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Consumer Foresight (TransitionLab)

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**Final Presentation of the 2022/23 Research Project on
Sustainable Textile Innovation at adidas in Herzogenaurach**

January 20, 2023 from 10:15 a.m. to 11:20 a.m.

New nature based materials – **recycled** (in the “**New Cotton**”-project) or **made from algae, cellulose, or mushrooms** (in the “**BioTexFuture**”-project) – can help to reduce the negative footprint of the fashion and many other industries.

Two larger groups of excellent master students – together with their supervisors from adidas, the University of Bayreuth, and RWTH Aachen – have analyzed, whether these new nature based materials are accepted by customers and how their sustainable and other advantages should be communicated.

In two short presentations (20 min.), they summarize their findings which are based on

- an **extensive literature survey**,
- **expert interviews and focus groups with customers** as well as
- large-scale quantitative **customer surveys**.

We cordially invite you to the presentations with the following time table:

Slot	Title (Presenters)
10:15–10:20	Welcome: The research project (Daniel Baier, Franziska Seehausen)
10:20-10:50 (20 min. present., 10 min. discussion)	How to communicate the recycling of cotton to fibres, i.e. clothing made from textile waste, the so-called “new cotton”? Should I use positive or negative framings? Should I be specific or not? (Sarah Beck, Florian Dröll, Lea Leppla, Franziska Unger, Sebastian Werner)
10:50-11:20 (20 min. present., 10 min. discussion)	What are the motivations and barriers of customers to order vegan leather? Is this alternative material accepted in the car industry by its customers? How can we better promote the spread? (Melanie Fuchs, Janina Katz, Leon Ohms, Emily Schmidt)

Looking forward seeing you at the presentation!

Prof. Dr. Daniel Baier and Franziska Seehausen