



DIETENHEIM ZIEHT AN

# REALLABOR

Nachhaltige Transformation der  
Textilwirtschaft am Standort Dietenheim

[www.dietenheim-zieht-an.de](http://www.dietenheim-zieht-an.de)

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Prof. Dr. Jochen Strähle

International Fashion Management  
Hochschule Reutlingen



ulm university universität  
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Hochschule Reutlingen  
Reutlingen University

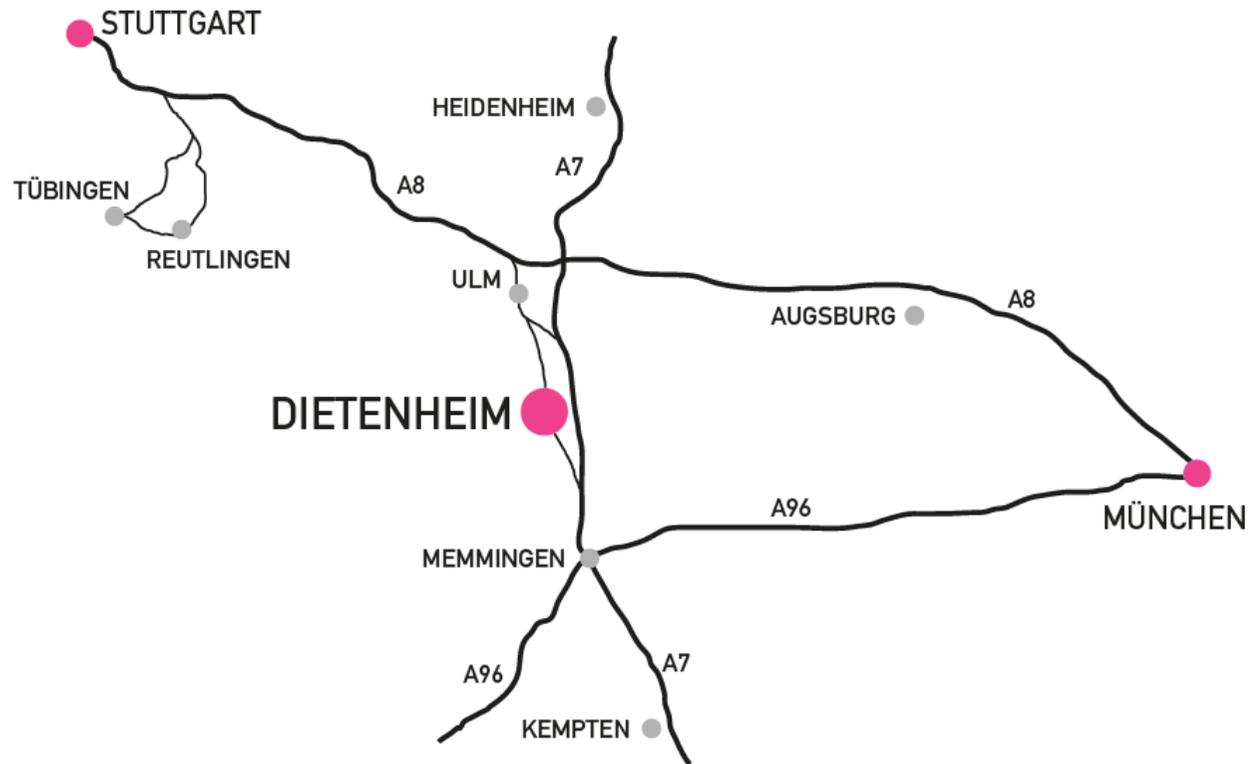
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# Background and goal of the project



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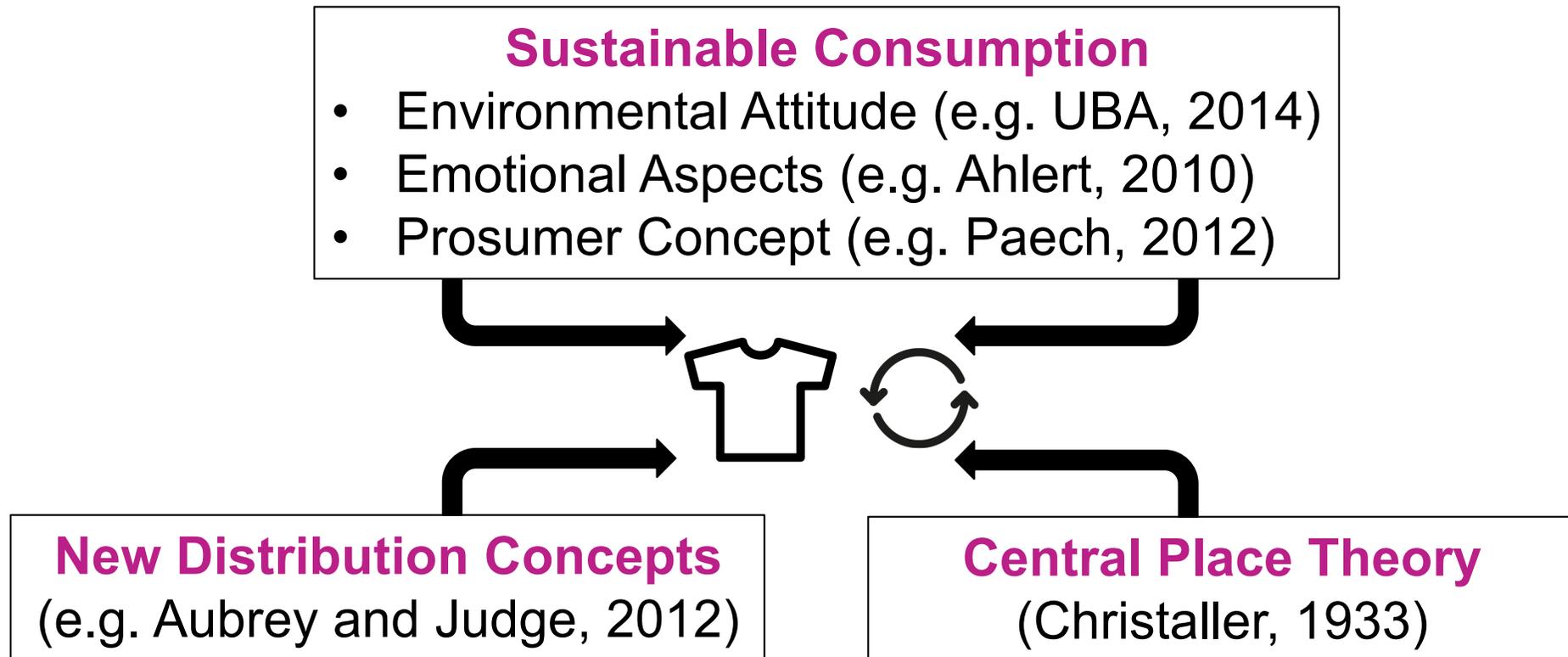
## Background:

- Connection of two perspectives:
  - (1) sustainability-oriented urban revitalization of Dietenheim and
  - (2) sustainable transformation of textile supply chain

## Our goals:

- Trigger for change in today's attitudes and fashion consumption
- Focus on integration of consumers in the design process (maintain, repair and customize garments in order to extend their lifetime)
- Cooperation with companies to strengthen the local economy

# Theoretical framework



# Previous measures and actions

## Empirical studies:

### 1) Field study on consumer behavior (2015):

- Paper-pencil survey
- N = 473

→ Consumer behavior in the field of apparel consumption and perceptions of sustainable apparel

→ Cluster-analysis of target groups for Dietenheim as central location for sustainable garments

# Previous measures and actions

## Empirical studies

### 2) Full census study of the citizens of Dietenheim:

- N = 1017 of 5761 (quota: 17,6 %)
- The sample is representative in terms of age and gender
- Typical for Germany: income, expenses for clothing and ecological awareness
- **Challenges:** Limited interest in alternative textile / collaboration consumption concepts
- **Chances:** Gateways for sustainable production
  - Sufficiency and quality
  - Altruistic values
  - Sport and exercise

Good Practice: Possibility to generalize the results beyond Dietenheim



# Previous measures and actions

## Selected conceptual studies:

- Research on multi-channel retailing in the apparel industry and analysis of selected online-shops (2015)
- Research on Prosumer Concepts in the Outdoor Fashion Industry (2016), published paper
- Research on Impact of a Fashion fTRACE App on the Perception of Sustainability (2016), published paper
- Research on innovative product-service system business models in the field of apparel (2016), published paper
- Research on communication of transparency of sustainability (2017), best paper award at international conference

Secondary Marketing



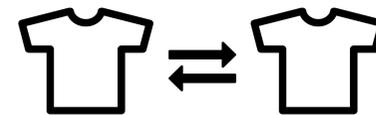
Renting



Reprocessing



Swapping



# First findings & lessons learned

- Change of perspective based on analysis on retail potential
- No possibility to locate new shops in Dietenheim in the near future
- Alignment needed
- Event-based approach instead of brick & mortar
- Research on the use concepts shown before

# Previous measures and actions

## Participatory measures:

- Kick-off event and stakeholder workshops with project partners and interested company representatives (February 2015)
- Community meeting in the town hall and presentation of real-world laboratory project among citizens of Dietenheim
- Organisation of expert workshops on sustainable consumption of clothing
- Movie screening and subsequent roundtable on fast fashion and consequences for humans and the environment

# First Events

## “Dietenheim zieht an”:

- First event: 14th October in the civic hall of Dietenheim with 2.500 Visitors
- Variety of activities like clothes-swapping, repair café and companies presenting their innovative business models
- Information material to raise the awareness of sustainability
- Consumer studies, questionnaires for visitors and participating companies
- With cooperation of:
  - Research institutes
  - Local authorities and residents
  - Regional companies
  - Some supra-regional/international companies



# VERKAUFS- & INFORMATIONSMESSE FÜR NACHHALTIGE MODE

21.Mai 2017, Dietenheim



DIETENHEIM  
ZIEHT AN

VERKAUF INFORMATION PARTIZIPATION

# Tasks in progress

## Participation activities:

- Repair café
- Information events
- Prosumer workshops
- Possible target groups identified by the full census and the field study
- Integration of Schools
- Scientific Congress (Sustainable Fashion Consumption Symposium 19<sup>th</sup> June 17, University of Ulm)

## Next Event:

- Second Event “Dietenheim zieht an!” scheduled 21.5.2017
- VIP-Event (Verkaufen-Informieren-Partizipieren)

# Challenges during the project (I)

- “Not-Knowing“ as key challenge in discussion between theory and practice
- Real world lab as new approach to work on real-life problems: Further understanding and development of theoretical frameworks needed
- Positive feedback from all stakeholders
- Time is crucial:
  - Adaptation of initial ideas expected by project partners
  - Results take time

# Challenges during the project (II)

- Real-Labor
- Expectations (Erwartungshaltung)
- Methodology (Methodik)
- Publications (Veröffentlichungen)
- Time (Zeitdauer)
- Participation (Participation)

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# Contact



Prof. Dr. Jochen Strähle

**Reutlingen University**

International Fashion Management

Alteburgstrasse 150

D-72762 Reutlingen

Germany

Phone: +49-7121-271-8073

Mobile: +49- 176-326 13 002

E-Mail: [jochen.straehle@reutlingen-university.de](mailto:jochen.straehle@reutlingen-university.de)

Web: [www.td.reutlingen-university.de](http://www.td.reutlingen-university.de)

Twitter: [www.twitter.com/jochenstraehle](http://www.twitter.com/jochenstraehle)

Skype: jochenstraehle

Wechat: straehle