



### 2. Minkä ikäinen olet?

- alle 18v  
  18-30v  
  31-40v  
  41-50v  
  51-65v  
  +65v

### 3. Kuinka usein vieraillet Mall of Triplassa?

- Useamman kerran viikossa  
 Kerran viikossa  
 2-3 kertaa kuukaudessa  
 Kerran kuukaudessa  
 Joka toinen kuukausi  
 Puolen vuoden välein  
 Kerran vuodessa  
 Harvemmin kuin kerran vuodessa

### 4. Mistä sait tiedon tapahtumasta?

- Huomasin tapahtuman vierailuni aikana Mall of Triplassa  
 Vieraillessani Mall of Triplassa ennen tapahtumaa  
 Mall of Triplan nettisivuilta  
 Haaga-Helian nettisivuilta  
 Facebook  
 Instagram  
 Twitter

LinkedIn

 Muu, mikä?

### 5. Mitä mieltä olet seuraavista väitteistä?

	Täysin eri mieltä	Jokseenkin eri mieltä	Ei samaa eikä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä	En osaa sanoa
Tapahtuma vastasi odotuksiani	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tapahtuman sisältö oli mielenkiintoinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tapahtuman puhujat olivat mielenkiintoisia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tapahtuman sijainti oli hyvä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tapahtuman ajankohta oli sopiva	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alueen aktiviteetit sopivat tapahtumaan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sain uutta tietoa vaatteiden kiertotaloudesta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 6. Kuinka kiinnostavia tapahtumassa olevat yritykset ovat asteikolla 1-5 (1 - ei ollenkaan kiinnostava, 5 - erittäin kiinnostava):

	1	2	3	4	5
Kierrätyskeskus: Plan B ja Most Wanted tuotteet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Virna Food goes Wonky pop up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My Message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sideflow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vivokauppa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upcyclers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kierto Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Menddie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3	4	5
Kuituus-hanke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsingin kuvataidelukio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 7. Mikä tapahtumassa oli parasta?


### 8. Mitä jäit kaipaamaan tapahtumalta?


### 9. Minkälaisia kiertotalous aiheisia liikkeitä ja palveluita toivoisit lisää Mall of Triplaan? Voit valita useamman vaihtoehdon

- Second hand -liike
- Hyväntekeväisyysmyymälä
- Kiertotalouden materiaaleista tuotettujen vaatteita myyvä liike
- Kiertotalouden materiaaleista tuotettujen tavaroita myyvä liike
- Enemmän eettisesti tuotettujen vaatteiden liikkeitä
- Enemmän eettisesti tuotettujen tavaroiden liikkeitä
- Vaatelainaamo
- Lainaamo tavaroille esim. urheiluvälineet/työkalut
- Vaatteiden myyntilaatikko
- Vaatteiden korjauspalveluliike

- Hävikkiruokakauppa
- Mall of Triplassa on jo tarpeeksi liikkeitä
- Ei mikään näistä
- Muu, mikä?

**10. Avoin palaute. Mitä ajatuksia sinulla heräsi tapahtumasta sekä kiertotaloudesta? Tässä voit jättää myös terveiset, risut ja ruusut järjestäjille.**


**11. Haluan osallistua Mall of Triplan 20€ arvoisen lahjakortin arvontaan? \***

- Kyllä
- Ei

Kysymyksen säännöt

**Haluan osallistua Mall of Triplan 20€ arvoisen lahjakortin arvontaan?**

**Kyllä**  
Sääntö: Hyppää kysymykseen  
Jos vaihtoehto on valittu Hyppää kysymykseen Jos haluat osallistua arvontaan, voit jättää yhteystietosi alla olevaan lomakkeeseen

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**Ei**  
Sääntö: Lopeta kysely  
Jos vaihtoehto on valittu Lopeta kysely ja ohjaa vastaaja kiitossivulle.

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**12. Jos haluat osallistua arvontaan, voit jättää yhteystietosi alla olevaan lomakkeeseen**

Nimi

Matkapuhelin

Sähköposti

Kysymyksen säännöt

Jos haluat osallistua arvontaan, voit jättää yhteystietosi alla olevaan lomakkeeseen

Ei vielä kysymyssääntöjä

Kysymys Haluan osallistua Mall of Triplan 20€ arvoisen lahjakortin arvontaan? on Hyppää kysymykseen sääntö tälle kysymykselle

**Säännöt:**

**Yhteystietojen jättäneiden kesken arvotaan 20€ arvoinen lahjakortti Mall of Triplan.**

**Arvontaan osallistumisen yhteydessä antamiasi henkilötietoja käsitellään arvannon toteuttamiseksi, yhteyden ottamiseksi voittajaan ja palkinnon toimittamiseksi soveltuvan tietosuojalainsäädännön mukaisesti. Antamalla yhteystiedot hyväksyt Haaga-Helian tietosuojalausekkeen:**

**<https://www.haaga-helia.fi/fi/tietosuoja>**

**Kerätyt yhteystiedot tullaan poistamaan viikon sisällä arvannon suorittamisesta. Arvonta suoritetaan 28.10.2021 ja voittajaan ollaan yhteydessä henkilökohtaisesti.**

**13. Olen lukenut säännöt ja hyväksyn ne \***

Hyväksyn

## Appendix 3. Technical operation list

### Tekninen ajolista ReMall Pop-Up 27.10.2021

Järjestäjien yhteystiedot (Haaga-Helia): Monika Birkle 050 406 6715 ja Suvii Mannonen: 040 736 9930

Tiistai 26.10.	Ohjelman elementit	Tapahtumateknikon vastuulla	Haaga-Helian vastuulla, kuka?	Huomioitavaa
18.00	Kulkuväline haetaan (4 kpl)		Sirpa Lassila	
18.30	Vaatteet kasataan ja sommitellaan lavalla	Lava asennettuna, punainen matto pois	Opiskelijaryhmä	Otetaan pressu suojaamaan vaatteita
18.30-20.00	Vaatteiden ripustaminen trussiin	Trussi alas Myyntikojujen tuominen paikalle, sijoittelu pohjapiirrustuksen mukaisesti	Opiskelijaryhmä	Siimaa, henkareita, sakset, nimilaput kenen vaate?
19.00	Myyntikojut paikalle			
20.00	Vaate-installaatio valmis	Trussi ylös ja valojen testaus		
<b>Tapahtuma päivä 27.10.</b>				
8.00	Pakettiauto Porvoo Campuksen tavaroilla saapuu		Mark Shjupatskij	
8.00	Kalusteiden vastaanotto laiturilla		Sanni ja Ronja	Cosa Nostra toimittaa, soittavat vartijalle
8.10-8.30	Kahvilakalusteiden siirto, kasaaminen ja sijoittelu		Sanni ja Ronja	
8.30-9.30	Lattiatarrojen asennus		Printix ja opiskelija-avustaja 2 opiskelijaa vastaanottamassa ja ohjeistamassa	Hanna, onko jotain mitä pitää huomioida?
8.00-9.00	Näytteilleasettajat saapuvat		Miro ja Virpi	Mattoveitsi heittopelin reikien leikkaamiseen
8.30-10.00	Kuvauspisteen sijoittelu ja valmistelu	Sähköt	Sami Kuusemaa, turvavastaava.	Tutustutaan hätäpoistumisteihin ja alkusammutusvälineiden sijainti + deffi
8.30-10.00	Arvauspisteen/heittopelin valmistelu		Tapahtuman staff	Toimitetaan Sanna Lamminpäälle
10.00	Turvakävely			
8.00-15.55	Mainos isolla screenillä	ReMall mainosplanssi 1 looppina		
11.00	Tapahtuma alkaa			
11.00-19.00	Taustamusiikki pois puheenvuorojen ja esitysten aikana			
11.10	Juontaja avaa tilaisuuden yhdessä Triplan edustajan	2 mikrofonia, taustamusiikki pois	Minna-Maari Harmaala ja ?	Varmistettava Hannalta
11.15-11.45	Live musiikkiesitys 1 lavalla	Taustamusiikki pois	Pop & Jazz konservatorio	Oma äänentoisto
11.00-19.00	Kahvila, ompelutyöpaja, aktiviteetit käynnissä			
14.00-14.15	Live musiikkiesitys 2 lavalla	Taustamusiikki pois	Pop & Jazz konservatorio	Oma äänentoisto
15.55-16.55	Planssi 3 näkyy isolla digiscreenillä	Planssi 3 staattisena, ei luuppi		Clear Channel ajastaa
16.00	Puheenvuoro 1, juontaja + kaksi esiintyjää	3 mikrofonia, screenillä planssi 2 esillä, XLR piuha. Taustamusiikki pois	Minna-Maari Harmaala, Outi Pyy, Aino-Marja Öster	Planssit toimitetaan Sanna Lamminpäälle ja Hanna Heikkinen. Lavalle tuodaan myös 3 korkeaa tuolia Haaga-Helian toimeista
16.30-16.45	Live musiikkiesitys 3 lavalla	Taustamusiikki pois	Pop & Jazz konservatorio	Oma äänentoisto
16.55-17.40	Planssi 4 näkyy isolla digiscreenillä	Planssi 4 staattisena, ei luuppi		Clear Channel ajastaa
17.00	Puheenvuoro 2, juontaja + kaksi esiintyjää	3 mikrofonia, screenillä planssi 3 esillä, XLR piuha. Taustamusiikki pois	Minna-Maari Harmaala, Marja Rissanen, Sini Suomalainen	Planssit toimitetaan Sanna Lamminpäälle
18.50	Kiitossanat ja tapahtuman clousaus	1 mikrofoni. Taustamusiikki pois.	Minna-Maari Harmaala	
19.00	Tapahtuma päättyy			
19.00-19.10	Myyntikärryt tyhjennetään		Näytteilleasettajat	
19.10	Myyntikärryt pois	Myyntikärryt viedään pois		
19.15	Vuokrakalusteet pois		Opiskelijaryhmä	Cosa Nostra noutaa lastauslaiturilta
19.15	Vaate-installaation purku	Trussi alas	Opiskelijaryhmä	Pakataan pakettiautoon, viedään Kuvataidelukioon
19.20	Aktiviteettipisteiden purku ja kamat pakuun		Opiskelijaryhmä	Pakataan pakettiautoon, viedään Porvoo Campukselle

#### Appendix 4. Social media appearance of ReMall pop-up event



Figure 36. Facebook event page icon (Events by Haaga-Helia 2022.)



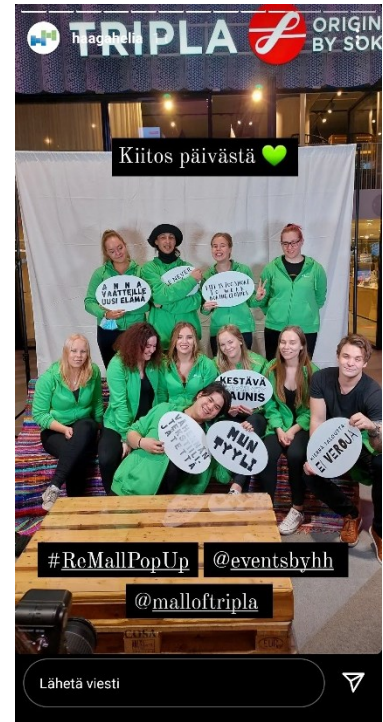
Figure 37. After the event video in YouTube (HaagaHelia 19 January 2022.)

Link to the video:

<https://www.youtube.com/watch?v=EamL6S4liW4&t=51s>

Social media posts by Haaga-Helia

Figure 38 Instagram stories posted by Haaga-Helia during the event (haagahelia 2022)



Social media posts by Mall of Tripla

Figure 39. Instagram stories posted by Mall of Tripla during the event (malloftripla 2022.)



