

TRANSITION LAB

DR. MARCO SCHMITT (STO - RWTH AACHEN)

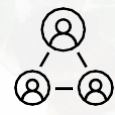
ROLE & RESPONSIBILITIES

Understanding and promoting a successful societal transition to a bio-economic textile industry within BIOTEXFUTURE

FOCUS AREA

RESEARCH / TECHNOLOGY FOCUS

Empower innovators through collaboration



Social and technological change through collaborative innovation

MARKET / SOCIETY FOCUS

Empower consumers through material literacy

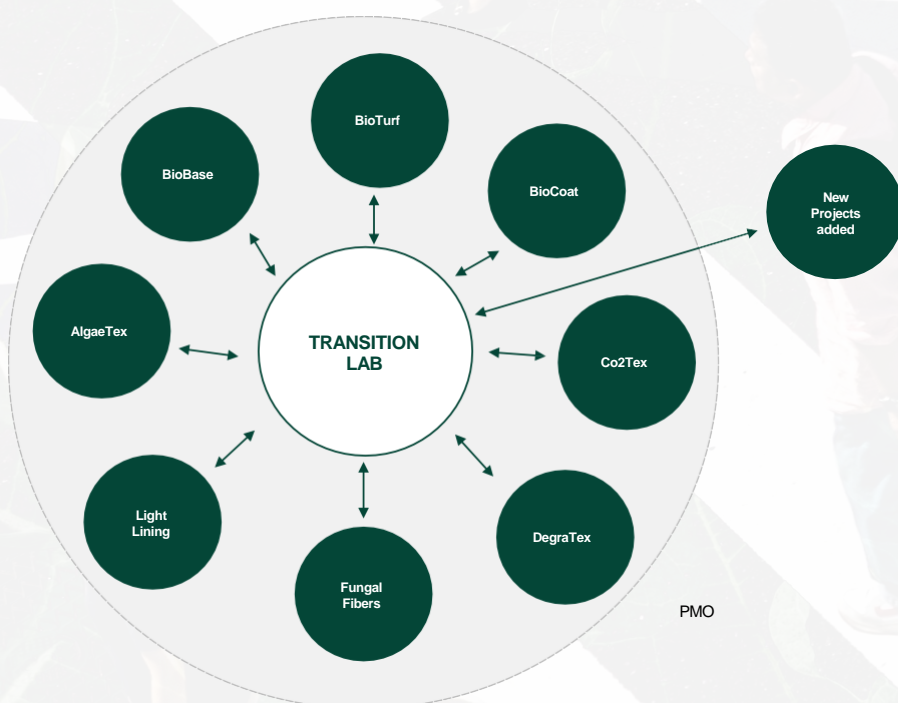


TRANSITION LAB



PROJECT SCOPE

RESEARCH > COMMUNICATION > INDUSTRY APPLICATION



TRANSITION LAB ...



- collects feedback and raise awareness



- generates & shares insights



- organizes consumer and other stakeholder engagement events



- creates synergies between projects and support project ideas



- facilitates the application of BIOTEXFUTURE

- materials into textile value chain

INSIGHTS NETWORK for BIOTEXFUTURE

- RWTH STO:** Transformational Change through Integrated RealLabs and Scenarios
- LMU:** Innovation in Emerging Technological Fields Market
- University of Bayreuth:** Introduction of Ecologically Sustainable Textiles
- FAU Erlangen-Nürnberg:** Qualitative and experimental analysis of psychological and behavioural effects on consumers in the context of bio-based products
- Potsdam University:** Communication strategies for BIOTEXFUTURE
- adidas AG:** Strategy and coordination of stakeholder research

SPONSORED BY THE

