

IDE Master Graduation

Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

! USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT

Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME

Save this form according the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 !



family name Celis Vargas

initials C.A given name Alejandra

student number 4911830

street & no. _____

zipcode & city _____

country _____

phone _____

email _____

Your master programme (only select the options that apply to you):

IDE master(s): IPD Dfl SPD

2nd non-IDE master: _____

individual programme: _____ (give date of approval)

honours programme: Honours Programme Master

specialisation / annotation: Medisign

Tech. in Sustainable Design

Entrepreneurship

SUPERVISORY TEAM **

Fill in the required data for the supervisory team members. Please check the instructions on the right !

** chair Dr. Hultink, H. J. dept. / section: DOS / MCR

** mentor Dr. ir. Van den Hende, E.A dept. / section: DOS / MCR

2nd mentor _____

organisation: _____

city: _____ country: _____

comments
(optional)
:
:
:

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..



Second mentor only applies in case the assignment is hosted by an external organisation.



Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

APPROVAL PROJECT BRIEF

To be filled in by the chair of the supervisory team.

chair Dr. Hultink, H. J. date 8 - 9 - 2020 signature _____

CHECK STUDY PROGRESS

To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: _____ EC

YES all 1st year master courses passed

Of which, taking the conditional requirements into account, can be part of the exam programme _____ EC

NO missing 1st year master courses are:

List of electives obtained before the third semester without approval of the BoE

name _____ date _____ signature _____

FORMAL APPROVAL GRADUATION PROJECT

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content: APPROVED NOT APPROVED

Procedure: APPROVED NOT APPROVED

_____ comments

name _____ date _____ signature _____

The future is bio-based: Towards a sustainability transition led by the user experience with bio-based materials project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date 8 - 9 - 2020 28 - 1 - 2020 end date

INTRODUCTION **

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

Can you imagine a world where our impact is the least possible? Where materiality around is alive or bio-based? Where the majority of consumed products come from nature and return to it?

Currently, there are initiatives to tackle unsustainable practices on several levels, such as circular economy, development of renewable technologies and materials, zero waste activism, policies banning single-use plastic, among others. However, those are still vague, distant, or isolated. As a result, the way we consume and what we consume in our daily life continue mainly depending on plastic and oil.

Fastening the transition to a more sustainable future is a challenge. We need to reconsider our role in the production-consumption value chain to establish new relationships with the environment. Appels et al. (2019) highlight the need of decreasing the use of non-renewable resources for the production of materials and consumption of products. Moreover, Urmetzer et al. (2020) stand a bioeconomy - an economy based on innovative methods to substitute fossil resources with the intelligent and efficient use of bio-based materials and processes. Transition theory provides perspectives on how to describe, interpret, and support desirable radical and non-linear societal change, which can lead us to redefine the materiality around us (products and build environment).

Hölscher et al. (2018) elaborate transition focus on the processes and dynamics producing patterns of change. Furthermore, there is extensive literature regarding the transition in the field of sustainability (Farla et al. 2012, Sengers et al. 2019 and Köhler et al. 2019). However, as mentioned by Köhler et al. (2019), and suggested by the updated Sustainability Transitions Research Network (STRN) agenda, the biggest challenges about sustainability remain unsolved. Working on this idea, Cramer (2020b) mentions the importance of applying transition management along the entire production-consumption chain from resource extraction to the final consumption of goods and services and the behavior of the actors involved in it. Consumers have the power to challenge the current systems, demanding more sustainable solutions from companies and industries, and supporting policies in everyday life.

Hereby, the bio-based materials field contributes to shift the production-consumption chain to renewable resources but also helps to shape the transition itself, considering the active role of materials in shaping social and cultural practices. (Camere & Kanara, 2018).

This project wants to understand how the user experience with materials can fasten the bio-based materials transition by structuring the problem and developing a long-term sustainability vision and according to the operational cycle presented by Cramer (2020b) and the social practices framework presented by Rauschmayer et al. (2015) (figure 1). Additionally, it wants to propose a user-centered approach creating a framework for further practice in the sustainability transition.

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introduction (continued): space for images

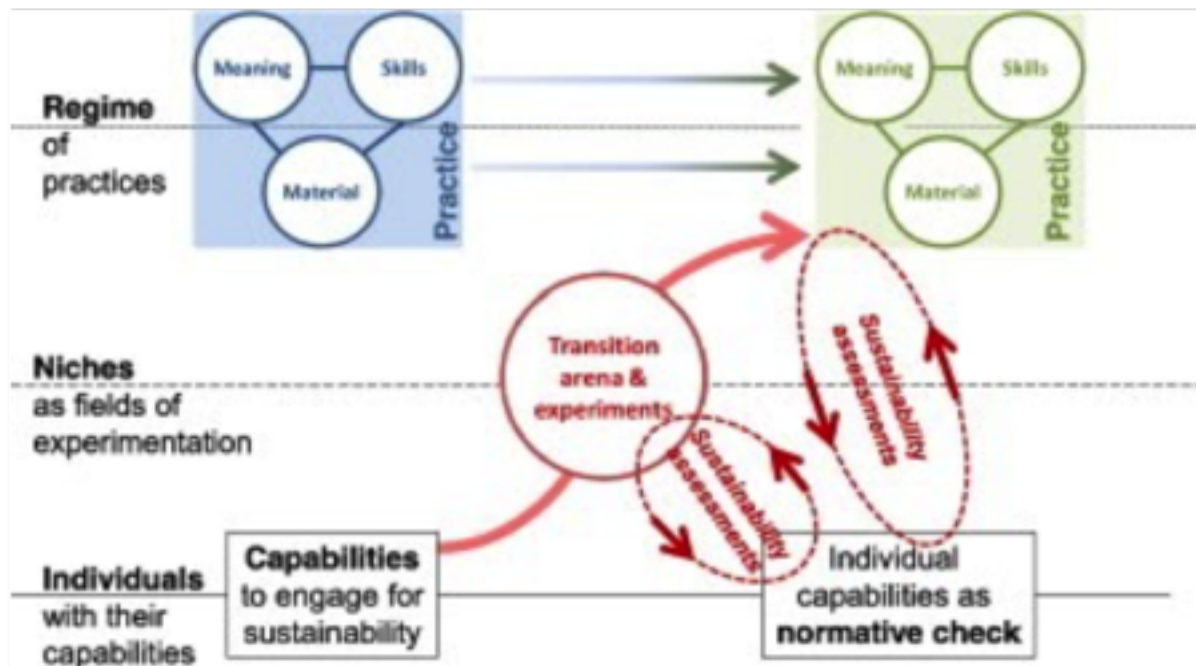


image / figure 1: Rauschmayer et al. (2015) framework for sustainability transition linked to social practices

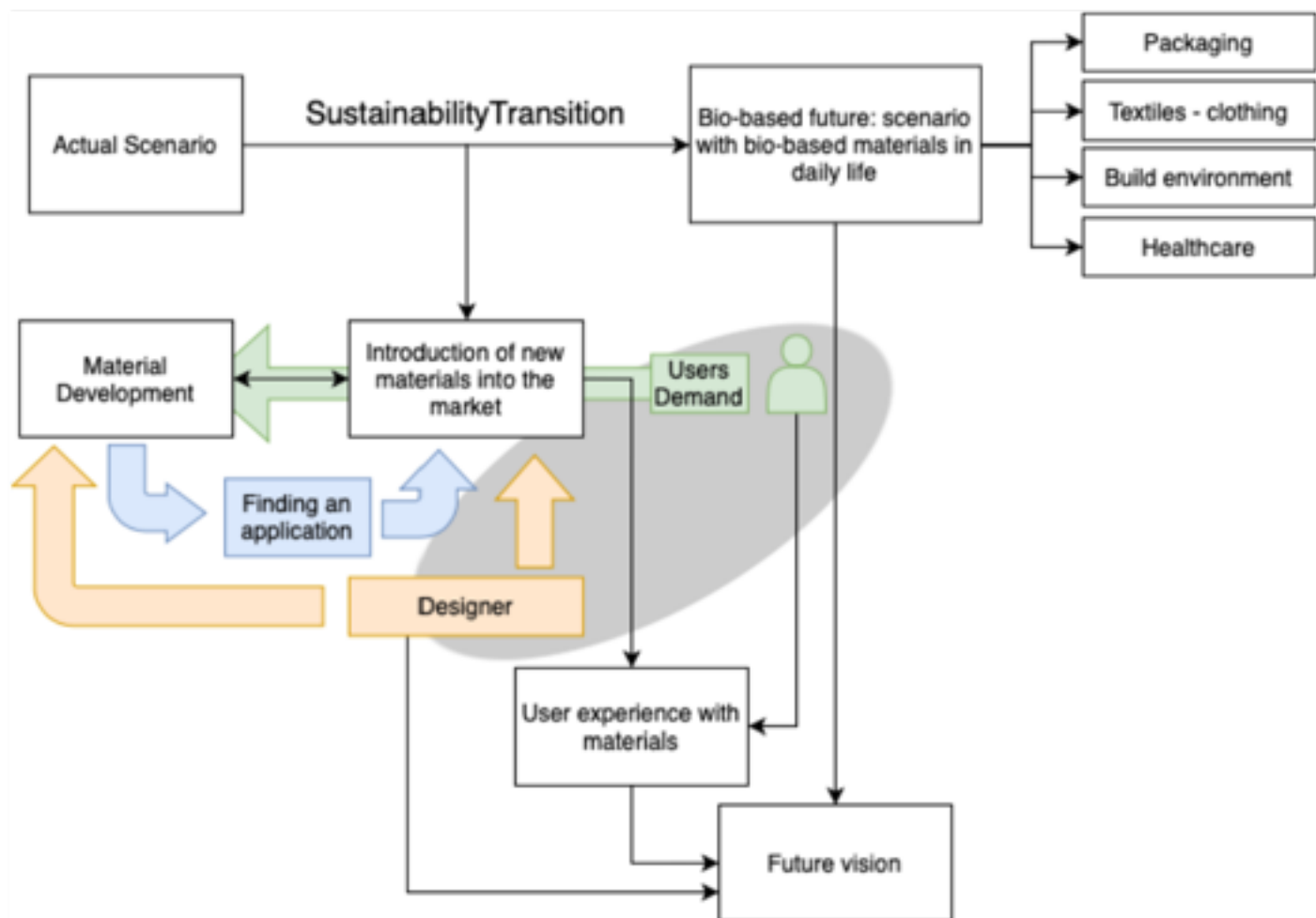


image / figure 2: Project Framework

PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

Sustainability transition is a complex and broad field. Nevertheless, from the literature, it is possible to recognize some relevant points to approach it, such as the importance of cutting non-renewable materials, and the need for cultural and behavioral changes in the production-consumption value chain. Even though a bio-based scenario is every time more needed, it is not possible to recognize a clear path to it.

According to the sustainability transition theory, bio-based materials are at an individual/niche level, meaning that there are sustainable practices but more as separate initiatives from individuals and niche groups than as wide-spread solutions in a regime/societal level. It is key to understand this actual scenario by mapping the relevant actors and identifying their values and interaction.

On the other side, innovation theory analyses the relevance and process to cross the chasm when innovation diffuses, which still has to be achieved in the material transition. In the current scenario, individuals and niches supporting the bio-based offer might act as innovators or early adopters. Understanding their role and influence over the consumption chain can be a base for setting a rhythm in the transition and even further, to trigger a faster one.

Finally, a user-centered approach is needed to change the mindset, and promote a push from the user to the market and industries. Uncovering the user perception and co-creating a future vision to support behavioral/cultural change.

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

Research project addressing the question of how the user experience with materials can fasten the bio-based materials transition? Considering materials as means and users as initiators of innovation pushing the diffusion and adoption in markets and society.

STAGE 1: Review of user active participation

A systematic review of online user participation about bio-based products in the actual market. The review includes diverse categories such as fashion-footwear, packaging, and furniture, according to their availability. Furthermore, it will consider low-impact materials according to raw production (bio-based/natural/organic) and the end-of-life (compostable).

Outcome: On one hand user dimensions to assess the available bio-based products, uncovering their perception about benefits and value. On the other hand, the map of actors and relations in the actual individual/niche scenario.

STAGE 2: Generative Research

Based on the finding of the online stage 1, a sensitizing toolkit will be developed to understand the relationship between user and material including a sample of people between 25-35 years old.

Generative sessions will be held to clarify and embody a concept's future vision.

Outcome: First iteration of future concept vision (story and visual) and framework of user-centered approach for fastening the bio-based material transition

STAGE 3: Validation

Validation interviews will be held to gain insights over the second stage outcomes.

Outcome: Second iteration future concept vision (story and visual) and framework of user-centered approach for fastening the bio-based material transition.

PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date 08 - 09 - 2020

28 - 01 - 2020

end date

Academic week	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	1.10	2.1	2.2	2.3	2.4	2.5	2.6	X-mas Holidays	2.7	2.8	2.9	2.10
Project week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Meeting days	Kick-off								Mid-term						Green-light					Graduation
KICK-OFF	[Bar from week 1.2 to 1.3]																			
Literature review	[Bar from week 1.2 to 1.10]																			
Consumer participation review	[Bar from week 1.3 to 1.10]																			
Designing toolkit	[Bar from week 1.4 to 1.10]																			
Sensitizing toolkit	[Bar from week 1.5 to 1.10]																			
Generative session	[Bar from week 1.6 to 1.10]																			
MID-TERM Presentation	[Bar from week 1.9 to 2.1]																			
Iteration 1: concept future vision& toolkit	[Bar from week 1.8 to 2.4]																			
Validation interviews	[Bar from week 1.10 to 2.4]																			
Iteration 2: concept future vision& toolkit	[Bar from week 1.10 to 2.4]																			
Results and evaluation	[Bar from week 1.10 to 2.6]																			
GREEN-LIGHT Presentation	[Bar from week 2.5 to 2.6]																			
Discussion	[Bar from week 2.7 to 2.10]																			
Concept future vision	[Bar from week 2.7 to 2.10]																			
Report + Deliverables	[Bar from week 2.7 to 2.10]																			
FINAL PRESENTATION	[Bar from week 2.9 to 2.10]																			

The project has been planned for 20 weeks according to the faculty guidelines. For the development of the research and continuous meetings with my supervisor team, I propose sprints of two weeks to review the development of the project.

As it is shown in the Gant chart, the meeting days are:

1. WEEK 1 Kick off: 08/09/2020
2. WEEK 9 Midterm: 03/10/2020
3. WEEK 15 Green light: 15/12/2020
4. WEEK 20 Graduation: 25 to 29 of January

MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, Stick to no more than five ambitions.

The graduation project is set up as a design research project with the aim of exploring the approach of research through design, using design to generate new knowledge and create design tools for future use. I have chosen this process on one hand due to my personal interest in pursuing a PhD in the future, specifically to gain some experience in the research field, understanding methods and the overall development of a research project.

This project starts from my belief in shaping in “brighter futures” understood as healthier, happier and safer scenarios for all. Combined with my personal interest in materials and previous work with living materials. I believe that for creating a more sustainable future scenario it is needed to redefine the materiality, and materials are the ones shaping this materiality.

Additionally, I want to explore qualitative and co-creation methods in a topic that usually is explored in a more technical way.

Furthermore, I am expecting to start a discussion about cultural change regarding understanding of materials and the role of designers and users in the bio-based materials transition that is still vague. In this way, I also seek to re-shape my behaviour as consumer and designer for the sustainability transition.

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FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.

Appendix A- List of comments about bio-based products_Stage 1

The material has a nice grip. I like that's a bit rough.

My first thought was actually: Isn't there a comparable, suitable raw material that grows here? I don't eat bananas because I want to eat locally, and now I have a banana backpack? But on the other hand, cotton doesn't grow in the Zurich Oberland either.

The side opening is a bit too tight for my taste. Please make it bigger on the next generation.

I am a little worried about the white – and I'd like to see color options!

For everyday use it is perfect, the adjustable size make it a good versatility to your everyday life, whether a busy day with a full bag or just cruise in the city, the bag is adapting to your needs, which is great!

The Roll Pack is with me every day. I like how the texture is slightly changing, but not too much.

On the inside I wouldn't mind a little more organisation, but I love the look and feel of it.

"I use this bag day in and day out, I have both colors I love it so much! It's a very durable bag and the side zipper is really convenient when needing access to items at the bottom of the bag. At first I was concerned that the material wouldn't last long (I'm pretty aggressive with my backpacks), but I've had it for a few months now and it's as if the bag is still brand new.

A bit scared the fabric could get dirty a bit too easily – and slightly worried it's not going to perform as well as the "petrol based" counterparts. So far it's holding up well, though.

My first hesitation was how well it would stay around my waist and whether the strap would shift, but it's proven itself to be very secure.

I love a product that has a good story.

I think there could be a more intuitive way to lock the bag since all your other products are very intuitive to lock.

Incredible fabric/ extremely robust, eco-friendly, sustainable material/ingenious supply chain. When you touch it..it is a different vibe. Durable

At that price it needs to be more than great fabric, it needs to be a Ferrari not a diaper bag.

"Love this bag. For the peeps who live and breath design, you would know that it is easy af to just tick all the checkboxes of features and make it with slick materials, tag in the current zeitgeist and call it a day, but hard af to subtract stuff to the bare minimum so everything down to the very fibre of the design individually are statements. I applaud Qwstion for posing and answering design problems in such an original and thoughtful way.

To the haters of this bag, this bag just didn't align with your values, there are already a myriad of bags that do - and that is a great thing; just try to appreciate that these designers stand firm on their values and executed it with crystal clarity. Everyone wins when we get interesting takes!"

I can appreciate good design, but for that price I'm kinda expecting more than just a fancy sack of fabric, but that's just me. The beautiful thing about packs is that when you find the perfect one for you, then that's the one no matter what other people say

That's an absolutely gorgeous bag, if you want a bag that's an art piece this might be it. I personally think it should be in the \$200-\$250 range however we live in a world where idiots spend \$1,000 on sneakers and sweatshirts so comparatively this is a bargain. This looks like something Hermés would sell.

Sorry, but it looks too much like a laundry sack.

I'm like, oh cool laundry bag or grocery bag? Then he talks a lot about the fabric like a salesman. This must be expensive, checks price...\$340. nope. Cool video though

Is it difficult to keep it clean? How sensitive is this material to dirt, dust and humidity?

I'm down with sustainable resources, innovation in the supply chain to take care of Mother Earth and all. Just don't get this bag even a little. Even if it weren't at an "elite" price.

Chase Reeves....I'm about to drop some coin on this bag...tell me truly; is it worth the money, will it hold up? really? Great review, just not sold.

Naaaaaaah.... I don't see \$350

340usd? no thanks though

Can you share how the white fabric has lived up to dust and dirt?

Love the design but not the price

i love the style of this bag, it's like a upgraded drawstring bag. But like what was stated in the video it's way too expensive. Anyone know of cheaper alternatives?

Where the back zipper pouch is located... they should consider placing (1) in the front of the bag to create a swing door entry in order to enter the bottom half of the bag without needing to use the roller top portion, for user whom are in a rush or not in the mood to fuss with it.

Thanks Chase. I wish there was a way for manufacturers to offer what carpet places do: Samples. Get a 12" x 12" cut of fabric, they can charge \$5 including shipping, and if you like it, you can get that money back towards a bag AND a slight discount. It'd be a win-win. The carpet industry has been doing that for a long time. I say this because it's so hard to understand through a video what a fabric feels like, case in point, BANANNATEX

Forget the aesthetics. Even without that discussion, they missed the mark by adding leather accents. MOST of the people who would be hyped about this natural fabric are vegan. They really lost a lot of their customers with the leather instead of a canvas or coated hemp or something.

Yeah have to agree with what others have said. That is really expensive for what is essentially a sack. Having said that I get that when working with new materials things can be expensive so I'm glad they're trying it out. I just got my thread international "better backpack", though, and their whole point was to look at supply chain, materials, environmental impact etc to come up with something

better. And for me I much prefer their style, I think their bag is more functional and it's lot cheaper. So I think there are ways to improve the manufacturing process of bags without having to create something that is \$350 USD (which is like \$500 for me since I am in Australia).

It's not until you view it through a sustainable lens that you get a strong appreciation of the thought and care behind every detail. It's designed with a fundamentalist approach to better environmental practices.

Bananatex, it's a great fabric and might even save the world

great use of materials

"CONVERSATION (No 'natural fiber' is sustainable...) Product lifecycles need to be considered too, organics on average have a mind shatteringly high cost per use. In order to shift towards a less harmful industry globally were gunna need to lower production volumes, and increase product life... science and chemistry is the solution to that.

End of day, the happy green dreams we all share start with the end of any foreseeable plant based materials (algae, etc is very promising however)."

"Glad to see Taiwan continue to churn out innovative fabrics.

But the naming... argh..."

"I don't love the fabric name, but I guess it fits the source.

The fabric itself seems very well considered though and the Roll Pack looks good to me.

But that price tag...ouch."

No 'natural fiber' is sustainable...

I'm not sure what you mean by this. Natural fibers biodegrade and can be regrown by new plants. Fibers from plants are also better than things like wool because they require less energy to grow.

Any idea how much water and energy is used to produce a single pair of pants made from plant based materials? The number is astronomically high. Also things like cotton are not very recycle-able and don't decompose all that well. Especially once dyed and worm.

I'm aware there are issues with water and energy but both of those can potentially also be renewable depending on the source and how they're used. One of the apparent benefits of this material is that the plants are grown without needing pesticides. And synthetics don't decompose at all and recycling also is energy intensive and can result in micro-plastics making their way into the water supply.

With a long term outlook and intent to continue producing textiles at the volumes produced, the synthetics have a large amount of benefit. I agree that today recycling (plastic or anything else) is very involved and tedious. However something like a molecule of nylon has a life of over 120years, and we are already seeing quantum leaps in the technologies used to reuse these materials. You can dig up nearly perfectly wearable cotton clothing from victorian era landfills. Humans are kinda icky too, we leak a lot of oil which plant based materials love to absorb and hold onto forever; making recycling and reuse near impossible. When you really dive deep into the entire production and lifecycles of traditional materials and clothing... well... its obvious that 'sustainability' is a term used either as cost saving or sales boosting measure at best. At the end of the day the real issue is brands advertising disposable goods as sustainable. The only sustainable backback is the one left unmade!

I agree with you to an extent. Basically consumption is always going to be a problem with sustainability. New technologies also apply to the production of things like cotton too. Cotton produced in the US uses about 1/4 of the water and fewer chemicals than cotton produced in India for example. As far as being able to dig up Victorian era cotton, that's true but mostly because cotton garbage is mixed with other garbage that increases the time to break down. If we compost it properly the time to break down would be a lot shorter. Using plant based materials also results in planting more which helps reduce carbon whereas synthetics require extracting fossil fuels unless we move to being 100% recycled. And really either can be better or worse depending on the specific production/recycling/composting the manufacturer uses.

Cotton produced in the US produces nearly double the carbon emissions of that made elsewhere... its much more harmful on whole. Product lifecycles need to be considered too, organics on average have a mind shatteringly high cost per use. In order to shift towards a less harmful industry globally were gunna need to lower production volumes, and increase product life... science and chemistry is the solution to that. End of day, the happy green dreams we all share start with the end of any foreseeable plant based materials (algae, etc is very promising however). Great points! I very much enjoyed this discussion. unfortunately Ive got to gat back to sewing now, have a lovely day!

I am trying to consider the entire life cycle. If synthetics can last a long time and be recycled completely then they may be a solution. However, similar changes can be made to plant made products to reduce the carbon and water use and if the products can't be recycled then will at least biodegrade. It's not clear to me what will be the best solution going forward but right now it makes sense to optimize based on what the product is. Washing of synthetics and the release of micro-plastics into the water supply is becoming a bigger concern so it might more sense for synthetics to be used in bags or certain types of other clothing. Edit: Here's a link that shows the estimated carbon usage per ton of a fabric. Polyester is higher than cotton as extracting fossil fuels is very resource intensive and other synthetics are even worse.

<https://oecotextiles.wordpress.com/2011/01/19/estimating-the-carbon-footprint-of-a-fabric/>

This whole chain is great: too bad it's burried deep in bananas :)

Yes indeed, theres a lot of work to be done.

<http://advances.sciencemag.org/content/3/7/e1700782.full>

In the Victorian era they were using Linen... one of the most sustainable fabrics. Hemp and linen could easily be used instead of cotton both of which are stronger and easier on the environment but are more expensive to manufacture and not as soft. And cotton can be recycled and there have been lots of work on this. The problem with synthetics for clothing is they have 0 moisture regain which for most people is uncomfortable particularly in humid environments. But I generally agree synthetics for bags is better.

They started importing cotton to Europe in the 1300s and the East india trade company was importing a lot of it to Britain in the 1600s so it was common before the Victorian era. And for bags it probably depends on the use case. If you need to drag your bag behind a truck then probably you want something like a GoRuck bag, however, for office use I've never worn out cotton bags. Apparently we just need to avoid dyneema.

I didn't say they weren't using cotton but linen I believe was far more common particularly because people reused clothes.

I vaguely remember a serious problem of importing cotton is that it would rot in transit and or bugs would eat. The yield was pretty bad back then.

is probably the most innovative material being used here that you've never heard of.

The comfort does not stop with the upper half of the shoe but also the most important part of the shoe, the support, and sole of the Semnoz II. SAOLA got innovative when designing these components of the shoe. Both the insole and the outsole are made from algae.

Love them! Can't wait for some dry weather on the Coast to snag a pair.

Not sure what I think about them although I do like that they are sustainable.

Hi again! I just wanted to say that I've been using the shoes for a couple of months now and I absolutely love them, definitely best shoes I have ever owned and I don't feel like they are any heavy or non-breathable at all (or then I'm just used to heavy shoes...?). So so comfortable and I finally can climb around in the forest, because the soles have a great grip. :D I really hope these will last at least a couple of years. Is there a warranty of some kind if the soles start to come off (a very common problem with glued shoes)?

Shoes fit well, are nice and heavy, super comfortable, and are overall the best purchase I've made from kickstarter. Thank you guys for your diligence

"Hey there, I think I have the same problem as Martin. I'll send you a mail with more details and photos.

Stay safe!"

not water proof - sorry

Fit is good - husband loved the shoes, but the glue on both toes didn't hold and came loose within the first month. That was disappointing.

"Hi, I had heard you mention that you were working on a black version of the shoes. Could I suggest Air-Ink to use as a dye? It was another kickstarter and they get their ink from pollution. So Just like you they are helping clean up this world. <http://www.graviky.com/air-inktrade.html> and https://www.ted.com/talks/anirudh_sharma_ink_made_of_air_pollution

Might make a really great partnership and I look forward to seeing more of your amazing shoes out and about in the world. Thanks, Kendra"

"My shoes feel like they are falling apart already!!!

Both fronts, where the sole meets the fabric, is coming apart.

The left shoe has three other places where the sole is pulling away from the fabric and the right shoe has a large area around the heel!

Is there a way to fix this!?!? I see several other people are wondering about the same type is issue but I don't see what the resolve is???"

Hey I have a bit of an issue that came up with my shoes. After 5 weeks of using these for my work (IT support) I've had the hemp fibers tear near the joint area around the balls of my feet. I dont know if I can get them exchanged and I hope this is just an individual issue that only I'm having. My guess is since the fibers are so tight due to being waterproof that the strain put on them by me caused tearing. That or my shoes seem to be a 1% chance of having an issue in the stitching. Hope to hear

back up on this.. Please note outside of that these the shoes are amazing and feel great! No other issues or complaints from me!

"Hey Team. Just wanted to throw my voice in on how awesome the shoes are. I have funky shaped toes and they are really comfy for me!! Thanks for the awsoneness"

I just got the shoes and I am so excited to say that they are awesome! They do feel heavy at first, but are super comfy and look great! I am very happy with them, and going to review them on the website right now!!

I have been wearing them for a couple of weeks now and overall in satisfied. They don't breath really well the insole is a thin cork layer that has worn off already. They feel heavy but are extremely comfortable, even when walking nearly 50k in two days. The colour is amazing and the hemp and stitches feel really high quality. The thick sole is great and I can see it being durable. I would recommend them! I think the heel tab is too small and doesn't help much, but it does look cool!

Hi, i received my shoes today and i wore them and went for a stroll in the mall. Initially, i thought it was a bit heavy and was skeptical of how it would feel when i walk. Strangely, it was comfortable and i was feeling good for the entire 4 hours. No issues with the weight and was quite happy with how I felt after i came home from the mall. I have to check how the odor control works since i dont know much about cork. I will know, maybe in another 2 weeks time. It was perfect pair of shoes and i am glad that i supported this.

Just got mine! 2 complaints are that they felt too tight (initial 5 mins) and are too heavy when I picked them up. BUT once I put them on and went (beer) shopping, they felt GREAT! The tightness was gone and didn't notice the weight when hopping from aisle to aisle!!🤩👉 So CHEERS my (new) friends!! You got a customer for life here!! Oh and I love the smell of vanilla AND one more minor complain/gripe is why the soles of my shoe got to look like a 5 years old girl birthday cake for?!

I got my DopeKicks about a week ago and I am soo excited! They look great, are very well made and have a high wearing comfort! And they smell like vanilla! In the last week you have passed several endurance tests successfully: Light snowfall and several rainy days without wet feet. Because I didn't have time to change my shoes, they even had to go to a heavy metal concert, which caused me some concern at first. But what can I say: 3 hours of continuous moshpit didn't bother the shoes either, although 90kg men jumped on them several times! They were very dirty afterwards, but could be cleaned under running water without any problems! So all in all: Many thanks to the team behind DopeKicks for these great hemp shoes. I will surely order them from you again. The black shoes look great on the pictures anyway! :-)

Got mine this morning and after a day if use I find them amazing do far!

Review: as much as I can tell by only a day with them - they are amazing. I took around 32 000 steps (more or less my average per day, as I walk a lot) and my feet feel like I haven't walked more then 32 steps👉

When you hold them in your hands - they are a bit heavy, but I don't feel it at all on my feet and actually like that in the hand they feel heavier, as in my mind haha, it actually makes them more steady. The soil I love, it was more than worth waiting for it to be redesigned, as it absorbs the heaviness when you walk, so your joints don't get overworked (as a person with knee problems, I felt nothing walk up and down the hills and cobble stones). Still haven't tried the waterproof part, as the weather today was sunny and nice. P.s. I love the vanilla smell, so does my cat, who also is inlove with shoes, haha

Just got my pair of shoes. They're A-MA-ZING. A tiny bit tight, but its alright, still fit me really well. Thank you so so much. Pleased customer from Czech Republic. :)

Beautiful high quality shoes. Actually better than I expected for \$100. The laces, the cork insole, shoe fit and hemp was great. The double stitching and thickness of material was impressive. One pull tab was crooked but not like I'll be looking at the back of my shoes. I would order in another color if available even though some info would be in the shoe box. Feel free to let me know if you intend on expanding your shoe selection. Thank you for a beautiful and comfortable shoe!

Few initial reactions without wearing them around yet: they are real heavy, the insole is only a thin cork layer, the front toe area has an added stiffener (which tends to break down over time), stitching looks excellent, laces are high quality, the heel pull tab does not fit a finger, and the hemp has a really nice feel!

Is the pull tab on the heel supposed to accommodate a finger? It proves insufficient for assisting the way it is and in the pictures it is clearly a large enough loop that you can insert a finger to assist in pulling on the shoe.

I have just received the shoes and currently trying it on today. Thank you so much for a great product! It is very comfy and tried out the waterproof capabilities and turned out great! My only regret now is not buying more pairs for the future. Would you be selling this on retail?

Had the shoes a week or so and they're great. Really well made and comfortable. Look forward to trying their waterproofing in the rain!

Hi you, received mine some minutes ago: they are really great, wonderful design, fit absolutely right, comfortable. THANKS SO MUCH!!! - I'm glad I joined your project as Backer. Go on! :-)

My parcel came in today, after a pretty fast delivery from UK to the main land. I have to say, it's great to finally have those shoes in my hands, they are really nice and comfy! Thank you for the smooth process :) What I was wondering about is the smell, which is somewhat musky and sweet, but not obstrusive. Does that originate from the hemp?

I finally got my shoes I picked him up from the post office today, well impressed with them

Dope kicks are DOPE!! Great job on the shoes. Not sure the smell on the soles but really like it. Just amazing!!

Great job guys shoes are amazingly great quality!

I recieved my shoes and while I am kind of satisfied I habe 2 complaints. 1. They are stiched differently. The left one has more material worked into it, meaning when I tie them, there is way less shoelace left on the left one, because there is almost an inch of material missing on the right one snd its slso a little bit off center. 2. The eyelets aren't connected to the outer fabric on the inside, meaning it will come loose after some time.

Mine arrived last week, loving them so far! Rainy today, ill try out the waterproof

Got mine today and i love them! My only remark is the weight... pretty heavy shoes! Hope that helps in the shoes being durable :-)

My order arrived today (UK) very happy, quality feels excellent, fit and sole are very comfortable overall very pleasing shoe. Thank You DopeKicks

"Great fit and amazing material

Review by Britta on 30 Oct 2020 review stating Great fit and amazing material & I just love everything about these shoes. They look great, and fit wonderfully. I love the material, the packaging and the communications with the team were outstanding. I had to wait a little longer for my delivery but it was communicated up front and it was definitely worth the wait :) I just purchased another pair in the other colour! Can't wait!!"

"Shoes and team 10/10 Amazing product and amazing team!

Got these for the winter in Amsterdam. Was a bit sad it didn't fit. Then contacted the team and Margarida helped me with an exchange. Within a week I had a new pair. 8000kicks is all I use these days."

OMG they are light ! These are definitely the lightest pair of shoes I have ever had. The insoles are amazingly comfortable as well.

Tested and Approved! I am very happy with my purchase. I bought it when it launched here in Portugal. As a nurse I spend a lot of time on my feet and these are a feet saver. The splash proof feature is also pretty usefull with all the blood and hospital mess.

"Stylish and comfortable. I waited some day to write my review because I wanted to test my shoes and now I can say I absolutely love them!

It's like walking on clouds and my feet don't sweat, they stay warm and dry all day.

My feet are flat and wide and usually it's a pain to find the right shoes, I'm so happy with my purchase!

Also, the customer service is top level!"

My mom loves them. I bought a pair of these dope sneakers for my mom and it is the only pair she wears right now. Super comfortable for her flat feet. Great costumer service as well!

"Revolution. This hemp shoe is perfect! The design is very trendy and the quality looks awesome!!!

Keep it up!"

These shoes really are amazing. When i was looking online at a new pair of shoes i was highly sceptical of these however after doing my research these looked like a great eco friendly alternative... well it turns out to be one of the best purchase i ever made! I have Nike's Ultraboost 2020 and let me tell you that the 8000 kicks are not only lighter but also comfier.. dont get we wrong Nike's ultraboost are great.. but there's something about the feels and the way you foot feels in these that just makes walking a pleasure! Not to mention in a super outdoorsy person and those shoes hold uo in anything mud, snow and on rough rocks... 100% waterproof and very durable.. DON'T submerged them fully! in water for over 10 mins could do permanant damage.. saying that they're fine in the wash! I dont normally ever do reviews but i just really am impressed with these shoes and wanted to share with the world

"Stocked, finally hemp shoes. Being in the hemp industry for a while, we were waiting for a real Hemp shoe. We love it, full hemp and 100% vegan, styling, light and comfortable :) Thank you ! great work ! Bravo :)

Love my Dope Kicks. So flipping comfy and fun .

"Love this shoe. From presentation to fit you guys nailed it. Love that everything is made from hemp and recycled materials. I am recovering from ankle surgery and your shoe gives me great support and it's comfortable. Love the colors. I'm a giant fan.

Customer service is great, even the CEO has shown he cares about customer experience.

Long story short, I love the shoes. You can tell there is something special about them"

" Awesome purchase. I bought my first pair in green colorway for the Summer, and I liked it so much I end up buying later the Black version. This new version is super lightweight. Good customer support, always answered fast when needed.

Slick, high-quality sneakers that stand out! I've owned a pair of the latest 8000Kicks for the past month and have been really happy with them. They are super comfy even on long walks, easy to clean (dirt comes off with just a bit of water), and the fact they're waterproof has already come in handy in rainy fall weather. Not to mention the design is fresh and slick, making it a joy to put them on every day.

Quality Guaranteed. I bought the first version of these snickers/"kicks" for me last year and I loved them ! Then I bought for my dad for Christmas, he loved it as well ! I was amazed by the product so I got the black snickers for work, best decision ever, they are truly comfortable. I saw the second version of them and the new upgrades, almost 100% hemp ! Customer service is great !

Meh fair enough. May be a bit gimmicky but it will be interesting to see how spider silk will effect the textiles used. I'm hard on shit and my puffy got ripped up pretty damn quick, so I'd be curious to see the strength comparison of this vs your standard 10-30D fibers, Pertex etc etc.

Because something that lightweight and that strong couples with down insulation would be an alpinist's dream. Lots of puffies exterior material is notoriously weak and subject tears. A down jacket with that strong of an exterior would last a lifetime.

Cool technology! I cannot wait to wear it soon during an hiking 😊 I will add it to my blog (fringetechnology.wordpress.com/2015/11/12/spiber-x/)

Neat. I'd love to see what are the other advantages/qualities of the material.

What is it filled with. It's resistant to what kind of temperature? I hope they consider Milkweed for insulation instead of cruel down.cbc.ca/news/canada/montreal/quebec-milkweed-winter-coat-1.3804138

The manufacturer notes that the jacket turned out to be "waterproof, breathable and very warm, with the same durability as its traditional counterparts."

"lol, 2019 and first batch of 50 jackets... hmmm

its going to change society of next century...!!!"

A jacket will save the society???

where can i order a moon jacket.is it warmer than goose down and waterproof ,wind proof and bulletproof .is it cheaper than kevlar to make

Yes! Every manmade product should be like that!

So, if you get wet a few times while wearing it, you're screwed?

Credit to Vollebak for at least trying new things, but I'm guessing this is just another viscose/lyocell product. If so you can probably find the same fibres in the fastest of fast fashion brands. Natural dyes use is slightly interesting but still requires all sorts of auxiliaries. I wish Dezeen would at least question or critique the content rather than resplash the press releases. Higg score, for example, lacks any real credibility and is not transparent.

Cotton is also compostable and likely a lot less expensive. Is it possible that this is to atone for Vollenbak's "Full Metal Jacket. Black edition. Built with over 11 kilometres of copper, the material that transformed civilisation [sic] and modern technology" <https://www.vollebak.com/pr...>

I really hate seeing things decompose. I watched an adaptation by accident when I was six. Saw the fox scene near the end and have had a complex ever since lol.

Hmm. But it won't rot in the bottom of my wife's gym bag, will it?

However good or bright the idea, nothing beats "not producing" sustainability-wise. So the ultimate way of sustainable design is managing to eliminate the need for that product in the first place.

OMG...bag from food 🤔...I'm curious, I'll definitely check out. Yeah, I want this, esp one from apples. 😊 Thanks for sharing, Jessica! 😊

Appendix B-Observations during online review_Stage 1

	Channel of participation							Content	Example	
	Internal		Hybrid		External					
	Website	Design websites	Kickstarter	Youtube	Sustainability Blog	Thematic blog	Reddit			
Kind of participation	Review	Comment	Comment	Review + Comment	Review + Comment	Review + Comment	Comment			
Actor Role										
Product category influencer				x		x		Extended explanation of value and benefit because of material	Incredible fabric/ extrimily robust, eco-friendly, sustainable material/ingiuos supply chain. When you touch it..it is a different vibe. Durable	
Sustainability influencer					x			Explanation of live cycle, sustainability value	is probably the most innovative material being used here that you've never heard of.	
Vision Referent User	x							Personal story of use and benefits, highlighting high performance and value	A bit scared the fabric could get dirty a bit too easily – and slightly worried it's not going to perform as well as the "petrol based" counterparts. So far it's holding up well, though.	
Domain expert user		x	x		x		x	Focus on sustainability. questioning narrative, performance and veracity	Credit to Vollebak for at least trying new things, but I'm guessing this is just another viscose/lyocell product. If so you can probably find the same fibres in the fastest of fast fashion brands. Natural dyes use is slightly interesting but still requires all sorts of auxiliaries. I wish Dezeen would at least question or critique the content rather than resplash the press releases. Higg score, for example, lacks any real credibility and is not transparent.	
Potencial user			x		x		x	Focus on price, shows intention but still not able to buy it	OMG...bag from food 🍌...I'm curious, Il definitely check out. Yeah, I want this, esp one from apples. 🍌Thanks for sharing, Jessica! 😊	
User			x		x	x	x	Focus on performance, usage experience	Shoes fit well, are nice and heavy, super comfortable, and are overall the best purchase I've made from kickstarter. Thank you guys for your diligence	
Interested no user				x		x		Not a strong focus	MOST of the people who would be hyped about this natural fabric are vegan. /// Yes! Every manmade product should be like that!	

Material			
Bananatex	100% naturally grown Abacá (banana plant)	Fibers	Qwstion
Bloom Foam	algae is harvested from lakes, dried and mixed in with EGA (this type of synthetic foam) to make up the insole and outsole of the shoe.	Foam - insoals	
Hemp fibers	cannabis hemp fiber	Fibers	
Brewed Protein	protein materials produced from plant-derived biomass using Spiber's proprietary fermentation process	Fiber	Spiber
	paintstakingly-specific textile	Resin	
	microbial fermentation as the method to produce artificial spider silk		
Mycellium Leather			
Plant-based	pulped eucalyptus and beech from sustainably managed forests and algae grown in bioreactors.		

Analysing the available of bio-based products and participation

Stage		Material	Name	Brand	Channel of participation									
					Internal					Hybrid				
					Website/Social Media	Design websites	Kickstarter	Youtube	Developer website	Sustainability Blog	Thematic blog	Reddit		
1	Concept Product	Bacterial cellulose	Clothes	BioCouture-Suzanne Lee		x		x						
	Limited Edition	Algae	Algae bottle	Art Jonsson		x								
2	MVP/Sales	Mycelium	Living cocoon	Loop		x								
		Mycelium	Living cocoon	Loop		x								
		Mylo leather	Falabella bag	Stella McCartney & BoltThreads					x					
		Brewed Protein	Moon Parka	Spiber & North face						x				
		Hemp Fibers	Shoes	DopeKicks			x							
		Mango/Pineapple leather	Bag	Luxtra london & Fruit leather Rotterdam					x					
		BananaTex	Backpack	Qwstion	x							x		
		Eucalyptus trees dyed with algae	Plant-algae T-shirt	Vollebak					x					
3	Regular sales	Eucalyptus trees dyed with pomegranate	Hoodie	Vollebak								x		
		Bloom foam	Shoes	Saola						x				

“Materials around” Sensitizing Booklet

Your name: _____ Your answer

Profession: _____ Your answer

1

Welcome!

Thank you for participating in the sensitizing session on “Materials around”

This sensitizing booklet is the first part of the complete session. Further, the design allows for anonymity of the participant. Additional information can be found in the subsequent pages.

I hope you enjoy using the booklet and excited to meet you during the online session/part-2 of the sensitizing session.

For any queries/doubts/questions kindly contact me by email or whatsapp:

ale.celisvargas@gmail.com // +31 622748467

2

How to use this booklet

The booklet has been designed to make it easier to use digitally. You will find boxes with a black border for entering text. Other details have been indicated on each page when required.

The booklet has 5 pages of activities, you are free to choose how many to complete in a day. However, the booklet has been designed to be completed within a week by dedicating 5-10 minutes a day.

Please, when you finish send this booklet back. Ideally before October the 16th ;)

NOTE: Kindly don't change to order of pages or resize images.

3

Let's start!!!

4

Just considering the material. What is the most sustainable product you use in your daily life?

Write here your answer

What is the material?

Write here your answer

If you can. Place a picture of your product here

5

Why did you select this product? How did you know about it?

Write a sentence to answer.

What do you like the most about it?
Name 3 to 5 attributes of this material

6

How do you feel when you use this product?

Place the blue dots on top of the emotions the material elicits on you ● ● ●

Happy Angry Sad Frustrated Nervous
 Curious Scared Surprised Shy Embarrassed Excited
 Silly Disappointed Confused Proud Kind

Something else?

7

Associations: What words come to your mind when you use this material?

You'll find a list of suggested words. Take max. 3 and move them inside the blue box. Please, add 3 more from your own experience and resize them, so, the bigger the more important

Arts & Crafts	Science
Technology	Tradition
Future	Long-term
Past	High quality
Alternative	Alive
Wellness	Innovation

Word 1

Word 2

Word 3

8

Associations: What images do you connect with this material?

Now, select max. 3 images from the ones below by placing the blue dots



9

There is something in your mind?

In this page, feel free to add whatever is in there (about the material, off course!). For example: extra words, images, or... a drawing, a story or a quote.

10

Thank you!

I hope you enjoyed working on the sensitizing booklet. Looking forward to discuss your insights further during the group session.

A reminder, kindly email the filled sensitizing booklet back ideally before October the 16th ;)

#StayintheLight

Ale

11

Hello again!!

“Materials around” study
Project: How users can fasten the bio-based material
transition?

12

Session 2

1. Recap session 1... booklets
2. Game to envision this bio-based future scenario
3. Final thoughts

13

Booklet



Second hand furniture:
Wood, faux leather and
fabric

Changing mindset



Recycled Polyester

Checking label



Glass

Daily life story

14



Today

Product: Backpack

Material: BannaTex

100% naturally grown Abacá (banana
plant)

Used as fibers

15

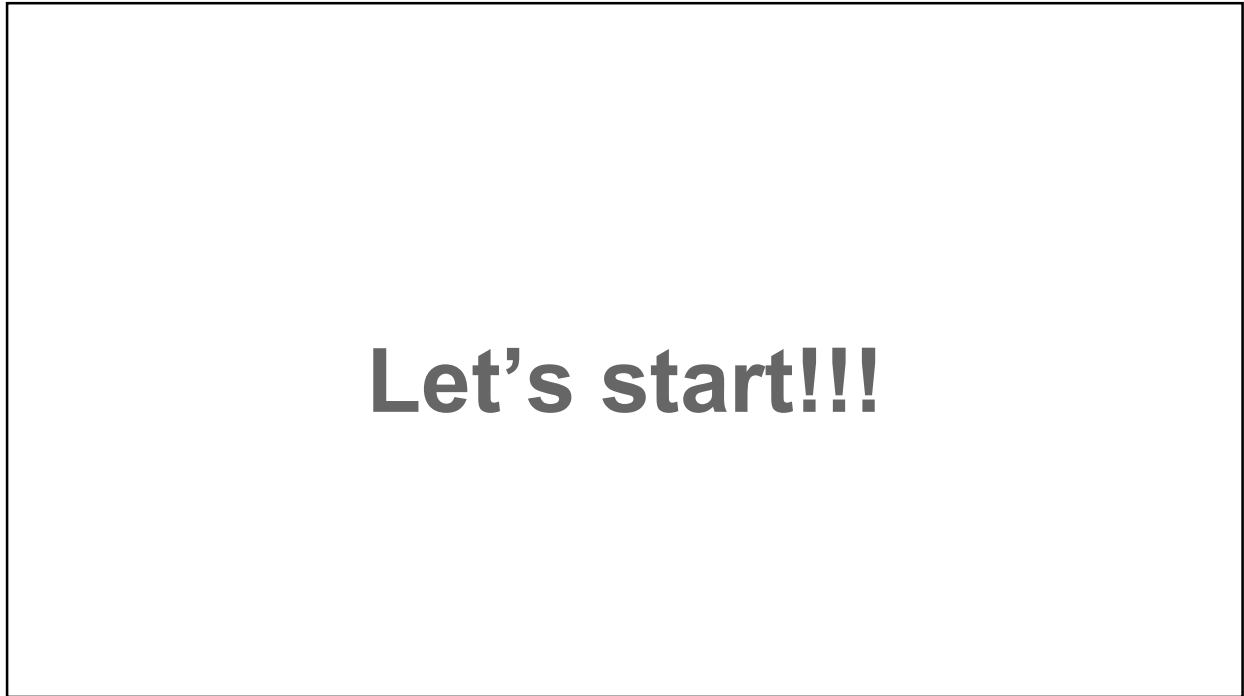
Writing stories: Role game

1. Receive role and write down a brief story (15 minutes)
2. Share your story aloud & receive comments (15 minutes)
3. Adjust your final story (5 minutes)

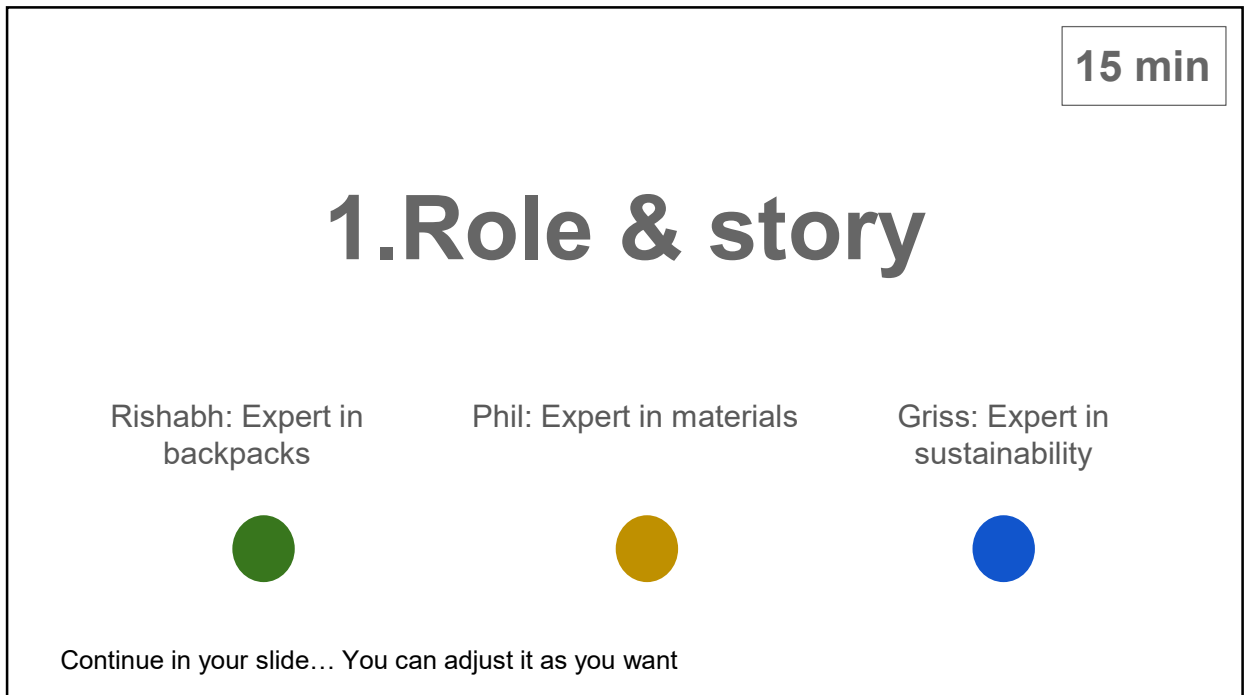
I will let you know when the time is finishing. If you lack of inspiration or you have a question reach me in the chat box

Hint: Recall what you said in your booklet. You can mention some emotions, attributes, words association or images.

16



17



18

Rishabh: Expert in backpacks

You are an expert about materials and manufacturing processes. Create a brief story about your experience with this material. How you got to know this product, when? Did you use it already, are you using it or you want to use it? Maybe someone gave it to you? Or you bought it? What do you like or dislike? Are you having a nice experience? Why yes or no? Would you recommend it? Finalising give a score to this material in a 10 point scale

I own a store selling camping gear - backpacks among other things. I noticed there was a sector of customers who were looking for more sustainable products - they tended to be people doing eco-tourism and travelling to places with great natural beauty. After some searching, I came across the Abacá backpack. Of main importance for my customers and therefore to me as well, was that the final product was of high quality - similar or better in performance to existing materials. Sustainability should not come with a compromise on functionality. It was also important that the value chain involved in the product apart from the material itself fits with the sustainability image. What I really like about this backpack is that it leads to local generation of value in areas where farmers grow bananas, and complements rather than competes with food in terms of land use.

09/10

19

Rishabh expert in backpacks

- High quality of the backpack
- Clear information about how the product rates in terms of environmental impact
- Opportunity to try out the backpack
- Certifications/ independent verifications which are important to communicate the sustainability message to customers (eg. Rainforest Alliance)

20

Phil: Expert in materials

You are an expert about materials and manufacturing processes. Create a brief story about your experience with this material. How you got to know this product, when? Did you use it already, are you using it or you want to use it? Maybe someone gave it to you? Or you bought it? What do you like or dislike? Are you having a nice experience? Why yes or no? Would you recommend it? Finalising give a score to this material in a 10 point scale

BannaTex material manufacturing processes is faster than all currently used materials used to produce backpacks. The bag is lightweight and more durable than other backpacks and costs a lot lower to produce than other non-sustainable materials.
That's why buy I choose to buy products to that use BannaTex material.

8/10

21

Phil: Expert in materials

What I expect from this material is durability. The cost of the bag shouldn't be more than other non-sustainable bags. The bag needs to be waterproof and lightweight.

22

Griss: Expert in sustainability

You are an expert about sustainable lifestyle and very proud of your sustainable consumption. Create a brief story about your experience with this material. How you got to know this product, when? Did you use it already, are you using it or you want to use it? Maybe someone gave it to you? Or you bought it? What do you like or dislike? Are you having a nice experience? Why yes or no? Would you recommend it? Finalising give a score to this material in a 10 point scale

In my life I have had two things, bananas and backpacks. I am starting with the bananas, in my country there are a lot of banana fields, my father was working in one of them in a very far away town so every weekend he arrived with a penca, so every sunday I realized that there was a lot of bananas peels in my trash, I've been a backpack lover since a started the primary school every year I to my parents for a new one. When I get older I was caught by sustainability documentary about all the leaks that are damaged by the textile companies and I could not avoid to think, Could it be possible to use all the bananas pills to make a backpack? So, how I didnt know how to start I decided to make a career about sustainability and run my companie.

10/10

23

Griss: Expert in sustainability

I do really like to buy it, I am pretty curious about it, how it feels, how it works. I use to have a lot of things in my textile normal backpack so would be interesting to know if the banana backpack is resistance enough and If it is, I would not hesitate to use it.


10/10

24


15 min

2. Share & comment


Rishabh: Expert in backpacks



Phil: Expert in materials



Griss: Expert in sustainability



Listen and say your ideas aloud to change the story

25

5 min

3. Finalise your story

26

Final thoughts

How important do you think is the material when you are making a purchase decision?

What would you like to find in the market?

Why do you think there is no a wider offer of bio-based materials in the market? How do you think you can push it? What do you need to do it?

27

Thank you!

28

Appendix D: stories_Stage 2

Focus on product performance: Expert in Backpacks

1 EARLY ADOPTER

I own a store selling camping gear - backpacks among other things. I noticed there was a sector of customers who were looking for more sustainable products - they tended to be people doing eco-tourism and travelling to places with great natural beauty. After some searching, I came across the Abacá backpack. Of main importance for my customers and therefore to me as well, was that the final product was of high quality - similar or better in performance to existing materials. Sustainability should not come with a compromise on functionality.

It was also important that the value chain involved in the product apart from the material itself fits with the sustainability image. What I really like about this backpack is that it leads to local generation of value in areas where farmers grow bananas, and complements rather than competes with food in terms of land use.

2 EARLY ADOPTER

I first got to know DopeKicks shoes via a really good friend of mine, she is very engaged to sustainability and recommended me this product as new trend in the market. I decided to follow her lead and bought the shoes to use during my day-by-day activities. The hemp fibbers allow you to have the feet fresh, so it is comfortable over the day, even when it is warm. The lightness of the cork sole makes DopeKicks very comfortable and give you a sense of freedom, where your feet perfectly fits the sole at the same time that gives you good balance and stability. However, I wouldn't recommend the shoes for sports because the soles are not adequate for getting high impact from some exercises. Otherwise, the shoes are very nice and I would definitely recommend to my friends.

3 EARLY MAJORITY/LATE MAJORITY

For my 27th birthday last year, one of my eco-conscious friends got me a lyocell t-shirt. My reaction was a classic: "thank you!! That's so nice of you". However, little did I know that this gift was to change my dressing style, and drastically!

First was the social aspect, it made me feel cool and alternative...at last I was unhooked from the big fashion retailers. But it was not until experiencing the Middle Eastern heat waves that I started to really appreciate this shirt: the fresh white colour and smooth fibber meant I could spend a whole day walking around with no worries about sweat marks. Honestly, for me this mattered the most...but wait! It's also eco-friendly, and who doesn't want to be sustainable.

4 INNOVATOR

For my ski trip next year I am interested in buying a parka. Because I will be skiing, it is important that the parka does not get damaged easily by water/snow, stained by dirt or wears or tears after prolonged (possibly) abrasive use. Furthermore, it should be lightweight. It should also retain its characteristics after taking it out of storage on a yearly basis (i.e. no degradation of material). I have looked at different alternatives online and read the reviews from users. Some users say that it is not good in holding in heat compared to other synthetic alternatives, for me that is not a problem since I will likely wear layers of clothes. More important is the ability to quickly open the zippers and

remove the parka. It should also have waterproof satchels and lots of pockets to store things in. The zippers and features should also be friendly to handle even with gloves on.

5 EARLY MAJORITY

I learned about these shoes from the shoe salesman, he told me he has this new kinds of shoe, made from algae foam. I was intrigued directly, shoes from algae! So i tried them on, and they are so comfortable. The foam is forming nicely around your feet and they are really light. I use them in my daily life after I bought them and it is proving to be a good buy, since I'm happy with them. They are not slippery when it's raining and also they are waterproof. At the same time they are breathable so I don't get sweaty feet and my feet don't hurt after a long day walking or working in these shoes. I also like the fact that people can't notice it and are surprised whenever I say, yea my shoes are made from algae, everybody is interested and want to learn more about them!

The salesman told me that at the end of the life of the shoe, it is possible to get it fixed by injecting a little bit of the algae and the shoe grows whole again, so their lifespan becomes infinite (with fashion). So, Yes! I would recommend these shoes to anybody who likes to wear comfortable and nice looking shoes.

Focus on material functionality:

1

BannaTex material manufacturing processes is faster than all currently used materials used to produce backpacks. The bag is lightweight and more durable than other backpacks and costs a lot lower to produce than other non-sustainable materials.

That's why buy I choose to buy products to that use BannaTex material.

What I expect from this material is durability. The cost of the bag shouldn't be more than other non-sustainable bags. The bag needs to be waterproof and lightweight.

2 INNOVATOR

I've seen this product on kickstarter. I've used them already for all the summer, especially when I was in Italy. I found them very fresh and cool, even walking in the italian summer for hours. The natural material makes the foot breath and I really appreciate it since I can't wear sandals. Also, the cork sole is very comfortable. The only inconvenient is that they are not water resistant, so not very suitable for dutch weather. I recommend them.

3 INNOVATOR

I found this t-shirt while I was scrolling through instagram. I read about the materials and I was intrigued so I bought one just to see how it looks. As soon as I got it I used it and went for a walk.

I'm looking for a t-shirt whose material could perform well with my lifestyle. For example, the material has to be durable because I like sports and outdoor activities, so it has to be light and breathable too. And it was! Also I think is important that the fabric is not too thin.

I don't know much about dying fabrics with algae so one of my concerns is if the fabric would be discolored after using the washing machine or if the t-shirt would be damaged if I forget to get it from the washing machine on time. I would like to try the fabric when it get stains, would it be better than a regular cotton shirt? I couldn't find reviews that compared this fabric with other "traditional"

materials. If I want to throw away the t-shirt, should be the same as with a regular t-shirt? For this kind of products this information is important because the people buying them are interested in good quality sustainable products.

4 INNOVATOR

It has been more than a year since I moved to United Kingdom and since then I noticed people's clothes are often waterproof. Due to the rainy weather I needed a good coat such as the Moon Parka because its fabric it is incredibly dry and windstopper. Also, since I love hiking and skiing, I used it during winter vacation as well and what I noticed is that despite stains are quite noticeable on the light color of the fabric they get removed without effort. Overall, I think that beyond the environmental advantages that a low plastic material can offer, it also offers good performances. The only drawback is the price that it almost doubles the technical sportswear with the same properties. However, after a chat with friends and a short research I think that also foldability, the number of pockets and the level of details are important functional features. I do also find synthetic spider silk a really interesting name for a plant based product.

5 EARLY ADOPTER

In my running team, one of my co-runners recommended to me because I was complaining about how my running shoes (which are breathable), aren't water-proof at the same time. So, he told me that there are those new shoes which are breathable, yet are water proof at the same time. I love to run in nature and I like to use one product for all seasons. One which is **breathable** for hot summer days, and at the same time is **water-proof** for raining winter days so my feet don't get wet, heavy and cold while running in the outside. In addition, since I like to run on rough rails, I like shoes which are **clean-able**. Since, in the winter, the rails get muddy, I wanted shoes which are cleanable, and can be used for **casual occasions**. This is me, a consumer of **all-in-one products** with **environmental conscious** :) In the end, the waste of the product can be disassembled and some products will biodegrade and the rest will be recycled for the production of new products.

Focus on sustainability:

1 EARLY ADOPTER

In my life I have had two things, bananas and backpacks. I am starting with the bananas, in my country there are a lot of banana fields, my father was working in one of them in a very far away town so every weekend he arrived with a penca, so every sunday I realized that there was a lot of bananas peels in my trash, I've been a backpack lover since a started the primary school every year I to my parents for a new one. When I get older I was caught by sustainability documentary about all the leaks that are damaged by the textile companies and I could not avoid to think, Could it be possible to use all the bananas pills to make a backpack? So, how I didnt know how to start I decided to make a career about sustainability and run my companie.

2 EARLY MAJORITY

I discovered the product at the annual festival of 'vegan sustainable people for change' last summer. I loved it since the first time I saw it, i bought it and since then and I used a lot. I like the material, it is made from natural and renewable material, in line with my principles and my beliefs. I liked the idea to wear something that can represent myself and my way of viewing the world. I also liked the idea to decrease my carbon footprint in any aspect of my life as the shoes. I didn't like the modern aspect.

I tend to associate sustainability with nature and tradition rather than technology and modernity. At first glance shoes look like normal shoes, while I prefer product that communicate more clearly that they are different. I guess that can help to catch also people who are not as much sustainable as me and convince them to wear differently, which is finally good. I would recommend it.

3

So I'm happy with my T-shirt, I'm so proud to reduce the impact in the world at the moment of this T-shirt will become in waste. However I still having some doubts about its manufacturing process, I'd like to know how much water is needed, how much energy is required and how many people is employed by the company that made it.

Is great, I use to use this T-shirt in my teams meetings, you know we educate through the example. In the way this product become popular, its price will reduce and its process of manufacturing will improve.

4 LATE MAJORITY

Recently i bought this new jacket made from a new type of materials which provides high performance combined with sustainability. The jacket is extremely light, durable, wind- and waterproof and the material is derived from bioproducts from other processes. In this way, this material doesn't increase the demand for more raw resources. Additionally the production process doesn't pollute in any way the environment and it is a part of the fair-trade initiative. Compared to many other products on the market this material has many advantages in terms of performance and sustainability.

5

In the beginning of the year, one of my friends ever nudged me about green shoes. Therefore, it made me wondering what green shoes would be look like. It's because we know that shoes industry has caused so many damage for the environment due to their business practices. She mentioned about "Saola Shoes" where the insole and the outsole made 100% from algae. Right algae from the sea. Then, I tried to buy a pair of the shoes to witness and wear it. I would say that there is no issue at all wearing algae foam for the soles of the shoes. It just feels as nice as using the normal "not really sustainable" shoes. Except using it made me feeling proud and kind to be a part of the society who is aware of the environment that has to be preserved for the future. Because by wearing it, it means I also contribute for the sustainable shoes industry to decrease their carbon emission to earth and green house effects. The most beyond future one is.. the shoes can be recycled to be mixed for other "green" soles production, so it has cycle economy somehow. After all, I would like to recommend this piece of hidden treasure the collaboration of the technology and the nature for our feet.

Appendix E: overview of the coding process_Stage 2

Focused Code	Quote
Bio-based association	<i>Because it is a natural material, care has to be taken when washing it. Participant 11. Booklet.</i>
Consciousness about material	<i>As consumers we also use a lot of materials. And from there it's if you're slightly educated about these things, you know, kind of which are the good one and which are the bad ones. Participant 1. Group session</i>
Material selection based on use	<i>It depend on the use case. Comments</i>
Sensorial property of the material	<i>The material has a nice grip. I like how is slightly changing. Comments</i>
Understanding the new material by comparing it to a known material	<i>I think the banana backpack ends up being similar to other natural fibers like jute. Participant 2. Group session 1</i>
Concerns about material performance	<i>I am a bit scared that the fabric could get dirty a bit too easily - and slightly worried it's not going to perform as well as the "Petrol based" counterparts. Comments</i>
No material meaning-association	<i>If I want to throw away the T shirt, should it be the same as with a regular T shirt?. Participant 8. Group session 3</i>
Concerns about sustainable performance	<i>Product lifecycles need to be considered too... it's obvious that "sustainability" is a term used either as cost saving or sales boosting measure at best. Comments</i>
Hard to assess a sustainable material	<i>It seems very hard to assess a material once we start thinking of its whole lifecycle because it involves many other processes..... I am not sure if there is one truly sustainable and how we can assess that. Participant 12. Booklet</i>
Knowledge needed to appreciate material and sustainability	<i>It's not until you view it through a sustainable lens that you get a strong appreciation of the thought and care behind every detail. Comments</i>
Importance of durability (paradigm sustainable=durable)	<i>I usually tend to look for shoes that last quite long and usually technical materials provide this. To me, doesn't seem to be shoes that can last really long because probably for the materials.... You cannot wash that many times those kind of materials. Participant 6. Group session 2</i>
Sustainability association	<i>Plant-base material require less energy to grow. Comments</i>
My product is like helping nature	<i>My second hand dinner table is helping nature because there is no need of more wood to do it. Participant 3. Group session 1</i>
Sustainable personal consistency	<i>I like the idea of wearing something that can represent myself in my way of viewing the world. I also like the idea to decrease my carbon footprint in any aspect of my life. Participant 5. Group session 2</i>
Cheaper because it's recycled material	<i>I saw the label saying that it was made from recycled material and I was, like, okay, maybe that's why it's a bit cheaper</i>
More expensive more mindful	<i>They (natural materials) might also be a bit more expensive but you gain benefit from long use. Participant 11. Booklet</i>
Novelty of the material, assumption is expensive	<i>He talks a lot about the fabric as a sales man. This must be expensive. Comments</i>
Market Price (influenced by people choices)	<i>I personally think it should be in the \$200-\$500 range, however we live in a world where idiots spend \$1000 on sneakers and sweatshirts, so comparatively this is a bargain. Comments</i>
Value more than the material (price)	<i>At that price, it need to be more than a great fabric. Comments</i>

Being seen as cool and alternative	<i>First was the social aspect. It made me feel cool and alternative. At least I was unhooked from the big fashion retailers. Participant 7. Group 3</i>
Share with the world	<i>Use the T shirt as a conversation piece to start to create conversation with other people. Participant 9. Group session 3</i>
Spark the fire	<i>So, that when I say the shoes are made from algae, and then they are like, No way I don't believe it. I got them intrigued as well and then, I, like, spark the fire in them. Participant 13. Group session 5</i>
Knowing the material because of someone else	<i>I first learned about them with my mom. Participant 4. Booklet</i>
Looking for social validation and recommendation	<i>I was just looking online, just seeing what people are saying what's possible, what kind of alternatives there are out there. Participant 11. Group session 4</i>
Showing how/when to use it	<i>What I want to say is like it's good for the day by day activity. Participant 4. Group session 2</i>
Solving concerns	<i>At first I was concerned that the material wouldn't last long, but I've had it for a few months and it's as if the bag is still brand new. Comments</i>
Desire to improve product configuration	<i>I think there could be a more intuitive way to lock the bag. Comments</i>
Idea for understanding the material	<i>I wish there was a way for manufactures to offer what carpet places do: Sample.... It's difficult to understand through a video what a fabric feels like. Comments.</i>
Suggestion for development	<i>I hope they considere Milkweed for insulation instead of cruel. Comments</i>
Actual offer is expensive and not affordable	<i>Actual offer is expensive and not affordable. Participant 6. Group session 2</i>
Having more than one color (values of consumption)	<i>I bought my first pair in green color for the summer and I liked it so much, I end up buying later the black version. Comments</i>
Niche audience and lifestyle assumptions (added value)	<i>It is for the pees who live and breath design. Comments I guess that can help to catch people who are not as much sustainable as me and convince them to wear . Participant 5. Group session 2</i>
Who doesn't want to be sustainable?	<i>Bye bye products that are not sustainable. So, if it provides for you and your needs, why not to do that? If it is in your budget limit. Participant 15. Group session 4</i>
Deconsumption Need	<i>However good or bright the idea, nothing beats "not producing" sustainability-wise. So, the ultimate way of sustainable design is managing to eliminate the need for that product in the first place. Comments</i>
Future sustainable scenario	<i>In order to shift towards a less harmful industry globally we are gonna need to to lower production volumes and increase product life. Comments</i>
Personal assesment of product (material,benefit,use)	<i>Shoes fit well, are nice and heavy, supercomfortable and are overall the best purchase I've made. Comments</i>
Unexpected new mindset	<i>However, little did I know that this gift was to change my dressing style, and drastically! Participant 7. Group session 3</i>

Understanding the development process (price and need to try products)	<i>I think by now it's too expensive against a normal T shirt. Because it requires from a product that is in innovation Participant 8. Group session 3</i>
What is important	<i>I think that sustainability in terms of the material should not really come to compromise the functionality of the material. Participant . Group session 1</i>

Appendix F: Codebook Stage 2

○ Assumptions of audience

6 Quotations:

1:27 For the peeps who live and breath design, (2015:2056) - D 1: Comments

For the peeps who live and breath design,

1:43 MOST of the people who would be hyped about this natural fabric are ve..... (5111:5184) - D 1: Comments

MOST of the people who would be hyped about this natural fabric are vegan.

2:21 I think most of people who are moving to their first apartment, they r..... (5457:5593) - D 2: Summary Booklets

I think most of people who are moving to their first apartment, they really are super excited about going to a store and buying furniture

3:6 people who go camping in natural areas are people who do ecotourism, W..... (11427:11649) - D 3: Group 1

people who go camping in natural areas are people who do ecotourism, Wildlife, tourism, things like that, there's a lot of overlap. And I was looking for products, which fit into the things that these people are looking for

3:14 Eco eco friendly thing is like very popular. So under friends, I'll re..... (18005:18293) - D 3: Group 1

Eco eco friendly thing is like very popular. So under friends, I'll reference a lot of people in the world are really commitment with this new era of eco friendly things. So I do believe that this new idea, this new business will be very accepted. Because we are in the era of eco friendly

4:12 I guess that can help to catch also people who are not as much sustain..... (14813:14918) - D 4: Group 2

I guess that can help to catch also people who are not as much sustainable as me and convince them to wear

○ Audience and lifestyle

2 Quotations:

1:45 Forget the aesthetics. Even without that discussion, they missed the m..... (5010:5292) - D 1: Comments

Forget the aesthetics. Even without that discussion, they missed the mark by adding leather accents. MOST of the people who would be hyped about this natural fabric are vegan. They really lost a lot of their customers with the leather instead of a canvas or coated hemp or something.

**4:9 I discovered the product at the annual festival of vegan sustainable p..... (14010:14095) - D
4: Group 2**

I discovered the product at the annual festival of vegan sustainable people for change

o **Bio-based association**

4 Quotations:

**2:22 I am glad because everytime that I am telling my experience I know I a..... (5703:5804) - D
2: Summary Booklets**

I am glad because everytime that I am telling my experience I know I am fomenting sustainable purchase

2:23 Traditional, Local (5931:5948) - D 2: Summary Booklets

Traditional, Local

**2:25 Because of it is natural material, care has to be taken when washing i..... (6554:6624) - D
2: Summary Booklets**

Because of it is natural material, care has to be taken when washing it

**4:11 I tend to associate sustainability with natural and tradition rather t..... (14572:14666) - D
4: Group 2**

I tend to associate sustainability with natural and tradition rather than technology, modernity

o **Cheaper because it's recycled material**

1 Quotations:

**3:3 saying that it was made from recycled material and was like, okay, may..... (4232:4333) - D
3: Group 1**

saying that it was made from recycled material and was like, okay, maybe that's why it's a bit cheaper

o **Concerns about material performance**

19 Quotations:

1:7 I am a little worried about the white (408:445) - D 1: Comments

I am a little worried about the white

**1:18 At first I was concerned that the material wouldn't last long (I'm pre..... (1086:1190) - D 1:
Comments**

At first I was concerned that the material wouldn't last long (I'm pretty aggressive with my backpacks),

**1:20 A bit scared the fabric could get dirty a bit too easily – and slightl..... (1271:1419) - D 1:
Comments**

A bit scared the fabric could get dirty a bit too easily – and slightly worried it's not going to perform as well as the "petrol based" counterparts.

1:22 My first hesitation was how well it would stay around my waist and whe..... (1458:1554) - D 1: Comments

My first hesitation was how well it would stay around my waist and whether the strap would shift,

1:35 Is it difficult to keep it clean? How sensitive is this material to di..... (3533:3624) - D 1: Comments

Is it difficult to keep it clean? How sensitive is this material to dirt, dust and humidity?

1:38 Can you share how the white fabric has lived up to dust and dirt? (4019:4083) - D 1: Comments

Can you share how the white fabric has lived up to dust and dirt?

1:71 My guess is since the fibers are so tight due to being waterproof that..... (15433:15546) - D 1: Comments

My guess is since the fibers are so tight due to being waterproof that the strain put on them by me caused tearing

1:73 They do feel heavy at first, but are super comfy and look great (16003:16065) - D 1: Comments

They do feel heavy at first, but are super comfy and look great

1:76 i thought it was a bit heavy and was skeptical of how it would feel wh..... (16728:16806) - D 1: Comments

i thought it was a bit heavy and was skeptical of how it would feel when i walk

1:78 I have to check how the odor control works since i dont know much about..... (16981:17056) - D 1: Comments

I have to check how the odor control works since i dont know much about cork

1:84 When i was looking online at a new pair of shoes i was highly sceptica..... (24427:24589) - D 1: Comments

When i was looking online at a new pair of shoes i was highly sceptical of these however after doing my research these looked like a great eco friendly alternative

1:89 it will be interesting to see how spider silk will effect the textiles..... (27081:27324) - D 1: Comments

it will be interesting to see how spider silk will effect the textiles used. I'm hard on shit and my puffy got ripped up pretty damn quick, so I'd be curious to see the strength comparison of this vs your standard 10-30D fibers, Pertex etc etc.

1:91 What is it filled with. It's resistant to what kind of temperature? (27803:27869) - D 1: Comments

What is it filled with. It's resistant to what kind of temperature?

1:93 So, if you get wet a few times while wearing it, you're screwed? (28487:28550) - D 1: Comments

So, if you get wet a few times while wearing it, you're screwed?

3:11 heavier. And it's slightly rougher compared to synthetic materials (13741:13806) - D 3: Group 1

heavier. And it's slightly rougher compared to synthetic materials

4:3 maybe the court is not good for getting the impact (9997:10046) - D 4: Group 2

maybe the court is not good for getting the impact

5:9 I would argue so one of my concerns is if the fabric would be discolor..... (11838:12037) - D 5: Group 3

I would argue so one of my concerns is if the fabric would be discolored after using in the washing machine or if the tissue will be the If I forget it, to get it out from the washing machine on time,

6:3 nanoparticle they claim, they used to pregnant to the, to cover the ma..... (5714:5896) - D 6: Group 4

nanoparticle they claim, they used to pregnant to the, to cover the mask and for the fabric. So but also was the, the mask themself or not? Probably? Or maybe like 100% very reliable.

6:5 it's important that it doesn't get damaged over time, especially if yo..... (15017:15130) - D 6: Group 4

it's important that it doesn't get damaged over time, especially if you're falling or ragging yourself again since

o **Concerns about sustainable performance**

8 Quotations:

1:3 Isn't there a comparable, suitable raw material that grows here? (87:152) - D 1: Comments

Isn't there a comparable, suitable raw material that grows here?

1:44 They really lost a lot of their customers with the leather instead of..... (5186:5292) - D 1: Comments

They really lost a lot of their customers with the leather instead of a canvas or coated hemp or something.

1:50 Product lifecycles need to be considered too, organics on average have..... (6329:6615) - D 1: Comments

Product lifecycles need to be considered too, organics on average have a mind shatteringly high cost per use. In order to shift towards a less harmful industry globally were gunna need to lower production volumes, and increase product life... science and chemistry is the solution to that

1:53 Any idea how much water and energy is used to produce a single pair of..... (7271:7379) - D 1: Comments

Any idea how much water and energy is used to produce a single pair of pants made from plant based materials?

1:57 entire production and lifecycles of traditional materials and clothing..... (8600:8877) - D 1: Comments

entire production and lifecycles of traditional materials and clothing... well... its obvious that 'sustainability' is a term used either as cost saving or sales boosting measure at best. At the end of the day the real issue is brands advertising disposable goods as sustainable

**1:84 When i was looking online at a new pair of shoes i was highly sceptica..... (24427:24589)
- D 1: Comments**

When i was looking online at a new pair of shoes i was highly sceptical of these however after doing my research these looked like a great eco friendly alternative

1:95 If so you can probably find the same fibres in the fastest of fast fas..... (28665:28748) - D 1: Comments

If so you can probably find the same fibres in the fastest of fast fashion brands.

**2:27 on the other hand the overconsumption of wood material leads to many o..... (7285:7814)
- D 2: Summary Booklets**

on the other hand the overconsumption of wood material leads to many other environmental issues such as deforestation, loss of biodiversity, fires, bad air quality, higher CO2 emissions amongst others. It seems very hard to assess a material once we start thinking of its whole lifecycle because it involves many other processes. In the case of the wood this is the transport for example which involves consumption of oil and gas. In this sense I am not sure if there is one truly sustainable material and how we can assess that.

o **Consciousness about material**

3 Quotations:

2:24 it depends of the manufacturing process. It's a kind of commodity that..... (6308:6426) - D 2: Summary Booklets

it depends of the manufacturing process. It's a kind of commodity that you don't realize that is there until its broke.

3:2 I think as consumers we also use a lot of materials. And from there it..... (3570:3760) - D 3: Group 1

I think as consumers we also use a lot of materials. And from there it's if you're slightly educated about these things, you know, kind of which are the good ones and which are the bad ones.

6:4 if you start thinking about the full lifecycle the material becomes re..... (6996:7089) - D 6: Group 4

if you start thinking about the full lifecycle the material becomes really, really complicated

o **Cool and alternative SOCIAL**

1 Quotations:

5:2 First was the social aspect. It made me feel cool and alternative. At..... (9005:9127) - D 5: Group 3

First was the social aspect. It made me feel cool and alternative. At least I was unhooked from the big fashion retailers.

- **Deconsumption Need**

- 4 Quotations:**

- 1:58 At the end of the day the real issue is brands advertising disposable..... (8788:8932) - D 1: Comments**

- At the end of the day the real issue is brands advertising disposable goods as sustainable. The only sustainable backback is the one left unmade!

- 1:59 Basically consumption is always going to be a problem with sustainabil..... (8965:9039) - D 1: Comments**

- Basically consumption is always going to be a problem with sustainability.

- 1:97 However good or bright the idea, nothing beats "not producing" sustain..... (29534:29729) - D 1: Comments**

- However good or bright the idea, nothing beats "not producing" sustainability-wise. So the ultimate way of sustainable design is managing to eliminate the need for that product in the first place.

- 6:2 a very huge amount of garbage of rubbish and while just washing indeed..... (6134:6263) - D 6: Group 4**

- a very huge amount of garbage of rubbish and while just washing indeed allows to reuse and i think it's it's a it's a good pointer

- **Desire to improve product configuration**

- 6 Quotations:**

- 1:5 The side opening is a bit too tight for my taste. Please make it bigge..... (312:406) - D 1: Comments**

- The side opening is a bit too tight for my taste. Please make it bigger on the next generation.

- 1:6 and I'd like to see color options! (448:481) - D 1: Comments**

- and I'd like to see color options!

- 1:10 On the inside I wouldn't mind a little more organisation, (798:854) - D 1: Comments**

- On the inside I wouldn't mind a little more organisation,

- 1:25 I think there could be a more intuitive way to lock the bag since all..... (1638:1754) - D 1: Comments**

- I think there could be a more intuitive way to lock the bag since all your other products are very intuitive to lock.

- 1:40 Where the back zipper pouch is located... they should consider placing..... (4285:4567) - D 1: Comments**

- Where the back zipper pouch is located... they should consider placing (1) in the front of the bag to create a swing door entry in order to enter the bottom half of the bag without needing to use the roller top portion, for user whom are in a rush or not in the mood to fuss with it.

1:92 I hope they consider Milkweed for insulation instead of cruel (27871:27932) - D 1: Comments

I hope they consider Milkweed for insulation instead of cruel

o **Durable**

6 Quotations:

1:16 It's a very durable bag (965:988) - D 1: Comments

It's a very durable bag

1:66 I really hope these will last at least a couple of years (13635:13690) - D 1: Comments

I really hope these will last at least a couple of years

1:75 The thick sole is great and I can see it being durable. (16476:16530) - D 1: Comments

The thick sole is great and I can see it being durable.

4:7 I usually tend to look for shoes that last quite long and that usually..... (12233:12652) - D 4: Group 2

I usually tend to look for shoes that last quite long and that usually like technical materials they provided These features in on this perspective probably this kind of shoes. To me doesn't seem to be issues that can last really long. Because probably the materials want. Yeah, wouldn't last too many years probably. I don't know. Like if they get wet or you don't you cannot watch that many times those kind of things.

4:8 I have the impression that they can also last but not depends also on..... (13478:13635) - D 4: Group 2

I have the impression that they can also last but not depends also on the treatment they give to the shoe. They're probably on the street will make them less.

5:8 the material has to be durable because I like sports. And outdoor acti..... (11609:11724) - D 5: Group 3

the material has to be durable because I like sports. And outdoor activities too has to be light and breathable too

o **Future sustainable scenario**

3 Quotations:

1:62 In order to shift towards a less harmful industry globally were gunna..... (10002:10181) - D 1: Comments

In order to shift towards a less harmful industry globally were gunna need to lower production volumes, and increase product life... science and chemistry is the solution to that.

1:63 It's not clear to me what will be the best solution going forward but..... (10750:11086) - D 1: Comments

It's not clear to me what will be the best solution going forward but right now it makes sense to optimize based on what the product is. Washing of synthetics and the release of micro-plastics

into the water supply is becoming a bigger concern so it might more sense for synthetics to be used in bags or certain types of other clothing.

1:70 I look forward to seeing more of your amazing shoes out and about in t..... (14637:14715) - D 1: Comments

I look forward to seeing more of your amazing shoes out and about in the world

o **Hard to assess a sustainable material**

1 Quotations:

2:27 on the other hand the overconsumption of wood material leads to many o..... (7285:7814) - D 2: Summary Booklets

on the other hand the overconsumption of wood material leads to many other environmental issues such as deforestation, loss of biodiversity, fires, bad air quality, higher CO2 emissions amongst others. It seems very hard to assess a material once we start thinking of its whole lifecycle because it involves many other processes. In the case of the wood this is the transport for example which involves consumption of oil and gas. In this sense I am not sure if there is one truly sustainable material and how we can assess that.

o **Having more than one color**

5 Quotations:

1:12 I have both colors I love it so much! (928:964) - D 1: Comments

I have both colors I love it so much!

1:80 I will surely order them from you again (18382:18420) - D 1: Comments

I will surely order them from you again

1:86 I bought my first pair in green colorway for the Summer, and I liked i..... (26017:26135) - D 1: Comments

I bought my first pair in green colorway for the Summer, and I liked it so much I end up buying later the Black version

1:88 bought the first version of these snickers/"kicks" for me last year an..... (26672:26886) - D 1: Comments

bought the first version of these snickers/"kicks" for me last year and I loved them ! Then I bought for my dad for Christmas, he loved it as well ! I was amazed by the product so I got the black snickers for work,

5:14 Are you going to buy again, this, you'd like that? (15688:15737) - D 5: Group 3

Are you going to buy again, this, you'd like that?

o **Idea for understanding the material**

1 Quotations:

1:41 Thanks Chase. I wish there was a way for manufacturers to offer what c..... (4569:5008) - D 1: Comments

Thanks Chase. I wish there was a way for manufacturers to offer what carpet places do: Samples. Get a 12" x 12" cut of fabric, they can charge \$5 including shipping, and if you like it, you can get that money back towards a bag AND a slight discount. It'd be a win-win. The carpet industry has been doing that for a long time. I say this because it's so hard to understand through a video what a fabric feels like, case in point, BANANNATEX

o **knowing because of the brand**

1 Quotations:

2:3 I've seen the shop, Ilias, selling various things before. (1137:1193) - D 2: Summary Booklets

I've seen the shop, Ilias, selling various things before.

o **Knowing because of someone else**

10 Quotations:

2:1 the last tenants asked me (676:702) - D 2: Summary Booklets

the last tenants asked me

2:7 campaign in my university (1351:1376) - D 2: Summary Booklets

campaign in my university

2:11 I first learned about them with my mom (1583:1620) - D 2: Summary Booklets

I first learned about them with my mom

2:13 I knew about it because I got one as a gift from a friend (1876:1932) - D 2: Summary Booklets

I knew about it because I got one as a gift from a friend

2:15 I knew it by word of mouth. (2244:2270) - D 2: Summary Booklets

I knew it by word of mouth.

2:17 I know about this sustainable food wrap from my superior at the office (2482:2551) - D 2: Summary Booklets

I know about this sustainable food wrap from my superior at the office

2:18 my dad used natural Luffa while I was growing up (2642:2690) - D 2: Summary Booklets

my dad used natural Luffa while I was growing up

2:19 I got it from my girlfriend (2781:2807) - D 2: Summary Booklets

I got it from my girlfriend

4:1 I first got to know Kim pictures via a really good friend of mine. (7610:7676) - D 4: Group 2

I first got to know Kim pictures via a really good friend of mine.

4:9 I discovered the product at the annual festival of vegan sustainable p..... (14010:14095) - D 4: Group 2

I discovered the product at the annual festival of vegan sustainable people for change

o **Knowledge needed to appreciate material/sustainability**

3 Quotations:

1:49 It's not until you view it through a sustainable lens that you get a s..... (5974:6105) - D 1: Comments

It's not until you view it through a sustainable lens that you get a strong appreciation of the thought and care behind every detail

3:1 change in the mindset. So maybe she was not used to buying secondhand..... (2336:2445) - D 3: Group 1

change in the mindset. So maybe she was not used to buying secondhand furniture. And she had the opportunity.

3:5 you don't think about all the things behind that new purchase (5257:5317) - D 3: Group 1

you don't think about all the things behind that new purchase

o **Material selection based on use**

1 Quotations:

1:69 it probably depends on the use case (12260:12294) - D 1: Comments

it probably depends on the use case

o **more expensive more mindful**

1 Quotations:

6:1 you're also going to care more for that as well, because you know that..... (4715:4931) - D 6: Group 4

you're also going to care more for that as well, because you know that you paid 10 years for it, for example, and instead of one year, just from buying it at 10 01, or some place like this. So then you're more mindful

o **my dinner is like helping the nature**

1 Quotations:

3:4 my dinner is like helping the nature (4877:4912) - D 3: Group 1

my dinner is like helping the nature

○ **No material meaning-association**

2 Quotations:

5:10 if I want to throw away the T shirt, should it be the same as with a r..... (12215:12299) - D 5: Group 3

if I want to throw away the T shirt, should it be the same as with a regular t shirt?

6:8 I guess depends on the material. how it's made. (16757:16803) - D 6: Group 4

I guess depends on the material. how it's made.

○ **Novelty of the material, assumption is expensive**

2 Quotations:

1:34 he talks a lot about the fabric like a salesman. This must be expensive..... (3415:3512) - D 1: Comments

he talks a lot about the fabric like a salesman. This must be expensive, checks price...\$340. nope

2:26 They might also be a bit more expensive but you gain benefit from long..... (6854:6928) - D 2: Summary Booklets

They might also be a bit more expensive but you gain benefit from long use.

○ **Personal assesment of product (performance, configuration, aesthetic)**

12 Quotations:

1:8 For everyday use it is perfect, the adjustable size make it a good ver..... (483:697) - D 1: Comments

For everyday use it is perfect, the adjustable size make it a good versatility to your everyday life, whether a busy day with a full bag or just cruise in the city, the bag is adapting to your needs, which is great!

1:11 On the inside I wouldn't mind a little more organisation, but I love t..... (798:890) - D 1: Comments

On the inside I wouldn't mind a little more organisation, but I love the look and feel of it.

1:17 the side zipper is really convenient when needing access to items at t..... (994:1083) - D 1: Comments

the side zipper is really convenient when needing access to items at the bottom of the bag

1:31 That's an absolutely gorgeous bag, if you want a bag that's an art pie..... (3006:3095) - D 1: Comments

That's an absolutely gorgeous bag, if you want a bag that's an art piece this might be it.

1:33 it looks too much like a laundry sack (3324:3361) - D 1: Comments

it looks too much like a laundry sack

1:65 The comfort does not stop with the upper half of the shoe but also the..... (12849:13110) - D 1: Comments

The comfort does not stop with the upper half of the shoe but also the most important part of the shoe, the support, and sole of the Semnoz II. SAOLA got innovative when designing these components of the shoe. Both the insole and the outsole are made from algae.

1:67 Shoes fit well, are nice and heavy, super comfortable, and are overall..... (13799:13896) - D 1: Comments

Shoes fit well, are nice and heavy, super comfortable, and are overall the best purchase I've made

1:72 Just wanted to throw my voice in on how awesome the shoes are. I have..... (15780:15901) - D 1: Comments

Just wanted to throw my voice in on how awesome the shoes are. I have funky shaped toes and they are really comfy for me!!

1:81 The double stitching and thickness of material was impressive (19678:19738) - D 1: Comments

The double stitching and thickness of material was impressive

1:82 They look great, and fit wonderfully. I love the material, the packagi..... (22762:22887) - D 1: Comments

They look great, and fit wonderfully. I love the material, the packaging and the communications with the team were outstanding

4:2 fit perfect perfectly fits the soul at the same time that gives you go..... (7930:8023) - D 4: Group 2

fit perfect perfectly fits the soul at the same time that gives you good balance and stability

7:1 comfortable. (10565:10576) - D 7: Group 5

comfortable.

○ **Price (influenced by people choices)**

1 Quotations:

1:32 I personally think it should be in the \$200-\$250 range however we live..... (3097:3268) - D 1: Comments

I personally think it should be in the \$200-\$250 range however we live in a world where idiots spend \$1,000 on sneakers and sweatshirts so comparatively this is a bargain.

○ **Recognition to the brand/developer**

3 Quotations:

1:28 I applaud Qwstion for posing and answering design problems in such an..... (2347:2444)
- D 1: Comments

I applaud Qwstion for posing and answering design problems in such an original and thoughtful way.

1:29 these designers stand firm on their values and executed it with crista..... (2619:2699) - D 1: Comments

these designers stand firm on their values and executed it with crystal clarity.

1:94 Credit to Vollebak for at least trying new things, but I'm guessing th..... (28552:28664) - D 1: Comments

Credit to Vollebak for at least trying new things, but I'm guessing this is just another viscose/lyocell product.

○ **scenario (material.benefit,use)**

3 Quotations:

4:4 One thing is, is to meet these shoes is really light, which is probabl..... (10126:10321) - D 4: Group 2

One thing is, is to meet these shoes is really light, which is probably a really nice performance. Because if you want to use a lot for walking, having a really light shoes is, is very convenient.

4:6 It sounded very fresh and cool. Even working in Italian summer, the na..... (10745:10877) - D 4: Group 2

It sounded very fresh and cool. Even working in Italian summer, the natural material makes the foot breeze and I really appreciate it

7:2 The foam is forming nicely around your feet. And they are really light (10578:10647) - D 7: Group 5

The foam is forming nicely around your feet. And they are really light

○ **seeing the label**

1 Quotations:

2:2 seeing the label (839:855) - D 2: Summary Booklets

seeing the label

○ **Sensorial property of the material**

5 Quotations:

1:1 The material has a nice grip. I like that's a bit rough (0:54) - D 1: Comments

The material has a nice grip. I like that's a bit rough

1:9 I like how the texture is slightly changing, but not too much. (735:796) - D 1: Comments

I like how the texture is slightly changing, but not too much.

1:74 The colour is amazing and the hemp and stitches feel really high quali..... (16402:16473) - D 1: Comments

The colour is amazing and the hemp and stitches feel really high quality

1:79 I love the smell of vanilla (17511:17537) - D 1: Comments

I love the smell of vanilla

3:13 the bag is actually softer and more durable than other (14941:14994) - D 3: Group 1

the bag is actually softer and more durable than other

o **Share with the world**

7 Quotations:

1:85 I dont normally ever do reviews but i just really am impressed with th..... (25189:25303) - D 1: Comments

I dont normally ever do reviews but i just really am impressed with these shoes and wanted to share with the world

1:90 I will add it to my blog (27644:27668) - D 1: Comments

I will add it to my blog

2:6 I liked the idea of dressing in a sustainable way. I wanted to send a..... (1247:1337) - D 2: Summary Booklets

I liked the idea of dressing in a sustainable way. I wanted to send a message by wearing it

2:22 I am glad because everytime that I am telling my experience I know I a..... (5703:5804) - D 2: Summary Booklets

I am glad because everytime that I am telling my experience I know I am fomenting sustainable purchase

5:15 he wants to use the T shirt as a conversation piece to start to create..... (16255:16365) - D 5: Group 3

he wants to use the T shirt as a conversation piece to start to create cautionary caution as with other people.

7:4 I also like the fact that people can notice it. (10898:10945) - D 7: Group 5

I also like the fact that people can notice it.

7:5 they cannot notice. They cannot notice it. They cannot they can't noti..... (11374:11549) - D 7: Group 5

they cannot notice. They cannot notice it. They cannot they can't notice it. And whenever I say yeah, my shoes are amazing. Okay, everybody is interested and want to learn more

o **Showing how/when to use it**

5 Quotations:

1:13 For everyday use it is perfect, (483:514) - D 1: Comments

For everyday use it is perfect,

1:14 The Roll Pack is with me every day. (699:733) - D 1: Comments

The Roll Pack is with me every day.

1:15 "I use this bag day in and day out, (892:926) - D 1: Comments

"I use this bag day in and day out,

1:87 to put them on every day. (26623:26647) - D 1: Comments

to put them on every day.

4:5 what I try to say is like it's good for the day by day activity (10344:10406) - D 4: Group 2

what I try to say is like it's good for the day by day activity

o Social validation recommendation

2 Quotations:

1:37 I'm about to drop some coin on this bag...tell me truly; is it worth t..... (3829:3932) - D 1: Comments

I'm about to drop some coin on this bag...tell me truly; is it worth the money, will it hold up? really?

6:7 I was just looking online, just seeing what people are saying what's p..... (15492:15615) - D 6: Group 4

I was just looking online, just seeing what people are saying what's possible, what kind of alternatives there are out there

o Solving concerns

9 Quotations:

1:2 My first thought was actually: Isn't there a comparable, suitable raw..... (57:310) - D 1: Comments

My first thought was actually: Isn't there a comparable, suitable raw material that grows here? I don't eat bananas because I want to eat locally, and now I have a banana backpack? But on the other hand, cotton doesn't grow in the Zurich Oberland either.

1:19 but I've had it for a few months now and it's as if the bag is still b..... (1191:1269) - D 1: Comments

but I've had it for a few months now and it's as if the bag is still brand new.

1:21 So far it's holding up well, though. (1421:1456) - D 1: Comments

So far it's holding up well, though.

1:23 but it's proven itself to be very secure. (1556:1596) - D 1: Comments

but it's proven itself to be very secure.

1:73 They do feel heavy at first, but are super comfy and look great (16003:16065) - D 1: Comments

They do feel heavy at first, but are super comfy and look great

1:77 it was comfortable and i was feeling good for the entire 4 hours (16820:16883) - D 1: Comments

it was comfortable and i was feeling good for the entire 4 hours

3:11 heavier. And it's slightly rougher compared to synthetic materials (13741:13806) - D 3: Group 1

heavier. And it's slightly rougher compared to synthetic materials

7:3 I used them in my daily life after I bought them and it's proving to b..... (10649:10734) - D 7: Group 5

I used them in my daily life after I bought them and it's proving to be a good bias.

7:9 I tried to buy a pair of the shoes to witness and wear it, I will say..... (18473:18616) - D 7: Group 5

I tried to buy a pair of the shoes to witness and wear it, I will say that there's no issue at all wearing elga form for the soles of the shoes.

○ **spark the fire**

1 Quotations:

7:6 spark the fire (11961:11975) - D 7: Group 5

spark the fire

○ **Suggestion for development**

1 Quotations:

1:68 Hi, I had heard you mention that you were working on a black version o..... (14237:14480) - D 1: Comments

Hi, I had heard you mention that you were working on a black version of the shoes. Could I suggest Air-Ink to use as a dye? It was another kickstarter and they get their ink from pollution. So Just like you they are helping clean up this world.

○ **Sustainability association**

20 Quotations:

1:51 Natural fibers biodegrade and can be regrown by new plants (7112:7169) - D 1: Comments

Natural fibers biodegrade and can be regrown by new plants

1:52 they require less energy to grow (7236:7268) - D 1: Comments

they require less energy to grow

1:53 Any idea how much water and energy is used to produce a single pair of..... (7271:7379) - D 1: Comments

Any idea how much water and energy is used to produce a single pair of pants made from plant based materials?

1:54 recycle-able and don't decompose all that well. Especially once dyed a..... (7453:7530) - D 1: Comments

recycle-able and don't decompose all that well. Especially once dyed and worm.

1:55 I'm aware there are issues with water and energy but both of those can..... (7532:7631) - D 1: Comments

I'm aware there are issues with water and energy but both of those can potentially also be renewable

1:56 plants are grown without needing pesticides (7737:7779) - D 1: Comments

plants are grown without needing pesticides

1:60 Using plant based materials also results in planting more which helps..... (9469:9603) - D 1: Comments

Using plant based materials also results in planting more which helps reduce carbon whereas synthetics require extracting fossil fuels

1:61 specific production/recycling/composting (9701:9741) - D 1: Comments

specific production/recycling/composting

2:4 eco-cotton (1212:1221) - D 2: Summary Booklets

eco-cotton

2:5 100% recycled material (900:921) - D 2: Summary Booklets

100% recycled material

2:8 reusable (1402:1409) - D 2: Summary Booklets

reusable

2:9 biodegradable, unlike plastic, besides the cheap cost of production. (1514:1581) - D 2: Summary Booklets

biodegradable, unlike plastic, besides the cheap cost of production.

2:10 This water bottle was produced trying to reduce the CO2 emissions (1420:1484) - D 2: Summary Booklets

This water bottle was produced trying to reduce the CO2 emissions

2:12 reused and recycled, (1719:1739) - D 2: Summary Booklets

reused and recycled,

2:14 sustainable / non-synthetic product (2071:2106) - D 2: Summary Booklets

sustainable / non-synthetic product

2:16 simple, made of long lasting material which is untreated and it doesn't..... (2306:2415) - D 2: Summary Booklets

simple, made of long lasting material which is untreated and it doesn't require chemicals for its production.

2:20 re-using plastic materials is very sustainable (2733:2778) - D 2: Summary Booklets

re-using plastic materials is very sustainable

2:27 on the other hand the overconsumption of wood material leads to many o..... (7285:7814) - D 2: Summary Booklets

on the other hand the overconsumption of wood material leads to many other environmental issues such as deforestation, loss of biodiversity, fires, bad air quality, higher CO2 emissions amongst others. It seems very hard to assess a material once we start thinking of its whole lifecycle because it involves many other processes. In the case of the wood this is the transport for example which involves consumption of oil and gas. In this sense I am not sure if there is one truly sustainable material and how we can assess that.

3:10 value chain involved with the manufacturing of the product and deliver..... (12272:12770) - D 3: Group 1

value chain involved with the manufacturing of the product and delivery and so on, should also fit in with the idea of sustainability. So what I really like about this backpack is that it's locally generated in areas which have lots of farmers cultivating bananas. And because it uses a food crop, it doesn't compete with food in terms of land use. So it people grow bananas anywhere for food. And the leftover from the fiber of the plant as well as appeal is used for the use for the the backpack.

5:11 I like to question more about that process that this probe used to be..... (13902:13984) - D 5: Group 3

I like to question more about that process that this probe used to be manufactured

o **Sustainable personal consistency**

2 Quotations:

1:4 I don't eat bananas because I want to eat locally, and now I have a ba..... (153:237) - D 1: Comments

I don't eat bananas because I want to eat locally, and now I have a banana backpack?

4:10 I like the idea to wear something that can represent myself in my way..... (14355:14537) - D 4: Group 2

I like the idea to wear something that can represent myself in my way of viewing the world. I also like the idea to decrease my carbon footprint in any aspect of my life as the shoes.

o **Understanding the development process**

3 Quotations:

1:47 I get that when working with new materials things can be expensive so..... (5416:5515) - D 1: Comments

I get that when working with new materials things can be expensive so I'm glad they're trying it out

5:7 I bought one just to see how it looks (11433:11470) - D 5: Group 3

I bought one just to see how it looks

5:13 I think by now it's too expensive against a normal t shirt. because it..... (15505:15668) - D 5: Group 3

I think by now it's too expensive against a normal t shirt. because it requires from a product that is innovation and is related with all of these kinds of products

o Understanding the new material as carpets sell

12 Quotations:

1:42 it's so hard to understand through a video what a fabric feels like, c..... (4914:5008) - D 1: Comments

it's so hard to understand through a video what a fabric feels like, case in point, BANANNATEX

1:98 OMG...bag from food (29731:29751) - D 1: Comments

OMG...bag from food

3:9 I made sure that the banana backpack performs better or the same as ex..... (12096:12182) - D 3: Group 1

I made sure that the banana backpack performs better or the same as existing materials

3:11 heavier. And it's slightly rougher compared to synthetic materials (13741:13806) - D 3: Group 1

heavier. And it's slightly rougher compared to synthetic materials

3:12 I think the banana backpack ends up being similar to other natural fib..... (14123:14213) - D 3: Group 1

I think the banana backpack ends up being similar to other natural fibers like jute and ham

3:13 the bag is actually softer and more durable than other (14941:14994) - D 3: Group 1

the bag is actually softer and more durable than other

4:13 I was thinking is that someone who is focused on sustainability probab..... (15609:15907) - D 4: Group 2

I was thinking is that someone who is focused on sustainability probably tends to prefer really natural product while I'm in these shoes, at first as these white bottom part is really you know, you just see these shoes, you probably can just think isn't normal shoes does not have anything you know

5:5 I mean, at least two seasons or three seasons, which is the same like..... (10856:10943) - D 5: Group 3

I mean, at least two seasons or three seasons, which is the same like any other t shirt.

5:6 I think there may be the fisheries, it's very cool percent so difficul..... (10211:10580) - D 5: Group 3

I think there may be the fisheries, it's very cool percent so difficult to dry, to get dry. Okay, because he's made from materials that have had great water absorption. I really like the arts. So I think that in the time that when I wash my teacher or the teacher was wash it, and maybe this dish, it can take more time. And against a normal teacher. Do that to get dry.

6:6 And it's also important that then yeah, the park doesn't lose its, let..... (15223:15441) - D 6: Group 4

And it's also important that then yeah, the park doesn't lose its, let's say integrity, or it doesn't degrade over time. If it's stored somewhere. As I know that some some materials tend to do this if they're not, yeah.

7:7 She gets way more sweaty feet than in leather. Okay, natural material..... (13188:13323) - D 7: Group 5

She gets way more sweaty feet than in leather. Okay, natural material. And this is this is a plan so it's even more breathable and more.

7:10 It just feels as nice as using the normal, not really sustainable shoe..... (18618:18688) - D 7: Group 5

It just feels as nice as using the normal, not really sustainable shoes

o **Unexpected new mindset**

1 Quotations:

5:1 little did I know that the gift was to change my dressing style (8923:8985) - D 5: Group 3

little did I know that the gift was to change my dressing style

o **Value more than the material (price)**

9 Quotations:

1:26 At that price it needs to be more than great fabric, (1903:1955) - D 1: Comments

At that price it needs to be more than great fabric,

1:30 I can appreciate good design, but for that price I'm kinda expecting m..... (2747:2852) - D 1: Comments

I can appreciate good design, but for that price I'm kinda expecting more than just a fancy sack of fabric

1:36 I'm down with sustainable resources, innovation in the supply chain to..... (3626:3811) - D 1: Comments

I'm down with sustainable resources, innovation in the supply chain to take care of Mother Earth and all. Just don't get this bag even a little. Even if it weren't at an "elite" price.

1:39 i love the style of this bag, it's like a upgraded drawstring bag. But..... (4119:4283) - D 1: Comments

i love the style of this bag, it's like a upgraded drawstring bag. But like what was stated in the video it's way too expensive. Anyone know of cheaper alternatives?

1:46 That is really expensive for what is essentially a sack. (5341:5398) - D 1: Comments

That is really expensive for what is essentially a sack.

1:48 I just got my thread international "better backpack", though, and thei..... (5518:5972) - D 1: Comments

I just got my thread international "better backpack", though, and their whole point was to look at supply chain, materials, environmental impact etc to come up with something better. And for me I much prefer their style, I think their bag is more functional and it's lot cheaper. So I think there are ways to improve the manufacturing process of bags without having to create something that is \$350 USD (which is like \$500 for me since I am in Australia).

1:50 Product lifecycles need to be considered too, organics on average have..... (6329:6615) - D 1: Comments

Product lifecycles need to be considered too, organics on average have a mind shatteringly high cost per use. In order to shift towards a less harmful industry globally were gunna need to lower production volumes, and increase product life... science and chemistry is the solution to that

1:83 Beautiful high quality shoes. Actually better than I expected for \$100..... (19549:19676) - D 1: Comments

Beautiful high quality shoes. Actually better than I expected for \$100. The laces, the cork insole, shoe fit and hemp was great.

1:96 Cotton is also compostable and likely a lot less expensive (29014:29071) - D 1: Comments

Cotton is also compostable and likely a lot less expensive

o **Value on story behind the product**

1 Quotations:

1:24 I love a product that has a good story. (1598:1636) - D 1: Comments

I love a product that has a good story.

o **What is important**

6 Quotations:

3:7 the main important thing for my customers and therefore also for me wa..... (11850:11955) - D 3: Group 1

the main important thing for my customers and therefore also for me was that it was a high quality product

3:8 I think that sustainability in terms of the material shouldn't really..... (11961:12087) - D 3: Group 1

I think that sustainability in terms of the material shouldn't really come at a compromise to the functionality of the material

4:13 I was thinking is that someone who is focused on sustainability probab..... (15609:15907) - D 4: Group 2

I was thinking is that someone who is focused on sustainability probably tends to prefer really natural product while I'm in these shoes, at first as these white bottom part is really you know, you just see these shoes, you probably can just think isn't normal shoes does not have anything you know

5:3 But it was not until experiencing the Middle Eastern heat waves that I..... (9128:9359) - D 5: Group 3

But it was not until experiencing the Middle Eastern heat waves that I started to really appreciate the shirt, the fresh white color and smooth fiber meant I could spend the whole day walking around with no worries about sweat marks

5:12 reduce the amount of waste (14109:14134) - D 5: Group 3

reduce the amount of waste

6:2 a very huge amount of garbage of rubbish and while just washing indeed..... (6134:6263) - D 6: Group 4

a very huge amount of garbage of rubbish and while just washing indeed allows to reuse and i think it's it's a it's a good pointer

o **who doesn't want to be sustainable?**

2 Quotations:

5:4 who doesn't want to be sustainable? (9442:9476) - D 5: Group 3

who doesn't want to be sustainable?

7:8 bye bye products which are sustainable. So if it provides for you your..... (15310:15437) - D 7: Group 5

bye bye products which are sustainable. So if it provides for you your need, why not do that? If it is within your budget limit?