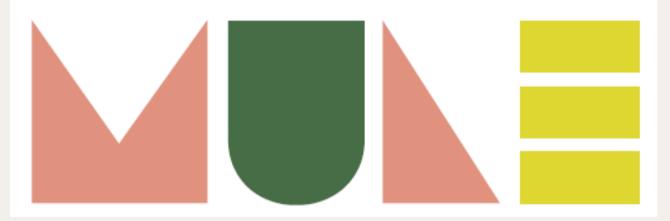
# REPORT NO. 11





MOBILE UPCYCLING LAB EXPERIENCE – MULE

22.09.2023

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2

# **CONTENT** 1. WHAT IS MULE?

#### 2. THE LAB EXPERIENCE

Sociological living lab concept

#### 3. MOBILE UPCYCLING LAB EXPERIENCE IN AACHEN

How will it be used?

# WHAT IS MULE?



### **MULE** Mobile Upcycling Lab Experience

- Project on the conditions of use and application of biobased materials and yarns, especially in comparison with conventional textiles.
- Mobile living lab to directly reach as many people in as many different contexts as possible, based on experiences collected in other outreach formats
- · A space for experimentation and experience
- Make the possibilities for change in the textile sector visible and tangible
- Equipped with:
  - Sewing machines for upcycling workshops, for example
  - Samples of fabrics and textiles for comparison
  - · Quizzes, surveys and more

# 



## MULE...

- is an Information space for new research results.
- allows us to collect ideas, associations and problems in dealing with new material.
  - · Findings are fed back into research projects
- provides a space for exchange and knowledge about textile materials and their handling (material literacy).
- enables storylines to be tested with demonstrators or material samples, among other things.
- · offers direct spaces for experimentation in various fields:
  - · Sewing workshops and many other events
- is a response to the research experience of BIOTEXFUTURE.
  - · Empowerment through experience



## **MULE GOALS**

6

- Bring material literacy to different spaces/peoples
- Create visibility for the possibilities of change (e.g. via BIOTEXFUTURE)
- Forster engagement with problems and topics in the textile sector
- Collect diverse feedback
- Be a visible attraction in the city of Aachen to raise awareness and engagement



# LAB EXPERIENCE

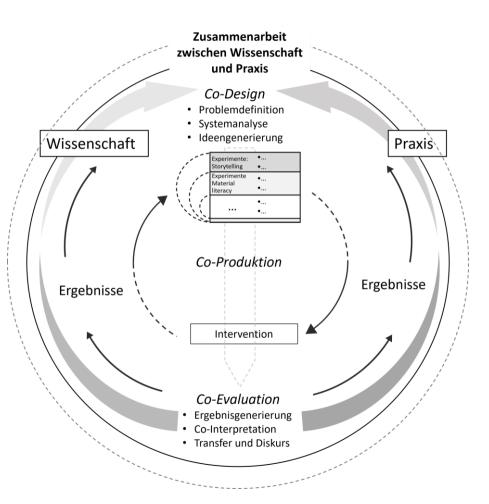
#### BIOTEXFUTURE

# LAB EXPERIENCE

8

Sociological living lab concept

- Guiding principles of transformative research:
  - · Distinction from transformative research
  - · Participation in social transformation processes
  - · New roles for science
    - · Translator/Mediator
    - Steering processes
  - Learning from participation and the problem of generalisation
- · Living Lab concept according to Rose et al. 2019
  - Co-design between heterogeneous partners
  - · Co-production of generated ideas
  - Co-evaluation of the generation of results, interpretation of the results as well as transfer and discourse



# MOBILE UPCYCLING LAB EXPERIENCE IN AACHEN

### MOBILE UPCYCLING LAB EXPERIENCE IN AACHEN

How will it be used?

10

Seminar (WiSe 23): The use of the mobile laboratory by the students

- Designing Living Lab experiments for a more sustainable use of textiles in the city of Aachen
  - including material samples and demonstrators
- Development of new, but also linking to existing event concepts, for example
  - Clothes swaps
  - Flea markets (Flairmärkte)
  - · Neighbourhood projects (City of Aachen).
- The main ideas developed by the students are to encourage people to keep clothes longer (exchange, repair, etc.), to make recycling easier and to teach "material literacy", which helps to change the way people deal with clothes.
- MULE also provides a comprehensive insight into the approach of transformative research in the context of sustainability in the textile sector.

#### collaboration with the city of Aachen

- OecherLab
- Environmental Department of the City of Aachen

#### Collaboration with nAChhaltig angezogen

- · Visibility and Exchange at
  - Clothes Swaps
  - Upcycling Events
  - Other Events (e.g. Sustainability Rally)

11

# MULE FOR BIOTEXFUTURE

# Focused collaboration with individual projects and the MULE in the city of Aachen

- For example, testing the Storylines of individual projects. How much or how little information is needed to understand the storyline of the material?
- Providing further material samples/demonstrators of projects
  - Designing targeted surveys for specific materials, for example
  - Going to launch events of prototypes for additional information and survey material

#### Targeted public relations – MULE and BIOTEXFUTURE

- OecherLab
- Long Night of Sciences
- · And other event formats

#### BIOTEXFUTURE

#### MOBILE UPCYCLING LAB EXPERIENCE IN AACHEN

#### Next steps:

- · Final material adjustments for the MULE
- Construction of the MULE
  - including bio-based materials (Co2Tex)
- Production of information material about the MULE etc.
- · Creation of an information platform for the MULE
- Further information material etc.



#### BIOTEXFUTURE

# MOBILE UPCYCLING LAB EXPERIENCE IN AACHEN



#### You can give us:

Samples

13

- Storylines
- Questions
- Event ideas

To collect feedback from diverse audiences or test ideas with them!



BIOTEXFUTURE

## **MULE – MOBILE UPCYCLING LAB EXPERIENCE**

Please reach out for feedback and questions to:

#### Dr. Marco Schmitt; Nadine Diefenbach, M.A.; Svea Schöngarth, M.A.

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#### THANK YOU FOR YOUR KIND ATTENTION

#### FOR FURTHER INFORMATION ON BIOTEXFUTURE CONTACT

adidas AG Innovation Team RWTH Aachen University Institut für Textiltechnik (ITA) **RWTH Aachen University** Lehrstuhl für Technik- und Organisationssoziologie (STO)

Further information can be found here: www.biotexfuture.de

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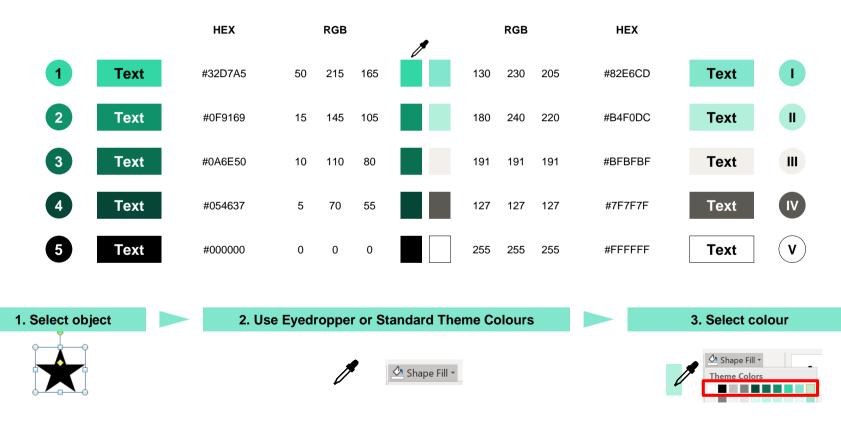


Please reach out for full report, feedback and questions to

Franziska Seehausen Franziska.seehausen@adidas.com

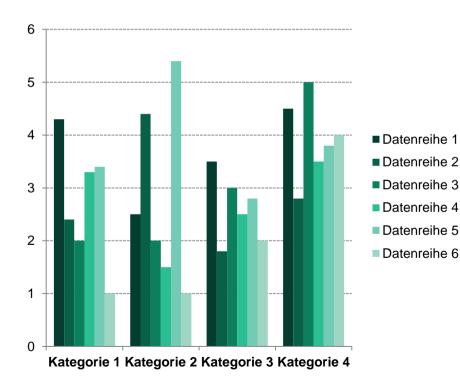
## **COLOUR COMBINATIONS YOU MAY USE**

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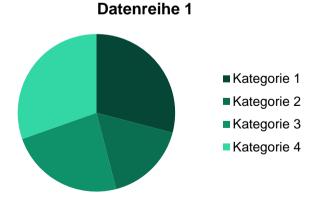


## **EXAMPLES OF COLOURED GRAPHS**

Use the 2nd graph format







# KEY INSIGHTS







3 PRESENTATION TITLE



24 PRESENTATION TITLE



