MODULE

CONCEPT + MANAGEMENT

AKADEMIE MODE & DESIGN
Mode · Medien · Management · Design

Editorial

For decades, the fashion and clothing industry was geared to classic, even traditional ways of acting. This has changed a lot in the recent past. Digitization leads to new design-, production-, sales- and communication models. Better informed customers and changed target groups expect transparency, individuality and innovation. At least since it became known that the clothing industry is one of the biggest environmental pollution causer and conflicts with labor law principles, sustainability seems to have the motto. As a result, the industry is facing structural change that requires the integration of new technologies, new production- and procurement methods, new approaches, and reorientation of business models.
The AMD Academy for Fashion and Design, a department of the Fresenius University of Applied Sciences, is increasingly devoting itself to such strategic questions in its teaching and research topics in order to decisively shape the future of the fashion industry. Our study programs combine management, innovation and creativity. We question contexts and combine proven standards with technical and design innovations. In the interdisciplinary modules, various study programs and groups work on a common project.

This dossier will show approaches of sustainable, future-oriented, transparent business models. The objective was to develop a business model that considers human and natural resources in the context of new technologies such as block chain technology. The works of the students show a comprehensive orientation and fashion, design and management are linked together.

My thanks and my appreciation to all involved students and lecturers for these exciting, enriching concepts and ideas.

Munich, July 2019

Prof. Marcus Mattes
Professor of Fashion and Design Management and Academic Director of the project

Introduction

LETTER

_ by Juliane Kahl

THE FASHION INDUSTRY IS CURRENTLY IN THE MIDDLE OF SYSTEMATIC CHANGE. SOME EVEN SAY, THE FASHION INDUSTRY IS BROKEN.

After the tragic numerous deaths of the workers in the Rana Plaza Building in Bangladesh, it took fashion retailers weeks to figure out, why and how their labels ended up being manufactured there. It exposed the fact, that fashion companies do not know their supply chain.
Up until recently, a lack of transparency within companies‘ supply chains would have been seen as a competitive advantage. Businesses wanted to keep their manufacturers and suppliers information secret from their competitors.

The Rana Plaza tragedy also caused a shift in the way consumers view transparency as not enough is known about the impact clothing has on people and planet. Consumers lost their trust with the companies. According to a consumer survey by Fashion Revolution, 80% of people think, Fashion brands should disclose their manufacturers.
Therefore, a big shift in the mind-set within the industry from a linear thinking to one that is transparent and open to support a transition towards a sustainable & fair fashion system.
Within the last months, a global fashion activism movement emerged, as a stand on social issues need to be taken on social issues and to satisfy demands for sustainability and a radical transparency.
This transparency can be facilitated with the application of fashion innovations like Blockchain Technology. Through applying this technology, a network of the whole history of transactions and a boost of transparency in the supply chain can be seen.
Blockchain technology enables the proof of social standards at the origin and along the supply chain.

Caused by disruptive innovations and a new mind-set, this massive paradigm shift within the industry requires a new approach, different kind of education.
Students need to be able to create, discover, experiment, prototype and hold discussion about new technologies, sustainable business models and a human centred design.
Creating a systematic change needs collaboration. Therefore, everyone in the Fashion Industry needs to adapt to a hybrid work practice.

The sustainable business educational units at the Bachelor Fashion and Design Management course at the Academy of Fashion and Design (AMD) in Munich, focus on these topics. Students explore, how Blockchain Technology can form the base for an open system for traceability, powering consumer-facing transparency. And through the attendance of international key experts to these teaching units, these experts share their knowledge and experience with the students.

It is a fantastic experience as a university lecturer to accompany the students on their discoveries of these new possibilities and to encourage them to think outside the box.

I am very grateful to the AMD Munich and particularly to the course director Prof. Marcus Mattes for giving these topics a platform and to supporting me to facilitate these units.

JUNE 2019

02

BLOCKCHAI TECHNOLO

BLOCKCHAIN TECHNOLOGY IS A TERM THAT IS PART OF THE MODULE CONCEPT & MANAGEMENT. DURING THIS COURSE, THE PARTICIPATING STUDENTS GOT THE TASK TO CREATE A BUSINESS MODELL WHICH IS BASED ON BLOCKCHAIN TECHNOLOGY AS WELL AS COMBINES SUSTAINABLE ASPECTS. THEREFORE, IT HAS TO BE EXPLAINED WHAT BLOCKCHAIN TECHNOLOGY IS ALL ABOUT.

Blockchain technology has been firstly introduced to the world with Natoshi Nakamoto's white-paper "Bitcoin: A Peer-to-Peer Electronic Cash System" in 2008. This whitepaper has presented a new system to transfer money without the necessity of* a bank institute as intermediate. With the crypto currency Bitcoin people were then able to transfer money anonymously without dependency on central instances.

The mechanism that makes this concept possible lies within the blockchain structure.
In general it can be said that a blockchain describes a digital system to save data. The type of data, which is supposed to be saved onto the blockchain, does not have to be of a specific kind, but can be chosen arbitrary – from transaction data to information about property: every form of content can be stored within a blokchain. For this matter data is saved in so called "blocks". Each block contains not only one set of data, but the complete data history and course. Reason for this is the process of adding new information onto a blockchain: for every new data, a new block has to be created. These blocks are also connected with each other, whereas a chain-like structure is formed. This is why it's called a blockchain.

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All this data within blocks and the whole blockchain are saved on a decentralised and not on a centralised server. This type of a decentralised system is also called a Peer-to-Peer network. Each participant or computer of this network stands for a peer, that has access to every information on the blockchain and at the same times shares memory as well as processor power with the whole network. Therefore, data within a blockchain is publicly accessible for everyone.

A further aspect of blochain-based systems concerns the high security standard. Every block and the containing data are saved cryptographically with the so-called hash-cryptography. With this method information within a block can be encoded to an unique and immutable combination of numbers and letters (this encryption is based on the hexadecimal system and therefore, results in a code of 64 characters).

Furthermore, every block on a blockchain contains timestamps which record time and date when information has been added and at the same time when a new block has been formed. As a result it can be exactly retraced when and which data has been saved onto the blockchain by displaying the complete data history that is immutably and irreversibly stored.

During the last 10 years blockchain technology has been further developed for various applications and is not only known for crypto currencies and money transactions anymore. Newly founded start-ups and enterprises are focussing on this topic and currently working on systems within the fields of health, copyright and logistics, in order to improve structures and create decentralised organisations with the help of blockchain technology.

03 BUSINESS MODELS

DURING THE MODULE CONCEPT & MANAGEMENT, THE PARTICIPANTS GOT THE TASK TO CREATE A SUSTAINABLE BUSINESS MODEL, BASED ON BLOCKCHAIN TECHNOLOGY AND PITCH THE CONCEPT AFTERWARDS.

SPLIT IN 8 GROUPS (WITH 2-3 MEMBERS), THE STUDENTS HAVE DEVELOPED BUSINESS MODELS WHICH TAKE INFLUENCE ON DIFFERENT INDUSTRIES AND ORGANISATIONAL STRUCTURES. THE RESULTED CONCEPTS SHOW NEW POSSIBILITIES TO OPTIMIZE CERTAIN CONDITIONS OR PRESENT APPROACHES TO SOLVE NEGATIVE ASPECTS.

THE RESULTS AND CORE CONTENT OF THESE BUSINESS MODELS ARE GOING TO BE PRESENTED ON THE FOLLOWING PAGES.

“We track the development of a product from the very first second.“

by

_ LIZ KRZYZANOWSKI

_ ESTELLA VAITL


FAS.DET

FAS.DET

FAS.DET describes a business model that makes the complete production process and supply chain of a product transparent.

The idea for this concept originates from current trends such as sustainability, environmental awareness and deceleration, which gain rising importance for society and influence their lives and attitude. The fashion industry has also started to establish those approaches with the introduction of slow fashion in order to counteract the impact of the fast fashion industry by founding eco labels.
At the moment it has to be questioned, if the current development and purview of eco labels, can compete with popular fast fashion companies such as, Zara, Topshop or H&M and, therefore, counter the negative effects of the fast fashion business.
These negative effects include poor working conditions for employees, who often become victims of exploitation and lacking security measurements at their workplace or suffer from high pollution, which occurs with the production of fast fashion products. Further side effects of the fast fashion industry include the pollution of oceans, air and wastewater as well as the usage of chemicals for the manufacturing of clothing.

FAS.DET represents a way to acknowledge this reality and forces fast fashion companies to act against these circumstances. Blockchain technology makes it possible to track clothing from the first second and record its development process. It is then possible to make those records publicly available and make fast fashion companies more open-minded to change their production processes into more sustainable operations. In reality this concept can be implemented as follows: every garment is equipped with a QR-code and can be scanned with a smartphone, which then links the user with the

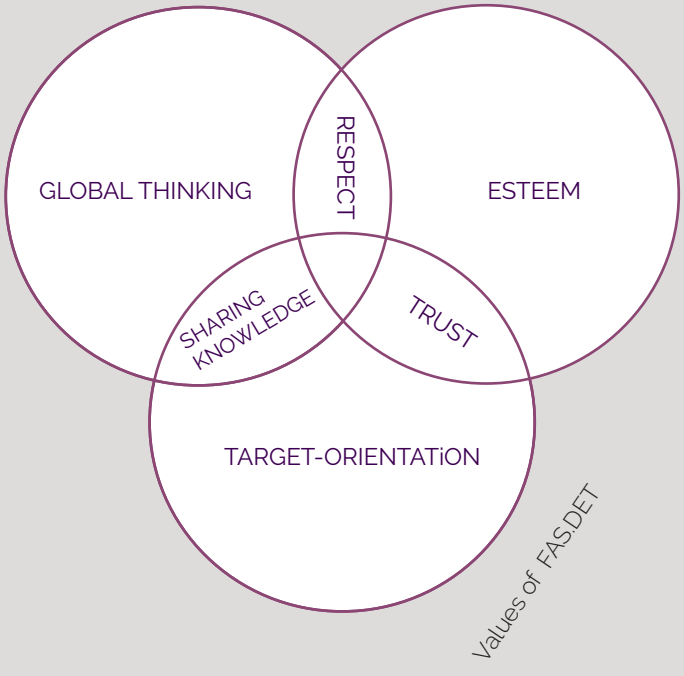
„FAS.DET REVEALS WHAT NO ONE WANTS TO SEE.“

FAS.DET-app, where information about the product is featured. The given information covers data about fabric compositions, care instructions, country of origin and the exact address of the manufacturer. Furthermore, this app makes it also possible to gain more information about an item of clothing: for example where the resources for the fabric came from, where they have been planted and harvested and following steps in the development of a specific product – from spinning, weaving, dying of the textile to transport routes, the sewing process and distribution channels.

Presentation of step 1-3 to gain information about a product. Top left: scan of the QR-code with a smartphone; top right: a first list of information on the app; left: further and more detailed information about the product, illustrated with theme-related icons.

IT IS OUR DUTY TO PROVIDE THIS KIND OF TRANSPARENCY AND ACCESS TO EVERYONE AT ALL TIMES.

One of the principles of FAS.DET.




Smart
Chain

by

_ OLIVIA HAAG

_ NIKLAS HEINRICH

_ SARAH MAIER

SMART CHAIN

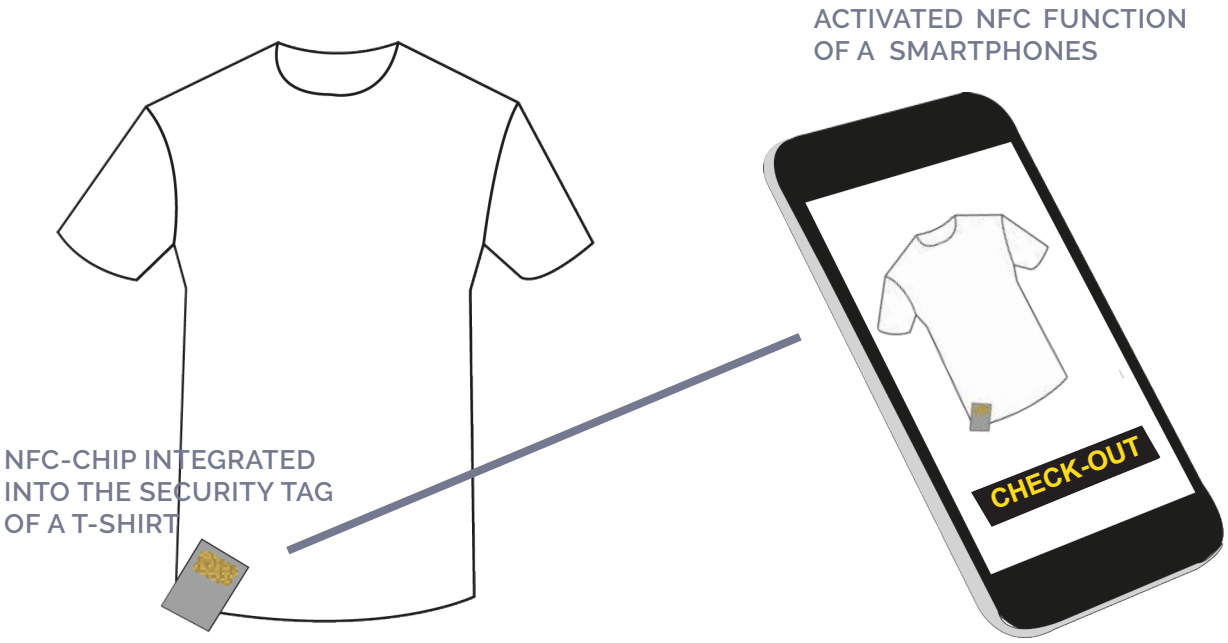
SMART CHAIN STANDS FOR AN INNOVATIVE, BLOCKCHAIN-BASED AND “SMART“ CONCEPT TO SIMPLY THE PROCESS AT THE POINT OF SALE.

PEOPLE USUALLY ASSOCIATE THE POINT OF SALE IN FASHION STORES WITH LONG WAITING TIMES. RESPONSIBLE FOR THIS ISSUE ARE FASHION COMPANIES THAT ARE NOT ABLE TO HIRE MORE EMPLOYEES BECAUSE OF HIGH RENTS FOR STORES AND, THEREFORE, CANNOT OCCUPY MORE CASHIERS. HOWEVER, IT ALSO HAS TO BE CONSIDERED THE IMPORTANCE OF SECURTIY TAGS THAT HAVE TO BE REMOVED DURING THE PAYMENT PROCESS. SINCE EMPLOYEES CONDUCT THIS PROCEDURE ONLY, SMART CHAIN CHANGES THESE ASPECTS AT THE POINT OF SALE.

This is the reason why the **Smart Chain**-model combines a new and intelligent article surveillance system with a smart payment-method. The aim is to replace retail product security with the **Smart Chain** security concept and, therefore, offering customers an improved payment process. In addition to that the **Smart Chain**-app represents a tool, which creates a transparent checkout process.

As soon as merchandise arrives at the company’s warehouse, employees unpack those and collate them with the delivery note. Furthermore, the company provides every employee a smartphone or tablet on which the **Smart Chain**-app has been installed as well as inherits a near field communication-function (short NFC).
The employee then takes an article, scans the barcode of the delivery note and transmits it to a new **Smart Chain** article-surveillance tag, which contents a NFC-chip. As a consequence a mere contact with the smartphone or tablet is enough to transfer data of the merchandise onto the security tag. After that the tag can be attached onto the garment and can be placed on the market.
All data and information about the article are saved onto a blockchain, which is not part of a public decentralised system, but part of the company’s server structure. In this way every device that belongs to the corporation can access these sets of data, which also results in an autonomous and continual inventory at the same time. Further developments in this field could lead to a system that is able to independently reorder products and refill inventory.

From a consumer’s point of view **Smart Chain** stands for a new shopping experience: now every customer has the possibility to connect with the store’s WIFI, open the **Smart Chain** -app and add articles to the shopping bag on the app by merely holding the smartphone at the article.
With the NFC-chip inserted into the security tag, not only can be items added to the virtual shopping bag, but also constitutes a minimal risk for data theft. In contrast to other transmission technologies such as Bluetooth, the alleged perpetrator would need to reach a smartphone to a degree of accuracy of a few centimetres. Moreover, this short distance system has the advantage that not every item that a costumer comes in contact with is automatically added to the shopping bag.
In future, further product-related information could be queried of the NFC-chip within the security tag. Details about the fabric, the product’s origin or outfit suggestions, are only three possible additions.



Simplified drawing of the NFC-connection between Smart Chain smartphone-app and the integrated NFC-chip within the article's security tag.

Before purchasing the desired articles, customers have the option to delete unintended products. Otherwise the items in the shopping bag can easily be paid with any crypto currency, whereby, the **Smart Chain** -app converts the crypto currency amount into the euro amount. Further payment methods include PayPal, ApplePay or GooglePlay. As soon as the payment has been completed, the buyer can go to one of the numerous counters and independently remove the article's security tag. For security measurements every counter inherits an NFC-scan to detect immediately, if an article has been bought. When the article has been validated, the buyer is able to remove the security tag.

SMART CHAIN HAS THE POTENTIAL TO TO BECOME A FORWARD-LOOKING AND AUTONOMOUS STOREMANAGEMENT CONCEPT WITH THE INTEGRATION OF INTEROPERABILITY AND BLOCKCHAIN TECHNOLOGY.

social transparency.

“WE BELIEVE IN SOCIAL TRANSPARENCY AS A FUNDAMENTAL RIGHT.“

by

_ GIORGIA CONFALONE

_ ANJA WUKISIEWITSCH

TANSPARENCY BECOMES A COMPLETELY NEW MEANING WITH SOCIAL TRANSPARENCY: A PLATFORM THAT PROVIDES CONSUMERS THE POSSIBILITY TO EXAMINE SOCIAL COMPLIANCE PROCESSES THROUGH AN AUDIT-TRACKING-SYSTEM BASED ON BLOCKCHAIN TECHNOLOGY.

In order to realise the concept of **social transparency**, processes are recorded decentralised and transparent with timestamps on the audit-blockchain. The process owner draws a procedure, whereas a block is developed with the help of the crypto-hashing principle and is then stored onto the blockchain. Since the blockchain is publicly accessible, everyone is able to see the saved information. In this way statements on social standards of certain processes of the supply chain such as an audit, can be recorded via the blockchain.

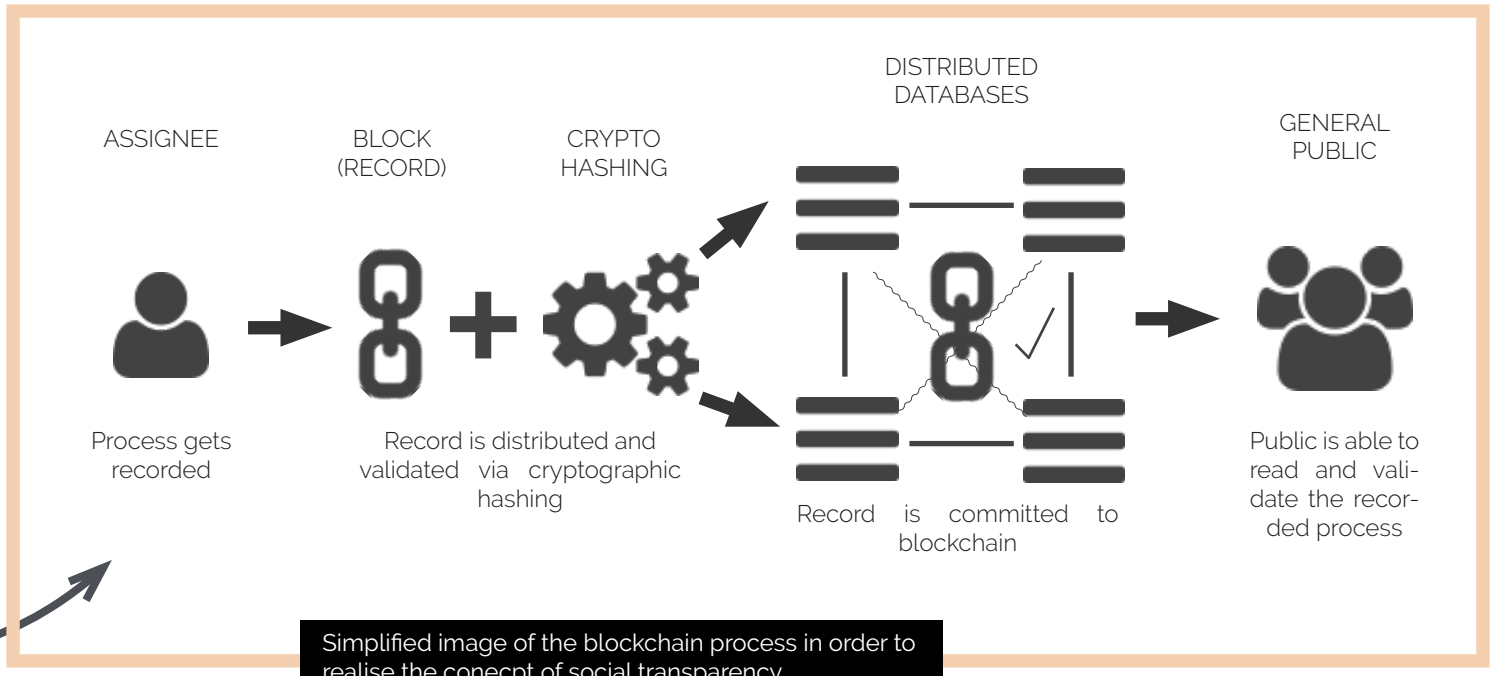
Currently, it is prescribed by law to document those processes. Therefore, **social transparency** is a blockchain-based system in order to make these records accessible for everyone. As a consequence the central instance of an audit can be bypassed. The advantages of this concept are not only monetary for companies, but also provide transparency for their customers.

social transparency is the only audit-tracking-system in the world that is focused on social sustainability within the supply chain by using blockchain technology. As a result **social transparency** offers room for new ideas to drive this business model.

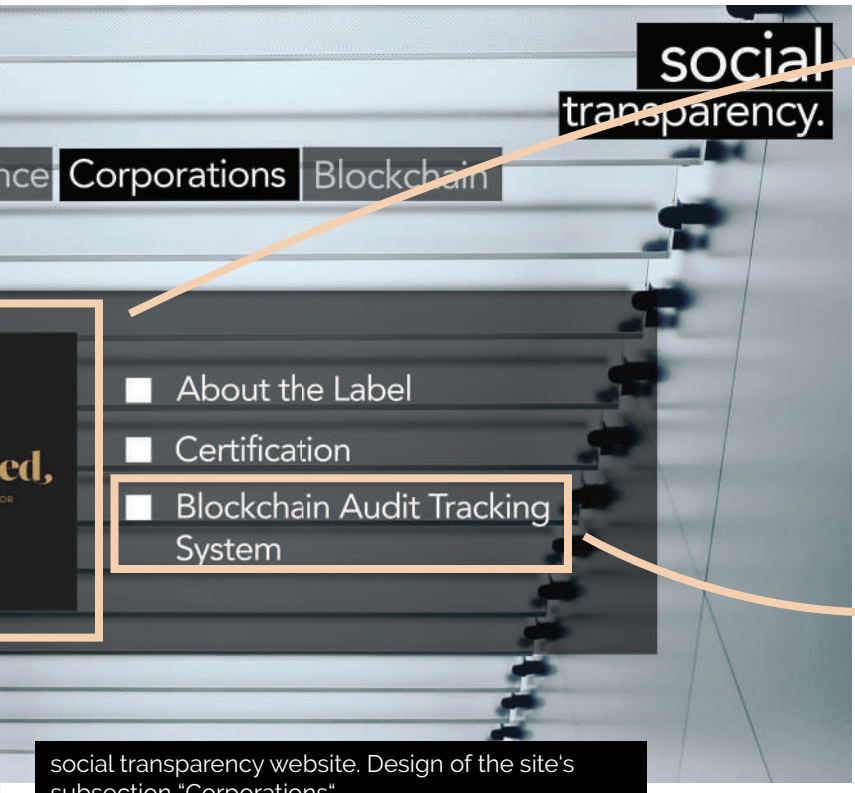
Competitors in the field of audit-tracking are accounting firms, such as PWC or Deloitte, because of their size and popularity. However, it has to be considered that those companies do not work with blockchain technology, but with commonly known audit measurements. At the moment there is only one similar audit-tracking system available on the market though it is limited to the usage for financial sectors.

On its company's website **social transparency** is communicating the function and application of their concept. Potential customers have the chance to not only gain information about social transparency, but also about blockchain technology and the social compliance standard of the firm. The latter makes it possible for users to get insights into different norms, which are used to examine the blockchain-tracking-systems. Moreover, there is a list of all participating clients, including all company-relevant information and details, under "corporations" on the company's website.

SOCIAL TRANSPARENCY



Simplified image of the blockchain process in order to realise the conecpt of social transparency.



social transparency website. Design of the site's subsection "Corporations".

Labels:
There are details about the history, organisation and conecpt of every company that is featured on **social transparency**.

Blockchain Audit Tracking System:
Tracking of testing processes of ***social transparency.***

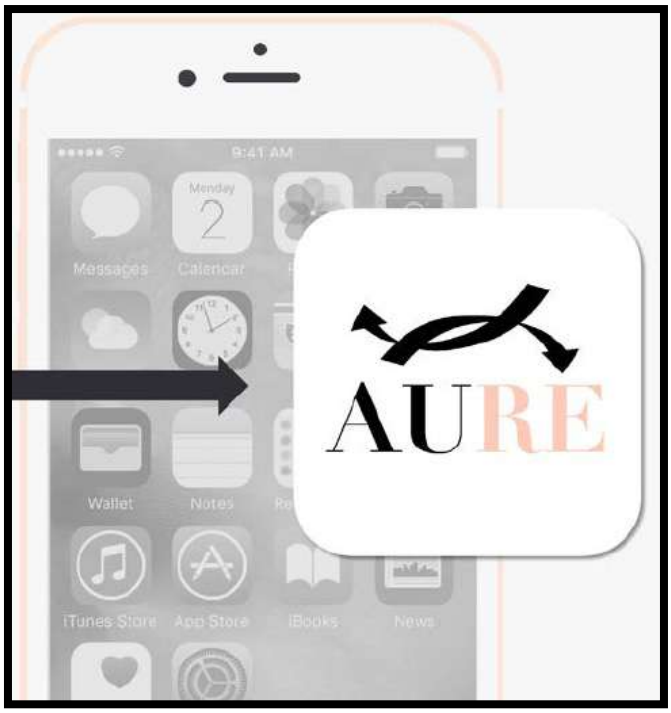
“It is our mission to give everyone the chance to become an author without the barriers of a publisher.“

by

_ VANESSA SCHNABEL

_ EVA SEILER

AURE



AURE logo (top) and app icon (right).
Step 1-4 of the app function (below): 1. Homescreen: click on "author"-button. 2. Upload script. 3. Homescreen: click on "reader". 4. Choose an eBook and download.

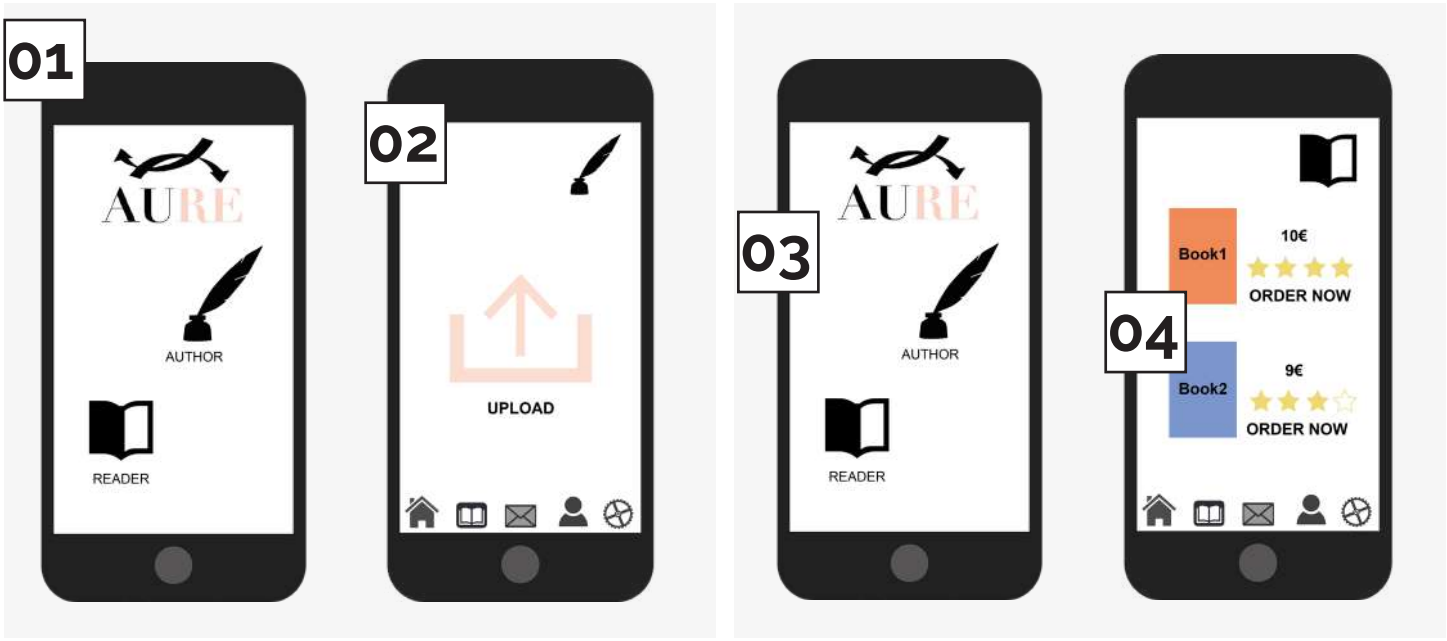
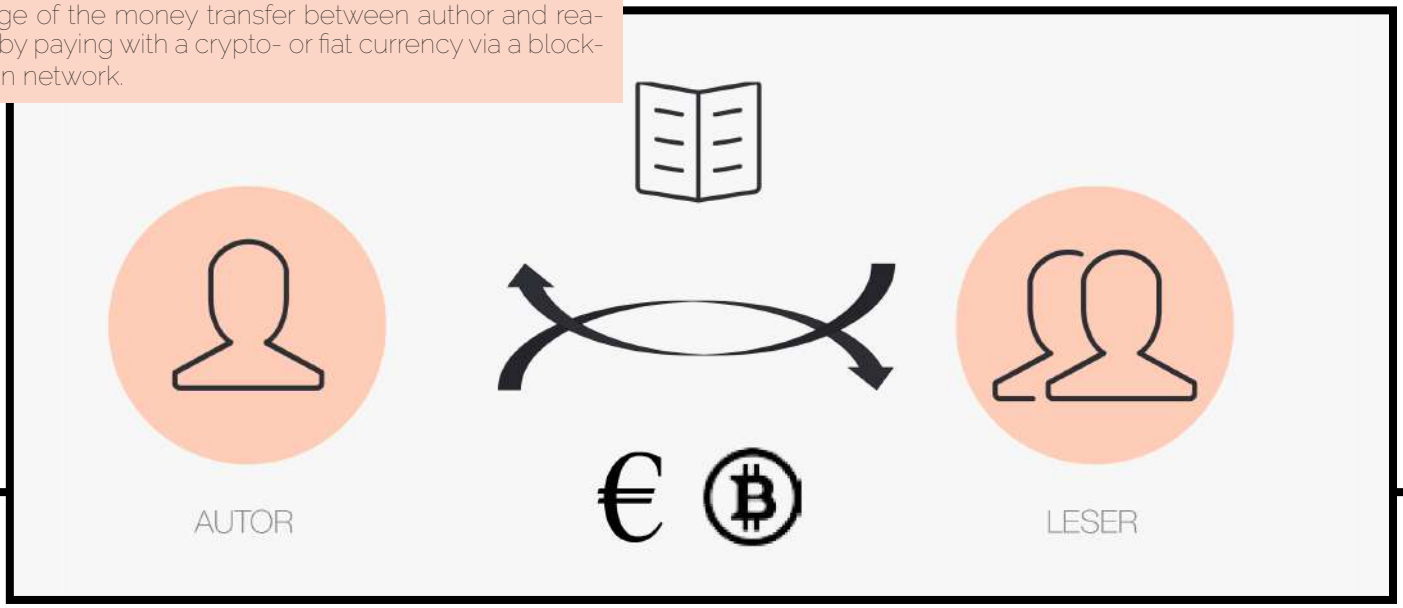


Image of the money transfer between author and reader by paying with a crypto- or fiat currency via a blockchain network.



FOR MANY AUTHORS, THE WAY TO PUBLISH A BOOK IS ASSOCIATED WITH THE DIFFICULT SEARCH FOR A PUBLISHER. HE HANDLES THE PUBLICATION, PRINTING AND SALE OF THE BOOK.

An internationally known author who had to struggle with exactly these problems is J.K. Rowling. She has been rejected 12 times by a variety of publishers with her successful story of „Harry Potter". As Rowling once said, „You control your own life. Your own will is extremely powerful." The mission of AURE means that every author has control over the publication of his book and is no longer dependent on a publisher.

With AURE authors can upload their manuscript via an app. This app can be purchased and downloaded directly by the reader as an eBook. The payment is also conducted via the AURE -app and can be carried out using both, common currencies and a cryptocurrency. With this blockchain application the role of the publisher as an intermediary is superfluous: the eBook is transferred directly from the author to the reader and the money is transferred in a straight line from the reader to the author.

A successful implementation of this concept promises to increase worldwide sales for eBooks, which should continue to grow in the future. On the German market alone, the profit for eBooks was 262 mio. euros last year. The forecast for the year 2023 is about € 284 mio.* Therefore, the conditions in the current market are beneficial to establish AURE in commerce and as an eBook business.

„AURE REPRESENTS A STRONG BRAND WITH AN INNOVATIVE DESIGN AND NAME."

AURE manages to open a new market niche with its concept. It also ensures more profits for authors (by means of a direct transfer of money from the reader to the author without publishing fees). Due to the blockchain structure of this system, there is also a direct exchange between author and reader without further parties in the form of publishers. In addition, AURE offers a high degree of user-friendliness of the app, through simple functions and an understandable user interface. Finally, the environmental factor of this application must also be taken into account, as downloading an eBook is not linked to transportation costs or the consumption of natural resources, such as physical books.

* (Source: Statista)

„LET‘S MAKE THINGS EASY WITH STUDY ME.“

by

_ ALEXANDER BURGMAYR

_ MAXIMILIAN RINSER

STUDY ME

STUDY ME

STUDY ME is a blockchain-based company that connects students with universities. The **STUDY ME** platform stands for a sustainable model that displays the actual performance of a student in a better way: it includes all academic performances and shows clearly the strengthens and fields of interest of a student.

STUDY ME IS THE PORTAL WHERE UNIVERSITIES FIND THE RIGHT STUDENTS AND STUDENTS THE RIGHT UNIVERSITIES

The problem these days, is not an oversupply of study programs, but the increasing complexity, which is a result of the introduction of numerous new study courses and academic degrees. It is not comprehensible anymore, what a student is exactly studying and how high the standards are for certain study contents.
Solutions for these problems are only standardized tests and rankings.
STUDY ME is offering a concept to proceed against this issue.

On the **STUDY ME** online platform, universities are able to access profiles of students with insights into their chosen study programs and submitted academic papers and projects such as, essays or booklets as well as test performances.
Consequently, universities get an idea of a student's strengthens and academic performances and have then the chance to directly contact potential students via the **STUDY ME** portal.

IT IS THE VISION OF **STUDY ME** TO DEVALUE STANDARDIZED TESTS AND RANKINGS IN THE FUTURE AND TO BECOME A PLATFORM THAT REFLECTS THE PERFORMANCES OF STUDENTS AND THE RANGE OF STUDY COURSES, IN A SUSTAINABLE WAY.

The market for **STUDY ME** is spread globally, since every university and each student can register for the portal.
In Germany alone, there are 2.87 mio. students and 429 universities*, which would profit from reduced costs and time saving, through this process simplification.

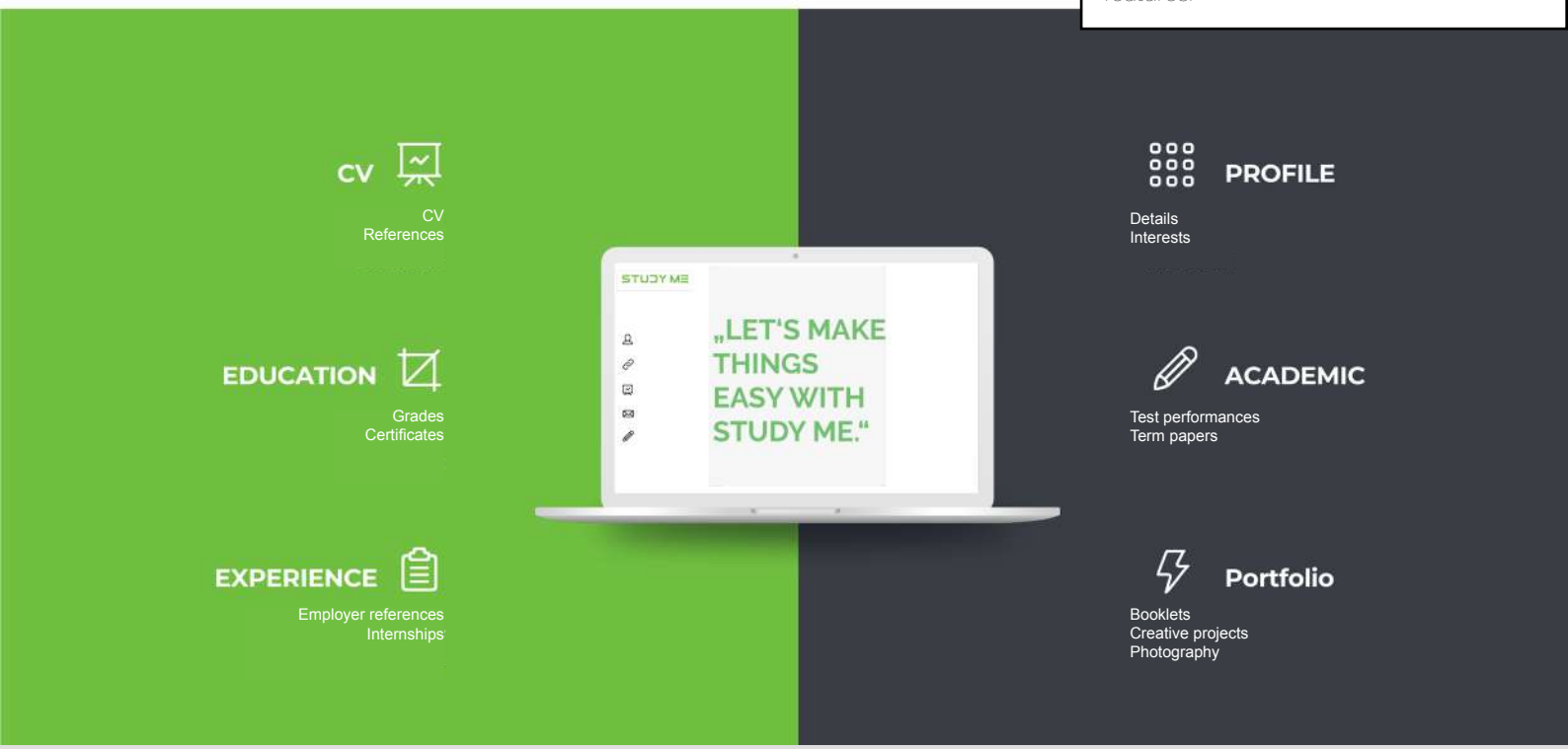
The target groups of **STUDY ME** are on one hand, all prospective students and graduates that strive for a further academic degree. Especially for students with a creative major study course this concept is advantageous, since creative projects, booklets, sketches or photographs are accessible.
On the other hand, all universities that still rely on admission processes, standardized test or specific application forms, define a target group. With both of these potential customers, a connection can be created and, therefore, the perfect intermediary between demander and provider.

Competitive business models can be found in two sections: firstly, there are online job boards such as LinkedIn, which are also platforms for people to share their experiences and skills. However, these job portals are focussed on general labour markets, whereas **STUDY ME** is made for students by students. Secondly, standardized test describe a further group of competing concepts. Those selection processes have mostly been firmly integrated into the application procedures of universities and difficult to change.

* (Source: Statista)

ABOUT STUDYME

Image of the STUDY ME functions and features.



BUSINESS MODEL

Project plan to realise the business model of STUDY ME.

Work process

Phase 01
Convince investors and universities of StudyMe

Phase 02
Connect universities and students

Phase 03
Generation of profits through advertising revenues on StudyMe

Fashion Pay Solutions

Pay smart. Be fast.

“FASHION PAY SOLUTIONS MAKES YOUR SHOPPING EXPERIENCE QUICK & SIMPLE.“

by

_ MICHELLE HOFFMANN

_ ANTONIA SEER

_ JOSCHA ZELLER

FASHION PAY SOLUTIONS

WITH FASHION PAY SOLUTIONS PAYING BECOMES AN EASY PROCESS FOR BOTH - CUSTOMERS AND RETAILERS.

Next to established cash systems, customers rarely have the chance to use self-service checkouts. Both concepts offer general payment methods such as, credit card, debit card or cash and some even provide the option to buy on account or use PayPal.

However, these processes are very time-consuming, often associated with overstrained staff and the high consumption of resources. Moreover, it is not possible to pay with crypto currencies or to use mobile payment solutions in Germany, whereas in other countries these payment options are generally common. Nevertheless, experts still have predicted an increase of mobile-payment users up to 9.1 mio. in Germany until 2021.*

This is why Fashion Pay Solutions (short FPS) stands for a mobile payment-technology, which promises an easy and smart checkout experience with the help of an app. To realise this idea, FPS is relying on NFC-chips that are sewed into garments and can then be scanned with the Fashion Pay Solutions–app. In this way customers have the opportunity to get product details about price, fabric, country of origin and to purchase the article directly via the app.

When the payment has been confirmed and the checkout has been verified, the security tag automatically unlocks itself and the buyer can take the purchased item directly without the need to stay in line at a cash counter.

The technology behind this payment system is based on a Ripple-blockchain and therefore, helps to enhance the establishment of blockchain technology within the German retail.
RippleNet describes a network that originated from blockchain technology and has been designed to be adaptable within already existing international banking systems, which is not possible with other crypto networks.
Ripple has just recently cooperated with renowned banks that proofs the growing integration into established finance systems and the potential of FPS for the future.

* (Quelle: E-Marketer)

User Interface of the Fashion Solutions app.
Left: image of the user profile.
Right: image of the electronic receipt after purchase.
Top: Fashion Solutions logo & slogan.

User Interface of the Fashion Solutions app.Right: image of an item before purchase with information about the product, price & buying options.

Fashion Pay Solutions

Saving resources through electronic receipts, electronic price tags and the elimination of security tags.

All purchases, receipts and product details at one glance.
Paying with crypto currencies by integrating blockchain technology as well as a peer-to-peer money transfer system.
Personal data and information of customers are protected.

Time saving, easy and customers can directly take their purchases at home.

Pay smart. Be fast.

Targets and benefits of Fashion Pay Solutions

“CONSCIOUS &
SUSTAINABLE
SHOPPING IS PROOF
OF TRUE STYLE!“

by

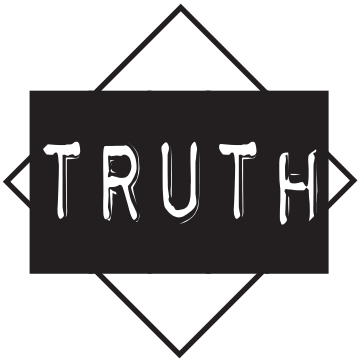
_ LINDA SCHULZE-CLEWING

_ SARAH SEEBERGER

TRUTH

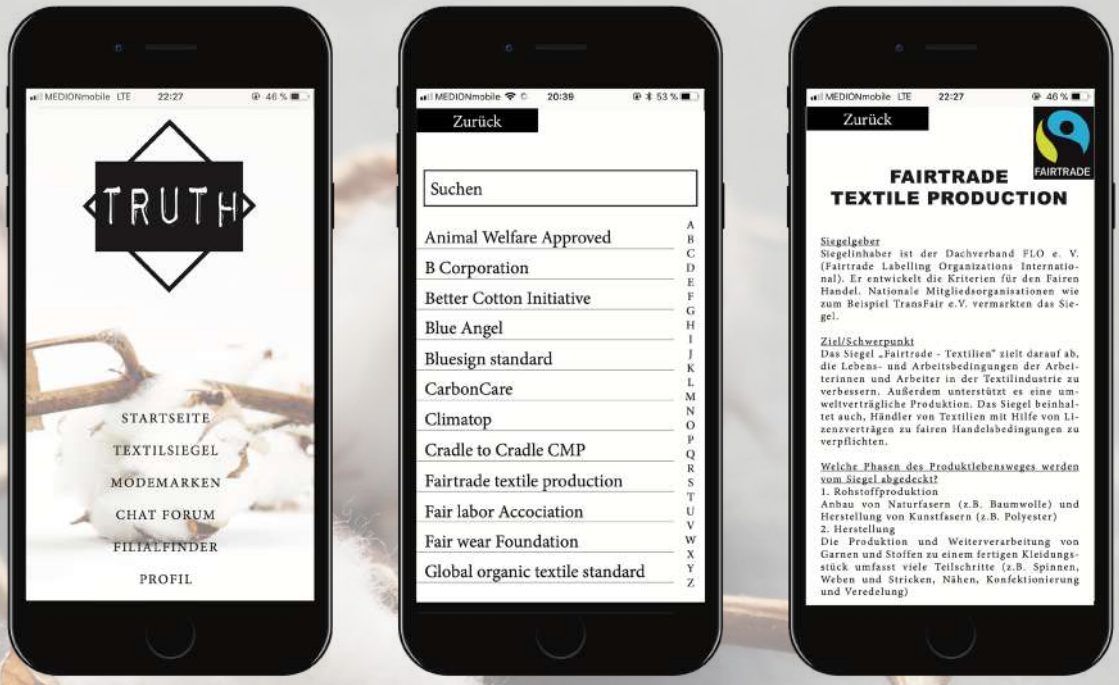
In times of fast fashion especially employees and the environment suffer from this trend. Poor quality for low prices – only the big international fashion companies profit form this idea, such as Zara whose founder is one of the wealthiest people worldwide.
However, there is a growing movement against this concept, which is called Slow Fashion and is focussed on the production of sustainable and conscious fashion and wants to create awareness for products, its origins as well as people's own consumer behaviour.
Sustainable brands are recognisable by certificates and textile labels, which can be found on tags or the company's website. Such independent textile labels of non-profit organisations, are the only way for buyers to get information about production conditions of clothing. Nevertheless, it is often difficult to gain detailed product information from fashion brands, since they try to manipulate and deceive their customers.

TRUTH is a new application to solve this problem and create transparency for the fashion industry. Users of the app receive comprehensive information and insights into all relevant textile labels as well as the biggest fashion companies.
For this purpose, there are two directories, where users can search for specific fashion brands or textile labels. The **TRUTH**-app then provides information about work- and production conditions as well as the usage of materials, resources and chemicals.
Furthermore, there is also a chat forum with the latest news and the chance to discuss them with others. The app also includes a "store locator"- function, which helps users to find the closest store in their area on an interactive map and link them with the information page about the store.
Finally, the application allows every user to set up a profile, with the function to save personal information or favourite posts and always reaccess them.
This whole concept is based on blockchain technology that allows to store data decentralised, transparent, immutable and traceable on a blockchain network. Moreover, everyone around the world has the possibility to access this app with a smartphone and an Internet connection.

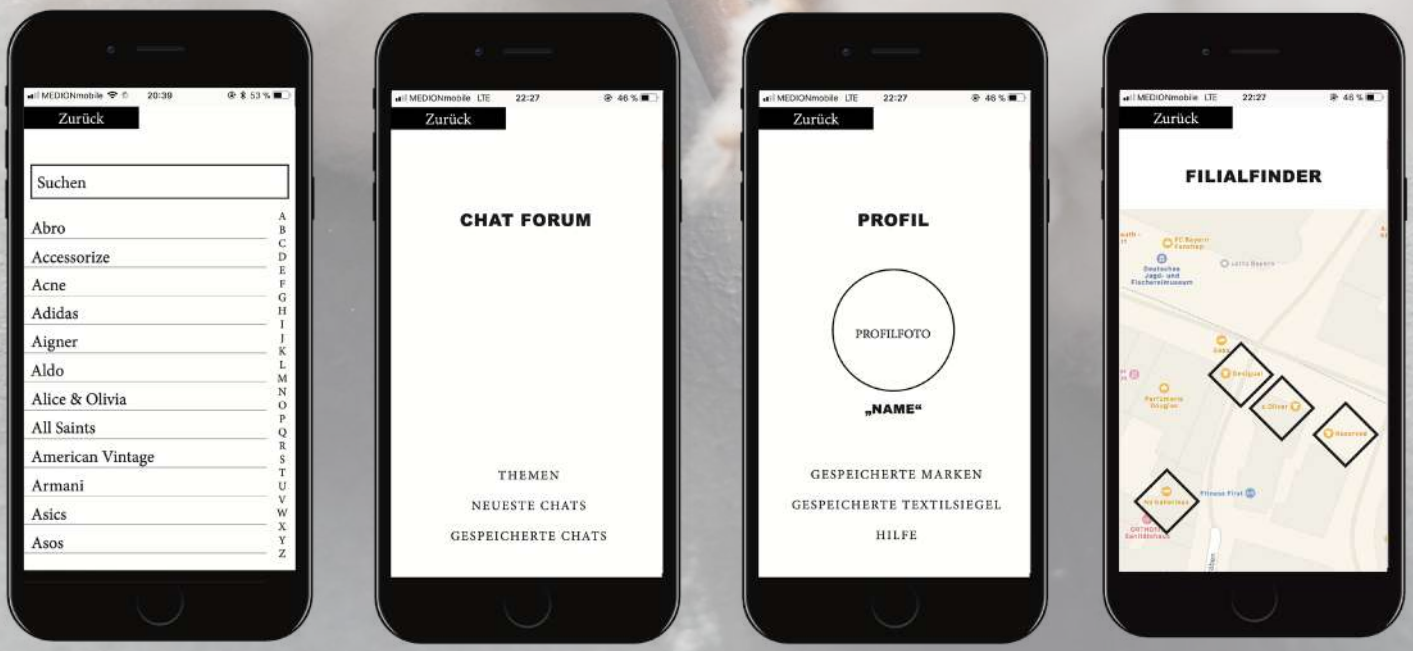


In the beginning, the **TRUTH**-concept will be launched in Germany with complex marketing campaigns, before entering international markets.

In addition to that this concept will reach a wide audience and a diverse target group: from female to male customers between 20 and 60 years, with an educational or academic background, but without a specific origin or religion.



TRUTH app. Left: Homescreen. Middle: Search feature for textile symbols. Right: page with information about the textile label "Fairtrade" after using the search function (image middle).



TRUTH app. Left: Search feature for brands. Middle left: chat forum. Middle right: user profile. Right: store locator-feature of the app.

by

_ CARINA HAHN

_ ANDREA HOLZ


HOLY HOBO
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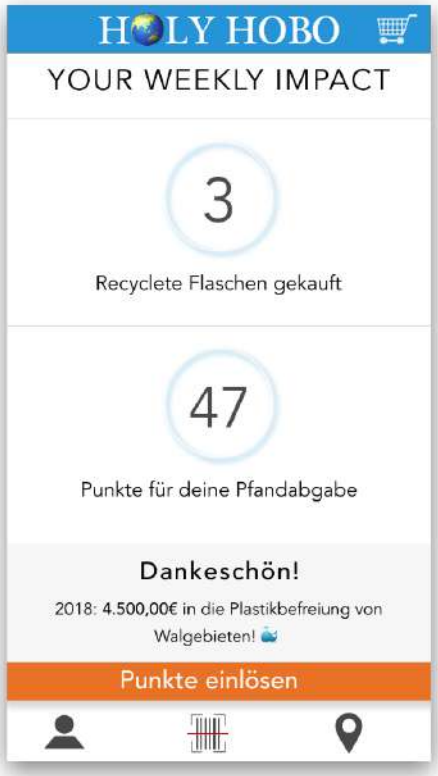
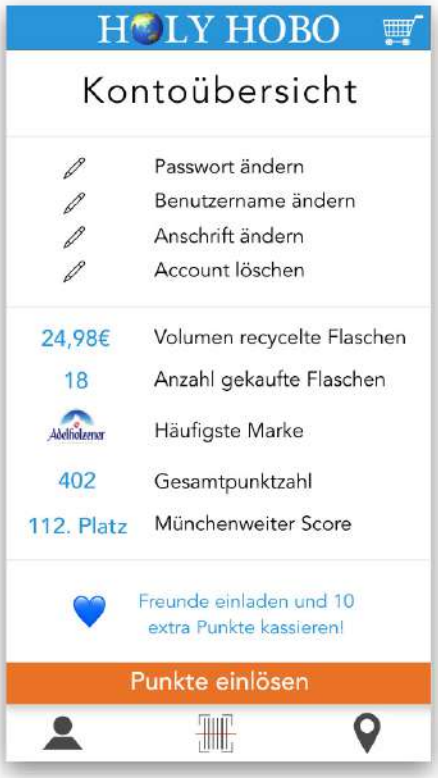
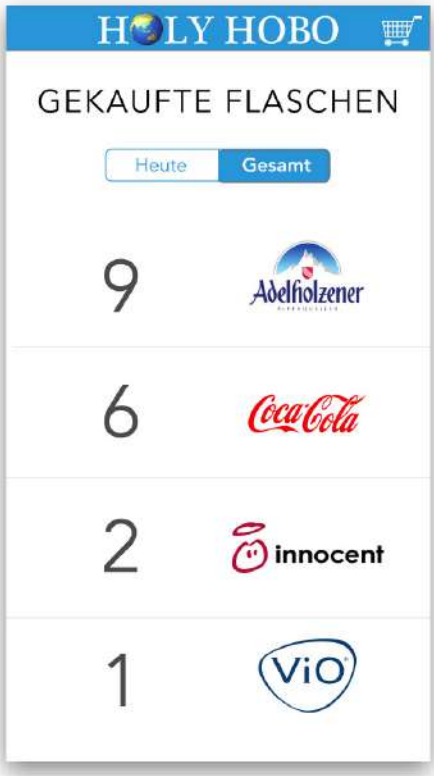
HOLY HOBO app. Right: weekly consumption of plastics & gained points within the collection system (left) as well as an image of the total consumption in € since a user started the app & the monthly consumption of plastic bottles and gained points within the collection system (right). Below: image of the store locator function (left), a user's account- & profile overview as well as the total number of all used plastic bottles since a user started the app (sortet by product brands) (right).







HOLY HOBO

IT IS OUR MISSION TO RAISE CONSCIOUSNESS FOR THE CONSUMPTION OF PLASTIC AND TO MAKE OUR EARTH TO A CLEAN AND HEALTHY PLANET.

Currently, our environment is facing massive pollution and damages caused through the high consumption of plastic. The consequences are severe: from the increasing littering of seas to the endangering of animal species, who are loosing their habitat because of plastic pollution.

The blockchain-based app HOLY HOBO proceeds against this threat by sensitizing the public to pay attention which type of plastic bottles they are buying.

At first, users of the app scan the barcode on a plastic bottle in the supermarket. With that they get the information on their smartphone screen about the origin of the used plastic and if it is recyclable.

A further function of this app is concerning bottle returns: by returning them to the supermarket, it is possible to scan the bottles' deposit receipt and receive points onto the personal created app account. These points are saved on the app and can be collected to be rewarded with a discount on the next purchase. In addition to that the HOLY HOBO-app provides information about waste disposal stations within a user's surrounding.

The target group and potential users of HOLY HOBO include all smartphone-owners. In Germany alone, this corresponds to 57 mio.* possible customers, which produce an average of 37.4 kg** plastic waste (per person) every day. Moreover, HOLY HOBO users are male and female, want to act nature-orientated and focus on sustainability as well as show engagement for the environment.

Furthermore, social media campaigns, advertising banners and flyers, define tools to get people's attention for HOLY HOBO and what it is all about.

Competing systems can be found in the fields of recyclable materials and products such as CupClub (a company, which is specialised in the manufacturing of reusable coffee cups).

* (Source: Statista) **(Source: Tagesschau)

Interview

LET‘S TALK WITH...

DOREEN HELMIG

SINCE 2015, **DOREEN HELMIG** IS CEO OF THE EPONYMOUS CONSULTING FIRM **HELMIG CONSULTING** AND DEVELOPS STRATEGIES IN THE FIELDS OF PROJECT MANAGEMENT, BUSINESS COORDINATION AND BUSINESS MANAGEMENT FOR HER CLIENTS.

ONE OF HER NUMEROUS PROJECTS INCLUDE THE REALISATION OF THE MUNICH-BASED CONCEPT STORE **SOIS BLESSED**: SHE WAS RESPONSIBLE FOR BUSINESS ORGANISATION & PRODUCT MANAGEMENT, FINANCE & CONTROLLING, EDV AS WELL AS THE COORDINATION OF LOGISTICS & CUSTOMS AND THE ACQUISITION OF AGENCIES. MOREOVER, SHE TOOK CARE OF THE COMMERCIAL IMPLEMENTATION OF THE **SOIS BLESSED COLLECTION** AND PLANNED THE **SOIS BLESSED ONLINE SHOP** CONCEPT. HER EXPERTISE IN THESE FIELDS OF WORK AND KNOWLEDGE, CONCERNING SUPPLY CHAIN SYSTEMS, IS BASED ON HER EXPERIENCES AS BRAND- AND LOGISTICS-COORDINATOR AT **JOOP!** AND **WINDSOR** OR AS SALES-COORDINATOR AND CONSULTANT AT THE INTERNATIONAL NETWORK **ENABLE2GROW**.

FURTHERMORE, DOREEN HELMIG IS ACTIVELY ENGAGED IN VOLUNTARY WORK FOR **IVCG** & **CIW** (ENGL. “INTERNATIONAL UNION OF CHRISTIAN BUSINESSMEN” AND “CHRISTIANS WITHIN THE ECONOMY”) BY ORGANISING WORKSHOPS FOR YOUNG PROFESSIONALS AS WELL AS FOR THE **UMWELT-AKADEMIE** (ENGL. “ENVIRONMENT-ACADEMY”) AND THE **RESPONSIVE FASHION INSTITUTE** IN MUNICH.

DOREEN HELMIG

HOW DO YOU EVALUATE THE CONCEPTS AND PITCHES OF THE COURSE PARTICIPANTS? DID YOU EXPECT THIS OUTCOME OR HAVE YOU BEEN SURPRISED?

I have been positively surprised about the outstanding professionalism of the participants. The choice of content for the presentations, the chosen tools to present their ideas – every pitch has the potential to be used in the free economy and implemented from a long-term perspective.

DO YOU SEE POTENTIAL TO REALISE THESE BUSINESS-MODELS?

Yes, all ideas are really good. Naturally, in order to produce a product that is ready for the market, the economical part must be complemented. By turning the right screws and high commitment of the participants, I can imagine that one or the other concept, could be used in future.

WHAT IS YOUR VIEW ON THE CONTENTS AND CONNECTION OF BLOCK-CHAIN TECHNOLOGY WITH SUSTAINABILITY?

You could fill entire books about these two terms and I see the high topicality and relevance, particularly in connection with both topics. The approach to combine sustainable structures with the benefits of manipulation- and failure security, is exciting and useful. However, before the realisation of a concept as with any other modern findings, the feasibility of the project must first be proven. The acceptance of new technologies within society and economy as well as the challenge of creating and financing new infrastructures, has to be considered in this context.

IN THE FIELD OF SUPPLY CHAIN – WHAT DO YOU THINK OF INCLUDING NEW TECHNOLOGIES SUCH AS BLOCKCHAIN TECHNOLOGY? IS IT REASONABLE? IF SO, WHY?

The inclusion of advanced technology within the supply chain does make sense, if only to keep up with global markets. Since most of the industries do not only act regionally, but internationally or even globally, worldwide trends like blockchain technology, needs to be considered for the development of strategies. If a company actually implements blockchain technology within their supply chain, it depends on the company's interests and the external pressure of buyers.
Can and do I want to give insights into my supply chain as an entrepreneur? Without damaging my reputation? Do I have to ensure transparency to keep my buyers? Do I have the financial resources to adapt my current IT-system to the needed parameters? Do all partners cooperate, who are actively involved in the supply chain? All these questions play an important role when it comes to the implementation of new technologies within the field of supply chain processes.

ARE THERE ALREADY NEW SYSTEMS OR APPROACHES TO OPTIMISE THE SUPPLY CHAIN? IF SO, WHICH?

The most commonly known, but not latest digital approach for the supply chain, are RFID-tags. This involves products that are equipped with smart labels, which make it possible to track products to their origin by using radio waves. In this way products can be tracked in real time that simplifies different processes, such as stocktaking, warehousing or shipping and optimises them economically. Further systems include the usage of intelligent packaging concepts, such as pallets, containers or cardboard boxes that are directly connected with the logistics centre for location tracking. Moreover, in the field of logistics, partial aspects of artificial intelligence like machine learning, are used to carry goods, identify process templates and therefore, extend and optimise processes.

HOW DO YOU THINK THIS MATTER WILL EVOLVE IN THE FUTURE?

To me, the digitalisation of supply chain processes, offers opportunities, but also risks for companies. It is important to deal with this topic, since this sector won't vanish, just as the Internet did. This is not a temporary trend; it means a change of the environment that it fol-

DOREEN HELMIG

lows. There will be companies, who take the chance, new business areas will be developed and it will be possible to represent the supply chain in a tighter way. Old processes will be forced open and new approaches will be established. It is crucial that, next to many good ideas and outstanding technologies, there are people who have the courage to realise these new ideas. This is how progress takes place.

WHAT TOPICS AND PROJECTS ARE YOU CURRENTLY FOCUSSED ON?

Personally, I am working on different topics and projects at the moment: from projects within the fashion industry, to topics concerning the construction industry over environmental projects and social concepts – everything is covered. To me, it is important to use all my gifts for these projects in the best way to provide a sense of purpose for our society. My thematic focal point shifts often, but without endangering other projects by paying them not enough attention. However, the focus on my aspiration, to pass something on to the world, will never change.

WHERE DO YOU SEE THE BIGGEST POTENTIAL?

I see the biggest and most reasonable potential in all areas that focus on the benefit of mankind. Topics like sustainability, concerning materials, but also concepts of living, in combination with modern technologies, are always going to be useful for people, if they are not solemnly realised for the good of monetary objectives.

FOR THE REALISATION OF THE CONCEPT STORE SOIS BLESSED, YOU WERE RESPONSIBLE FOR THE SUPPLY CHAIN AND PRODUCT MANAGEMENT OF THE SOIS BLESSED COLLECTION – WHAT WERE THE GREATEST CHALLENGES? AND HOW DID YOU SOLVE THOSE PROBLEMS?

The greatest challenge for meaningful and sustainable concepts is always the task to find the right partners. It requires time, a good intuition, honesty and communication to build a solid network and therefore, manufacture the best possible products. It is important to keep your

goals in mind and to focus on every involved person, despite all challenges. I think with SOIS BLESSED the whole team has created a meaningful product by contributing a great deal of effort and team spirit.

WHICH PROJECTS DO YOU INTEND TO TAKE ON FOR THE FUTURE? DO YOU YOU HAVE A “DREAM”-PROJECT YOU ALWAYS WANTED TO REALISE?

I do have a “dream”-project I want to realise in the near future. In the last years I increasingly noticed that many children search for a home or reference person in Germany. Additionally, there are a lot of articles about solitude in advanced ages or overcrowded animal shelters. It quickly becomes clear that something has to be done. This is why I want to invest my skills and resources into a generation-concept model for humans and animals. New technologies will also play a major role for this concept. Despite all effort, I still want to take enough time to pursue and push current projects, where it is necessary. After all there is still plenty to do in all areas.

Dokumentation zum Wahlpflichtprojekt 'Produkt & Management‘ / Wintersemester 2018

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Mode- und Designmanagement DM_bac SS 2016 / Semester 6
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