

## SITUATION

In October 2019 Lithuania faced one of the biggest ecological disasters in a decade when in city of Alytus tire recycling plant went on fire. It was burning for 10 days emitting tons of poisonous fumes while the fire was extinguished by firemen from all over the country. At the end of massive fire municipality of Alytus faced another problem – insufficient funds for cleaning up the disaster.

## IDEA

ŠIAULIŲ BANKAS is community bank. It knows the problems of small and big communities all across Lithuania. So we quickly jumped in to help Alytus municipality by creating an outdoor ad collecting donations from contactless cards. Ad was standing on the busiest street in Vilnius for one week. While collecting donations for cleaning Alytus, ad itself got “clean”: black poster inside of it changed during the week revealing thank you message.

## RESULTS

ŠIAULIŲ BANKAS together with Vilnius citizens donated over 5500 euros. This outdoor ad also became our platform for collaborations with various charity organizations. We are already in process producing several new donation ads for various causes in the coming quarter.

