1. **Upcycling**
Think about an old item and ways to upcycle it. Use sustainability-oriented communication to promote your product, i.e. analyze socio-ecological problems, analyze customer behaviour, promote sustainable consumption.

- Case Study: Freitag- from recycled bags to sustainable fashion

2. **Multi-sensory marketing**
How to provide customers with unique and memorable experiences has become one of the hottest topics in the marketing area. The effect of multi-sensory marketing has increasingly gained attention. The objectives of this paper is to review articles in the sensory marketing area, develop a multi-sensory product or website (or something alike), and test its effects on consumer behavior. Guiding questions are (not limited to): "How does multi-sensory marketing affect consumer’s perceptions?", "Which effects does multi-sensory marketing have on the customer experience?" Please provide implications for designers.