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How to Teach Sustainability to Students of Marketing – “Magazyn Dobra” Charity Shop Case Study

Introduction

The purpose of this chapter is to present an initiative undertaken by the staff and students of the Poznań University of Economics and Business (Poland) in the field of fostering sustainability – setting up a charity shop in order to promote the reuse of products and make people more sensitive to the needs of others. Although Poland is one of the most polluted countries in EU, at the same time people in Poland are not very sensitive to the problems of sustainability and environment protection. So for many reasons it is vital to work on instilling the 5R rule (refuse, reduce, reuse, recycle, repair, repurpose) into people’s thinking and behaviour. Students of marketing are a vital group to teach sustainability to as they will be taking part in launching new products onto the market, so building their consciousness in this field is vital for society. Charity shops usually sell used products with the profits being devoted to charity. There are not many charity shops in Poland but there are numerous second hand shops. The majority of them is still seen as inferior to regular ones (selling new products) and associated with poverty, so buying in second hand shops is mainly perceived as a sign of low status (Rybowska 2017). On the other hand it is important to give products a second life and use them for longer, so charity shops could become a good means of changing people’s attitude to used products.

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“Magazyn Dobra” is a charity shop that opened on 27 October 2018 in Poznań. The owner of the shop is the foundation “Magazyn Dobra” which was set up by Poznań University of Economics and Business (PUEB) staff members. One of the goals of creating the foundation was to involve students in the whole process of teaching them sustainability, as well as helping them to be more sensitive to the problems connected with environmental pollution, catastrophic global warming and social inequality. Setting up the charity shop took about a year and may be divided into several stages, which will be presented in this chapter. Looking from the methodological point of view, the presented case shows the example of experiential learning which is defined as the process of learning through experience, and more precisely as learning through reflection on doing (Felicia 2011), which is a form of active learning. That form allows people to find themselves in a situation which will force them to act and understand more than in passive forms of learning (like lectures). Experiential teaching is about creating situations which allow students to practice.

1. The reasons for teaching sustainability to students of marketing in Poland

The closer to the point of “no return” we get (perhaps it has been crossed already) the harder it is to understand that some people still deny human civilization has caused the process of catastrophic climate change. The results of research conducted in 2019 on 766 students from 18 Polish universities (including Warsaw, Kraków, Katowice, Lublin, Olsztyn, Poznań) showed that 6.7% of the respondents did not share the view that global warming is caused by human activity (the other 93.3% did – there being only two options as an answer). It is very likely that in groups of older respondents it would be even worse; for example, in a public speech the current Polish president – Andrzej Duda – doubted the influence of human activity on global warming.

At the same time, Poland is among the most polluted countries in Europe. According to a World Health Organization report, published in 2016, out of 50 the most polluted cities in the European Union, 36 are in Poland (Poland: Europe’s most polluted country, 2019). The report of the European Environment Agency (Air quality in Europe, 2019) shows that the density of extremely dangerous particles in the air (particulate matter PM_{10} and $PM_{2.5}$, BaP: benzo[a]pyrene) in Poland, is one of the highest in EU countries (Figure 1), as well as above the 2017 average exposure indicators and exposure concentration obligations.

An important factor in this is that the Polish energy system is based on coal – 86% of electrical power is generated through burning coal (Departament Przemysłu i Energii, 2019). What is more, right now, a new coal power station (which will perhaps be the last one built in Europe) is under construction in one of the cities of Poland – Ostrołęka.

Figure 1. Concentrations of PM10 – 2017 daily limit value (red spots are for places with a PM10 above $75 \mu\text{g}/\text{m}^3$, whereas the daily norm is $20\text{--}50 \mu\text{g}/\text{m}^3$, depending on the length of the exposure time)

Source: Air quality in Europe — 2019 report by the European Environment Agency.

In addition, Poland has a high consumption rate of products the production and/or usage of which is very dangerous for the environment. For example, the consumption of meat is one of the highest in Europe – it is around 70 kg per person (OECD, 2019) – which is more than in Germany, for example (Dyjak, 2019); and the rate of wasted food is very high – from various sources it is about 30% – meaning every year around 9 million tonnes of food are wasted in Poland (Cholewińska, 2019). The country is in a rather shameful 5th place in the European Union (Polska w czołówce państw marnujących żywność, 2019). Also, the usage of plastic bags is extremely high – the average Pole uses 500 plastic bags per year (in comparison – the average Dane uses 4) (Strójwąg, 2019). Although plastic bags are no longer given for free in the shops, the thickest ones still are.

Therefore, the increasing importance of sustainability is a result of numerous problems in today's globalized world that society is constantly struggling with. Among them should be mentioned things such as environmental pollution, the finiteness of natural resources, as well as climate change and poverty (Buerke et al., 2017). In order to categorize all these problems and aspects, it is worth

referring to the dimensions of sustainability model. According to Phipps et al., (2013) there are three core dimensions of sustainability: environmental, social and economic. The first refers primarily to the protection of the natural environment and natural resources; the second relates to social and cultural systems; while the last one is about promoting the economic well-being of society.

Sustainability is a concept which is taught at many universities, PUEB among them. But looking from the perspective of students it might be perceived as somehow abstract. The concept is about the whole planet and future generations; things which are not very close or met with daily in reality, being distant and sometimes hard to imagine. So, based on the principle: tell me – I will forget, show me – I will remember it, and involve me – I will understand it, the PUEB staff wanted to achieve a high level of student understanding and involvement in the sustainability concept.

2. Charity shop as a sustainable retail format

The growing awareness of the need to restrict purchases, especially of new products, creates the basis for the development of such retail formats that allow people to buy used goods (Klouda, 2008). Recently, the number of second-hand shops has grown at about ten times the rate of other stores (Yan et al., 2015). They adopt one of the retail formats referred to as alternative retail formats (Stone et al., 1996). Their common, and at the same time important, distinguishing feature is that they implement the postulate of sustainable development in a much more radical way than traditional formats which sell new products. Their activities help to make better use of manufactured goods, which reduces the extent of product waste. As a result, excessive exploitation of natural resources can be limited, and at the same time it is possible to create an attractive offering for customers seeking unique products.

Charity shops (thrift shops in the USA) are one of the alternative retail formats. Such shops are especially popular in Great Britain and Ireland, their origin dating back to the end of the 19th century. In a book published in 1886, General Booth, the founder of the Salvation Army, expressed the view that there was a lot of goods wastage in wealthy homes and that any unnecessary things should be collected and re-introduced onto the market. He put his idea into practice by organizing groups of people who visited affluent homes and collected used items. These items were then sold from 'salvage stores' in London and provincial centres. The first charity shop in the form that is known today was opened in 1947 in Oxford by Oxfam. It sold surplus goods obtained in response to an appeal for helping Greeks in Great Britain (Horne, 2000). Since the 1990s a dynamic development of charity shops has been observed. In 1992 there were 3,480 such shops in the British Isles, but in 2002 this number had increased to 6,220 (Parsons, 2002), and in 2018 to 11,200. The vast majority of these stores (83%) are located in England. In Ireland there are currently about 400 charity shops (Charity Retail Association 2018).

Charity shops are defined by Parsons (2002) as stores that sell gently-used donated goods where the profits are used for charity. In some charity stores new products are also offered, but they are in the minority (Horne, Broadbridge, 1995). Merchandise that cannot be re-sold is recycled. An important distinctive feature of such shops is the low-price level, which can be achieved thanks to the low costs connected with the involvement of volunteers in running the stores.

Poland has no tradition of charity stores. Most probably, the first charity stores in Poland were established by the Sue Ryder Foundation in the early 1990s. Only a few of them have survived to date. Currently, there are about 20 charity stores run by various organizations – including Caritas, the largest charity organization in Poland connected with the Catholic Church – but also by foundations which operate on a local scale. Some charity stores in Poland operate within the concept of social entrepreneurship. The majority of charity shops were established less than 5 years ago, and an evident growth trend in the number of stores in this format can be observed (Borusiak, Kucharska, 2019).

3. How it was done – the process of setting up “Magazyn Dobra”

3.1. Very first inspiration

In 2017 a European Association for Education and Research in Commercial Distribution conference was held in Dublin on 4–7 July. The event took place at the Dublin University of Technology, and before the gala dinner which had been organized, the PUEB representative met a professor from Canada in the charity shop near the venue. The Canadian professor proudly displayed a pair of used shoes she had bought in this shop, and wore them to the gala dinner. At that moment the Polish professor’s thinking about used products turned around. She realized that there are so many wasted products worldwide; some of them are thrown out while almost new; therefore, a used products distribution system may help in resource waste reduction. At the same time, she understood what may be even more important than setting up a shop selling used products, that this could be an educational opportunity, so she decided to involve students in the whole process.

3.2. First step – looking for the identity of the venture

In October 2017 a new group of marketing and commerce students at PUEB (bachelor level full-time studies in the Faculty of Management) started a lecture on “Distribution Management”. They were presented the general idea of setting up a charity store and invited to join the project. Participation in it was not obligatory and a group of 15 students signed up (45% of the whole group). At first, they

were presented with the idea of a charity shop and they learned that this retail format is very popular in the United Kingdom, but also in Ireland. Almost none of them were familiar with this format as at that time there were few of them in Poland (about 15 in the whole country).

The first task was to find a proper formula. All agreed that a charity shop is a good format to facilitate the distribution of used products. This is mainly due to the fact that people must have a good reason to do something good. So, a charity shop formula could reinforce the motivation to get involved in the venture: on one hand, it was about doing something to limit resources waste; on the other, to help other people, sometimes well-known groups. The professor suggested that the identity of a venture could be built on the good image of organizations helping people directly, such as hospices. However, contrary to the idea of the professor, the students suggested that instead of helping one organization (which is the rule in Great Britain and Ireland) it would be better to help many beneficiaries. The reasons they presented were very reasonable: first to avoid any potential risks connected with a crisis in the mother-organization (or even collapse); and second, to have the chance to reach different social groups which could help attract attention. All agreed on the idea that a charity shop should choose new beneficiaries four times a year and that the system of choice should be transparent, democratic and involve numerous people. The best method to meet these requirements is to organize a public vote. So, one of the most important elements in a renewed charity shop formula would be a procedure for new beneficiary choice. First, an announcement concerning a new beneficiary election published on Facebook in the month before the last quarter of the year (i.e. in September before the 4th quarter of the year). Candidates would have 7 days to send applications (containing their financial statements as well as some basic information about their activities). Then the voting would be organized around Facebook profiles, last 14 days and end just before the first quarter of the year; the results to be published at the beginning of the new year.

The next task was to invent a good name for such a shop (and the foundation at the same time). In order to find it, students suggested 6 names and then they organized a vote on Facebook. The entire group of commerce and marketing students took part in this vote, as well as some others also, with a total of 52 voting. The result of the vote is presented in Table 1.

Table 1. Results of the vote for the name of the charity shop

Name	Number of votes
Magazyn Dobra/Store of good (goods)	25
Skład możliwości/Store of opportunities	9
Restore	7
Poznański Fant/Poznań pledge	5
Dobry Fyrtel/Good place	3
Drugie Życie/Second life	3

Source: Authors' own.

“Magazyn Dobra” won. To explain the meaning of this phrase it must be said that it is an expression with a double meaning. “Magazyn” means “warehouse”, whereas “Dobra” means “good” or simply “goods, products”. Therefore “Magazyn Dobra” can be understood as a place where products are stored, but also a place where goodness is done. Both meanings are very natural and reflect the core idea very well. It was time to get a logo.

Several options were prepared by graphic artist Izabela Jasiczak; the students voted again and the following one was chosen (Figure 2).

At this stage it was also decided that the “Magazyn Dobra” (MD) charity shop would be a brick-and-mortar shop run by volunteers.

After these steps the formal procedures started. On 12 December 2018 the agreement on setting up the “Magazyn Dobra” foundation was signed by 14 founder members. All of them are PUEB professors (mainly Department of Commerce and Marketing staff) and Ph.D. students. The foundation was registered in court in Poznań on 9 March 2018.

Figure 2. “Magazyn Dobra” charity store logo

Source (author): Izabela Jasiczak (with permission).

3.3. Second step – getting resources

The process of getting resources was complex which is why the task was divided among many students. New project participants were drawn in thanks to the student scientific circle “Marketing”, which is a semi-formal organization cooperating closely with the Department of Commerce and Marketing. The students of commerce and marketing are the major participants.

The whole venture of setting up the store was divided among four teams:

- Site team looking for a place where “Magazyn Dobra” could operate,
- Collectors team organising people responsible for collecting products for sale,
- Volunteers team consisting of people (mainly students) working as shop assistants,
- Communications team, responsible for Facebook communications.

Right after signing the agreement setting up the foundation, the students started looking for a place where its activities could be based – a home for the charity shop. They found several sites and they visited them together with a professor. Finally, they chose a small outlet very close to the University (5-minute walk). It required redecoration, which took place mainly in September 2018. Everything was done by volunteers, and the students also helped in painting and cleaning. The furniture (racks, desk, chairs, etc.) was given by a company the students found or donated by private people. In order to have something to

sell it was necessary to collect stock items. The choice of groups of products to collect and sell in “Magazyn Dobra” was one of the most important decisions. The board of the foundation decided to accept used items which are functional, complete, unbroken, clean and generally small. In particular following products are accepted:

- Accessories and haberdashery,
- Household and garden appliances (excluding furniture),
- Small electronic equipment,
- Children’s supplies,
- Sports and tourist equipment,
- Culture and entertainment (books, games, etc.),
- Office supplies and stationery,
- Art and collector’s items,
- Medical and cosmetic supplies.

For reasons of safety and hygiene, but also the small area of the store, the MD charity shop does not accept food, clothes, shoes, household textiles, medicines, cosmetics, chemicals, furniture, large electronic and household appliances, plants, animals, or automotive parts.

In September 2018 (it was announced on Facebook) MD started to accept products. Both students and professors were involved in this process, which turned out to be very fruitful and a rich set of used products was gathered. Some of the items were quite valuable, like sets of crockery, leather bags, watches, electronics, and sports accessories.

A very important task was to find volunteers who could work as shop-assistants. Several students (also Ph.D. students) decided to devote their time to the charity shop which was planned to be open between 3.30 p.m. and 6.30 p.m. Tuesday to Friday; and between 11 a.m. and 2 p.m. on Saturdays. “Magazyn Dobra” was opened on Saturday, 27 October 2018. The revenue generated on that day was the highest up till now and amounted to 760 PLN.

3.4. Third step – looking for an audience, creating a community

Even before opening, the team responsible for the project decided to create a Facebook profile. Due to a very limited budget it was recognized as the best option to attract the attention of an audience. The profile was created in August 2018 by two students of commerce and marketing who, as volunteers, were its administrators. From the very beginning the students were supported by a professional agency specializing in social media. The aim was to build relationships between the agency and the students to let them learn more practically how to communicate using social media; mainly to develop graphic and copyright skills but also campaign planning, ventures creation and so on. The agency prepared the graphics, including the main banner (consisting of falling blocks) and the general framework of posts (colours, layout and fonts). The Facebook ‘fan page’

started on 17 August 2018. A teaser campaign was used: the first post was an announcement saying that someone is looking for a space dedicated to making something good.

The Facebook campaign was planned to achieve the following goals:

- to inform about the store and the actions taken by it,
- to build the trust of donors, beneficiaries and volunteers,
- to attract beneficiaries,
- to build awareness and knowledge in the field of sustainable consumption,
- to build a community around the venture.

In order to attain these objectives several series of posts have been publishing since the very beginning. Their main characteristics are presented in the Table 2.

Informative posts contain three main groups of posts:

- publishing financial data every month. These are published in the first few days (2nd or 3rd) of the following month and contain information about the revenue size, the costs (usually store rent, electric power and accountancy) and the amount of money devoted to a beneficiary (with money being transferred to the beneficiary after each full quarter of the year). This is a very important instrument for building trust on the one hand and motivation on the other;
- delivering some important and practical information about shop operations, like hours of operation, methods of payment (cash only), and special events (meeting with a popular singer, special sales, street name celebration, Zero Waste Fair participation),
- informing about the important initiatives of other organizations and companies (for example the series: News from around the world).

The People of Good series was designed to let people know who is involved in the project, and why, in order to make the people/community feel that the venture is not anonymous and show some of the people who are responsible for the shop. Posts in this series contain a photo, name, surname, function and basic motivation (expressed in one sentence).

The third series of posts is connected with beneficiaries. It contains the following posts:

Table 2. “Magazyn Dobra” Facebook profile activities (up to 23.11.2019)

Series	Number of posts	Number of receivers	Number of reactions	Number of comments	Number of shares
Informative	92	195,861	4,275	229	545
People of Good	17	16,688	778	16	88
Beneficiaries	25	330,064	4,594	1,917	1,775
Occasional	44	43,212	1,225	43	76
Educational	37	53,697	909	42	98
Total	215	639,522	11,781	2,247	2,582

Source: Authors' own.

- informing how to submit applications for a new beneficiary,
- informing about the voting for a new beneficiary,
- presenting the winning organization – the beneficiary for the upcoming quarter of the year,
- reminders about the current beneficiary.

This series is the most involving one: attracting the highest interest and provoking comments. Up till now five beneficiary elections have been conducted. Every time there were two candidates and the winning organizations are presented in Table 3.

Occasional posts are connected with special days like Christmas, Mother's Day or the celebration of the first anniversary of "Magazyn Dobra". They are usually a good opportunity to wish everybody all the best and thank them, but also to present products which may be useful for such times.

Educational posts are devoted to two main topics:

- environment protection; these posts show for example simple methods of product reuse, the consequences of food waste, methods of food waste reduction, and information about the amount of rubbish produced by the average Pole,
- charity involvement; the number of NGO's registered in Poland, their fields of activity, the history of charity shops, the number of charity shops in Great Britain, the gender structure of people engaged as volunteers, and so on.

By the beginning of November 2019, the Magazyn's Facebook 'fan page' had been followed by 2,699 Facebook users. The highest rate of new "likes" per day was at the time of the Magazyn's opening in October 2018. The first thousand

Table 3. The beneficiaries of "Magazyn Dobra"

Name of beneficiary	Field of operation	Period	App. number of people voting (in total)	Winning beneficiary support (%)	Amount of money transferred (PLN)
Drużyna Szpiku	Bone marrow bank	27/10/2018–31/12/2018	4,500	54	3,005.02
Hospicjum Palium	Hospice	1/01/2019–31/03/2019	1,000	56	4,508.42
Fundacja Wózkowicze	Providing help for disabled	1/04/2019–30/06/2019	1,500	56	2,850.43
Fundacja Dzieciaki i Zwierzaki	Providing care for disabled kids	1/07/2019–30/09/2019	3,500	51	3,513.88
Zupa na Głównym	Providing care for homeless	1/10/2019–31/12/2019	2,500	56	5,811.46

Source: Authors' own.

followers were reached in the second half of December 2018. Since then rate of new “likes” has been quite stable amounting to circa 150 new followers per month. It slowed down from May to September 2019, which may have been caused by the holiday break. Since the end of September 2019, the new “like” rate speeded up again. Specific data is presented in Figure 3.

Looking at the structure of the ‘fan page’ likes, 82% of them come from women and only 18% from men. The huge majority of likes come from Poznań people, but there are also some from other Polish cities like Warsaw, Wrocław, Łódź, Kraków, Katowice, and Szczecin. 3.3% of likes come from foreign countries (most in this group are from Germany and Great Britain).

As the need for communicating with the community in more developed ways is constantly growing, a new channel was opened, and a profile on Instagram was started on 17 April 2019.

The Instagram profile is dedicated to presenting information, and last but not least to educational posts. They may be divided into 2 groups:

- teaching about sustainable consumption; like posts building environmental awareness, and presenting certain useful information such as how to limit detergent usage or how to aim for a zero-waste lifestyle;
- presenting charity activities; like the number of charity shops in Poland, the balance sheet from each month of activity, photos of new products, as well as short films;
- 58 messages have been posted since the beginning of the action. The profile has 233 followers, and in turn follows 22 pages. From 21st to 31st October the posts reached 3,281 Instagram users.

85% of recipients are women and 15% are men, with the largest group of followers being people in the 25–34 age group. As many as 77% users are from Poznań, Warsaw is in second place with 3%, third was Katowice with 1%.

Figure 3. Total number of Magazyn's Facebook 'fan page' likes
Source: Authors' own, using Facebook Insights.

4. The outcomes of “Magazyn Dobra” activity

4.1. Financial outcomes

The most fundamental rule is to make the foundation’s financial system as clear and as transparent as possible. This is self-evidently a basic method for building the trust of volunteers, donors and customers. People would only be willing to devote their time and/or money so long as they believe they are not being cheated. In Polish law, the foundation’s accounts must be kept using strict book keeping methods. As this requires special software, the work is done by a professional accountant. The financial system of the foundation is based on the rule that the revenue should cover the cost of shop rent, energy and accounting. What is left is donated to a beneficiary with the results of activities being published every month on a Facebook profile. Additionally, confirmations of bank transfers to beneficiaries are placed on the foundation website. Table 4 contains financial results for 12 months.

The above monthly results vary greatly, which is somehow normal for a retail outlet. That is why the revenue in December 2018 was higher than average. This effect may be also observed in March 2019 (before Easter). However, some effects

Table 4. Financial results of “Magazyn Dobra” (October 2018–October 2019)

Month	Revenue (PLN)	Number of transactions	Average value of a transaction (PLN)	Devoted to a beneficiary (PLN)
October 2018	1,038.00	51	20.35	–
November 2018	2,744.50	160	17.15	1,085.46
December 2018	3,471.00	201	17.27	1,919.56
January 2019	2,495.50	178	14.02	1,110.48
February 2019	2,317.00	160	14.48	931.98
March 2019	4,152.00	231	17.97	2,465.96
April 2019	2,442.50	180	13.57	1,057.48
May 2019	2,645.50	191	13.85	1,344.00
June 2019	1,620.50	120	13.50	448.95
July 2019	3,198.00	223	14.34	1,777.08
August 2019	2,052.00	150	13.68	880.45
September 2019	2,167.80	149	14.59	856.35
October 2019	2,737.70	182	15.04	1,352.68
November 2019	3,237.50	211	15.34	1,661.39
December 2019	4,334.00	235	18.44	2,797.39
January 2020	3,818.00	251	15.21	2,432.98
February 2020	3,513.00	250	14.05	2,127.98
Total	47,984.50	3,123	15.36	24,250.17

Source: Authors’ own.

may be related to beneficiary involvement, with the Poznań Hospice being the most engaged beneficiary of “Magazyn Dobra”. There are many reasons for this fact: it is an organization with a well-developed volunteer network and quite wide scope in terms of groups of people that the hospice takes care of.

The total number of transaction completed by MD is 2,176 and the average number of transactions per month (excluding October 2018 where MD operated for only 2 days) is 177, with the mean value of transactions being 15.20 PLN. Looking at the trend of these values it is a sign of success rather than failure, but the venture still needs a lot of work in every aspect of its activities.

4.2. Student involvement

The number of people involved in the whole project reached 78 in October 2019. The structure of the teams is presented in Table 5.

Looking at the data presented in Table 3 the preponderance of marketing students is visible. They were mainly involved in Internet communications and sales tasks which are consistent with their study profile. As they said, “Magazyn Dobra” gave them new competencies and became something very important to them. They identified strongly with the project and with the idea of sustainable consumption. The whole project influenced their way of thinking so strongly that in many cases they changed their consumption patterns (for example: reducing the number of new fashion products bought, starting to buy more second hand

Table 5. The structure of the teams involved in “Magazyn Dobra”

Type of task	Number of people involved in total	Number of students (of all levels and all fields)	Number of marketing students (bachelor, master and Ph.D. level)
Concept creation	17	15	15
Formal foundation setting up	14	4	3
Store redecoration	11	6	2
Facebook administration	6	5	4
Instagram administration	2	1	1
Zero waste fair (11–12.10.2019)	4	1	–
Volunteers (shop assistants)	25	19	9
Total	79*	51**	34***

* 79 is the sum of the team sizes. The number of people involved in the project after 12 months of activity reached 70 (several people took part in more than one task).

** 51 is the sum of students taking part in different projects. Some students (6) were involved in several projects

*** 34 is the sum of students of marketing taking part in different projects. Some students (5) were involved in several projects

Source: Authors own.

products, limiting meat consumption, reducing the usage of plastic bags and bottles, starting to sort rubbish more precisely).

5. Conclusions

After a year of “Magazyn Dobra” operation it may be considered a success in terms of revenue, money transferred to beneficiaries, the number of Facebook profile likes and the number of people involved in the project. It should be highlighted that the majority of volunteers are students, with students of marketing being the largest group among them. The question is how much the project taught sustainability to students of marketing. Actually no regular study on that topic was conducted but as it was mentioned above, taking the informal talks into account their way of thinking about their careers and personal life has changed. In order to get the more valuable data the double study should be conducted: first at the beginning, before students start to work for a charity store and the second one, after at least three months of involvement. In both stages of the study the student attitude toward global warming, inequalities between people, consumption patterns and chosen business models of global corporations (like fast fashion for example) should be examined. Additionally, students motivation to get involved in the charity store should be revealed.

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