

**FIXING
SNEAKERS**

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A diploma in service design

By Jacob & Poffersen

AHO Fall 2019

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FIXING SNEAKERS

A diploma in service design
by Jacob Bråthen Pettersen

AHO
Oslo school of architecture and design
Fall 2019

Introduction

My diploma is about sneakers and sustainability. Sustainability in the clothing and apparel industry is something I've been interested in for a long time. I chose to work with sneakers mainly because I saw that many have done service design projects on clothes and sustainability before but of all I have read I haven't seen many projects that deal with the shoe part of that industry, especially not the sneakers and how we may consume them in a more sustainable way.

I began preparing for my diploma by attending shoe making classes in Chile two years ago. I enrolled in a semester-long master's program in product design where I focused on how to design a as sustainable sneaker as possible. In the summer, I worked closely with Repairable, a start-up specializing in clothing repair. Through mapping out their services and redesigning their website, I received an insider's view on the repair culture in Oslo and gained some valuable contacts.

I chose to focus on service design for my diploma thesis because I enjoyed working with the methods I learned during the service design semesters at AHO. I wanted to show how I personally use service design methodologies in my own work as I dedicate a full semester to a service design project for the first time.

I've known for a while before I started that I wanted to pursue service design. I believe in prototyping services quickly and pushing my work outside the classroom as much as possible. I also wanted to create as many sketches and prototypes as I could, knowing that they wouldn't be perfect and polished, but could offer me insight. This is because I believe that we can never know how our designs will work before we test it out in context with real, non-biased users.

GOAL

How might one design services that encourage people in Oslo to consume sneakers in a more environmentally sustainable way?



Why sneakers?

Assumption

One of the reasons why I have chosen to work with sneakers is due to the assumption that sneakers are rising in popularity. People purchase sneakers as a for comfort and as a form of expressing their identity.

I believe sneakers are here to stay, at least for a while. I also assume that the culture of taking care of personal belongings hasn't really reached sneakers. People buy and wear sneakers then don't hesitate to get rid of or replace them with new ones when they become tired of them. There is a drastic difference in interaction when comparing sneakers to classic leather shoes, where there is more of a repair culture among the community.

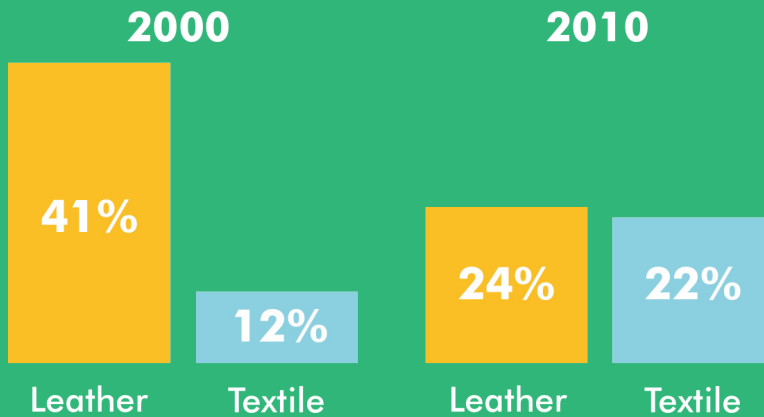
Motivation

I wanted to investigate whether this assumption was true, and just how environmentally non-sustainable this culture is. What does the most sustainable action look like when talking about consumption of sneakers? And as a service designer, what can I do to change things for the better from a sustainable perspective?

Another motivation to use service design as my tool to do this was that most of the projects I've seen on sustainability and sneakers are product projects. Making a "sustainable sneaker" as a marketing tool that convinces people to buy more sneakers is in reality, not so sustainable.

I wanted to work with people in Oslo because every community and city has different consumer cultures and clothing or waste handling systems.

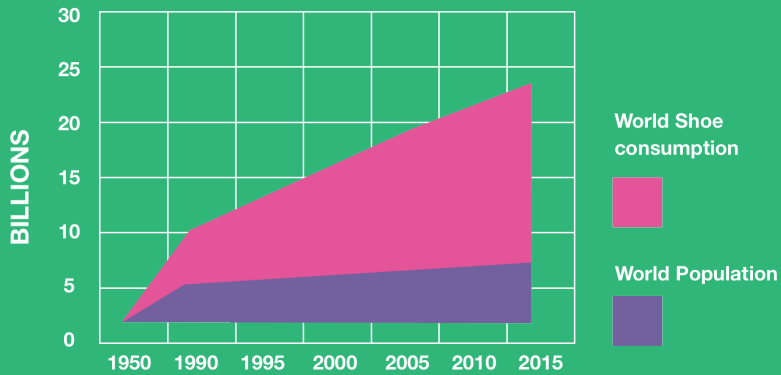
figure 1:



More textile = More sneakers?

I feel that I've been seeing more and more sneakers in the streets every year, but I needed some data that could prove that the popularity of sneakers were on the rise. This statistic about the materials of imported shoes to Sweden is the strongest proof yet. This shows that the import of textile shoes doubled and the import of leather shoes fell by nearly half from 2000 to 2010.

figure 2:



World shoe consumption

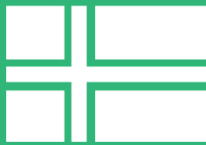
This statistic on the world's shoe consumption will reach 25 billion a year as our population nears 8 billion. It seems like we are consuming more shoes at a faster rate with no indication of this consumption decreasing any time soon.



Sustainability

How are sneakers unsustainable?

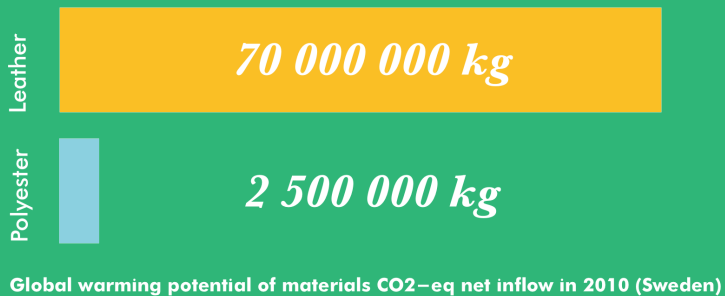
Some of the UN's top priorities for a sustainable future is to reduce CO2 pollution and ensure clean water for all. The sneaker industry is not contributing to the solution at all in the way they are run today. The sneaker industry is part of a bigger fashion industry that the UN claims to be responsible for 10% of the world's CO2 emissions, and 20% (*source 1*) of all water contamination in the world. Norway and other countries in the Global North barely see this pollution and destruction because both the production and end-of-life waste is concentrated in the Global South.



Norwegian consumption

Statistics from a national survey show that the average Norwegian owns 12 pairs of shoes, but only use 6 of them. (*source 2*) What this data indicates is that we are not buying shoes solely based on need. We are largely purchasing shoes based on want, then we stop using some of these shoes when we don't like them any more. This is certainly not a sustainable consumption culture.

figure 4:



Leather or textile?

Most people may have perceptions around leather shoes being the most sustainable option because they last longer. But whether a shoe lasts long is not entirely due to its' material build. One may stop wearing a particular pair of shoes because they are fed up with the style, or because it breaks down easily due to cheap manufacturing. However, if a choice was made to take care of a textile shoe as one would a leather shoe, the textile shoe could become more sustainable because the production of textile produces much less CO₂ compared to the production of leather, as shown in the statistic above.

figure 3:



Sustainable eco sneakers?

Some shoe brands are releasing “eco sneakers” from time to time. Sneakers that are for example made out of recycled material can be called eco sneakers. When customers are exposed to these kinds of sneakers they may think that it is quite all right to buy a pair because they are “sustainable”. The true story is that it is actually more sustainable to buy two pairs of non eco sneakers than to purchase three pairs of eco sneakers. As shown in this statistics from a research done by runrepeat.com

figure 5:



Less new shoes is more sustainable

Most of the CO₂ emissions from the life of a sneaker comes from material processing and manufacturing. This means that if we buy fewer new shoes, it would result in less CO₂ emissions. In other words, if my service design solutions could motivate people to buy fewer new shoes, it could help reduce CO₂ emissions, and create less harm towards the environment.



Buy quality

**Extend
product
lifetime**

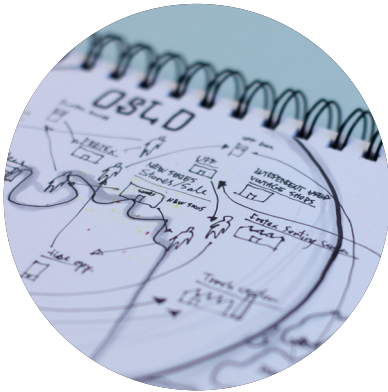
Actions to reduce sneaker consumption

Concluded from my research (*source 3*), the most sustainable actions to reduce sneaker consumption is broken down into the four categories above. Through my interviews, I received the impression that my service design project could have the most influence in the categories: Extend product lifetime and Reuse.

Reuse

Recycle

Methods



System Mapping

Service mapping helped me understand the whole life-cycle of sneakers. From design to end of life.



Actor Mapping

Actor mapping was used to help me see where the potential for service innovation could take place and who I should talk to on different topics.



Expert Interviews

I conducted expert interviews to learn from the people with experience in each area of the sneaker life-cycle.



User Interviews

I wanted to talk with people on the streets to break out of my contact bubble and try to sense trends in the Oslo population.



Rapid Ideation

I produced quick and broad ideation from the insights I gathered from earlier data.



Validation

I validated my ideas to look at where most of my insights were pointing and compare them based on "potential" and "easiness of implementation".



Rapid Prototyping

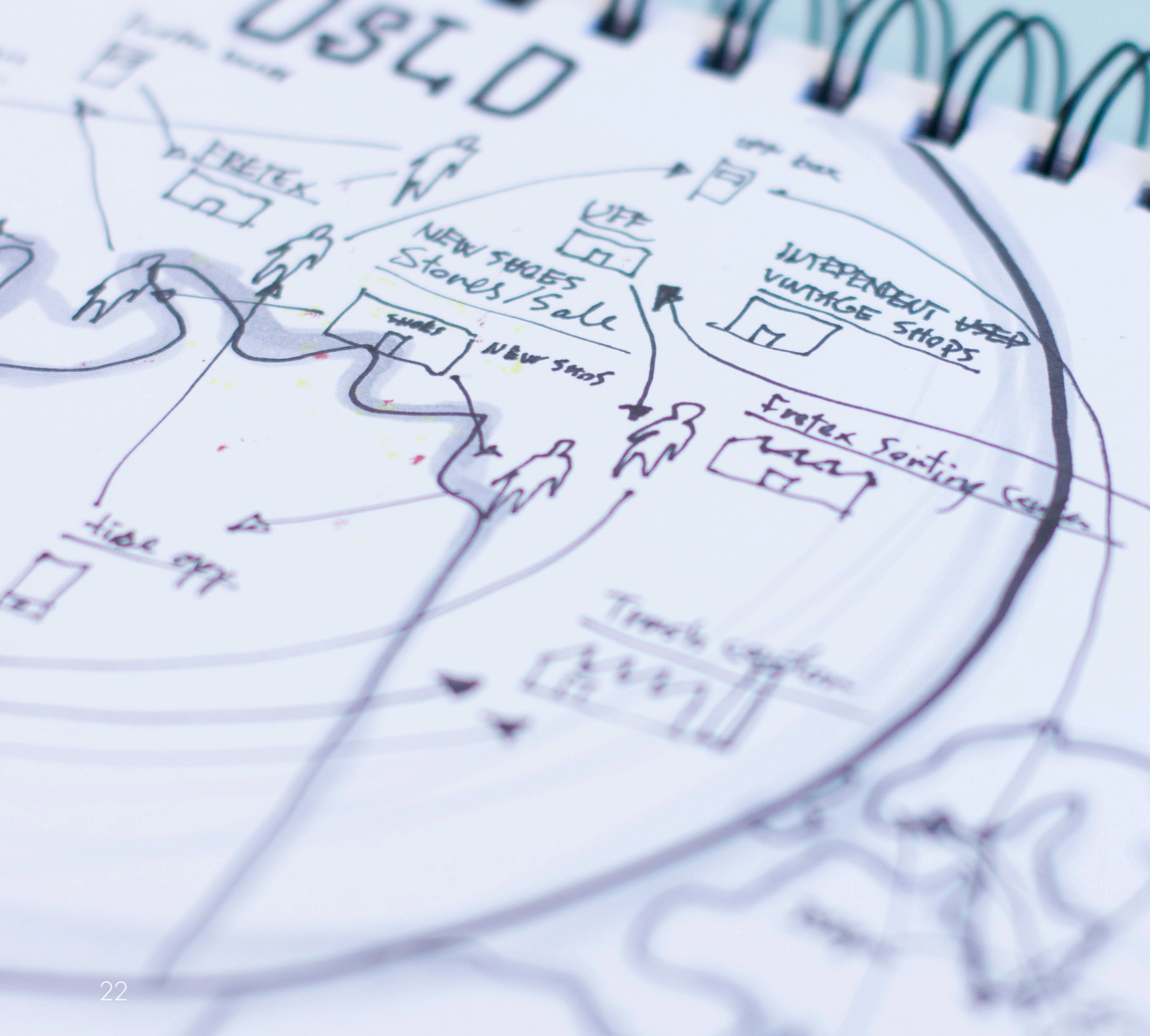
I like to prototype quickly and in high quantities because I believe that the first sketch is usually bad.



Real world testing

I wanted to get my service prototypes out in the world because I believe this gets me the richest insights.

OSLO

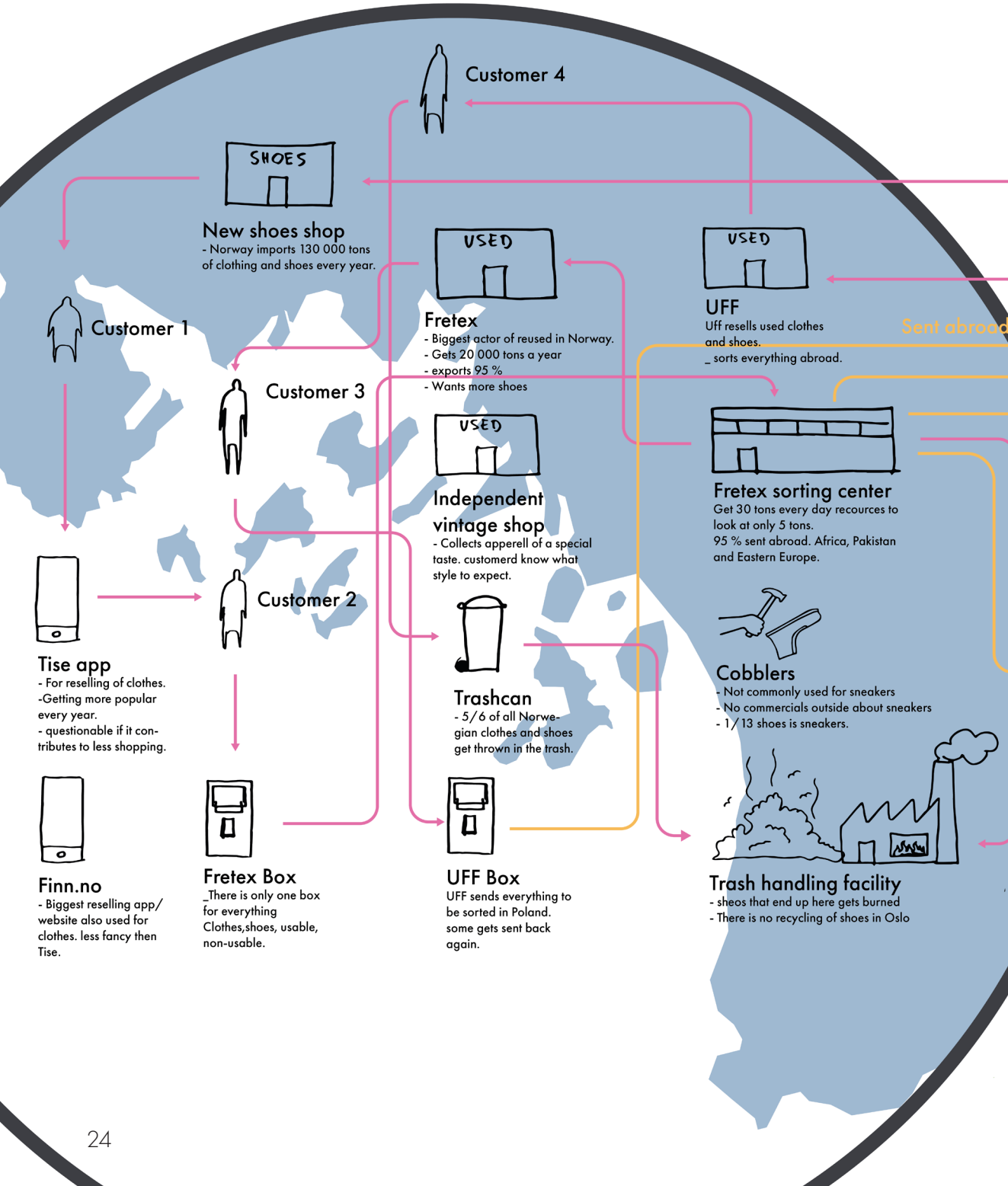


System Mapping

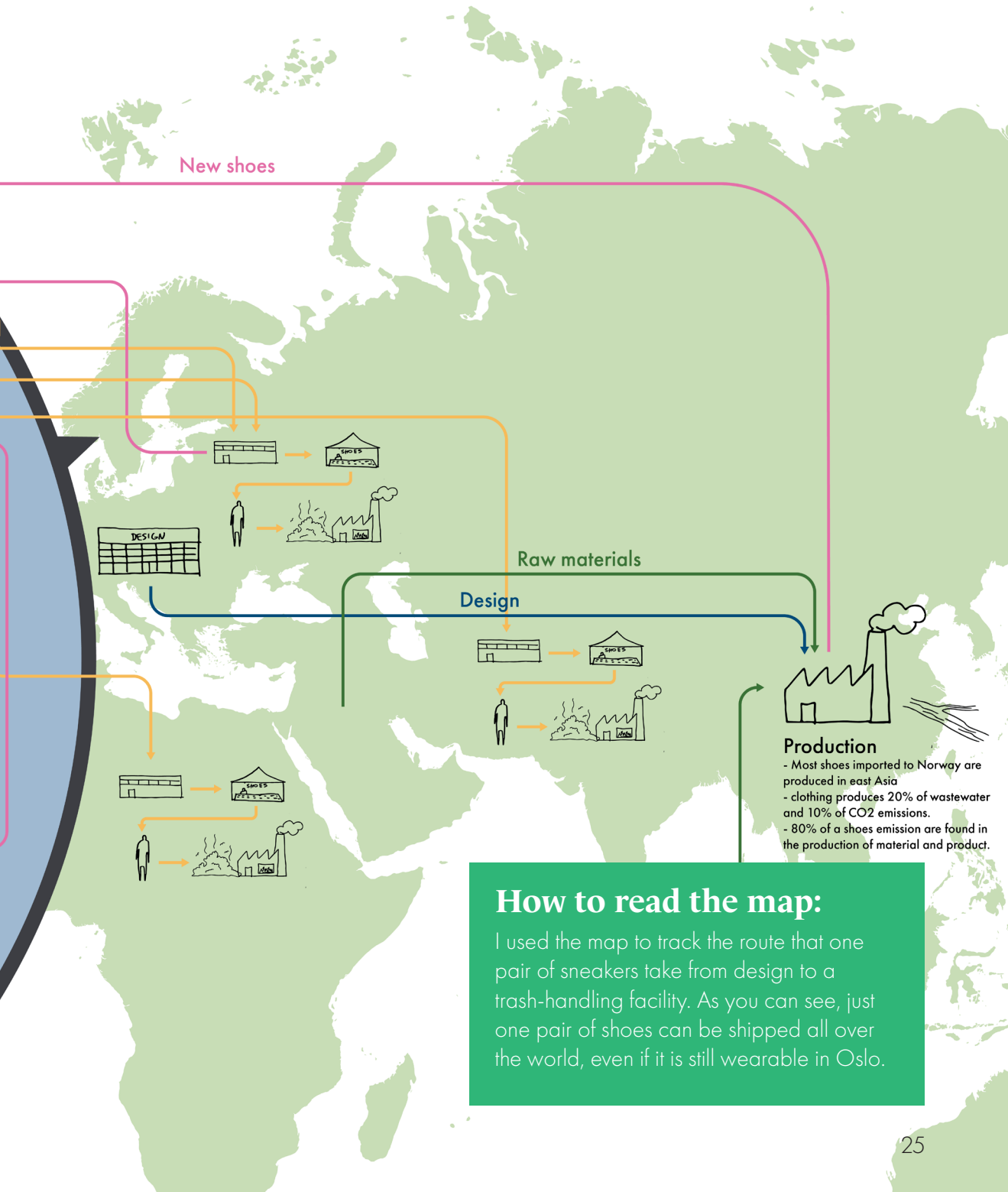
I used service mapping to help me understand the whole life-cycle of sneakers. From design and production to reuse services and final destruction. I knew a lot about sneakers prior to starting the service map, but the mapping helped me better understand how vast the life-cycle of a sneaker can be and the amount it may travel during its' lifetime.

The reuse services often send customers abroad because they don't have the resources to sort out all the shoes. Norwegians also do not usually have the desire to purchase used shoes. If we can keep more shoes here in Norway for longer rather than exporting them after ones persons use, we might get more good used shoes on the market in Oslo so people don't necessarily feel the need to buy new shoes as much as we do now.

OSLO



WORLD



How to read the map:

I used the map to track the route that one pair of sneakers take from design to a trash-handling facility. As you can see, just one pair of shoes can be shipped all over the world, even if it is still wearable in Oslo.

WHAT IS SUSTAINABLE USE OF SNEAKERS IN OSLO?

STREET WEAR FANS

- Loves street wear
- Loves their shoes
- Would rather buy a new pair
- Loves about sustain ability
- But just if it's easy and cheap



FRESH AND CLEAN 30s

- Got well paid job
- Goes on to work out
- Likes that all their shoes are clean
- Nice material
- Not to wear colors
- Can pay for repair or clean if they have a good friend but not to clean



NORM CO

- Used to be a regular
- Likes to be a regular
- Likes to be a regular
- Likes to be a regular
- Likes to be a regular

SUSTAINABLE HIPSTERS

- Buys quality
- Sustainable and likes to show it
- Paid to try to repair at home
- Loves to hear guys in the street



SNEAKER HEADS

- Loves street wear
- Loves to show it
- Loves to show it
- Loves to show it
- Loves to show it



SPORTY KIDS

- Use sneakers because they are cool, comfy, quality and cheap
- Like to see guys (through often shoes)
- They have a lot of money
- They have a lot of money
- They have a lot of money



COMFY P

- Use sneakers because they are cool, comfy, quality and cheap
- Like to see guys (through often shoes)
- They have a lot of money
- They have a lot of money
- They have a lot of money

BUY

TALK TO
- A SNEAKER HEAD
- THE WORKER

CLEAN

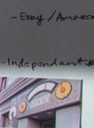
TALK TO
- JASON MARKER
- [GREAT MAIL IN]
- PEOPLE IN THE STREETS OF OSLO

REPAIR

TALK TO
- MORE COBLERS
- Repairable IT
- Fretex
- Jason Marker

REUSE

BUY SECONDHAND



SOMETHING YOU WANT TO KEEP
- Emotional
- Like to see guys
- Like to see guys
- Like to see guys

Jason Marker
- Street shoe in street
- Street shoe in street
- Street shoe in street

Repairable
- Repairable
- Repairable
- Repairable

REPAIRABLE SNEAKER
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REPAIRABLE SNEAKER
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- Repairable

Actor Mapping

From the system mapping, I identified the possible actors in the sneaker life-cycle. Then, I mapped these actors out in an actor map where I described the ways they could contribute to make Oslo citizens consume sneakers in a more sustainable way.

My sources from earlier about sustainability and sneakers told me that the most sustainable action for Oslo citizens is to purchase fewer new sneakers. My sources also mentioned that there are different strategies you can take to prevent you from buying new products. These strategies include, buying quality, extending lifetime (through cleaning or repairing), reusing a used product, or up-cycling old products and transforming them into new ones.

I categorized possible actors that I found within the four sustainable strategies to see who I could talk to in order to get to know more about each action. On the next page, I will reveal to you the most important actors, I tried to contact all of these and most of them answered not all of the interviews are mentioned in this diploma, because the insight was not very crucial for the direction my project took.

Buy Quality



Sneaker Stores

This is where sneakers get sold, could affect the customers choice.



Sneaker Developers

Can be influenced to change their business model and create products that last longer.



Norwegian Government

Can be influenced to change policies surrounding the kinds of sneakers Norway will or will not import.

Extend Lifetime



Cobblers

Cobblers know what can be repaired and what cannot be. An important resource.



Sneaker Cleaners

Cleaning services are appearing globally. Could this work in Oslo?



Repairing Start Ups

Digital repairing services look to make it easier for people to repair their belongings. Could this work for sneakers?

Reuse



Fretex - Second Hand

Fretex is the biggest actor in collecting and selling used shoes and clothes.



UFF - Second Hand Company

UFF is the second largest actor in second-hand shoes and clothes.



Digital Reselling Services

Services like Tise is an app to sell used clothes and shoes and is increasing in popularity.

Recycle



Resource Sorting Department

These are the municipality departments for sorting and recycling Oslo's resources.



Sneaker Developers

Sneaker companies could be influenced to push recycling tech and services.



Oslo Municipality

The municipality can be influenced into funding money into a new systems for shoe recycling.

Interviews





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EL = $\frac{1000}{2} \times \frac{2}{300}$
Friday 11/16/23 196

2214
PPIF

MV
M

Orange sticky note

Black paper with red text

White paper with checklist

AMSON W.B.

Experts

From the actor mapping, I reached out to as many interesting actors as possible and got in touch with most of the individuals I wanted to talk with. I wanted to talk with people selling sneakers, people designing sneakers, the cobblers repairing them, sorting and reselling companies, and finally, the people destroying our shoes as waste at the end of the sneaker life-cycle.

The experts I talked with gave me a lot of findings that I later turned into insights. These Insights inspired the creation of my final concepts.



Morten, YME

Has worked in sneaker stores in Oslo since 2002 and been interested in sneakers since 1994. Morten is the shop owner of YME in Oslo. His shops are one of the most recognized sneaker stores in northern Europe.

Findings

“Its more and more young Customers that sell only to Collect or resell.”

“Cleaning of sneakers is getting more and more attention.”

“It’s difficult for a store or a buyer to know what’s more quality, you can’t control that.”

Understanding

This is negative in a sustainability sense, as it is becoming trendy to buy shoes that you do not need. But collectible sneakers can also be viewed positively because it means that old or used sneakers may still retain their market value according to their model type.

This is proof that sneaker cleaning may be a rising trend and that there may be a market for a sneaker cleaning service in Oslo.

Morten says that there is a multitude of new designs and materials that makes it near impossible to know what constitutes a high quality sneaker. I understood from our conversation that it would be hard to change peoples’ behaviours in stores.

Findings

“The material extraction and product manufacturing produces most CO2.”

“One material sneaker like the Loop sneaker will be a part of a more sustainable future.”

“It will take time to make Loop a business standard and reduce material limitations.”



Understanding

If materials can be sourced locally and shoes can be produced more efficiently, CO2 emissions can decrease.

Adidas is releasing the sneaker Loop in 2020. A sneaker made out of a single material (TPU) can be melted and remade into a new sneaker. With this technology, material harvesting and manufacturing can become more CO2 efficient. This is the future.

The only problem is that there are still some material limitations. Before we overcome this, customers will still be likely to buy based on the look and feel of the sneaker. Therefore, I need to find out what we can do to change our consumption habits.

Eva, Adidas

Is the Manager of Innovation Strategy in Adidas' Future Innovation team in Munich, Germany. They explore sustainable business models 5 to 7 years into the future.

The future of sustainable sneakers

After talking to Eva from Adidas and analysing my other sources, I strongly believe that single material sneakers like the Loop Futurecraft Project is what will be the most sustainable solution for the future. My project is focussed on what we need to do in the present day before single material sneakers become the standard of the sneaker industry.



(Picture 3)





Arnt Willy, Fretex

Chief of Sustainability in Fretex AS

Findings

“Fretex don’t clean anything before it goes out in the stores, if it’s dirty we export it, we don’t have the resources to do it.”

“We want to be a big actor on sustainability”

“We want to try out more concept stores in the future.”

Understanding

Many used shoes that have the potential to be sold if a bit cleaner are shipped out of Norway. This creates an extremely small ecosystem of used shoes in Oslo. If Fretex does not have the resources to clean, they should request help from the municipality.

Fretex is a big sustainability actor in Norway. They’re lifting a huge societal burden by helping the people in Oslo shop more sustainably. Unfortunately, they don’t get any governmental support. This should change.

This is promising for the concept stores I may be pitching to Fretex. They are open new concept stores as long as it proves to be somewhat economically beneficial.



(Picture 4)

Findings

“We get 30 tonnes of clothes and shoes every day, we just have resources to look at 5 of those tonnes.”

“The stores want more shoes, the problem is that we don’t find enough good shoes.”

“We would have found more shoes if we had separate shoe boxes.”

“We need to teach people how to donate their shoes. Many are dirty and in separate bags.”



Understanding

Because only 20% of all the clothes and shoes that reach the Fretex facility is looked at, lots of good shoes for the Norwegian market are shipped abroad.

There is certainly a market for used shoes in Oslo. The stores are reporting to Åse that they want more shoes.

Åse says if they had separate shoe boxes, they could differentiate the bags containing shoes from the ones containing clothes. That way, they’d be able to look at more shoes.

She also mentioned that the reason for throwing away most of the shoes is because they are dirty. If people were more educated on how to donate their shoes, they may take time to clean their shoes before they bring them to Fretex.

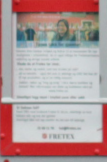
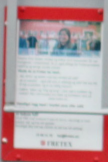
Åse Roen, Fretex

Chief of the Fretex Sorting Facility
at Alna in Oslo.



Tøy og sko leveres i lukket pose. Takk for gaven!

Tøy og sko leveres i lukket pose. Takk for gaven!



Tøyinnsamling

Tøyinnsamling



Takk for gaven!

Takk for gaven!



Ingvill Kerob, Repairable

CEO of the start up Repairable here in Oslo. A company that tries to make repairing more accessible, safe and effective for the their customers.

I helped them create their new website this summer. Through this experience, I received insight into the workings of their digital repairing services.

Findings

“I have seen very little interest in repair services related to sneakers through our orders.”

“We think the future of repair might be that the shops selling shoes or clothes gives a reduced price on repair to the customer instead of a new product when they complain on product damages.”

Understanding

People might not be interested in repairing sneakers because it may not always be economically beneficial. But it may also be that there isn't a culture of getting sneakers repaired yet. Someone needs to start that trend.

This statement might be true, as many who complain about their products receive new ones from stores. A more sustainable and economical approach for stores would be offering a free repair instead of exchanging for a brand new product. This will also help market the company as more sustainable.

Findings

“I want to repair sneakers.”

“Only 1 out of every 13th pair I get to my workshop is sneakers.”

“I think the main reason for why people don’t repair sneakers is the price.”

“There are some common flaws on sneakers that need repair.”

Hosen, Everest Sko

Owner of two cobbler workshops in Oslo, he has been working with shoes for 40 years.

Understanding

Hosen actually expresses that he wants repair sneakers and that he has the skills to repair common flaws on sneakers.

The problem is that people don’t show up with sneakers at his workshop.

Sneakers are usually cheaper than leather shoes, but the prices of sneaker are also on the rise. In many cases, sneaker prices nowadays are much higher than leather shoes.

If one could categorize common sneaker repairs, name the price of each repair, and present it to a potential customer, people may become more inclined on getting their sneakers repaired.





Rezapur shoe workshop

This is a picture from the workshop where the cobbler didn't want to fix sneakers. It's located in one of the richest areas in Oslo where people can afford repairs. This makes this cobbler too popular. He said that he had to stop repairing sneakers because he didn't have time. This indicates that there is a market with customers that want their sneakers repaired.

Findings

6 out of 7 cobblers I asked said that they repair sneakers.

There were no advertisements in the store that indicated that they offered sneaker repairs. All of the pictures of shoes in the store depicted a classic leather shoe.

“I don’t have time to repair sneakers, and I don’t like working with them.”

Understanding

All of the cobblers that I spoke to except for one said that they repair sneakers. But I didn’t see many sneakers on their shelves.

Even the cobblers that were open to repairing sneakers did not seem to put much effort into advertising their sneaker repair services. This could be due to the belief that there isn’t currently a market for it, or rooted in preserving the traditional image of cobblers making mostly leather shoe repairs.

The cobbler who didn’t fix sneakers said that he didn’t enjoy it because he already had too much to work on with leather shoes. He preferred to prioritize classic leather shoes. I was under the impression that he liked working with leather shoes more than sneakers.





National spokesperson, MDG, The green party

Findings

“The municipality wants to make it easier for people to take care of their stuff.”

“The green party (MDG) suggests to remove taxes on repairs.”

Understanding

The Green Party has a leading role in the municipality. They have expressed efforts to make it easier for people to take care of their belongings. The municipality has since released a grant application form for projects that work directly with reducing material consumption. I have applied for this grant and am currently waiting on an answer.

They suggest that the government consider removing taxes on repairs in order to promote sustainability. If the municipality cuts taxes on repair fees, the act of repair becomes more accessible and there will be a bigger economic incentive to justify repairing something as opposed to buying a brand new item.

“There is no system for shoe recycling in Norway.”

80% of all imported clothes and shoes don't go to any reuse sorting facility, it goes into the trash in our homes and then to our facility to be burned. *(source 5)*

Waste sorting facility

I went on a guided tour at the main waste-sorting facility in Oslo and asked about the amount of shoes and clothes they receive every year, and what happens to it.



Tore Gulden

Professor in product design at
Oslo Metropolitan University

Written publications on gameification,
nudging and sustainability through emotional
connection to products.

Findings

“One might keep the product for longer if one contributes to forming the product in any way.”

“Businesses might try to transform their sales from material ones into more experience ones to reduce consumption but still earn money.”

Understanding

The IKEA principle of forming an attachment to an object when you contribute to it is a well known principle (*source 4*). This same principle can be applied to repairing your belongings as well. If people spend the time and effort to repair and maintain their shoes, they may create deeper attachment bonds and keep the product for longer.

It would be interesting to see how businesses like Adidas could apply this principle to their business models. For example, if they had a shop that only offered cleaning and repairs, they could produce revenue on selling an experience instead of selling new products.

Reflection

Through my expert interviews I learned that Adidas is working on sustainable solutions. This is great, but we can't use it as a resting pillow. We need to consume the sneakers we have in the existing market in a more sustainable way.

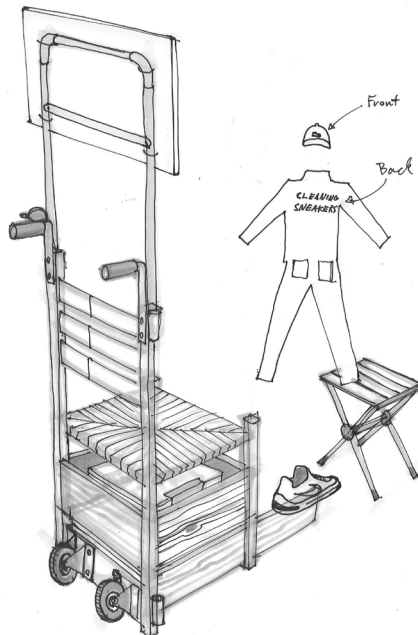
I learned that there is a lot of potential for improving Fretex's sneaker handling, and that most cobblers want to fix sneakers, but don't receive many sneaker customers. The cobblers also don't really market themselves as sneaker fixers.

I chose some findings from this chapter that I will use later to support the insights that inspired me to design my concepts. That doesn't mean that I have forgotten the other findings mentioned in this chapter. All of them have been in that back of my mind throughout my entire process.

User Interviews

To find people I didn't have any prior relations to, I talked to people on the streets of Oslo. I thought that I could place strangers I met in a setting of a sneaker service to see how they would react to, A) a service for extending the life of sneakers in general, and B) if sneaker cleaning could inspire them to keep their shoes for longer after seeing the results I could bring in a short amount of time.

Before heading onto the streets, I re-purposed an old chair that I received from my Mom and made it into a roll-able cleaning chair. I purchased a used mechanical suit with my printed logo on the back so that it would look believable enough for the users to imagine it being a real service.



**CLEANING
SNEAKERS**

**FOR STUDENT
INTERVIEW**





Music student in Oslo

Findings

“Most of the shoes I own are used. These shoes I bought On Tise.”

“I just throw away shoes if they are destroyed - if they have holes and stuff.”

“I buy shoes at UFF because I know that they usually have Converse.”

“I been thinking about cleaning my shoes for a long time but I’m too lazy. If a cleaning service was cheap and fast, I would use it.”

Understanding

Tise is an app for selling used clothes and shoes. It seems like it’s not a big stigma for her and others I talked to, to buy used.

Damages seem to be the biggest reason for why the people I talked to throw away shoes. Accessible repairing services is therefore important in a sustainability perspective.

Important quote because it is a sign that some decide where to buy used shoes based on what brands they are looking for.

Most of the people I talked to said they would use a cleaning service if it was fast and cheap. They think about cleaning their own sneakers, but they don’t prioritize it.

Findings

“What kind of soap are you using?”

“I bought 10 pairs of used sneakers on Tise and sold 10 pairs just in the last two months.”

“I have no idea if there’s anybody repairing sneakers in Oslo.”

“I think cleaning my sneakers would make me keep my sneakers for longer.”

Understanding

None of the people I interviewed knew that specific sneaker cleaning equipment existed. Just showing this to more people might increase the awareness about sneaker care.

This was the person I talked to that was most active on selling and buying used sneakers. It seems like buying and selling used shoes is a trend that the young is not afraid of.

Most of the people did not think that there were many places in Oslo that repaired sneakers. People should know that cobblers do it.

This person also wanted to clean her sneakers but she hasn’t tried it yet. There seems to be a market introducing people to sneaker cleaning.

Media student in Oslo





Media student in Oslo

Findings

“I use sneakers because they’re cool and comfy.”

“I would have liked to clean my sneaker myself, I don’t want to use too much money on that.”

“I would have bought more used shoes if there was more to choose from.”

“I never thought that cobblers fixed sneakers.”

Understanding

That’s what most people say. And it’s difficult to force anyone to stop purchasing a product that is cool and comfy.

He expressed that he was a student and didn’t want to spend money on a sneaker cleaning service. If he had the equipment accessible, he would have done it himself.

He said that the main reason he didn’t go to a Fretex to look for shoes was that he had experiences of not finding his size.

This student didn’t know that cobblers repaired sneakers. If more people knew more about service providers, they may consider getting their sneakers fixed when they can afford it.

Findings

“I throw away sneakers if they are worn and ugly, I don’t want to look like a homeless person.”

“We have learned that sneakers are something that we just throw away, we need to change that mindset.”

“A Fretex sneaker store would be very cool!”

“The difficult thing with buying used sneakers is to find the size and style you want, sometimes, the insole is a bit nasty as well.”

Understanding

From my experience, worn shoes that look ugly can be saved with some cleaning. This comes to many peoples’ surprise. Cleaning can save shoes from the trash can.

A good point. The question is, how can I design something that will change a mindset? Can making sneaker care more visible in the public perhaps inspire somebody?

She was very excited about the idea of having a Fretex store just for sneakers.

If there was a Fretex shoe store, there would be so many sneakers concentrated in one location. If people wanted new sneakers they could consider the fretex shoe shop as a place where they might find something.

Shana, librarian in Oslo





Works with cinema in Oslo

Findings

“Used shoes are almost like used underwear, they can smell and have marks. They should be freshened up before they’re sold.”

“I clean my sneakers when they get super dirty. I imagine there are people that just get rid of their shoes instead of trying to clean them.”

“I’m not going to repair my sneakers I buy one pair and use that pair until it breaks then throw it away.”

Understanding

If Fretex were able to better clean their used sneakers, change the insole, and advertise their process, they might be able to sell more used-shoes.

When I was at the Fretex facility, I found many pairs of shoes that were wearable, but seem to have gone through a muddy trek or a concert. These don’t sell at Fretex, they get incinerated. If more people cleaned their shoes, they would purchase less new shoes.

I have talked with several people who wear their sneakers until they break, then buy new ones. It’s probably because the repair prices are high and we also blame the sneakers for breaking and not being made for repairs.

Reflection

After talking to the people on the streets, I am under the impression that buying used shoes is an acceptable practice for people, especially the younger generation. But they expressed importance on the used shoes not looking too worn or dirty.

Some people expressed interest in paying for services at a sneaker cleaning shop while others preferred cleaning their own shoes. The ones who wanted to clean their own shoes needed some help with the equipment and techniques.

Most people throw away their shoes when they are in need of repair, and were unsure if cobblers could fix their sneakers or not.

The main reason why people struggled to buy used-sneakers was mostly due to the lack of styles and sizes to pick from.

10) Hvor mange procent av

Det har jeg ingen anelse

repareert sneakers. Da ve

Ideation

Concepts

NR 1

FOR A

SNEAKERNE.



Approach

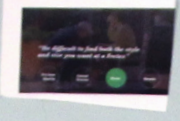
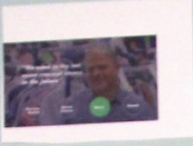
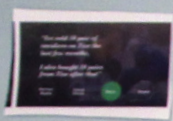
When developing my concepts I began by looking at the data on sustainability and the findings I received from talking to experts and people on the streets. I generated Ideas to solve problems that were repeatedly mentioned. I came up with about 12 different service ideas and sorted them out on a table.

I validated the ideas based on the amount of findings that were supporting each idea. As well, I compared all the ideas based on the level of impact it would have if it were achieved, and how easy it would be to implement it as part of a real service.

At the end of this chapter, I will present some findings that led me to the insights that eventually inspired my three service concepts.

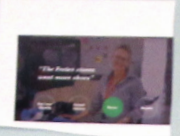
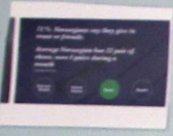
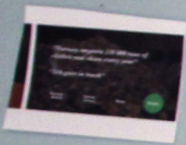


Reuse



IDE NR. 4
Large selection of clothes
regardless of size
Colors, style
Quality
could be better in some ways

EASY TO DO



IDE NR. 5
Red sweater
Blue or red
Yellow
Green
White
Black
Grey

BIG IMPACT



Recycle

RECYCLING IS DIFFICULT

EASY TO DO

Buy less, buy Quality



GET PEOPLE TO BUY LESS OR QUALITY IS DIFFICULT

Validating
I ordered my ideas and saw which findings were supporting each idea. I also sorted the ideas within the four categories of sustainable actions: Reuse, recycle, buy quality, and extend use. There wasn't much pushing me in the direction of the categories: recycling and buying quality. The small green notes communicate the easiness of application and possibility of impact.

Extend use



IDE NR 7
Illustrate a stage that
with suit

QUITE
EASY

POSSIBLE
BIG
IMPACT

IDE NR 11
Use overalls and
white undershirt

EASY

LOW
MEDIUM
IMPACT

IDE NR 9
OVERSHIRT
T.S. WITH
SLEEVE

EASY

MEDIUM
IMPACT

IDE NR 10
Impersonal, impersonal
-style

EASY
TO
DO

MEDIUM
IMPACT

IDE NR 12
Faded shapes
in blue

MEDIUM
EASY

MEDIUM
IMPACT

IDE NR 8
The T.S. with
white
undershirt
not suitable
for suit

EASY

LOW
IMPACT

IDE NR 5
Large blue
background
with
white
text

EASY
TO
DO

BIG
IMPACT

IDE NR 2
Simple
white
background
with
black
text

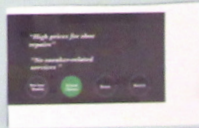
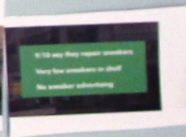
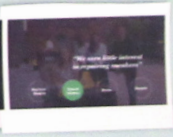
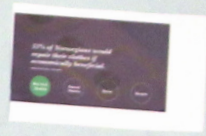
EASY

LOW
IMPACT

IDE NR 1
Highly
personalized
background
with
white
text

MEDIUM
EASY

MEDIUM
IMPACT



STORY
IMPACT

STORY
IMPACT

STORY
IMPACT

Findings

"I never thought that cobblers fixed sneakers."

"I just throw away shoes if they're destroyed, if they have holes and stuff in them."

6 out of 7 cobblers I asked said that they repaired sneakers.


"There are some common flaws on sneakers that need repair."

Oslo's cobblers have no advertisements about sneaker repairs. If there is a picture of a shoe, it's always of a classic leather shoe.


"We have learned that sneakers are something that we just throw away, we need to change that mindset."

Supporting

Insights

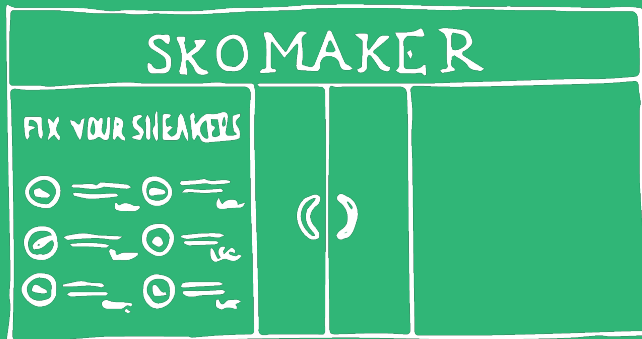
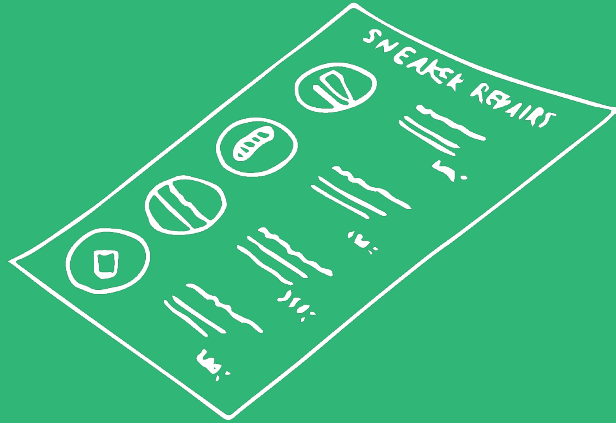


The main reason why most people throw away shoes is because the shoes need repairs. Most people don't know that cobblers repair sneakers.



There are some common sneaker repairs that can be categorized, priced and communicated to the public in order to show people that fixing sneakers is possible and we should start doing it.

Concept 1



Concept 1:

Sneaker fixing advertisement

From these insights, I wanted to prototype and test the concept of placing new sneaker advertisements into Cobbler workshops. Cobblers have a depth of knowledge when it comes to fixing sneakers. The problem exists on the fact that most people are not aware that cobblers offer such services. We need to shift the mindset surrounding sneakers from another product of throwaway culture to something that is seen as fixable. That is why there is a need for cobblers to reveal to the public that sneakers are something they can, and do fix.

The process of making a prototype will involve collecting used sneakers from Fretex for them to sell. I will then inspect the common flaws on these used shoes and see if Hosan the cobbler is able to fix these flaws. When we discover what is fixable, I will categorize these repairs and visualize them onto a flyer/poster hybrid. I will then bring this back to the cobbler and see if it can serve as a good advertisement to promote the cobbler's sneaker repair skills and if the customers actually notice it.

Findings

“Cleaning of sneakers is getting more and more attention.”

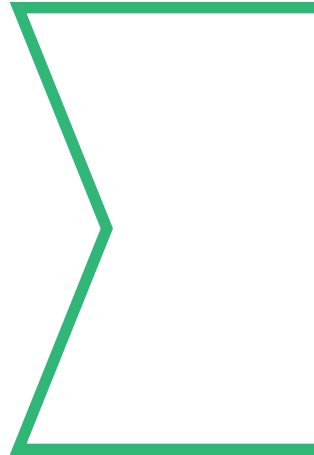
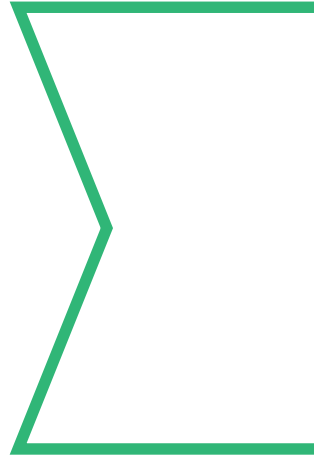
“One might keep the product for longer if one contributes to forming the product in any way.”

“The municipality wants to make it easier for people to take care of their things.”

“What kind of soap are you using?”


“I’ve been thinking about cleaning my shoes for a long time but I’m too lazy. If a cleaning service was cheap and fast I would use it.”

“I would have liked to clean my sneakers myself. I don’t want to use too much money on that.”




Supporting

Insights



More and more knowledge is published on how to clean sneakers. If you help contribute to the look of your product, you might get more attached to it. Furthermore, the municipality wants to help services that makes people consume less.



Many people I talked to didn't know that sneaker maintenance tools existed. Many have entertained the thought of cleaning their sneakers, but they need some push to motivate them to do it. That push can be a service, but it needs to be cheap and fast.

Concept 2

GJENBRUKSSTASJON



Concept 2:

Local sneaker workshop

The second set of insights helped me form concept number 2. The local sneaker workshop. The idea behind this is to have a place in each local community in Oslo where there are tools and knowledge available for cleaning and making small repairs on your clothes and shoes.

This service will exist to give more people the opportunity to take care of their belongings free of charge. The staff and tools can be placed in its' own space, refurbished just for this purpose, or it can also exist as a part of a reuse station that every city district has access to.

The prototype I made was tested in one of these reuse stations. I hosted a public event which I promoted through Facebook. Through trying out this prototype, I hoped to get input from the community on what worked, what didn't, and what people wanted more of.

Findings

“The stores want more shoes, the problem is that we don’t find enough good shoes.”

“We would have found more shoes if we had separate shoe boxes.”

“We need to teach people how to deliver shoes. Many are dirty and in separate bags.”

“The difficult thing with buying used sneakers is finding the size and style you want.”


“I would have bought more used shoes if there was more to choose from.”

“Used shoes is almost like used underwear, they can smell and have marks and stuff. They should be freshened up before they’re sold.”


“We want to try out more concept stores in the future.”

Supporting

Insights

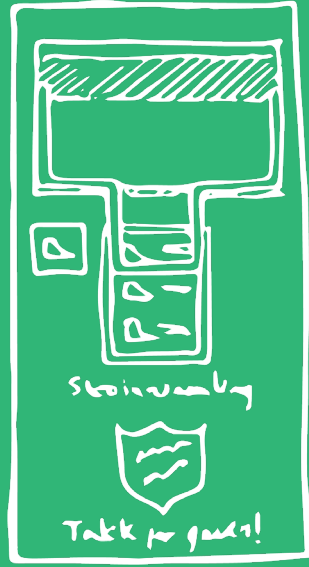
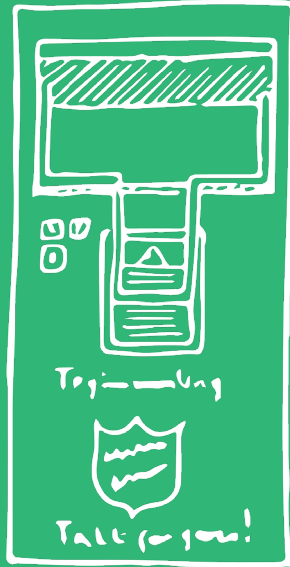


The Fretex stores want more shoes from the sorting facility. This can be possible if Fretex had separate shoe collecting boxes. With different boxes for different donation items, Fretex can better communicate how they want people to prepare their shoes before dropping them off.



People I talked to said that they don't consider buying shoes at a Fretex store because they know the chances of finding the style and size they want are so slim. They also said that it was important to them that the shoe didn't look too worn. The staff responsible for the sustainability department at Fretex said that Fretex wanted to test out more concept stores in the future.

Concept 3



Concept 3:

Fretex sneaker service

Through the last set of insights, I designed my third service concept: the Fretex sneaker service. The main goal is to help Fretex deliver a higher number of used sneakers out to the people in Oslo. By doing so, more people can hopefully experience to see more good sneakers in Fretex stores in their preferred style and size. In best case that the demand for used shoes becomes so high that Fretex can open their own store for used shoes.

This service implements separate shoe collection boxes to help Fretex sort used-shoes at a higher rate of efficiency. By implementing separate shoe collection boxes, the process of sorting bags of used-shoes becomes easier for Fretex in times of high demand. Another part of this is the instructional material that Fretex can use on the boxes and on social media to educate people about the necessary steps to take before delivering used shoes to their collection boxes.

Finally, I want to test how people react to a shop that highlights the value, and sells a high volume of sneakers. Customers will have more sizes and styles to choose from. Can this potentially increase the sales of used shoes?

A collection of various brushes and tools is arranged on a green grid background. In the center, two green rectangular boxes contain the text 'Prototyping' and 'Execution'. To the left, a portion of a white container is visible. Below the text boxes, there are several brushes: a large wooden brush with dark bristles on the right, two brushes with yellow bristles in the center, and a brush with white bristles on the left. Two brushes with black handles and gold bristles are also visible. The background is a green grid with some red stains.

Prototyping

Execution

Approach

My goal for the prototypes was to get something as close to a real service out into the world as quick as possible. I learned this method from my previous experiences with testing service prototypes. From those experiences, I noticed that I learned the most from the feedback I received by getting out there and pretending to deliver finished designs.

This method was fruitful throughout my project. The testing of the different concept prototypes gave me insights on how to improve my next prototypes as I continued to work and experiment.

In the next pages, I will take you through the prototyping journey and execution of each concept.

Prototyping Concept 1:

Sneaker fixing advertisement



Collecting worn shoes

First step of this prototyping was to get some shoes with different wear damages, to see if me and Hosan could fix them. Luckily I were allowed to bring as many damaged shoes

from the Fretex sorting facility that anyway would have been thrown away because they couldn't be sold. I brought these shoes Hosan's workshop after closing time.





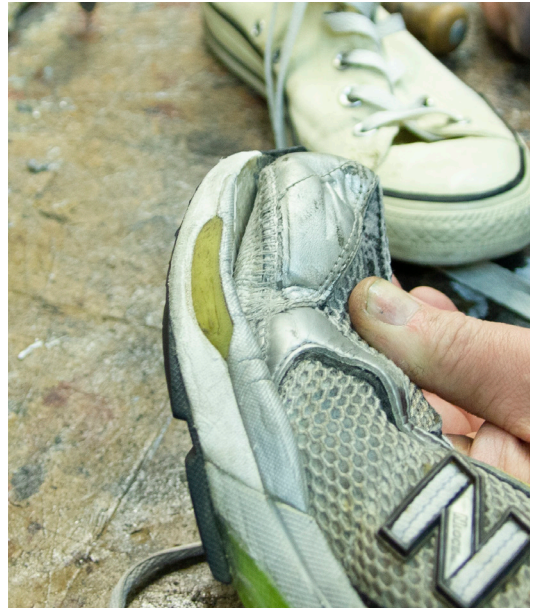
Evening repairs

At the workshop we looked at all the sneakers and saw what damages was the most reacquiring. Then Hosan fixed those sneakers while I'll watched and documented.



Worn rubber

The first damage we fixed was a worn rubber sole on a Adidas boost. These are shoes to 1000kr that with a 600kr fix would be more durable then what they were new.



Loose upper

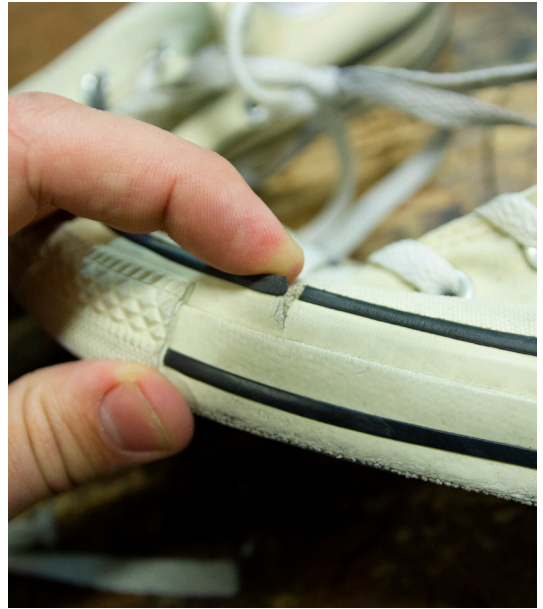
Loose uppers was also a common wear. This was fixed in no time with a special super-glue just for shoes. Hosan said he tried all super-glues and that this is the best one.





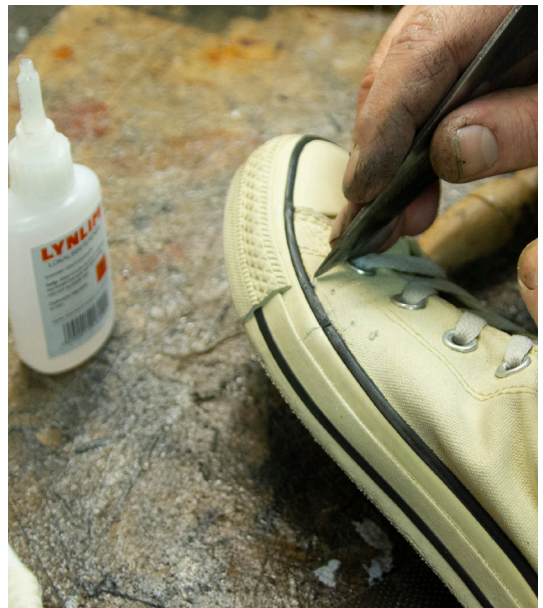
Clean and colour

Some were thrown because of their marks and worn colour. This is also fixable. Hosan cleaned them with his own soap and spray painted them the next day.



Cracks in rubber

For all converse owners this is something you probably seen before. Cracks in the a rubber sole's side happens way to fast, luckily it's equally fast to glue it together again.





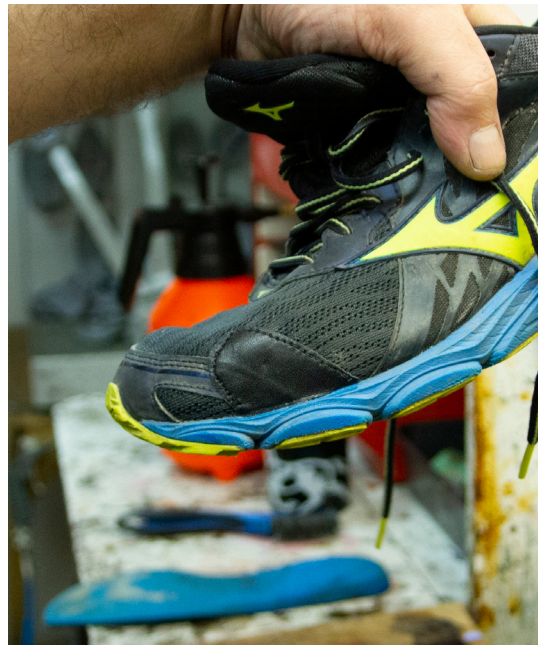
Worn heel

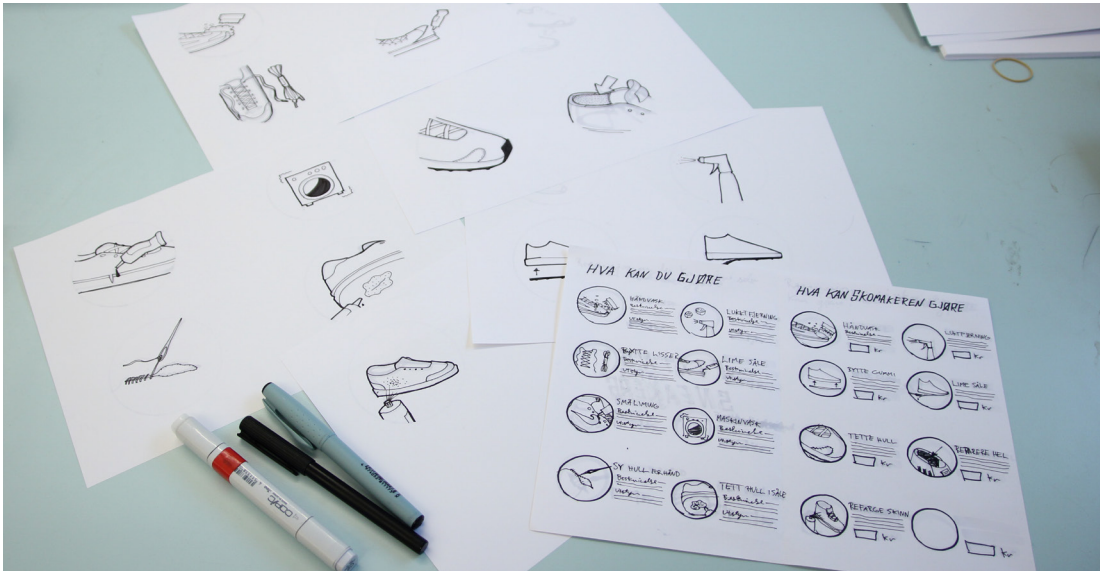
Many I talked with struggle with worn out heels. It seems like an impossible fix. With Hosan's leather skills though, you get a heel that will last you longer than the original



Hole in toe box

one. I struggle with this myself. The sneaker is functioning fine, except for the fragile textile in front that rips open in just a year. Hosan patches this symmetrical on both sneakers.

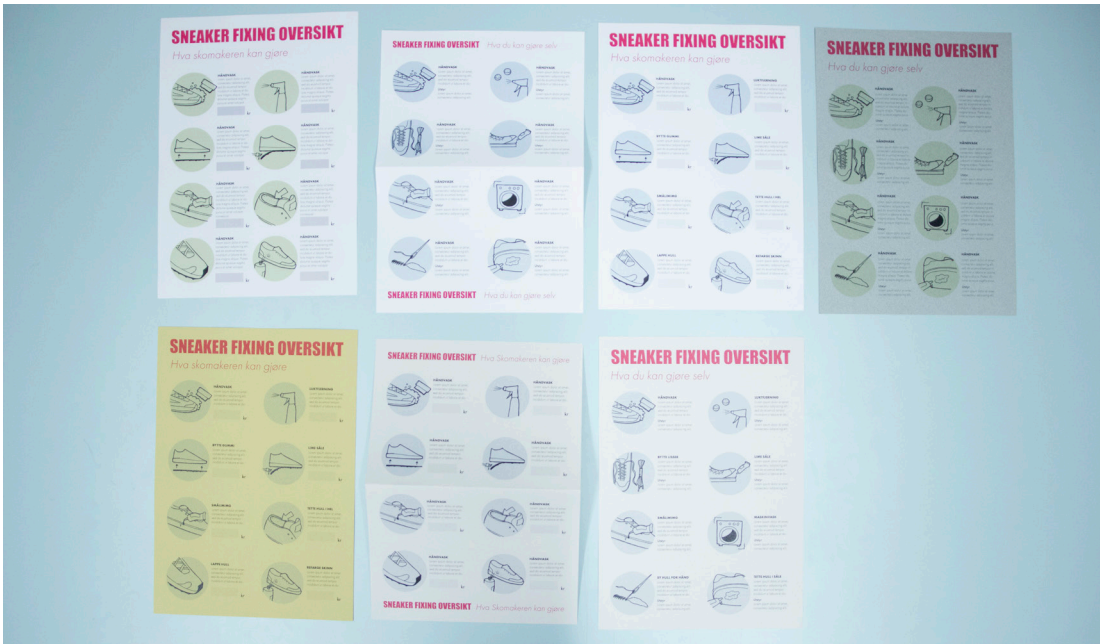




Sketching flyer/poster

With all these categories of repair that I saw was possible with my own eyes, I got inspired to visualize and bring this message out to passing customers. I wanted to create

graphics that would work as a A4 sized flyer and as poster when scaled up. When the graphics was selected down to two versions I tested them on different coloured paper.





VIBRAM VINTER

POLISH

ANDRE SALER

Executing Concept 1:

Sneaker fixing advertisement



The flyer

The flyer is designed with two sides. On the front it says "SNEAKER FIXING OVERVIEW" with the under title, "What can the cobbler do?" followed by the different repairs with

prices decided by the cobbler. When laying on the counter this works as a poster and give away. On the back it says, "What you can do" with tips to sneaker care at home.



SNEAKER FIXING OVERSIKT

Hva skomakeren kan gjøre



HÅNDVASK

Gjøres med såpe og børste for å vaske skoene, deretter bruker Han/hun trykkluft for å fjerne resten.

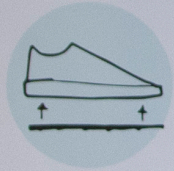
130 kr



LUKTFJERNING

Skomakeren bruker egenmikset spray som han/hun sprayer på innsiden av skoene. Dette fjerner lukt.

50 kr



BYTTE SÅLE

Skomakeren fjerner rester av eksistsreuede gummi og limr på en ny type gummi av eget ønske.

690 kr



LIME SÅLE

Hvis sålen begynner å løsne i kantene kan skomakeren lime dette med det beste av skolim.

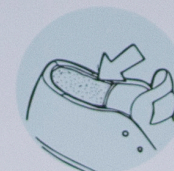
140 kr



SMÅLIMING

Sprukne gummideler og løse deler kan ofte limes sammen med superlim spesialtilpasset sko.

100 kr



TETTE HULL I HEL

Hull på innsiden av helen kan man tette med en skumlapp for derreter og sy skinn inn i helen.

450 kr



LAPPE HULL

Hull på skoverdelen er vanlig. Dette kan tettes med en skinnlapp som limes og sys på plass.

390 kr



REFARGE SKINN

Begynner fargen å falme kan skomakeren bruke en fargespray for å få fram den opprinnelige gløden.

150 kr

Poster

The poster is a scaled up version of the front side of the flyer, showing what the cobbler is able to repair on sneakers. The price area is printed blank with overlying see through tape, so different cobblers can write and tape their price when they want.

“Honestly, to make repairs tax free is more important to me”

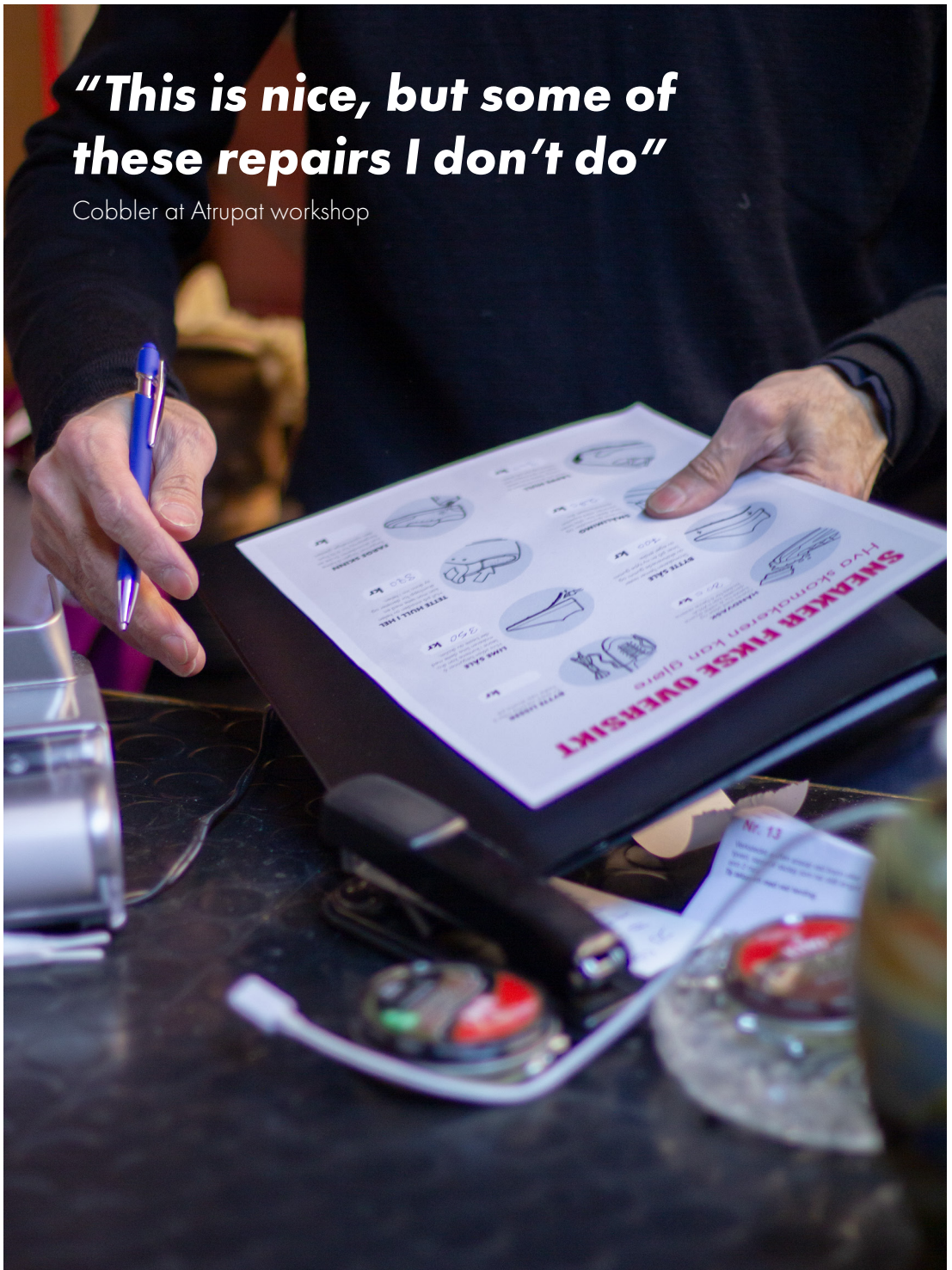
Cobbler at Fix-up workshop

Other cobblers feedback

I went with these touch points to other cobblers which seemed to understand and like the idea. There were some critics though. For example that the two cobblers didn't do all of these repairs, that all prices are different, and that to remove tax from repairs were more important to them than to fix more sneakers. A tax free repair campaign is something I would work on if I were to continue to work more on this project.

“This is nice, but some of these repairs I don’t do”

Cobbler at Atrupat workshop



T SKO

SNEAKER FIXING OVERSIKT

Hva skomakeren kan gjøre



HÅNDVASK

130 kr



LUKTFJERNING

50 kr



BYTTE SÅLE

690 kr



LIME SÅLE

140 kr



SMÅLJNING

100 kr



TETTE HULL I HELL

450 kr



LAPPE HULL

390 kr



REPARERE SKINN

150 kr



Reflections

Hosan was very pleased with the design of the flyer and the poster and he is still keeping it in his shop for passing possible customers to see.

One struggle may be to get it to stand enough out so people notice the touch points but at the same time that the cobblers still feel that it is a part of the aesthetic they think about when they visualize their workshop and their profession.

I think this is a matter of iterations and hopefully my contribution have inspired some of the cobblers to continue to show their abilities in sneaker fixing and that they will continue to iterate these touch points themselves as time go by and their making their own advertisement in the future. Hopefully it will ultimately change some peoples perspective on what the cobblers of Oslo can do with their sneakers.



Lindeberglokalet

APOTEK

Prototyping Concept 2:
**Local sneaker
workshop**

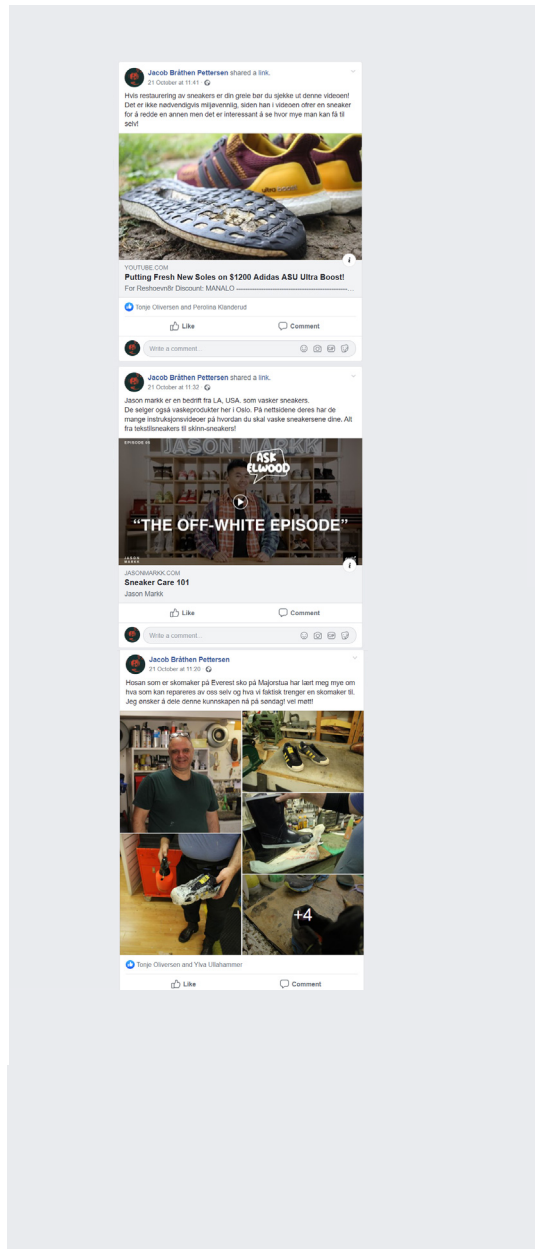
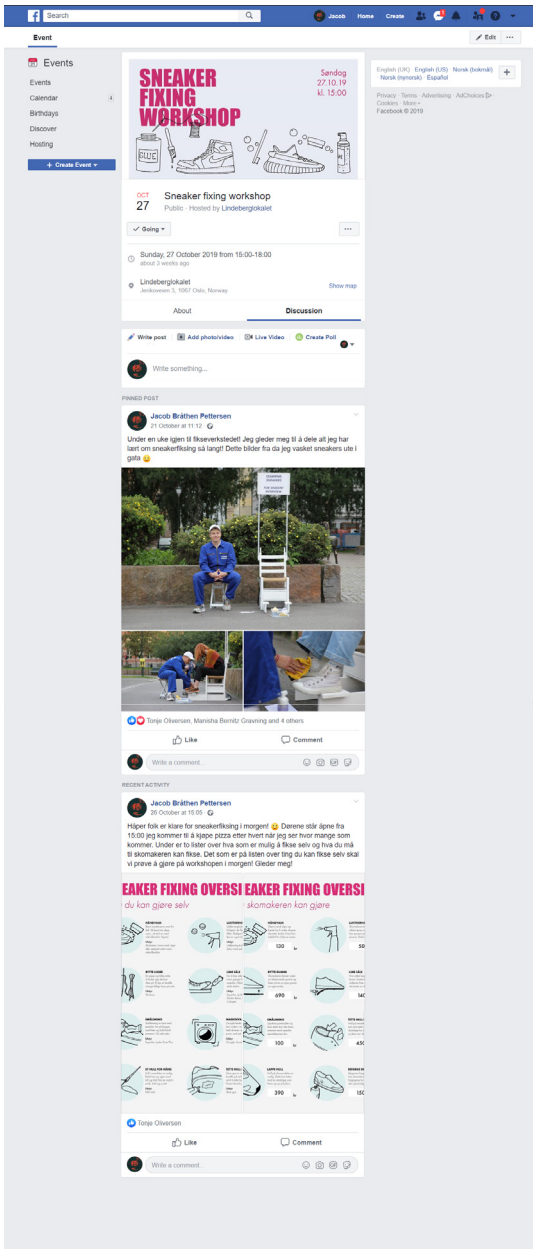


The Poster

I arranged the workshop event with Lindeberglokalet that is a reuse station that I could prototype my local fixing workshop in their space. They often arrange other events

like this. Then the task was to get people to the event. I sketched up many different posters and went for the one that communicated what the event was about the best.





Facebook event

I used the same graphics as the poster for the facebook event so the aesthetics was recognisable for the people that had seen the poster. In the upcoming days to the

event. I created posts about what we were going to do at the workshop, different sites with sneaker cleaning tips, and who I was and what my cause by doing this was.

OMBRUK



Executing Concept 2:

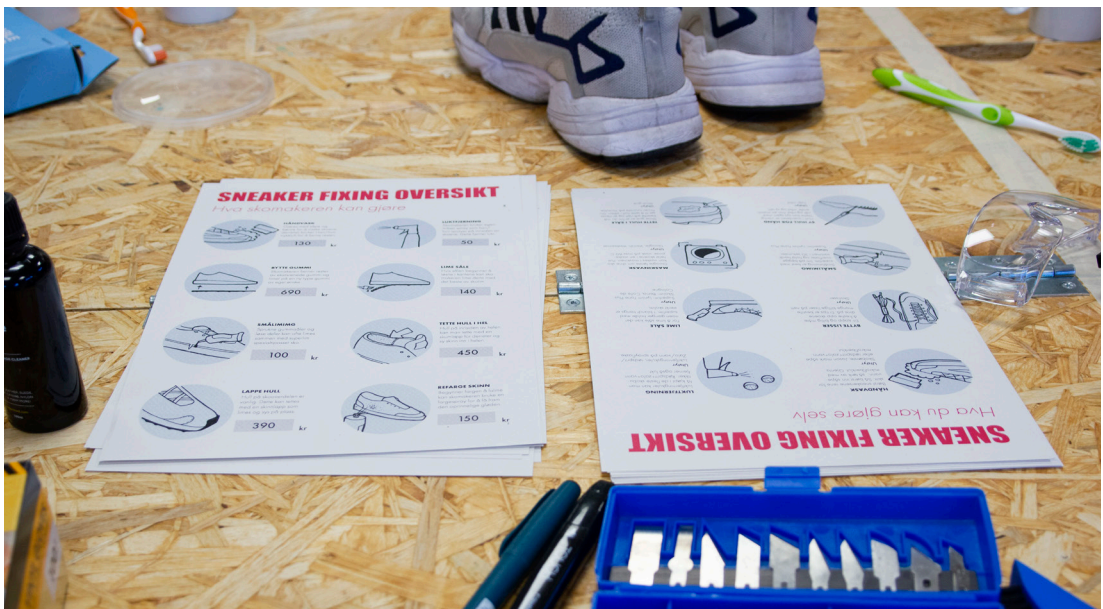
Local sneaker workshop




Preparing the event

Preparations were made by plotting out two big posters. One with what is easy to fix at home and therefore also at the workshop. The other showed what repairs that only the

cobbler could do, because professional machinery is necessary. I also had some flyers with me from the last prototype that the participants could bring home if wanted.





Gi tingene dine et langt liv

Participants

The meet up was over my expectations. First in was a woman in her 40's that wanted to stitch two sneakers. Then a group of 7, 15 year old boys came together wanting to try out everything. Finally a 13 year old girl came in and cleaned her sneakers thoroughly the whole evening.



Workshop

I had separated the table into three different zones. A cleaning zone, a stitching zone and a gluing zone. the young girl and the grown up woman didn't need that much

assistance but I felt they found it comforting to have a person to ask questions to about the best alternatives for fixing before they started. This indicated that a person present





with knowledge about the tools and methods in such a workshop might be necessary, at least helpful. within the group of young boys there was some very concentrated

about the damage they wanted fixed while there was others seeking more fun and attention. I find this also as a reason to have an employee in the workshop space.



Reflections

I see a fixing workshop like this definitely as a possible working service. It would be great to join such a public shoe workshop with a public clothes fixing workshop, then having another employee that know the skills of the clothing profession and having the tools available for clothes fixing as well.

The only question would be how many visitors would arrive every day for it to feel valuable for the people working there to be present. It also might be a risk that it develops into a place people try to deliver their broken stuff to the employees in the workshop for them to fix it for free.

I think though that these problems can be avoided through correct communication to the public about what the workshops is. It would be very interesting to see how this would play out more in the city center of Oslo, where more people live more densely. It wouldn't cost the municipality much to try this for a month, especially not more then cutting all taxes on repairs.

Fretex bokser
skisse 2

type 6 cell

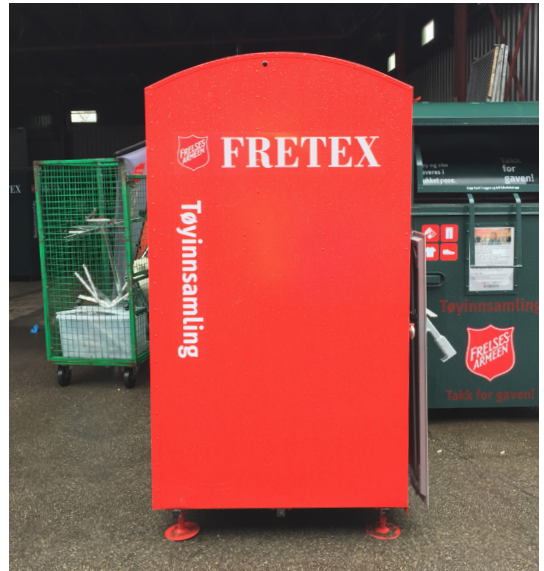


Left side

Right side

Prototyping Concept 3:

Fretex sneaker service



Shoe collecting boxes

One of the main touch points that the new sneaker handling service would need was it's own shoe collecting box. I had three design goals for this box. First it needs to

communicate that it is a Fretex box, because many already trust Fretex. Second it needed to say that it is a shoe collecting box. and third, it should be cheap to redesign.





Front



Left side



Back



Right side

Final design

I drew three concepts and mixed elements from two of them that came together as a design that satisfied the goals I had settled for. Most of the prints in this design is

already on the existing box for clothes. The newest element is the diagonal shoe pattern. This is to catch the attention of any passing person that this is a shoe box from Fretex.

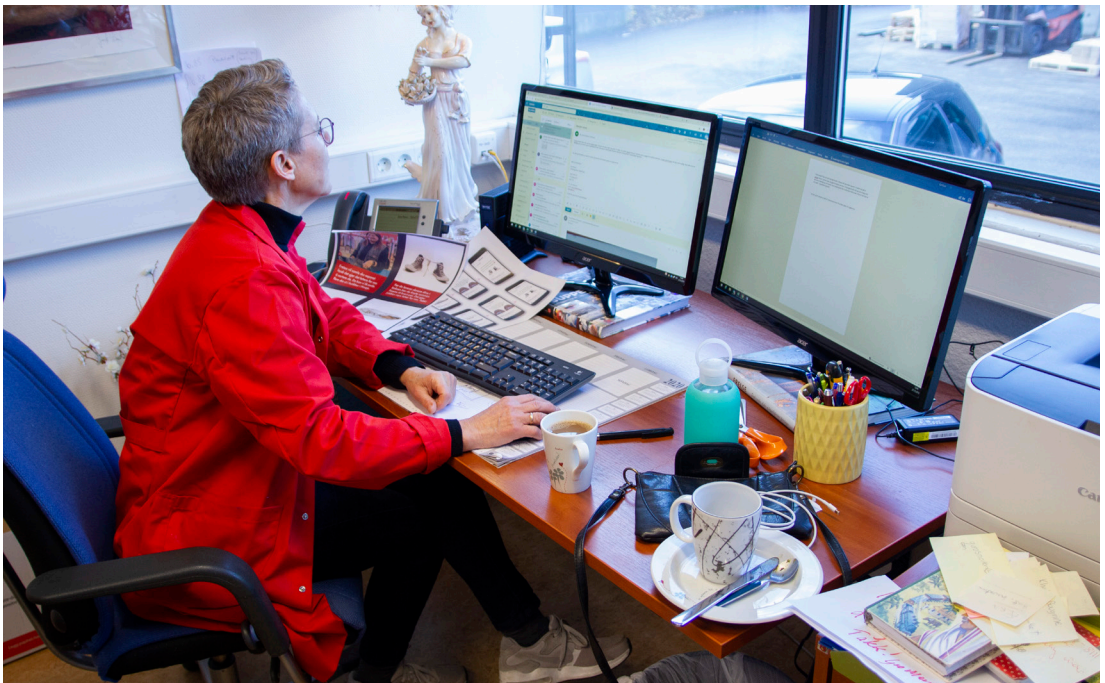


Poster for collecting box

On the front of the collecting box it's a protected pocket where messages can be conveyed on a piece of A3 sheet to the user of the box. This was the first sketch I made.

Feedback from Fretex

I brought this poster sketch along with sketches of the same message communicated through Instagram. Åse at Fretex helped me sharpen the message in my designs.





Takk! Gavene hjelper miljøet og bidrar til at mennesker får nye muligheter i arbeidslivet.

Tips til den som leverer sko



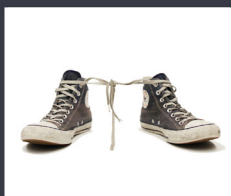
Skoene må leveres tørre og rene.



Vi kan ikke selge ødelagte sko desverre.



Ødelagte sko bør repareres eller kastes i restavfallet.



Det er supert om du knytter skoene sammen!



Legg hvert par i samme pose.



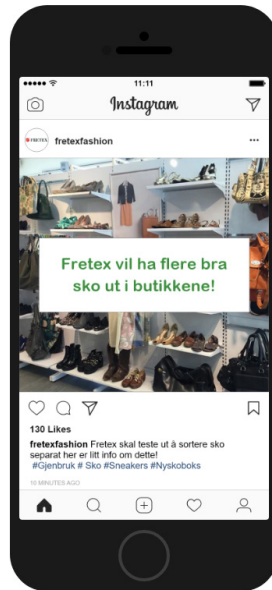
Posen knyttes godt igjen. Takk!

Final poster

What I wanted to communicate with the poster was how the giver should prepare their shoes for reuse, what shoes can't Fretex reuse, and that Fretex works for a better environment and to give people in need a place to work.

1) First I'm saying that Fretex want more shoes out in the stores.

2) Then, "Here are some for tips for when you donate shoes to Fretex".



5) Damaged shoes should rather be repaired by a cobbler.

6) Then it says that if you don't tie your shoes together they might loose each other.



Instagram communication

The message designed for instagram is used with the same pictures as on the A3 sheet on the boxes, only that the text is a bit more fun like what people are used to on social media.



3) On this screen I'm saying that Fretex wants clean and dry shoes.

4) Then that Fretex unfortunately can't sell shoes with damages.



7) Then it's recommended to put the pair in a plastic bag

8) And make a secure knot on the bag, so that the shoes don't fall out.



Mood boards

To prepare for the pop up shop I wanted the collectors to look for sneakers that I believed to be sellable and popular. I made mood boards based on what I knew about

popular sneaker trends, and investigated some popular fashion instagram accounts in Norway as well. I brought these mood boards to the sorters and I explained





different topics like what norm core style is, what is too dirty shoes for me to clean at the event, and what is not. I learned through working with the sorters how difficult it is to make a choice for every pair of shoes.

I also understood the importance of communicating what I wanted in detail. Since some of the communication got misinterpreted the first time. This indicate the need of a new tool for communicating these topics.

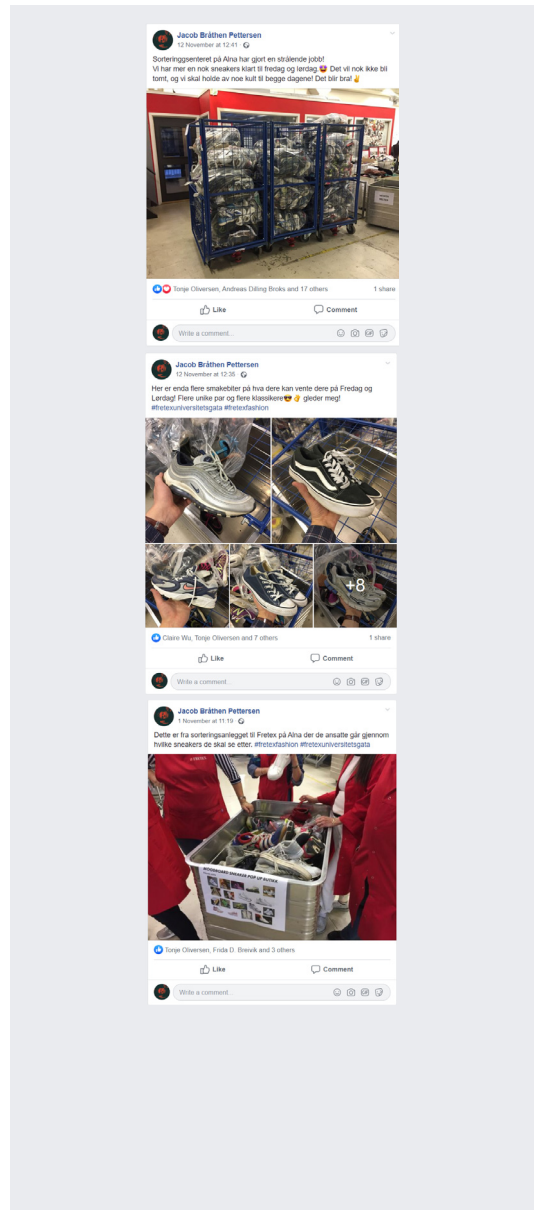
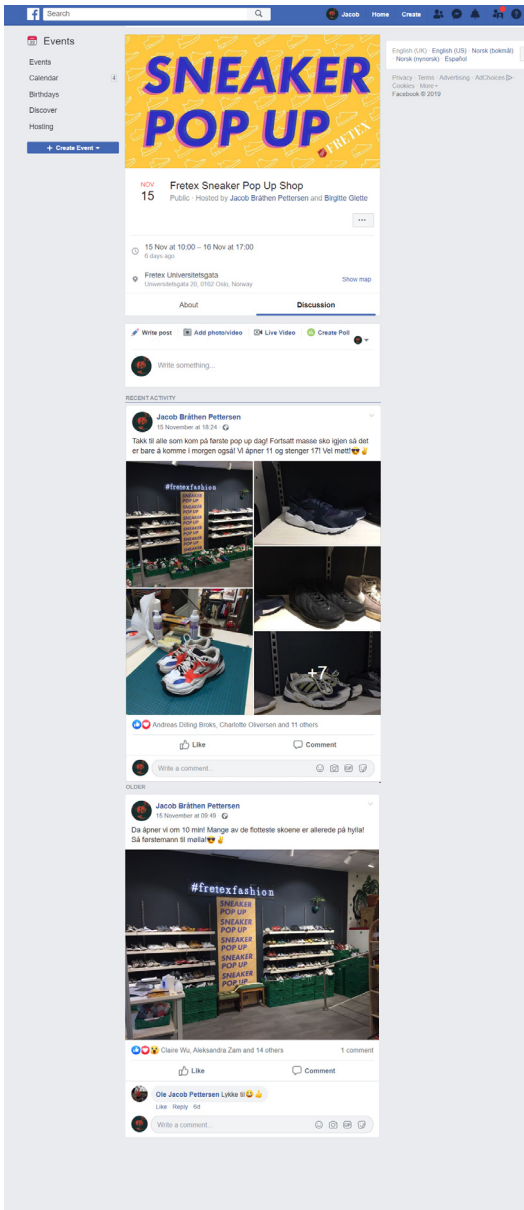


Pop up shop

When designing the touch points for the sneaker pop up shop I wanted the viewer to get the feeling like this could be a pop up that a sneaker shop with new shoes would

arrange. Therefore I wanted it to look clean, bold and visible. the sketch underneath is of how I planned the pop up to be by sketching over a picture of the Fretex shop.





Facebook event

Fretex and I continually posted updates on who I was, what kind of sneakers we were collecting and how much sneaker we actually had for the event to excite the spectators of the event. We eventually got 47 people

that clicked on attending and 310 that clicked interested on the event. All people seeing these posts may have understood that used sneakers is something interesting that may affect them to buy that later on.

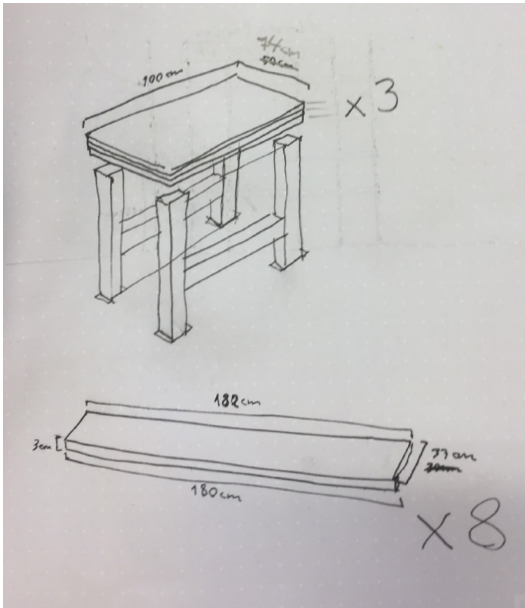


Instagram

Most of the Instagram publicity was generated by Fretex's own Instagram responsible people. I mainly gave them the poster graphics and my process photo's of the

shoes I found along the way. I talked with people at the event that said they heard about the event through social media which indicates that it is an important tool for Fretex.





Shop Interior production

I wanted my corner in the Fretex store to feel as much like a sneaker shop as possible, to see if that could raise the feeling of value for the shoes we sold. I also didn't want to change to much in the Fretex store to show

that it is easy and cheap to make a good looking sneaker shop for Fretex. I only made wooden plates to cover up the existing metal shelf's in the store and a table in the same aesthetic where I could clean sneak-

#firetexpfashion

2000-2001
2002-2003
2004-2005
2006-2007
2008-2009
2010-2011
2012-2013
2014-2015
2016-2017
2018-2019
2020-2021

**CLEANING
SNEAKERS**

Executing Concept 3:

FreteX sneaker service



FRETEX

SNEAKER
POP UP
SNEAKER
POP UP
SNEAKER
POP UP
SNEAKER
POP UP
SNEAKER
POP UP



The first day

The pop up lasted for two days. When we opened the doors the first day about ten people stood outside waiting for us to let them in. It was more chaos than expected and some people bought plastic bags full of sneakers. The green boxes with shoes were stacked on top of each other before we opened but got fast thrown all over the place.







The cleaning station

After the rush it was a steady flow of people buying shoes. Many took advantage of the cleaning station I made as well. Either by getting their shoes cleaned before or after they bought them or just by asking me about cleaning techniques for sneakers. I think I cleaned about 35 pairs and it took me in average 10 min to clean each pair.

#fretexfashion

SNEAKER
POP UP
SNEAKER
POP UP
SNEAKER

CLEANING
SNEAKERS

Feedback

The main difficulties was that people wondered if the shoes were ordered by size, which they were not. Sometimes the pair had a missing shoe as well that we needed to look for. Rather than that it seemed like customers loved it. Fretex also loved it. They sold almost 200 pairs and doubled their sale numbers for a normal Friday.





The box

The shoe collecting box that Fretex is going to test in the next couple of months is also 1 production. It will be interesting to hear users feedback and If some will actually learn to use it and that Fretex will start to get bags of shoes in the upcoming spring.



x fashion

NEAKER
OP UP
NEAKER
OP UP
NEAKER
OP UP
NEAKER
OP UP
NEAKER
OP UP
NEAKER



CLEANING
SNEAKERS

Reflections

Why I tested this pop up shop was to see what the potential could be to bring more used sneakers into one place. If then more people would find the style and size they were looking for. The other thing I was looking for was if we could get sneakers sold by cleaning them for 10 minutes.

Both of these assumptions seem quite likely to be true. We sold almost 200 sneakers in two days and earned the double of what the usual sale was in this Fretex store on a normal Friday. This may prove that it could be possible for Fretex to have their own shoe store where people know that the chances to find sneakers and shoes would be bigger. The employees in this shop could learn easy ways to fresh up used shoes while they wait on customers. This concept store could also become Oslo's center for sneaker cleaning. A place people come to ask about how to take care of their shoes.

The shoe collecting box is on its way out in the streets now to be tested to see if what peoples reaction to it might be and if it will be filled up with shoes or not. I'm very excited for the result of this test. Anyway this box will be a standing example of what Fretex could do if they want to sell more shoes.

The communication on the box and for social media is also in the process of being finished. I agreed with Fretex that we need to make another iteration with the communication department of Fretex but most likely it will eventually be seen by people.

TEXT

Make a plan
on what/where
be possible to
a Frotex shoe is

→ Get the collecting
box in the city
Sembur

→ Give the plan to
Frotex
Get it for...



Roadmaps

I made a roadmap for each of the concepts. These are meant to show what I think needs to be done to make any real influence towards the goal of motivating Oslo's citizens to consume sneakers in a more sustainable way.

I separated the road maps into three columns showing what may be done now, what may be done after that, and what may be done at a later stage.

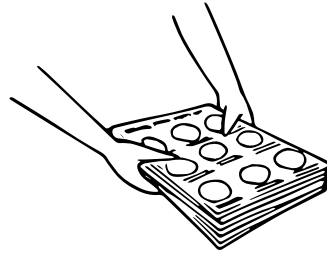
The road maps are suggestions based on my experience with the different actors this semester and are not yet designed with the actors. When the actors will see this suggestion on what to do next I believe it might be easier to start a discussion on the road forward will be. Also to hopefully help the actors to see the final influences these concepts may have and inspire them to continue to work with this in the future.

Roadmap for concept 1

Now

Give posters to more cobblers

The more cobblers I give the flyers/posters to the more feedback I would get to understand what works and doesn't work with this



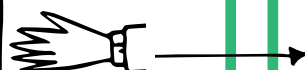
Next

Design new posters based on feedback

After getting feedback a natural thing would be to design new touch points based on that feedback.

Give the report to the municipality

Everything is politics and if politicians see my projects this might have and affect on policies in the future.



Make a tax free repair campaign

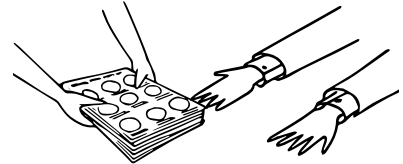
This campaign could be done with our without support from any political party. The important thing is that the people learn about the situation and demand a change.

Sneaker fixing advertisement

Later

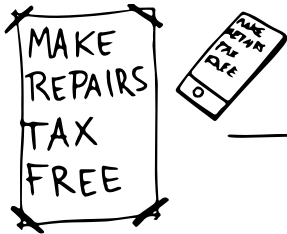
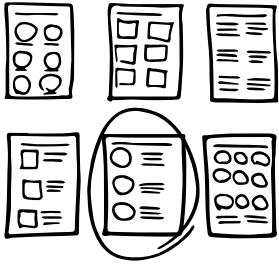
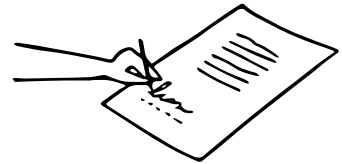
Give the touch points to the municipality

After proving what touch points the cobblers want. It will be necessary to give these touch points to the municipality so that they can continue the work with helping repair institutions with their advertisements.



Push the municipality to make it a law

Hopefully the municipality will eventually make laws that makes repairs tax free. Which again hopefully makes more people repair their sneakers.

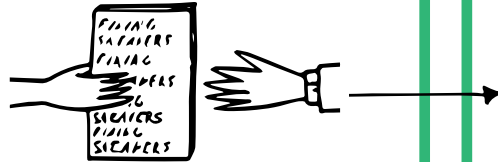


Roadmap for concept 2

Now

Give the report to the municipality

Hopefully the municipality see the importance of such a workshop if they read the report and see that something like this will be valuable for people and for sustainability.



Next

Do a test repair workshop

If the municipality allows me, I could help open the first test workshop in the center of Oslo.

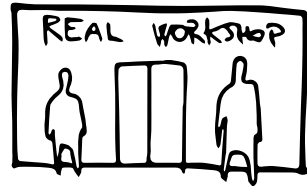
Local sneaker workshop



Later

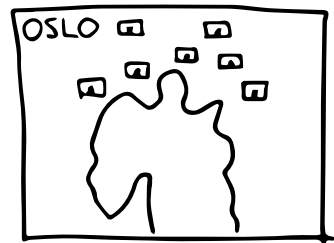
Establish a real workshop

If the test is popular I can discuss with the municipality to open a permanent fixing workshop that will be located in the center of Oslo.



Establish workshops in every city district

After one is established it will be clearer after a while if this workshop has high enough demands to be multiplied. If the demand is high the goal would be to open one workshop in every city district.



Roadmap for concept 3

Now

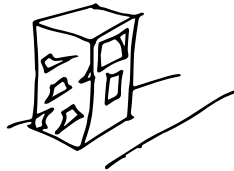
Give the report to Fretex

Fretex has been an important contributor to the project and deserve to see my reflections.



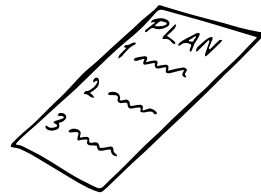
Get the collecting box outside

One box is in the making and is just waiting to be tested outside the sorting facility.



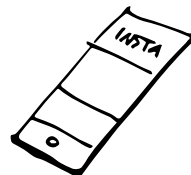
Plan for Fretex sneaker picking

I would design a plan for how Fretex can pick the right sneakers for the Oslo market continually in the future.



Get social media communication out

The SOME communication must be finished and put out to the people to have an influence.



Next

Plan a possible Fretex shoe store.

Hopefully Fretex consider the possibility to plan to make a shoe store in the future.

Test the collecting box in Oslo center

The next step would be to test collecting box in the city center.

Discuss this plan with Fretex

Show this plan to Fretex, discuss how it would work and test it.

Change SOME communication

New problems will probably appear after Fretex starts to use the shoe collecting boxes.

Fretex sneaker service

Later

FRETEX



Establish a Fretex shoe store.

If Fretex want me to and if I'm available I may help Fretex establish their first shoe store.



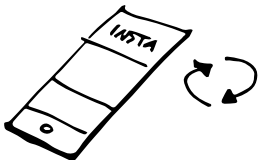
Test several of them around the city.

If the collecting system for the shoebox works it would be interesting to test several and see if it has the intended effect.



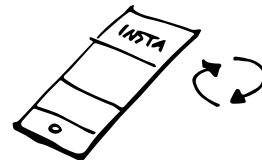
Get feedback in 6 months

Come back after half a year and see if the plan works and what changes might be done to the plan.



Change SOME communication

The content needs probably to be updated after a while after new problems appear.



Conclusion

If I were to predict which one of my concepts could create the most impact, I definitely believe that working with Fretex will make the biggest difference. Fretex is a big, established company where many used sneakers filter through.

On the other hand, I think Oslo needs to implement services and programs in and around the city where the main focus doesn't feed a consumer culture. More programs and events should be planned to offer support for citizens looking to lead a more sustainable life through repairing their belongings. These services will become popular as the concern for climate change heightens. In my opinion, initiatives for activities that don't promote consumerism should be a mandatory development for the municipality to work on. In my eyes, they hold the same importance as a city's recycling system.

In the end, helping the cobblers wasn't as straightforward as I had initially thought. Although they seemed to want to repair all types of shoes, they also seemed to want to uphold the image that cobblers are experts on classic leather shoes. I think they want their shop to remind them of the long history they come from. It wouldn't hurt to iterate more on these touch points with a different group of cobblers to see if we can come to an agreement on a design they would want to use.

I also hope that new actors will appear and establish sneaker cleaning shops in Oslo to spread awareness on sneaker care. I think that to take care of our sneakers is at least the best thing we can do for our sneakers and sustainability before all sneakers can be recycled and consumed in a circular economy.

1,4 km
Sofienbergparken

**LYDEN
I BYEN**

**CLEANING
SNEAKERS**

**FOR STUDENT
INTERVIEW**





Learnings

To conclude this diploma project, I'd just like to say that I am pleased with the ways I got to test my service touch points. It was everything I could have hoped for. I feel that I had the chance to understand the complicated world of sneaker consumption in Oslo, and the possible ways we can take to approach this topic in a more environmentally sustainable way.

As a perfectionist it has been hard not spending all of my time polishing one design, but rather producing multiple, quick prototypes and pushing them out into the world for people to see, feel and comment on. This has helped me better understand my assumptions and see where each prototype needed improvement.

If I could take my prototypes further, the most interesting thing for me would be to test my concepts further, rather than changing how my working process has been. But I guess that feeling of never feeling finished will always be there.

It would have been very interesting to see how far one of the concepts could have gone if I focused 100% of my time on one of them. But all in all, I don't regret working in the framework that I did. I am honestly the most grateful towards all of the great people who have helped me along the way with my concepts. This diploma would have been not what it is today without all the people at Fretex, especially Åse and Birgitte, or Hosan the cobbler, or Perolina at the Lindeberg center. I also need to thank my supervisors Ted Matthews and Steinar Killi.

Thank you so much!

Sources

Figure 1 - page 12:

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Figure 2 - page: 13

Rahimifard, D. S., Staikos, D. T., & Coates, D. G. (2007). Recycling of Footwear Products. Centre for Sustainable Manufacturing and Reuse/Recycling Technologies (SMART) Loughborough University, (December), 1–19. Retrieved from http://www.centreforsmart.co.uk/system/downloads/attachments/000/000/002/original/Footwear_recycling_position_paper.pdf

Figure 3 - page: 16

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Figure 4 - page 17:

Gottfridsson, M., & Zhang, Y. (2015). Environmental impacts of shoe consumption. 96. Retrieved from <http://publications.lib.chalmers.se/records/fulltext/218968/218968.pdf>

Figure 5 - page: 17

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Source 1 - page: 14

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Source 2 - page 15:

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Source 5 - page: 47

Klescontainere-fulle-av-luksus @ www.aftenposten.no. (n.d.). Re-
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containere-fulle-av-luksus](https://www.aftenposten.no/osloby/1/dOM8J/Kles-
containere-fulle-av-luksus)

Picture 1 - page: 10

<https://images.unsplash.com/photo-1528669697102-a6edb-9b6a282?ixlib=rb-1.2.1&ixid=eyJhcHBfaWQiOjEyMDd9&auto=format&fit=crop&w=400&q=80>

Picture 2 - page: 12

<https://media.gettyimages.com/photos/woman-carrying-sack-og-reusable-things-in-the-dump-site-to-sell-them-picture-id815817582?s=2048x2048>

Picture 3 - page: 36-37

https://cdn.wallpaper.com/main/styles/responsive_1460w_scale/s3/adidas-go2.jpg

Picture 4 - page: 39

<https://cdn-wpm2.redink.digital/wp-content/uploads/sites/88/2018/10/Fretex-22-767x767.jpg>

Picture 5 - page: 46

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