

Insights Session #7: Bioeconomy Stakeholders

Research Questions



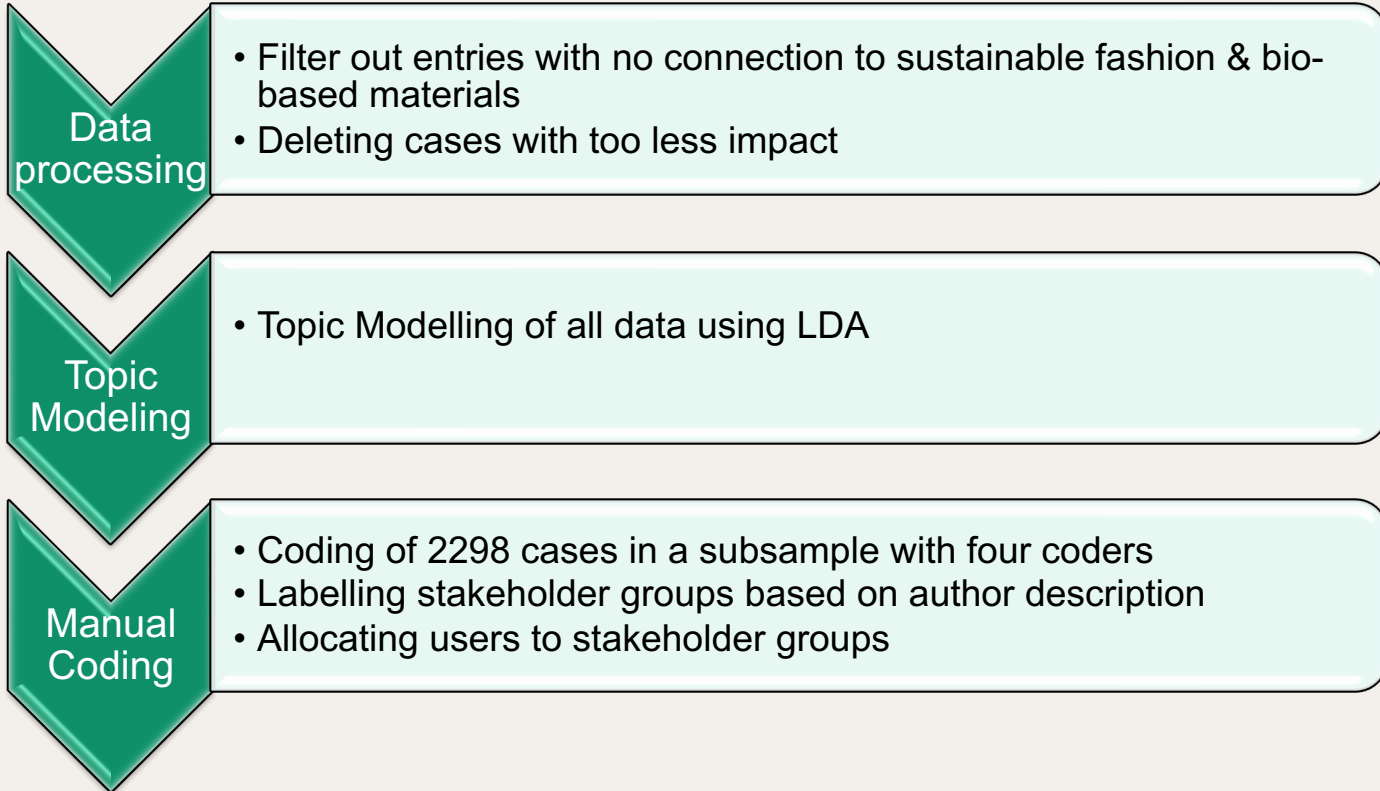
1

Which influential **stakeholder groups** can be identified communicating about biobased textiles and sustainable fashion?

2

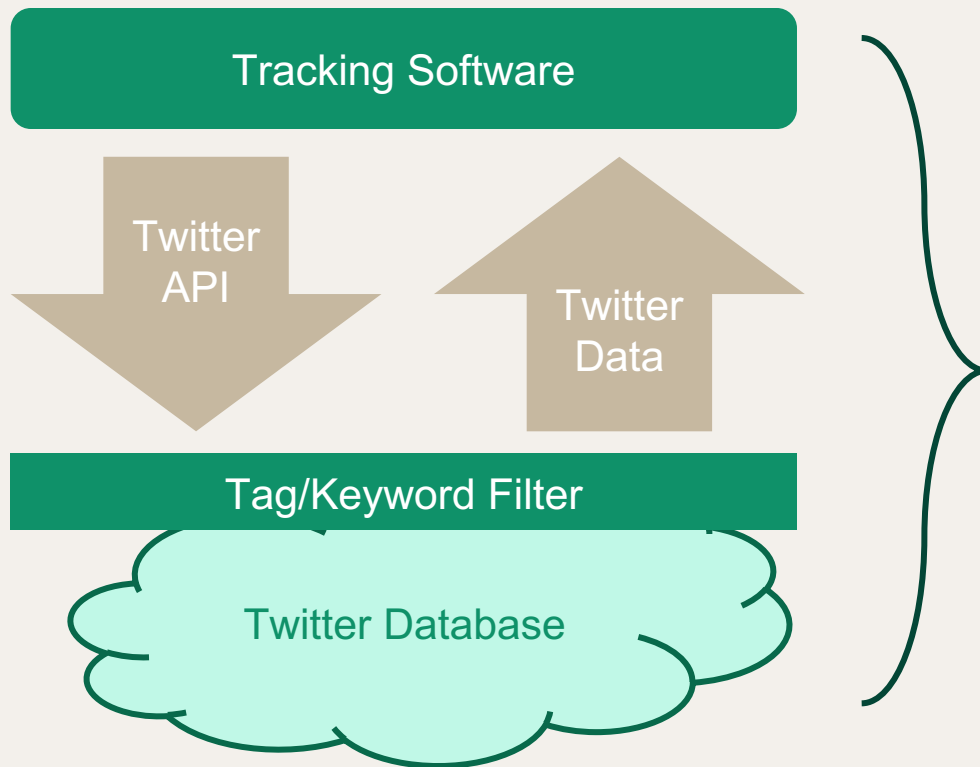
What are the **topics** the identified stakeholders are talking about?

Analytical Procedure



Data Tracking & Data Set

(Stieglitz et al., 2014)



Data:



11.937.720 Tweets



01.04.2022 –
30.04.2022

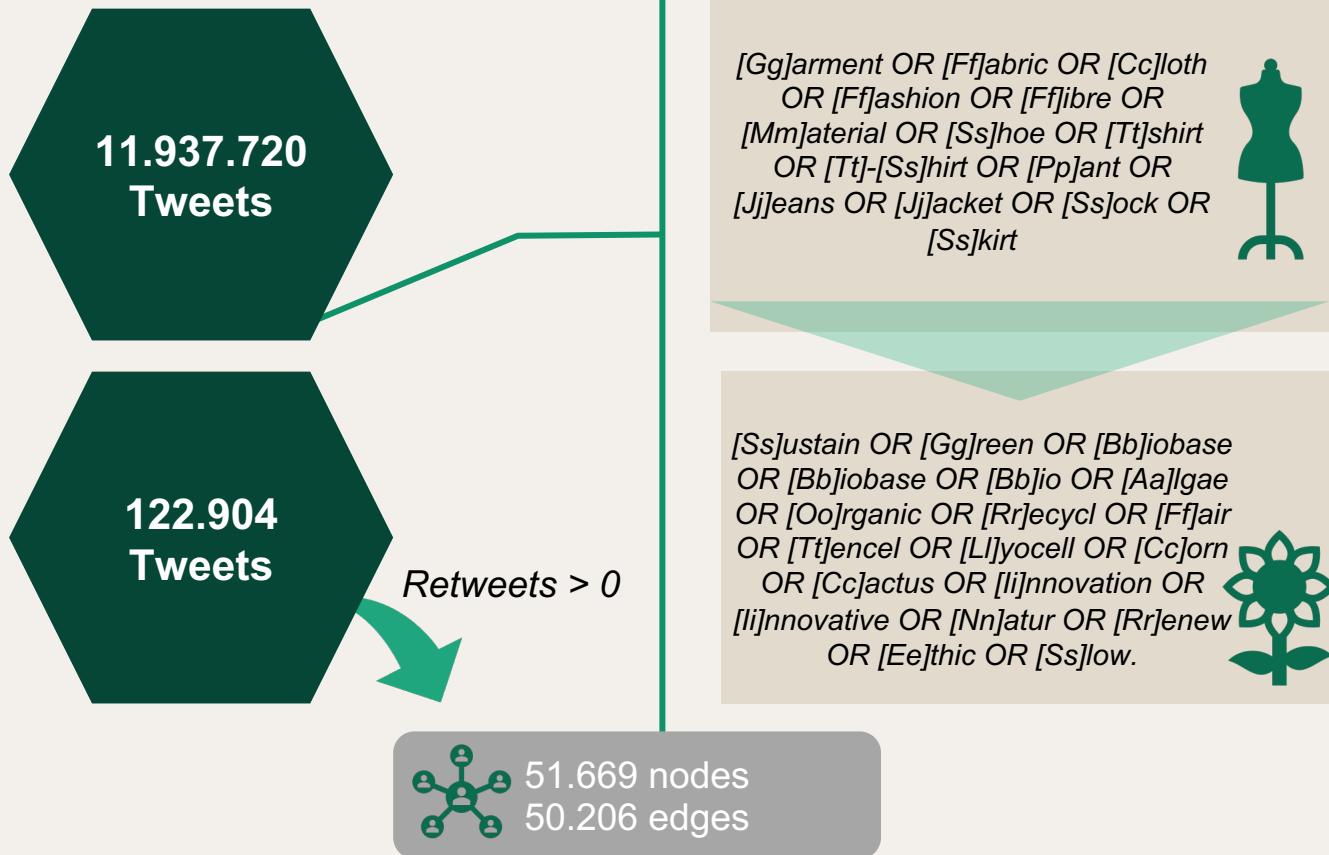


Provided by tool



149 keywords

Data Processing



Insights into the dataset



Word	Count
Bio	336612
Fashion	290019
Check	115009
Climate	114315
Change	109397
Innovation	99696
Sustainable	90746
Style	86597
Innovative	83074
Share	80943

TOPICS RELATED TO ENVIRONMENTAL PROTECTION

1 – Energy supply

- Wind / solar / fossil
- Energy / fuel / electricity

2 – NFTs & Blockchain

- Nft / token / crypto
- Community / marketing

3 – Consequences of climate change

- Soil / weather / tree
- Report / year / planet

4 – Handmade, organic products

- Organic / vegan / healthy
- Soap / tea / gift

5 – Current crises

- Climate change
- Covid / war

6 – Climate protection

- Environment / sustainable
- Future / learn / solution

7 – Sustainable consumption

- Fashion / design / music
- Green / organic / nature

8 – Urban pollution

- Noise / air / road
- Pollution / quality

TOPICS RELATED TO SUSTAINABLE FASHION

1 – NFTs

- NFTs / NFT community

2 – Fashion Innovation

- Technology / innovation
- Sustainability

3 – Celebrities

- Influencer / award
- Fashion icon

4 – Jewellery

- Jewellery / necklace
- Gift / handmade

5 – Fashion on Social Media

- Ootd / fashionista
- Influencer / fashionblogger

6 – Brand communication

- Click bio / today
- Designer / collection

7 – Outfits

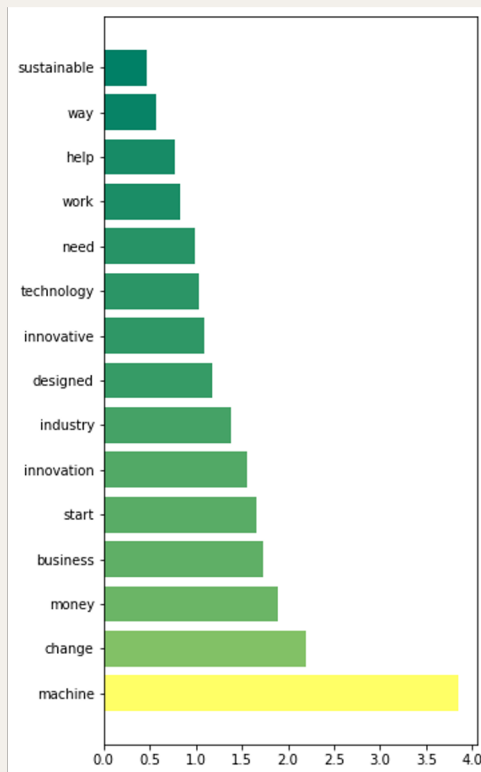
- Wear / look / choice / style

8 – Second hand shopping

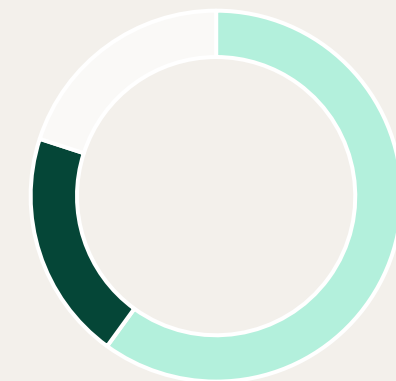
- Poshmark / shopmycloset

FASHION INNOVATION

Example Topic



Sentiment



■ positiv ■ negativ ■ neutral



80 737

Stakeholder Groups

Categories

Niinimäki (2020)	Menke (2021)	Ki (2020)	Stakeholder Group
Industry			Companies Other Companies
	Alliances		
		Recycling Agent	
	Suppliers	Suppliers / Manufacturers	
	Competitors		
Retailer		Retailer	Employees Other Employees
	CEO		
	Sustainability managers		
		Designer	
	Employees		
	Finance market	Investor	Investors
	NGOs		Social movements
Policymaker	Government	Government	Policy makers
	Media		Media
		Academic Institutions	Research
Customer	Customer	Customer	Private Person
	Public Opinion		Influencer / Celebrities

Codebook

Categories

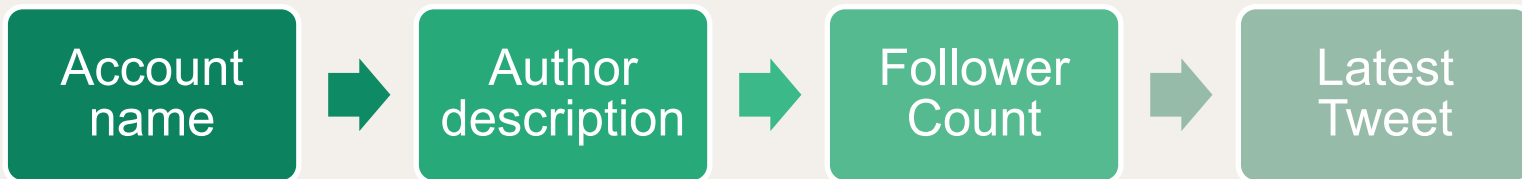
Stakeholder Group	Definition
Companies	All companies, organizations or individuals who are producing or selling sustainable textiles or fashion
Other Companies	All companies that engage in public communication about sustainable fashion but do not operate in the sector from a business perspective or financial perspective
Employees	Individuals that present themselves as part of a company, industry or retailer in the context of sustainable textiles or fashion
Other Employees	Individuals that present themselves as part of a company, industry or retailer in the other contexts than sustainable textiles or fashion
Investors	All actors and actions of the financial market that can have an impact on sustainability efforts of a company
Social movements	All Non-governmental organizations or individuals which present themselves as part of a Non-governmental organizations which is related to climate or sustainability
Policy makers	All legislators who can influence a company's business operations through statutory provisions or regulations
Media	All media organizations, journalists or bloggers that report or communicate about sustainable fashion
Research	Academical institutions or researchers
Private Person	All individuals that engage into public communication about sustainable fashion
Influencer	Actors with a high number of relationships and influence on organizational stakeholders through content production, content distribution, interaction, and personal appearance
Celebrities	Celebrities are defined as opinion leaders who have reached public fame out of social media through mainstream media

Stakeholder Classification

Manual Coding

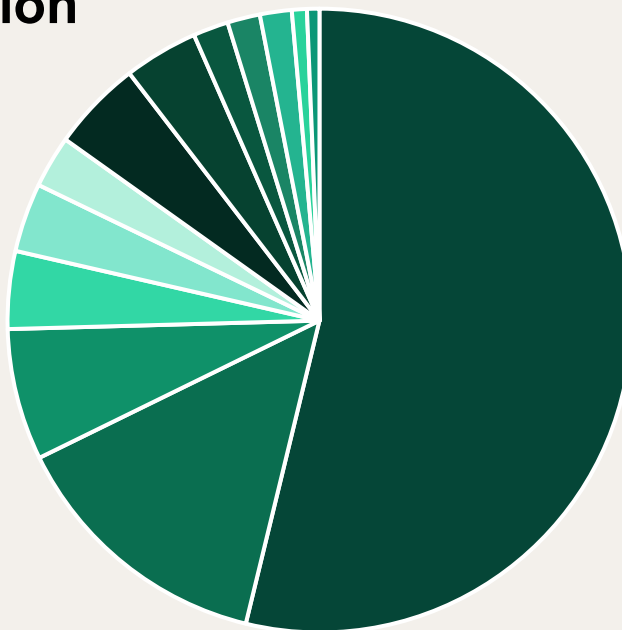
Manual classification of **2298 Twitter accounts** via codebook

- 1 Classification of random sample via manual coding
- 2 Classification of total sample with automated coding (Forthcoming)



Stakeholder Classification

Manual Coding

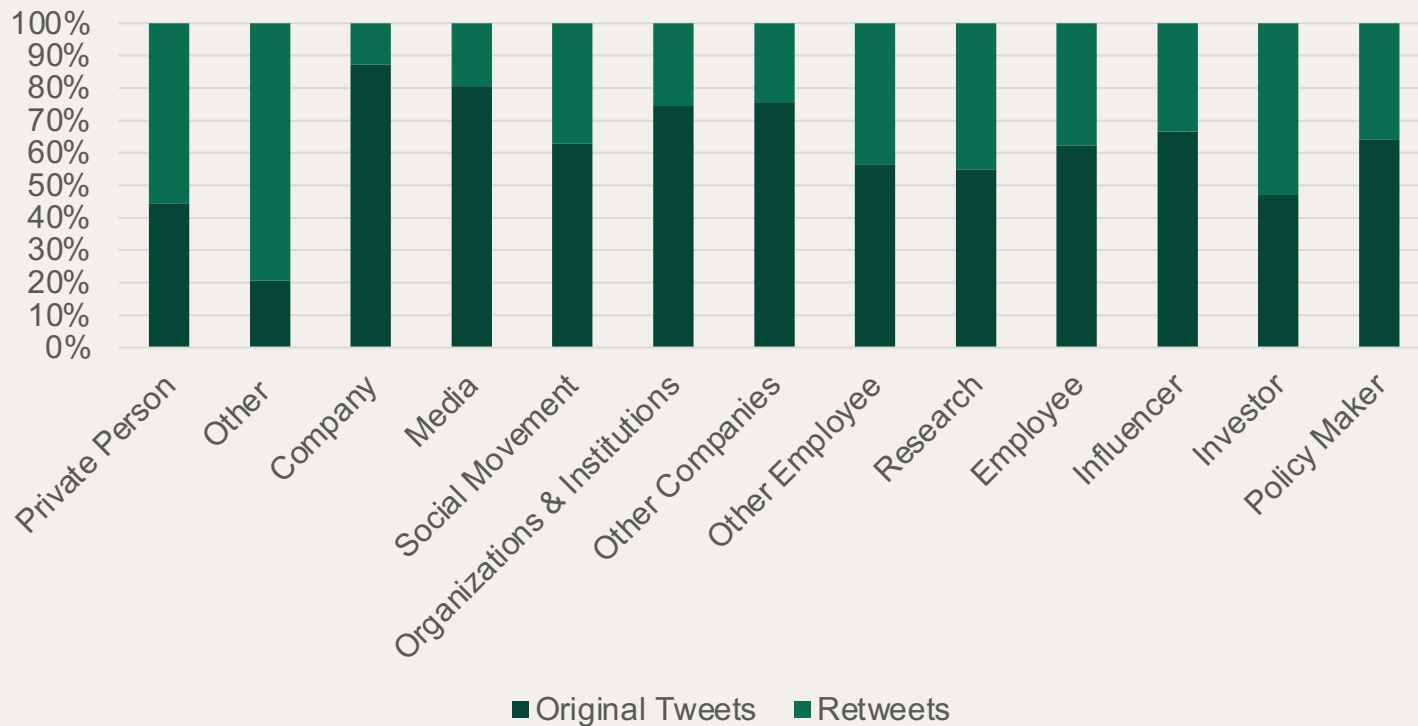


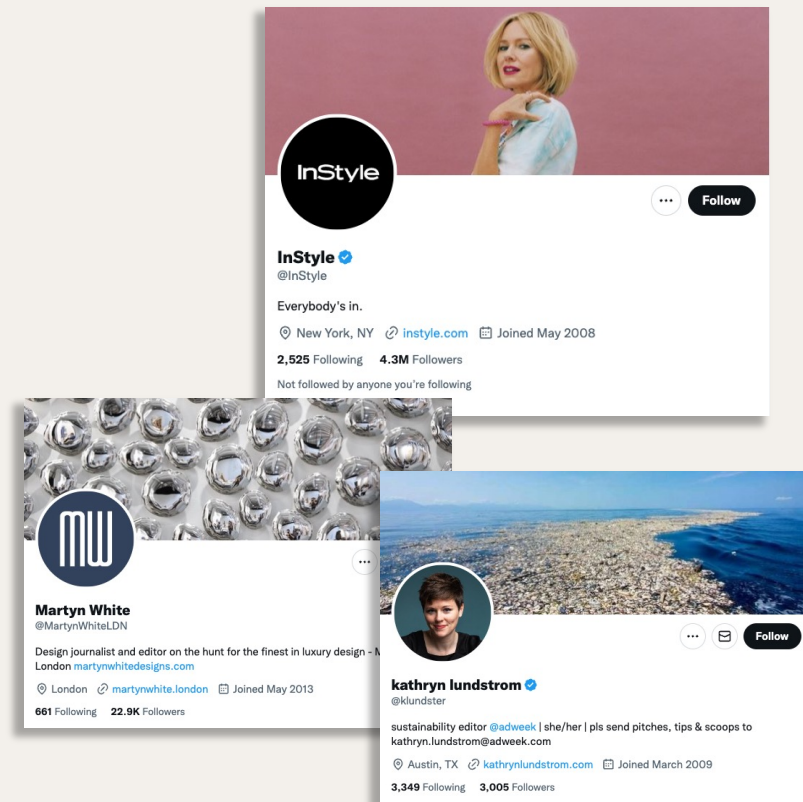
- Private Person
- Media
- Other Companies
- Employee
- Policy Maker

- Other
- Social Movement
- Other Employee
- Influencer

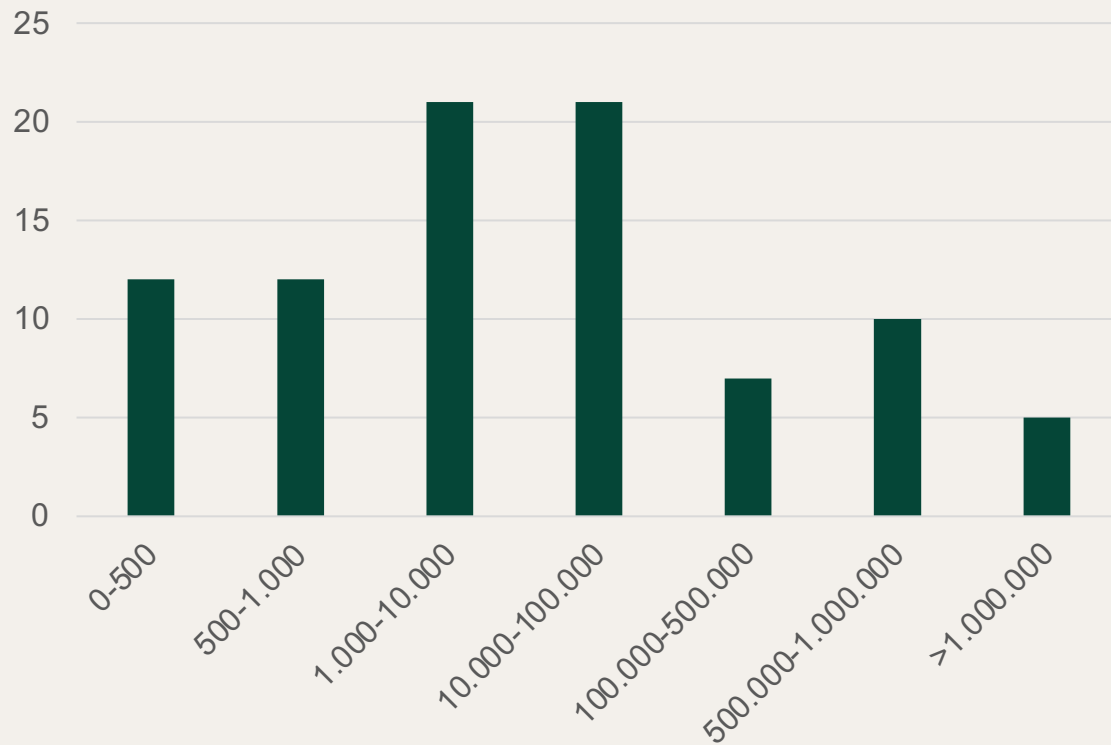
- Company
- Organizations & Institutions
- Research
- Investor

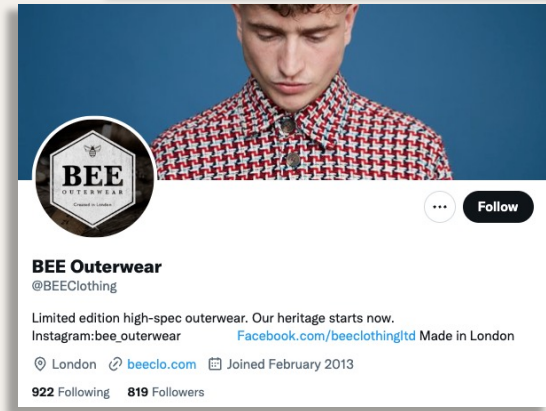
Stakeholder Communication– Retweets



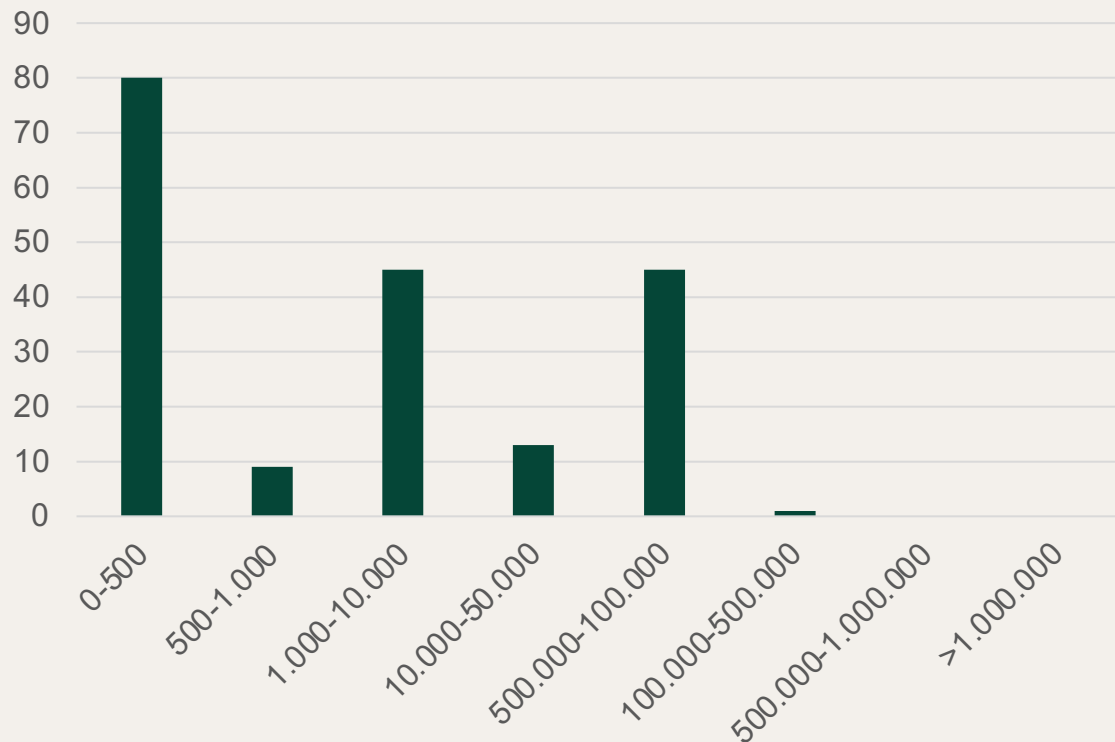


Media – Follower



[illegible]

Companies – Follower



Stakeholder - Private Person




Follow

Randeep Melhi
@WholsRandeep

Some guy with thoughts

Joined August 2012

50 Following 39 Followers



Follow

Mary
@dannyardrian1998

Hard working mom!! My kids are my everything. Poshmark seller. Shop my closet
Open to offers!! You can follow me on Instagram sohappyy.98

Lodi CA posh.mk/kmVLDBbj6db Joined December 2012

1,349 Following 726 Followers

Stakeholder Classification - Machine Learning Approach

Next Steps

