

ATHENS WORKSHOP



Workshop Joint FIG Commissions 3 and 8
Athens – 13th and 14th December 2022



*UNDERSTANDING THE CHANGING "GIVE AWAY" and SHOPPING HABITS AS
A PART OF URBAN PRACTICES IN GERMANY:
THE CASE OF NEUSTADT DISTRICT, DRESDEN*

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Germany

Introduction

- COVID-19 pandemic
- Energy crisis and high inflation
- Reducing consumptions

- Sustainability
- Society habits & daily practices
- a considerable interest in give-away culture in German cities
- Second hand & environmentally friendly shopping



<https://www.bbc.com/news/business-62659247>



<https://www.cleanenergywire.org/dossiers/youth-climate-movement-pushes-germany-step-ambition>



<https://www.sueddeutsche.de/muenchen/sperrmuell-warum-zu-verschenken-schilder-auf-der-strasse-verboten-sind-1.3845377>



<https://guardian.ng/life/go-green-with-these-7-sustainable-shopping-tips/>

Research Questions

- Discovering the give-away practices and the circulation through the geospatial methods
- Questioning the effects of the pandemic on the give-away culture since sharing and give-away culture has rebirthed due to lockdowns and quarantines during the pandemic (Kacik, 2021).
- Interviews with the local people about give-away practices
- As a follow-up study, investigation of the daily shopping habits from the views of second-hand and eco-friendly shop workers regarding sustainability

Müll der Besserlebenden zu verschenken. Viel Spaß!

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Von Reinhard Mohr



Berlin, 2020

Alles, was übrig ist: Angebot in Berlin-Prenzlauer Berg

to give away rubbish to the better off. Have fun!
<https://www.welt.de/politik/deutschland/plus210080077/Berlin-Muell-zu-verschenken-Viel-Spass.html>

Warum "zu verschenken"-Schilder auf der Straße verboten sind

3. Februar 2018, 12:59 Uhr | weat: 2 min



Munich, 2018

Füssardem mögen sich über "Zu verschenken"-Artikel am Straßenrand freuen, der Abfallwirtschaftsbetrieb München hat es nicht. @Foto Johannes Simon

Why "for free" signs are forbidden on the street
<https://www.sueddeutsche.de/muenchen/spermuell-warum-zu-verschenken-schilder-auf-der-strasse-verboden-sind-1.3845377>

Das Ende der Tausch-Schränke

28. Januar 2018 / Antor Launer / Aktuell / 31 Ergänzungen



Dresden, 2018

„El Tauscho“ wurde entfernt.

In den vergangenen Tagen wurden die beiden Tauschschränke, „El Tauscho“ auf der Schönbrunn- und „Schraenk“ auf der Kamenzer Straße von der Stadtreinigung entfernt.

The end of the exchange cabinets

<https://www.neustadt-ticker.de/61091/aktuell/das-ende-der-tausch-schraenk>



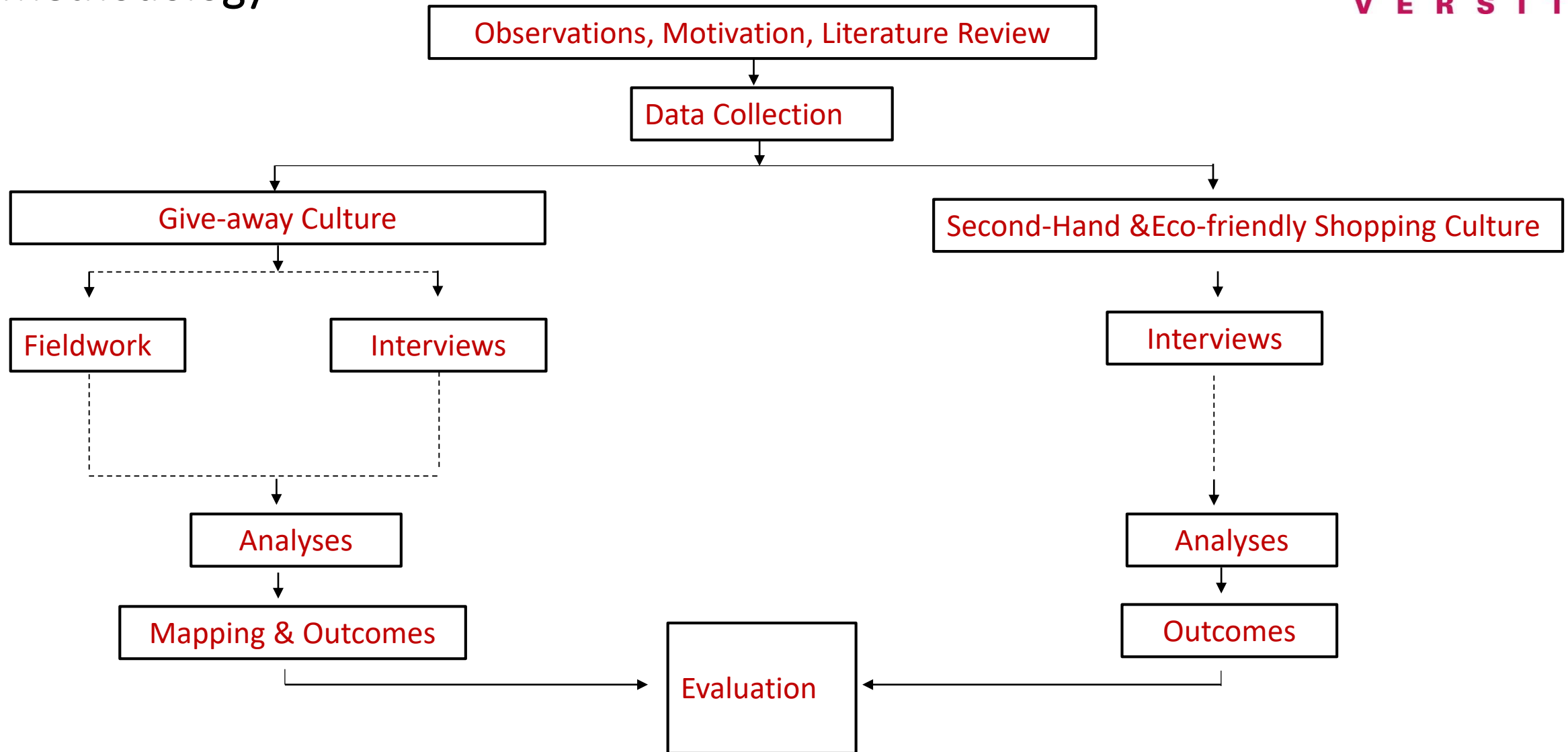
Berlin, 2019

„Zu verschenken“ Es gibt bessere Wege als das Abstellen am Straßenrand

"To give away" and the logic of consumption: giving and taking in Berlin

<https://www.tip-berlin.de/stadtleben/zu-verschenken-in-berlin/>

Methodology



Case Study Area: Neustadt, Dresden, Germany

- located on the north side of River Elbe, Dresden
- could preserve more historical buildings than the old town during World War II [URL-1].
- a residential neighbourhood with a large number of cafes, restaurants, art galleries, service facilities, independent cultural institutions and green areas.
- well-known for its give-away boxes, and lively and extravert life-style
- provides valuable data sources and rich opportunities to observe the situation



<https://i.insider.com/5a84737bd03072cc0f8b4567?width=800&format=jpeg&auto=webp>



https://static.independent.co.uk/s3fspublic/thumbnails/image/2015/02/13/13/dresden_1.jpg?quality=75&width=982&height=726&auto=webp

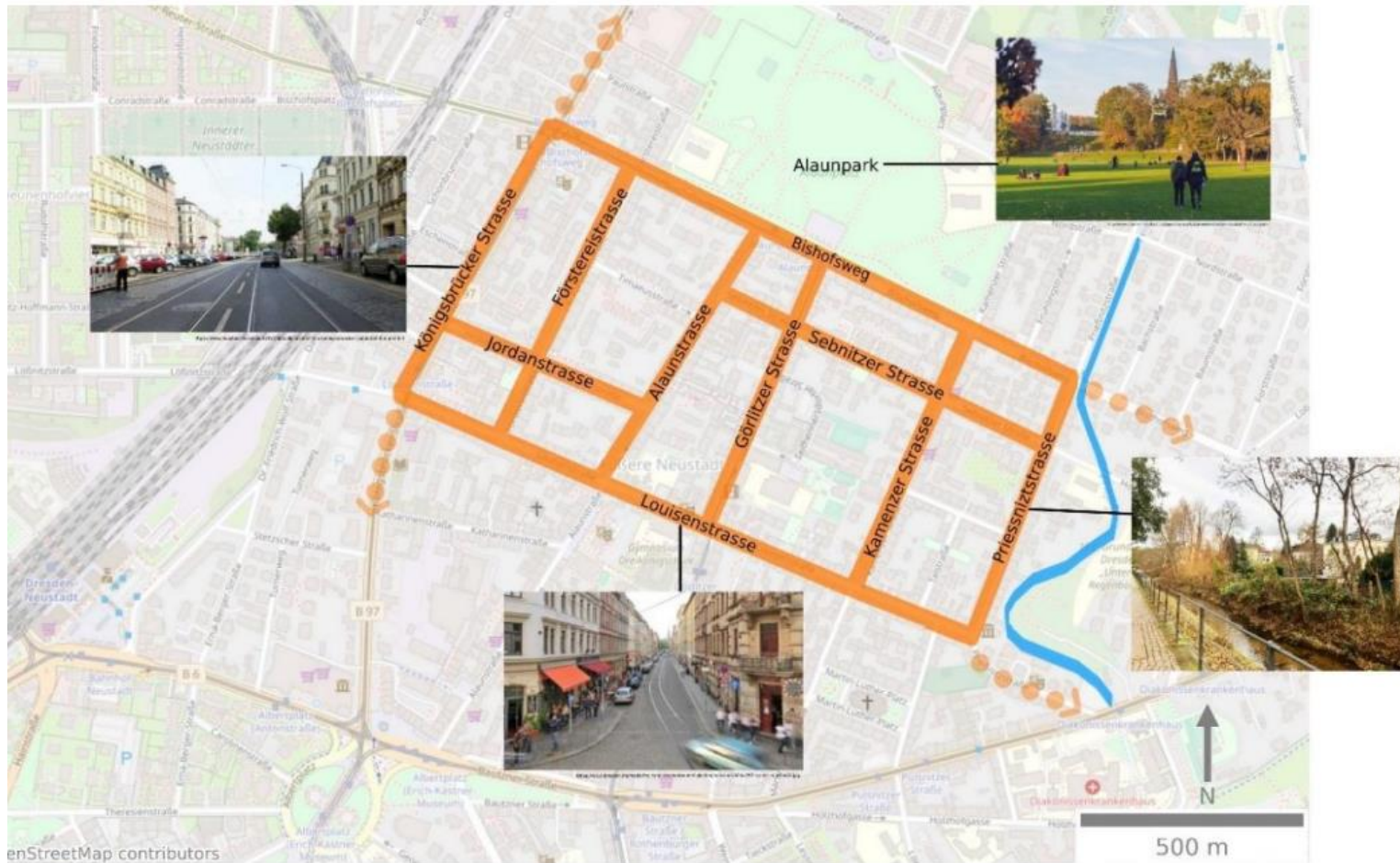


https://static.dw.com/image/17158413_303.jpg



<https://www.dresden.de/media/tourismus/sehenswuerdigkeiten/>

Case Study Area: Neustadt, Dresden, Germany



- selected in the centre of the district within 10 popular streets.
- a 34-hectare neighbourhood and a total street length of 4.8 km.
- 10 days during March and April 2022 (5 days weekdays, 5 days over the weekends) during the daylight.)

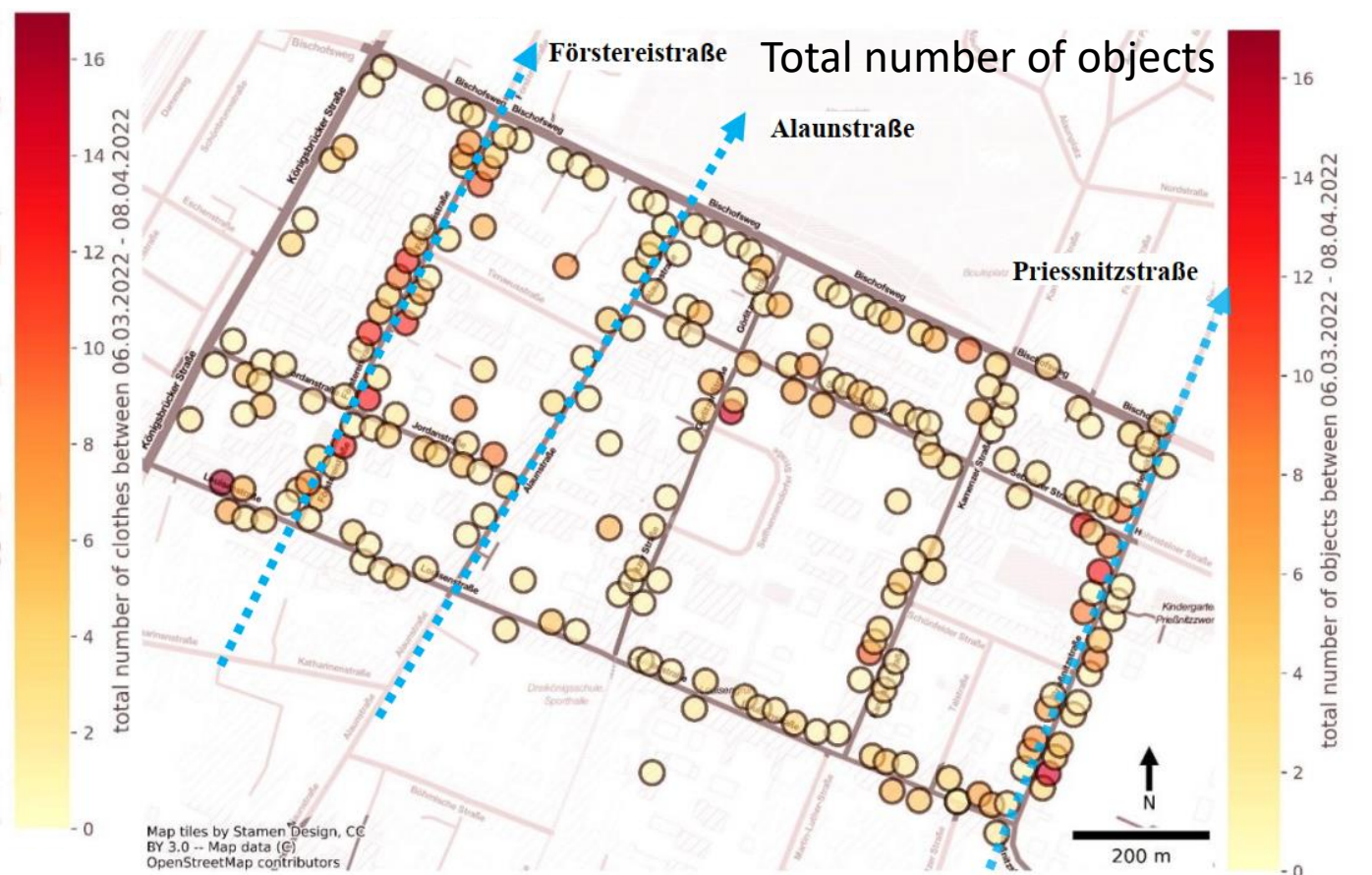
Data Collection - Fieldwork



Class	Number of items
Book	107
Toy	34
Clothes	230
Shoes	79
Furniture	83
Office material	17
Kitchen material	86
Decoration article	82
Bag	28
Other	81
Total	827



Analyses & Maps



- Projection of the Pseudo-Mercator projected coordinate system using GeoPandas and Contextilly tools

Interviews

- 12 semi-structured and open-ended questions with 20 local inhabitants

Professions	Engineers, researchers, lawyers, artists etc.
Gender distribution	40% female
Average age	37
Neustadt experience	10+ years (40%)
Receiving an item from the boxes in a year	10+ times (71%)
Changes on give-away practices	Stayed the same (90%)

Defining give-away practices:

«nice offer»

«sustainable»

«joy of sharing»

Second-hand and Eco-friendly Shop Culture

- During the COVID-19 pandemic, more **use of online shopping channels** (Moon, J. Et al. 2021).
- «**Self-control and temporal construal theory**»
- adapting consuming habits & stopping making secondary purchases (Gordon-Wilson, 2022).
- «**fast fashion consumers**» and «**make, take and waste**» paradigm in the textile industry
- over 3000 businesses are able to divert more than 1.25 million tonnes of textile waste in a year (Kennedy, 2016).
- «**second-hand**» and «**eco-friendly & fair**» (Heuer & Becker-Leifhold, 2018).



Dresden, 2022

Die überdachte Geschenkekiste

30. Oktober 2022 / Jakob Gawlik / Alltag, Vorge stellt / 5 Ergänzungen.

Arme Menschen stöbern in den Bananenkisten der Dresdner Neustadt. Das ist ein falscher Satz. Jeder tut das. Denn es gibt nicht nur Etwas zu entdecken, sondern auch immer etwas Feines.



Der „Umsonstladen“ im Sonnenhof

<https://www.neustadt-ticker.de/186134/alltag/die-ueberdachte-geschenkekiste>

EU Countries, 2022

euronews.green NEWS CLIMATE NATURE LIVING OPINION SERIES

Ranked: Research reveals which European country has the most eco-conscious shoppers



A new study has ranked Europe's 30 most populous countries on their environmental shopping habits. Copyright: Canva

<https://www.euronews.com/green/2022/12/07/ranked-research-reveals-which-european-country-has-the-most-eco-conscious-shoppers>

Dresden, 2022

Sie holt den Plastikfrei-Trend r Bautzen

Seit drei Jahren vermeidet Anne Wilhelm jeglichen Abfall. Jetzt will sie anderen zeigen, dass Spaß macht.

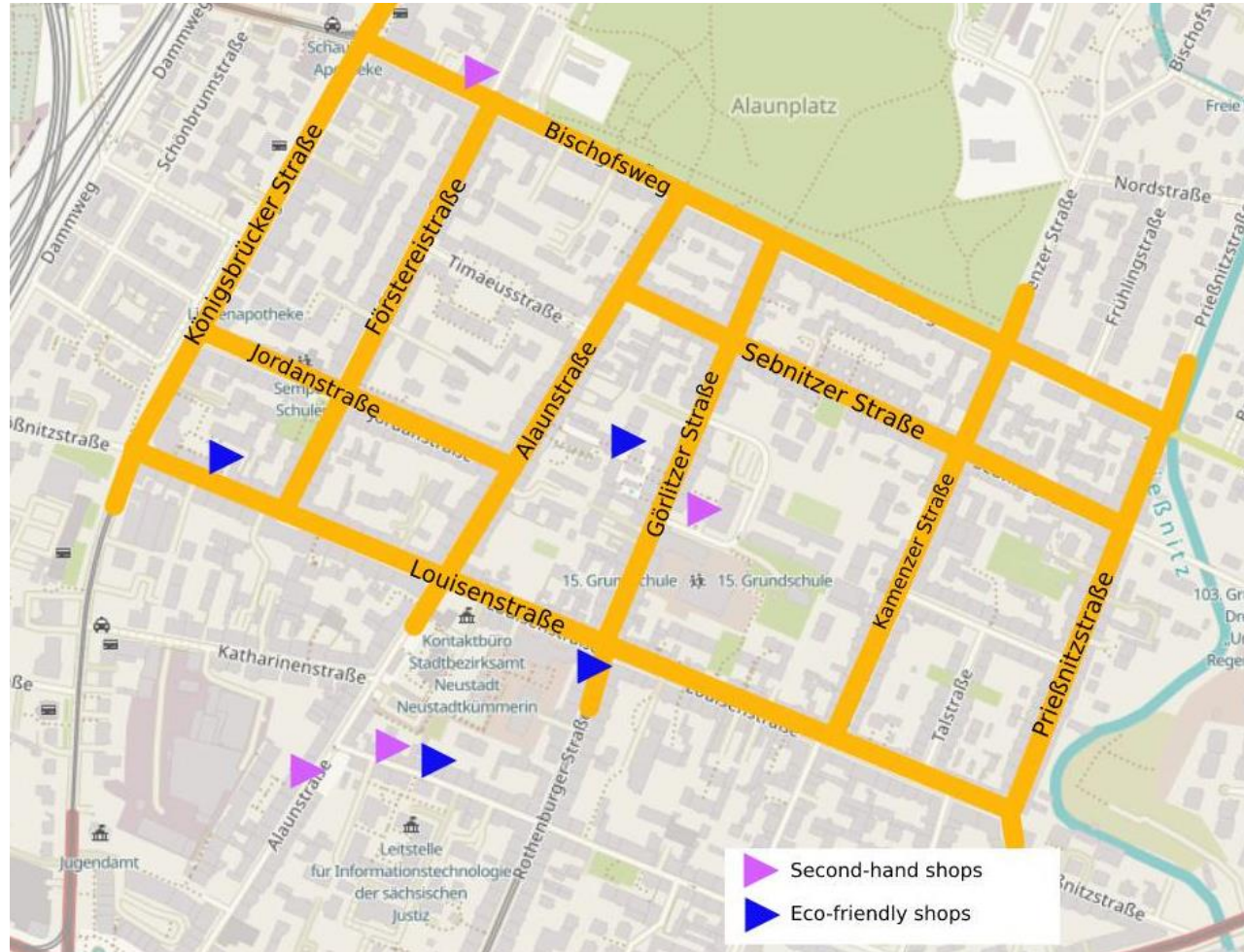
Von Marleen Hollenbach | 4 Min.

Teilen | Folgen



<https://www.saechsische.de/plus/sie-holt-den-plastikfrei-trend-nach-bautzen-5125339.html>

Second-hand and Eco-friendly Shop Culture



Interviews

- 8 open-ended and semi-structured questions with 4 second-hand shops and 4 eco-friendly shops during November 2022.

Questions	4 second-hand shops	4 eco-friendly shops
Established	1997-2007	1999-2020
Customer profile	Younger generations	All ages groups
Motivation of customers	Sustainable, exclusive (and cheaper!)	Sustainable, being considerate, Exclusive (more expensive!)
Most popular items	Jackets, jeans	Mixed things & t-shirt, pullover, jeans
Challenges	High rents & energy prices and lack of space	Financial problems & selling expensive stuff
Suggestions	Considering the quality, supporting local shops	Considerate shopping, supporting local shops and nature
Changes after pandemic	Still less & getting better	Still less & getting better

Conclusions and Suggestions

Since there was **not any research** on the topic that explores the **give-away culture**;

- The research had to **produce the needed information itself** and **contributed to the literature** by generating knowledge **with geospatial analysis**.
- It was found that the **pandemic did hardly make any impact on the give-away practices in Neustadt** since the neighbourhood already had a **big tendency** and **enthusiasm** for **this culture** even before the pandemic.

In the follow-up research;

- **The daily shopping** habits of the local people have been investigated in detail through the **interviews with the second-hand and eco-friendly shops**.
- The work showed that **shopping priority** has been given **to sustainability** and «**being conscious while consuming**» by most of the local people in Neustadt **distinctively, even though** the people have **different economic conditions**.
- All in all, the research has conducted an **experimental urban sociology project on daily practices** such as **give-away** and **second-hand** and **eco-friendly shopping**, that combined urban sociology, urban planning and geomatics engineering in the same project.

Sources

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- [URL-2] <https://geopy.readthedocs.io/en/stable/#module-geopy.geocoders>, accessed on 25.04.2022
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Ευχαριστώ!

Thank you!

Teşekkürler!

vielen Dank!