

FLUID OWNERSHIP AND SHARED REWARDS

Facilitators

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Keywords

Lines to the Past, Present, Future

Abstract

The aim of the workshop was to discuss the loophole game set-up, and specifically some engagement cards of the game. Despite the early schedule in New Zealand and the time difference, more than ten fashion and textiles academics, researchers and post-graduate students from all over the world attended the workshop.

The presentation and the game generated interest for attendees, with one post-graduate student commenting that they found the game inspiring and helped them to reframe the fashion industry and their interactions within it.

Other feedback included: criticism of management and control models in the context of a circular economy; and how the focus should be on the (pre)development stages, and long-term.

Summarizing the results, a few points were brought up that helped the authors and attendees refine the game:

- Complexity of the product: the very value proposition of the company in terms of product complexity has consequences for, as an example the amount and role of the partners involved, that should be taken into consideration when designing the game.
- Cross-boundary communities: local communities to address should cross company boundaries. It is important to think of forms of (imagined) communities that are thematic and transcend the specific characteristics of the public involved in the process.
- Traditional rewards systems in loyalty: looking at the literature about rewards (emotional, hedonic vs functional or utilitarian) helps understanding the incentives that are necessary for, as an example consumer to input data in the process, during the design but mostly during the post-purchase phase.
- Indian forms of collaboration: there are similar forms of co-design design processes that have existed for centuries in pre-modern socio-economic systems. Examples of these are present in India, not only to create a garment but also in textiles. Also refer to Keiretsu's (as described by Miriam-Webster online dictionary as “a powerful alliance of Japanese businesses often linked by cross-shareholding”) or to industrial districts theory of A. Marshall.

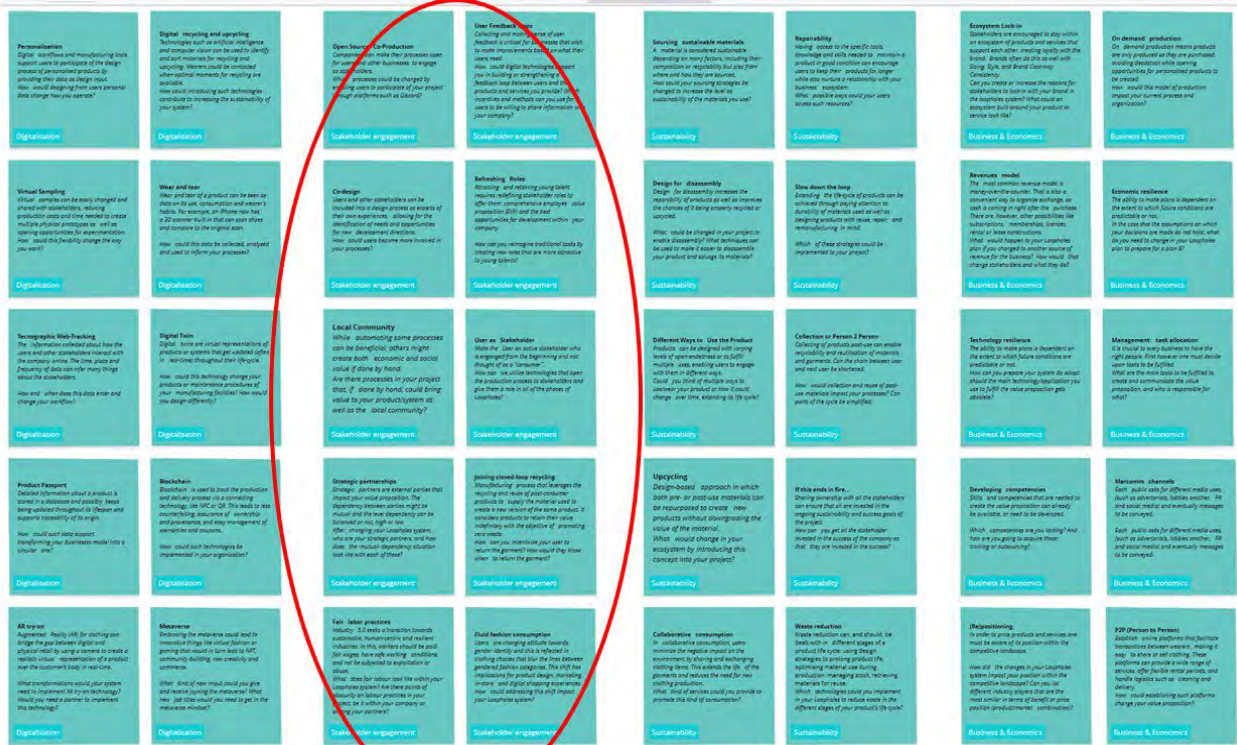


Image 1. Stakeholder engagement cards which were used as discussion points in the workshop.