

How Can Businesses Better Communicate their Circular Features?

Business: Cornwall Cast

Student: Juliette Gayet

Course: 2nd Year Business BSc

Date: 6th June – 1st July 2022

Cornwall Cast, based in Constantine, creates signs, memorials and other bespoke small objects made from the collection and re-purposing of plastic waste.

Project



- Cornwall Cast identified a gap in their marketing skills and how to successfully communicate their circular business model.
- Juliette worked on developing these skills, particularly in relation to the business' online presence - use of their website and social media.
- She designed easy-to-understand infographics to explain the circular economy, wrote exemplar articles for publication on the businesses website and produced a marketing and social media business strategy which included a competitor and a target audience analysis, as well as a guide on how to edit and post on the website and social media.



Image kindly provided by Kate Milan of Cornwall Cast

The Impact



Juliette's work will enable Cornwall Cast to better engage with and educate their customers, increasing usage of their collection points for domestic plastic waste, and improving potential to reduce plastic waste in Cornwall.

“I feel blessed to have had a month of help and support from Arca with Juliette Gayet. I found her warm and friendly, knowledgeable, and professional. This really has boosted my morale”

Kate Milan, Founder, Cornwall Cast