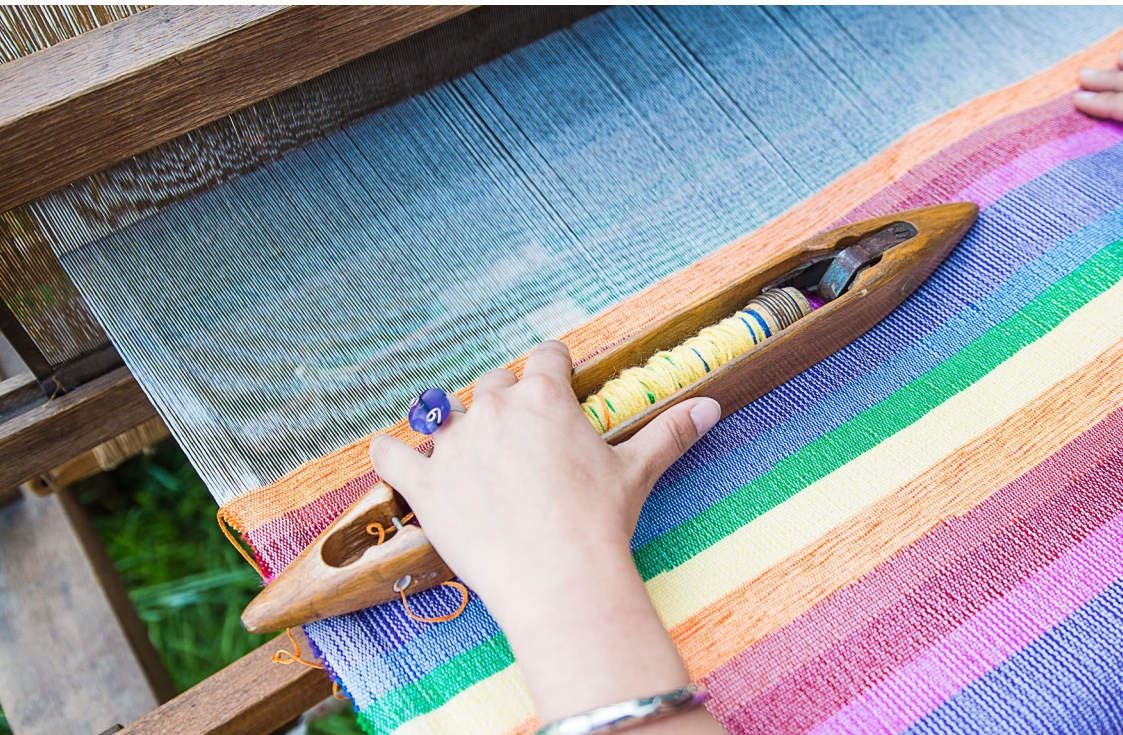


Fairfaktor

# RESEARCH AND DEVELOPMENT OF FAIR PRODUCT DESIGN

01.10.2022 – 30.09.2024




The »Fairfaktor« project is supporting Fair Trade (FT) companies in the fields of ›crafted fair fashion‹ and ›home décor‹ with expertise in design, market access and sustainability. Until now, small FT companies often find it challenging to meet consumer demands. Fairfaktor seeks to address this, in developing low-threshold learning modules aimed at enhancing the skills of FT actors, ultimately making a contribution to their long-term viability and sustainability.

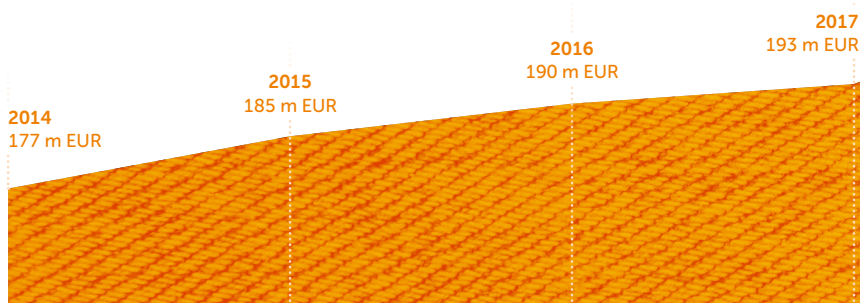
### + CHALLENGE

Worldwide, there is an increasing interest in social and ecological economic practices that present an alternative to ›fast fashion‹. However, FT companies have not yet benefited from this development – with their sales having stagnated or even declined in recent years. In the fields of ›crafted fair fashion‹ and ›home decor‹, for example, FT companies face barriers in accessing knowledge in the areas of design or market access that would allow them to reach new target groups, in order to harness the existing market potential.

### + PROJECT CONTENTS

Within Fairfaktor, we are supporting producing FT companies in developing prototypes for products that are appealing for new target groups and that may help opening up new sales channels. We seek to support small FT companies with advice around prototype development, product design and market requirements and to make a contribution to improve links between FT actors and

 Development of sales of Fair Trade companies in Germany, including fair trade textiles (source: Forum Fairer Handel e.V.)

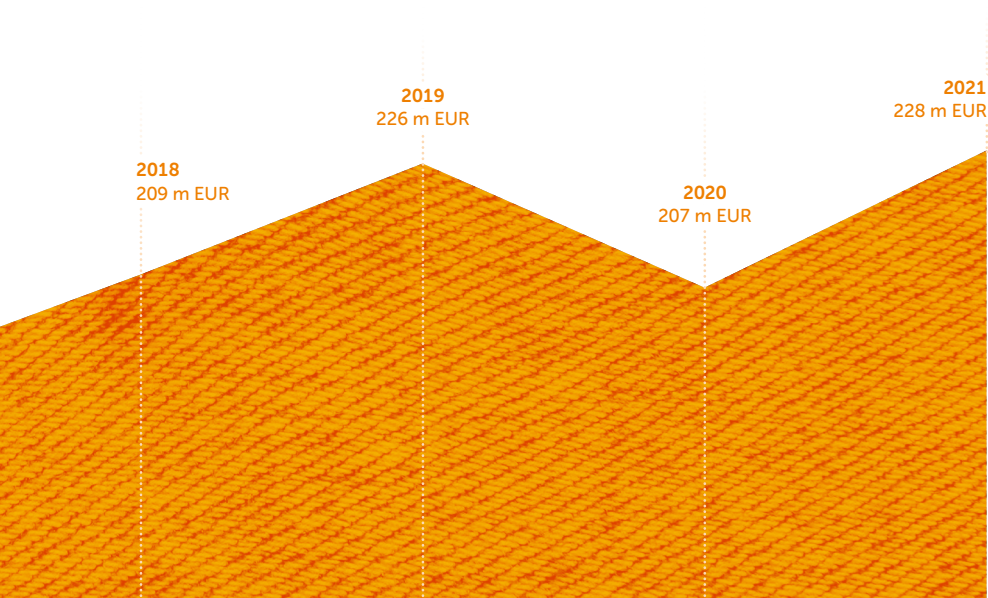


consumers, designers and retailers with a growing interest in socially and ecologically responsible production. In order to pursue these goals, Fairfaktor explores the following questions and aspects:

- How can FT companies be supported when developing aesthetically pleasing and marketable products? How can the demands of the target groups be better addressed and how may new target groups be reached?
- What skills do FT companies need to continuously adapt their products and to tailor their marketing strategies to market needs?
- How can communication, and perhaps even cooperation, be improved between the emerging social entrepreneurship scene and the traditional FT scene?

#### ➕ EXPECTED RESULTS

Apart from the academic output (publications), Fairfaktor will develop learning materials (a ›learning toolkit‹) that will make the research results available to manufacturing companies. These learning materials aim to systematically promote the development of FT companies' skills in the areas of design, market access and sustainability. In this way, Fairfaktor seeks to make a contribution to stabilise the sales of FT companies.



## + PROJECT CONTACT

Prof. Dr. Uwe Bettig  
bettig@ash-berlin.eu

Prof. Johanna Michel  
johanna.michel@htw-berlin.de

Dr. Philipp Kenel  
kenel@ash-berlin.eu

Phyllis Sawall  
sawall@ash-berlin.eu

Lina Pfeifer  
lina.pfeifer@htw-berlin

## + PROJECT WEBSITE

[www.ifaf-berlin.de/projekte/fairfaktor](http://www.ifaf-berlin.de/projekte/fairfaktor)

## + PRACTICE PARTNERS

FOLK DAYS Fair Trade UG  
[www.folkdays.de](http://www.folkdays.de)

World Fair Trade Organisation  
[www.wfto.com](http://www.wfto.com)

studio MM04  
[www.studiomm04.com](http://www.studiomm04.com)

Forum Fairer Handel e.V.  
[www.forum-fairer-handel.de](http://www.forum-fairer-handel.de)

El Puente  
[www.el-puente.de](http://www.el-puente.de)

## + IFAF BERLIN

Institut für angewandte  
Forschung Berlin e.V.  
030 30012 – 4010  
[info@ifaf-berlin.de](mailto:info@ifaf-berlin.de)  
[www.ifaf-berlin.de](http://www.ifaf-berlin.de)

## ACADEMIC PARTNERS



## PRACTICE PARTNERS



## FUNDED BY

