

Project Report, Group Primus

1. Introduction

When we first heard what the values of WUD 2021 represent, we set out to think about the project on a larger scale, but still thinking of ourselves as individuals and students. When we set out to design the project, we felt that from the student's perspective, at the heart was the question of how we could bring WUD values to the fore in our project, and so the idea of a project centered on WUD values emerged: trust, ethics and inclusion in the framework of student life.

As a funny fact, the idea came after one of our lectures, when together with our classmates we thought about how to sell old school books to new students, when our own time for graduation looms in the near future. Thus, we set out to think of ways to strengthen the relationship between the school's old students, or alumni, and new students. When considering this subject in context of this particular LIFE project, WUD 2021, such action between alumni and new students would increase inclusivity; one of the values of WUD 2021. And thus our idea of strengthening our university's brand besides strengthening the Tallinn University Helsinki campus and law students' organization's, Primus Collegium Ry's brand. All in all our main goal is to promote our university as a place where everyone is feeling welcomed and included, no matter if one is a student from farther in history or new student.

For a goal like this, the root cause behind our project, it was easy to start working on the visibility of other WUD values in our project. However, as a subject organization in Helsinki, Primus Collegium is part of Tallinn University and thus it was easy to build a donkey bridge around the value of inclusivity so that we would like more cooperation between students, whether they were physically in Tallinn or Helsinki. And like the times of exception, the new normal, the Covid crisis, just as everyone wants to say. An example of this is that many companies and organizations had to rethink their old ways of doing things, such as commuting and participating in negotiations physically, as there were simply no alternatives because of the covid situation. Thus, they had to adopt hybrid participation, both familiar to us as students, in both negotiations and meetings, and approach the new normal with rapid adaptability. That created them to function in a more agile way in a rapidly changing situation, since they could not rely on their old and familiar practices, and the same applied to us as students as well. And that way, as told earlier about enhancing the cooperation between

Tallinn and Helsinki students became very important to us. Big corporations and organizations can bring their professionals closer to each other when it comes to business and maintaining it also in exceptional situations, so we can definitely bring students together as well, because we also have the experience from the hybrid format from a student perspective. Thus, as a group we felt that it would be easy to enhance the cooperation between students in campuses of two countries and bring them together. Now one may wonder, well how? Since ethics is one of WUD 2021's values, we wanted to take it into account as well as challenge ourselves when considering our project's next goal. Thus, the idea for an online store to be set up on Primus' website, but also a webshop based on flea market type of operations, came around. We wanted to create a sense of community so that students in Estonia could also take part in ordering products and taking part in student activities from afar and network with each other, which would strengthen our school's brand when students go for branded products. More importantly, however, we felt that people who may always be under the influence of a new charm would be brought closer to more environmental friendly and ethical consumption habits, even to the point of wondering whether a particular school book should always be bought new and thus increase global warming if the same book could be bought from a fellow student, much cheaper and yet, as a cherry on top get new connections to their network. So basically we had an idea about a second-hand shop where students and alumni could exchange old course books since they are quite expensive, or old overalls, overall badges, hoodies etc. which would create possibilities for a better tomorrow by recycling. Once again, we were able to bring the WUD values as part of our project, which would mean that the student community would be reminded of how important it would be to try to make a difference with small steps but with a big impact.

Before moving on to the division of roles we had during our project and how it formed each individual's contribution to the project and affected the outcome, we would like to finish the first part of introduction with mentioning one more value from WUD's value that we wanna highlight and how we felt, was merged in to our project in a natural way. This value is trust, and it was incorporated into our project in a way that we as a group thought that, these activities that we have so far defined during this introductory chapter enhance the trust altogether since the activities which we have developed are put into practise, creates more open environment between students and that way creates trust to each other in the context of the project's goals.

1.1 Division of roles

As our team's division of roles has already been revealed and mentioned in our team charter, we will just go through the division briefly by defining the assignments we have had during the project a bit more specifically than they have appeared in the team charter.

Our team lead or team coordinator's assignments included leading the team throughout the project and making sure the whole team is informed of the process and the upcoming deadlines and that they are being taken care of. So our team lead's main assignment was to make sure that everyone did their part regarding the process.

The logistics coordinator in our team was crucial since she held the package together with the team lead throughout the project even though in our project there was not that much logistics involved.

Note taker naturally made notes of the process and for instance during our meetings. Note taker's important role was to be aware of the deadlines and to maintain a schedule.

Quality checker double checked that our project meets the instructions and the aims of the project and that the activities carried out were in accordance with the instructions and guidelines given. Our quality checker also took care of marketing of our products and the overall quality of the marketing activities carried out in accordance with the reputation and outside image of our project.

Chair for team meetings included everyone in the conversations being held and tracked the covering of the assigned tasks. We also planned that the chair for team meetings would be responsible for funding of the project but we felt that third-party funding was not necessary towards our project since we had some funds given to us on behalf of Primus Collegium.

Finalizer made sure that everything went according to plan and that everything was finalized before the presentation day. Even though our finalizer joined us later, we were able to provide him with enough information regarding our project and the aims of it. We will assess our positions and assignment of tasks more in detail in the portfolio with a small summary.

2. The importance of the problem, its description and choice of methods

As we have addressed already we felt that the main aim of our project would be helping Primus Collegium. The purpose behind this project and our aims is that since Primus is a small student organisation with small resources this was a great opportunity for them but also

for us to benefit from each other and brainstorm ideas together throughout the project and to develop the functioning of Primus more fluidly.

The methods we used during this project included, for instance, connecting the students straightforwardly at TLU campus in Helsinki and talking to them about our project and what we aim to do with it. We promoted our project and made the students and the previous students aware of the options they would have in the future regarding the webshop and the second-hand shop and the accessibility to them. Connecting students and alumni face to face can that way hence be seen as one of the methods used during the project.

Another way was to promote it more traditionally, as one can say currently, with the daily use of social media and the power it holds, which we also experienced. As we already mentioned in the result representation Google Meet- session we have engaged over 1000 views more to the Primus Collegium Instagram page during the project when compared to last year's statistics and the engagement is growing, which we hope will continue in the future too which would mean that our project has been successful. From that it can be said that the issue before was not having the audience for who to present and provide with information since there was no engagement and traffic on any of the platforms Primus has used. Now the situation has changed and as already mentioned we wish that Primus Collegium will benefit from this project in future as well. That is why it was important that we decided to put our effort and resources into helping Primus.

By doing this project and using the methods mentioned above we have already gained awareness about Tallinn University's Helsinki campus and it has brought interest towards our school and especially towards the law programme which can be seen from the engagement of the audience in social media platforms which we already represented in our result representation. We also felt that the methods we used during our project were beneficial for us and the development of our project for the mentioned reasons.

3. Description of activities and reaching the stakeholders

As briefly mentioned above about reaching the stakeholders and about the aim group of the project, we feel that the direct stakeholders have been of course the students since they are the main group to be targeted when it comes to creating a webshop for students and a student union. We do not have specific statistics about certain indicators but it can be said that roughly 90 per cent of our target group consists of students who are in age between 18-25 with interest to take part in student activities and who enjoy participating to develop the

student union's activities and their qualities in order to make it more easy and fun for themselves.

The remaining 10 per cent consists of alumni who's age range varies from 22 to 25 and above in their age. They had the role of being the indirect stakeholder during our project since they are not that active when it comes to the student union activities but some of them are interested in participating after graduation and want to support the student union and to feel that they are there for the younger students. Alumni participation has enhanced and strengthened the communication between different year students and it is something that we have wanted to achieve during our project.

Otherwise, since the profits of our project which consist of the badge sales that we created during the project, will be directed to some charity, the charity will be indirect stakeholder of the project since it was not in our minds and in the main target group when we first started because the idea of directing money for good causes such as securing the environmental resources was created in the course of the project.

4. Sustainability of the project

To continue from the previous chapter and how during the course of our project we decided to direct the profits to some charity, we felt that we want to do something good for the environment and decided that our charity cause will be WWF - World Wide Fund for Nature. And why we decided to direct the profits there was that in the beginning of our project we felt that the LIFE- values encourage us to think outside the box and to think more sustainable options - even though our project was not directly related to making the operations of student union more sustainable because it was rather aiming to bring the students closer to each other no matter the graduation year or age and bringing more equality to the community of students in Helsinki. But since LIFE has these values we wanted to be able to create and make the best out of the project by also encouraging ourselves to function more sustainable when it comes to running a student organisation and board activities because that is where the development will derive from now on and in the future. Because we got inspiration from the LIFE- values and our project and its goals to fund some profits to the WWF we also wanted to advise Primus to be more sustainable in their events and the result of that was that we managed to help them with our own contribution by providing them with QR-code in Primus annual ball. The guests of the annual ball could find the student songbook behind the link which decreased the amount of paper to be printed and that way made the event more green. This

was something that the main target group, the direct stakeholders, benefitted from and we will be there to give guidance in the future too, at least for the next Primus board to help them develop their events to be more green and if the resources accept, to share some of the good for indirect stakeholders of the student union's activities in general.

By sharing the profits and providing Primus with more green options we also compensated for the burden we had created for the environment when ordering badges for our project from outside of Finland. Even though we compensated for some of the carbon footprint we created, we also thought that ordering badges from a local, Finnish, producer would be a subject for future development for Primus. But in this case at hand, we also had a bit of time pressure in regards to the timeline of the LIFE- schedule. Rather than that, we found that when taking into account the starting point we had of basically having nothing in mind when it came to "thinking green" and more sustainable, we succeeded at some level due to the profit sharing for WWF and the counselling we did for Primus event (annual ball and QR-code).

So to conclude this part of the paper it can be said that when the project first started, we really did not have any idea except that we were gonna build the second-hand shop to the website, but despite that, how we were going to maintain and operate the sustainability aspect of our project was not in our acknowledgement until the course of the project we managed to get it under control.

The ownership of the project outcomes, as in the results of our project, we have not yet sorted it out since we feel that our contribution would be needed but then again, as mentioned before, we would be happy to help the next Primus board to maintain the activities we have started and to counsel them in making the organisation more sustainable. In addition to that we feel that it is important to build the connections between students stronger than they already are, and as we will be the alumni in the future, it will be interesting to see how much we could contribute as the peers of the development that has started during LIFE- project by enhancing the values we have noticed to be important to the activities for a student union. To simplify, we would leave the outcomes to future board members, since we have to move forward with our own projects and individual studies. That way the outcome would keep developing through the future boards of Primus, but then again we could contribute to the development, maybe as a support person and alumni in the near future.

5. Summary of the results

As the purpose of the project was to bring all of the LIFE- values to life and to our student

community in Helsinki by providing students with an easily accessible webshop, we feel that we have succeeded in that. By launching the Primus Shop Primus Collegium was able to sell, for example, their academic ribbon which was launched in 2019 but only a few ribbons were sold back then. Via Webshop Primus sold 35 ribbons. The team spirit was evident at the already mentioned annual ball where many had the ribbon which created the feeling of belonging to something bigger. During our project, to put the words into statistics, @primuscollegiumry has had 1075 profile visits on Instagram 25.11-30.11.2021 which is 708% higher than before. The interest towards the community has been evident and the figures pretty much speak for themselves. Besides the figures, statistics and the growth in team spirit, the Primus Shop that was launched, Primus Collegium could launch more new products such as the overall badge we have already mentioned in this report. 30 badges were sold, which when comparing it to the last year's sales is growth in that area as well. This can also be seen from the latest ticket sale that was a success, the event was sold out via Primus Shop in less than 10 minutes. Primus Shop has been launched and the target group has found the shop and learned the habit to use it as the only purchase channel. The aim of creating team spirit through products has been achieved to some extent – this could be improved by launching new products or re-launching old products and by enhancing the community to come together as one in the future as well!