

Regionalize your Shopping!



Campus Kamp-Lintfort

Project Management

Prof Dr. Daniela Lud (Professor, Rhine-Waal University)
Giovanni Rumolo (Climate Protection Manager, Stadt Moers)

Students

Ruben Schmidt, Arbeits- und Organisationspsychologie
(E-Mail: ruben.schmidt@hsrw.org)

Laura Neumann, Arbeits- und Organisationspsychologie
(E-Mail: laura.neumann@hsrw.org)

Catharina Fiegl, Arbeits- und Organisationspsychologie
(E-Mail: catharina.fiegl@hsrw.org)

Nathalie Overmann, International Business & Social Sciences
(E-Mail: nathalie.overmann@hsrw.org)

Manel Abdul Rahim, International Business & Social Sciences
(E-Mail: manel.abdul-rahim@hsrw.org)

Caroline Faasen, International Business & Social Sciences
(E-Mail: caroline.faasen@hsrw.org)

Meike Slacek, International Business & Social Sciences
(E-Mail: meike.slacek@hsrw.org)

Claudia Leekes, International Business & Social Sciences
(E-Mail: claudia.leekes@hsrw.org)

Tim Beerenberg, Environment and Energy
(E-Mail: tim.beerenberg@hsrw.org)

Introduction – About The Project

The aim of the project 'Regionalize your shopping' is to draw attention to the relevance and potential of the acquisition of regional products and make the purchasing of those easier.

- **Basis for our work:** Survey of the citizens of Moers
- **Provide a high quality end product:** We established contacts with regional suppliers from Moers and the surrounding area. All the information collected was checked and categorized.
- **Products:**
 - *Official flyer*
 - *Homepage:* Providing information for the residents of Moers and surrounding area on the background, circumstances and advantages of regionally produced products.
 - *List of regional suppliers* and their contact data, as well as product information, has been created and published to facilitate the purchase of locally produced products.
- **Collaboration:** Municipality of Moers and Rhine-Waal University
- **Supervisors:** Prof. Dr. Daniela Lud and the climate protection manager of the municipality of Moers, Giovanni Rumolo
- **Project team:** 9 students from the Rhine-Waal University (Arbeits- und Organisationspsychologie', 'Environment and Energy' and 'International Business and Social Sciences')

Scouting – Finding Regional Suppliers

- **Definition “regional suppliers”:** Producers offering regional products available for the public to buy.
- **Definition “regional”:** Products being offered in the municipality of Moers and the neighboring areas of Kamp-Lintfort, Neukirchen-Vluyn and Rheinberg. The origin of the products had to be within a radius of 50 kilometers around the city center of Moers.
- **Sources:** Websites, existing lists, social networks, the survey, books and face-to-face contact
- **Implementation of the Scouting process:**
 - Contacting regional suppliers
 - Personal visit at a suppliers place including informing about the project purpose; suppliers had to sign and fill out a declaration of agreement as well as a product list.
 - Information was gathered and presented in 'List of regional suppliers'
- **Deliverable:** List of regional suppliers (published on the homepage and on paper)
- **Prospects:** The list will be updated by the climate protection commissioner of Moers

Flyer – Providing Information

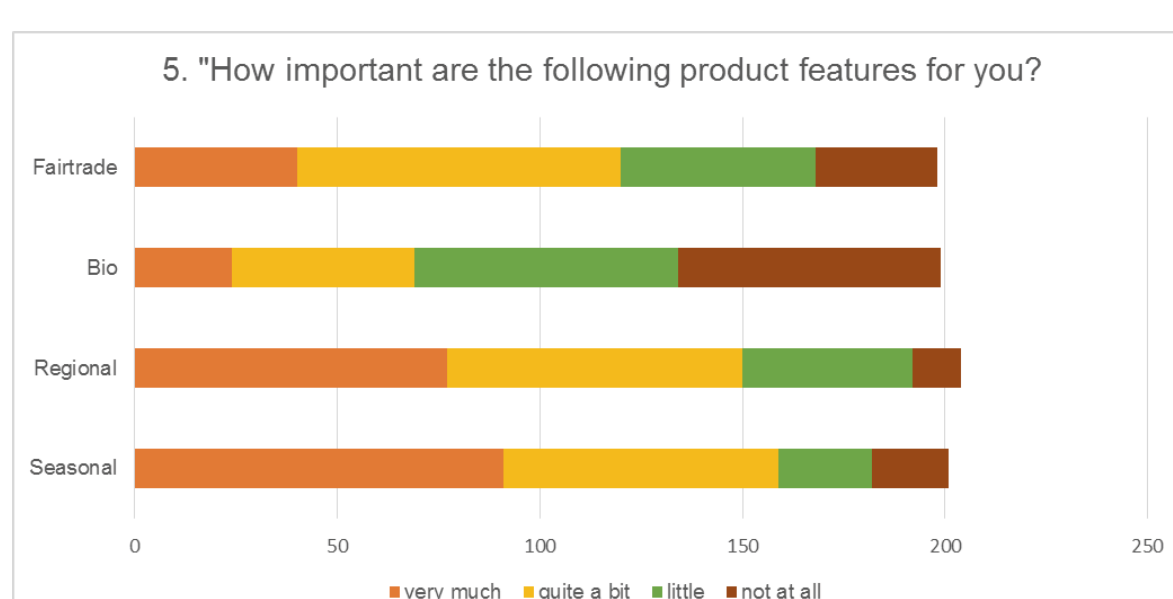
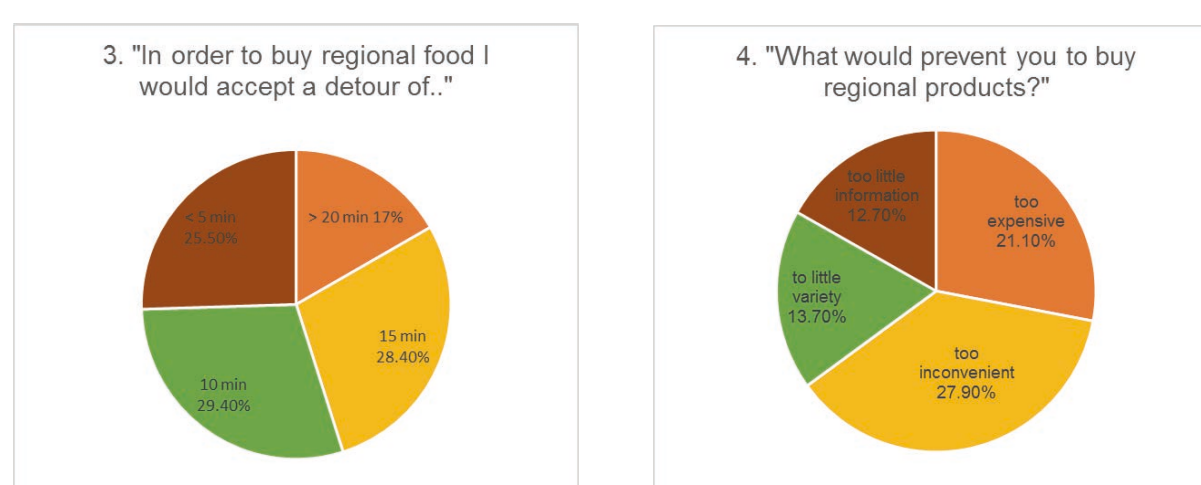
- **Aim:** Awake interest to regional shopping, give basic information on regional shopping, its advantages and the project in general
- **Content:**
 - Summary of existing homepage information
 - Contact information and a linkage as well as an QR-Code to the website of Moers
 - Map with regional product suppliers in the area
- **Design:** The flyer was created following the corporate design of the municipality of Moers in Adobe InDesign
- **Prospects:** 2000 printed flyers, distributed in local shops all over the region

Homepage - <http://klima.moers.de> (available soon)

- **Aim:** To give more specific information on regional shopping, its advantages and the project in general
- **Content:**
 - Introduction including advantages of seasonal and regional shopping
 - Information on seasonal, regional, Bio and Fairtrade products: definitions, tips for shopping, reference to list of regional suppliers and linkages
 - Short summary of the survey results illustrated with graphics
 - Short description of the project, statements of group members, linkage to Hochschule Rhein-Waal-website
- **Location:** Part of the website of Stadt Moers (<http://klima.moers.de>)
- **Prospects:** Further information and regional suppliers can be added

Survey – What Do Citizens Of Moers Think?

- **Data collection:** Development of questionnaire; survey was conducted in Moers and surroundings for the duration of four weeks
- **Descriptive statistics:** N=203, mean age=53,91 years



- **Correlations:**
 - People who appreciate regional food the most are more inclined to make a detour ($r = .421^{**}$, $p < 0.01$) than the ones who regard seasonal, Fairtrade or Bio- food as most important.
 - Positive correlations between age and willingness to purchase regional ($r = .348^{**}$, $p < 0.01$) or seasonal ($r = .252^{**}$, $p < 0.01$) products
- **Conclusion:** The survey offered very useful and significant outcomes concerning the attitudes of the population of Moers regarding the subject of regional shopping.



In the back (from left to right): Giovanni Rumolo (climate protection manager of the municipality of Moers), Tim Beerenberg, Nathalie Overmann, Catharina Fiegl, Laura Neumann, Ruben Schmidt.
In the front (from left to right): Caroline Faasen, Manel Abdul Rahim, Claudia Leekes, Meike Slacek