

**SHOPPING CENTER  
CORPORATE SOCIAL RESPONSIBILITY**

IMAGES: RØDOVRE CENTRUM

**ENTRY TITLE: GIRLTALK**

**Rødovre Centrum, Copenhagen, Denmark.**

**Owner:** Rødovre Centrum A/S

**Management Company:** Rødovre Centrum A/S

Young people were truly struggling across Denmark during the COVID-19 lockdown. Schools were closed and online classes were conducted in the confinement of people’s homes. Well-being surveys among young people revealed that, particularly girls were going through a rough time.

We contacted the NGO GirlTalk.dk for a possible collaboration to focus on a problem that we feared could grow even worse. We joined forces to create the “Girl Talk” campaign, giving young girls a voice. The campaign performed brilliantly and GirlTalk.dk doubled its number of enquiries during the campaign period.

**Results:**

Many customers visited the lounge located in the mall – more people than Girltalk.dk had time to talk to. More than 750,000 people were exposed to the campaign in Rødovre Centrum.

Revenue October 2021 index 104 (industry average: Index 98)

Footfall October 2021 index 104 (industry average: Index 101)

Statement from GirlTalk.dk: “We doubled our number of referrals during the campaign period, and 24% of them were girls who had seen GirlTalk around the mall or via the mall’s marketing activities. After the co-sponsored event, the number of referrals increased by 25% (compared to the same period in 2020).” (From the Solal Award application)



*Background for the campaign: Approx. 25% of all girls aged 14 to 24 have poor mental health. This is a growing problem that has gotten even worse during the COVID-19 lockdown because of loneliness and the absence of social interactions.*



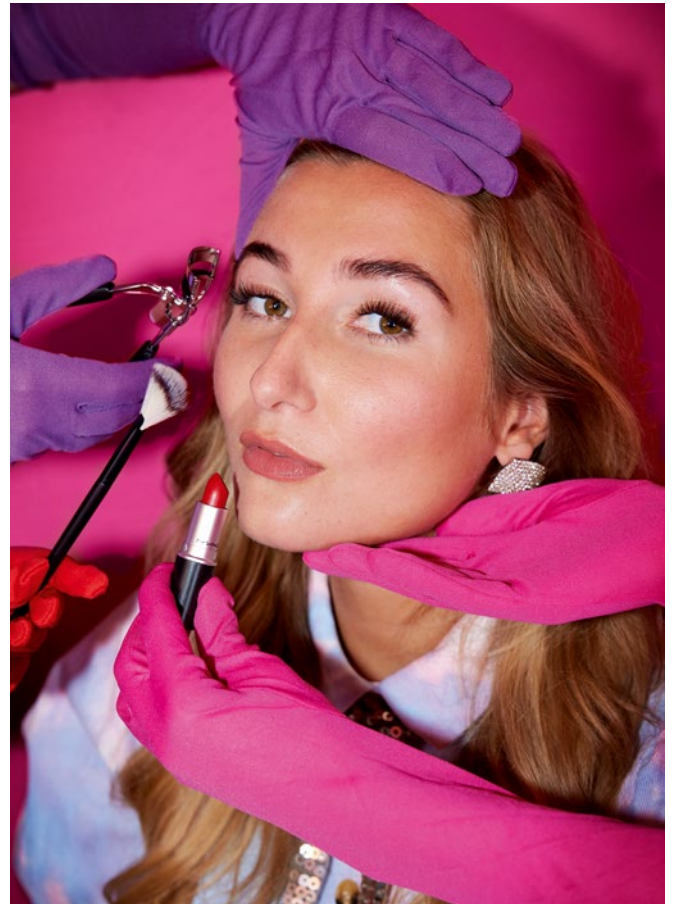
*Primary target group: Girls aged 14 to 24 amounting to a total of 385,000 people.*





### FROM THE SOLAL AWARDS CEREMONY SPEECH

“During the pandemic young people, and girls especially, went through a particularly rough time. Rødovre partnered with the NGO Girltalk, giving girls a voice. The campaign performed brilliantly. The judges said, ‘it is so refreshing to see a shopping center collaborate with an NGO with a focus on something serious, relevant and needed’. ‘Well defined goals, outstanding ROI and sound results’. Another hit from the team at Rødovre Centrum.”



*Posts and stories on Instagram and Facebook generated 83,092 interactions.*

