



THE FUTURE OF SUSTAINABLE PRODUCTS & SERVICES

INNOVATION CONFERENCE

28. & 29. September 2009 · Essen · Germany

FAIR · ECO-FRIENDLY · MARKET-ORIENTED

SUPPORTED BY:

Ministerium für Umwelt und Naturschutz,
Landwirtschaft und Verbraucherschutz
des Landes Nordrhein-Westfalen



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OVERVIEW



THE FUTURE OF SUSTAINABLE PRODUCTS & SERVICES

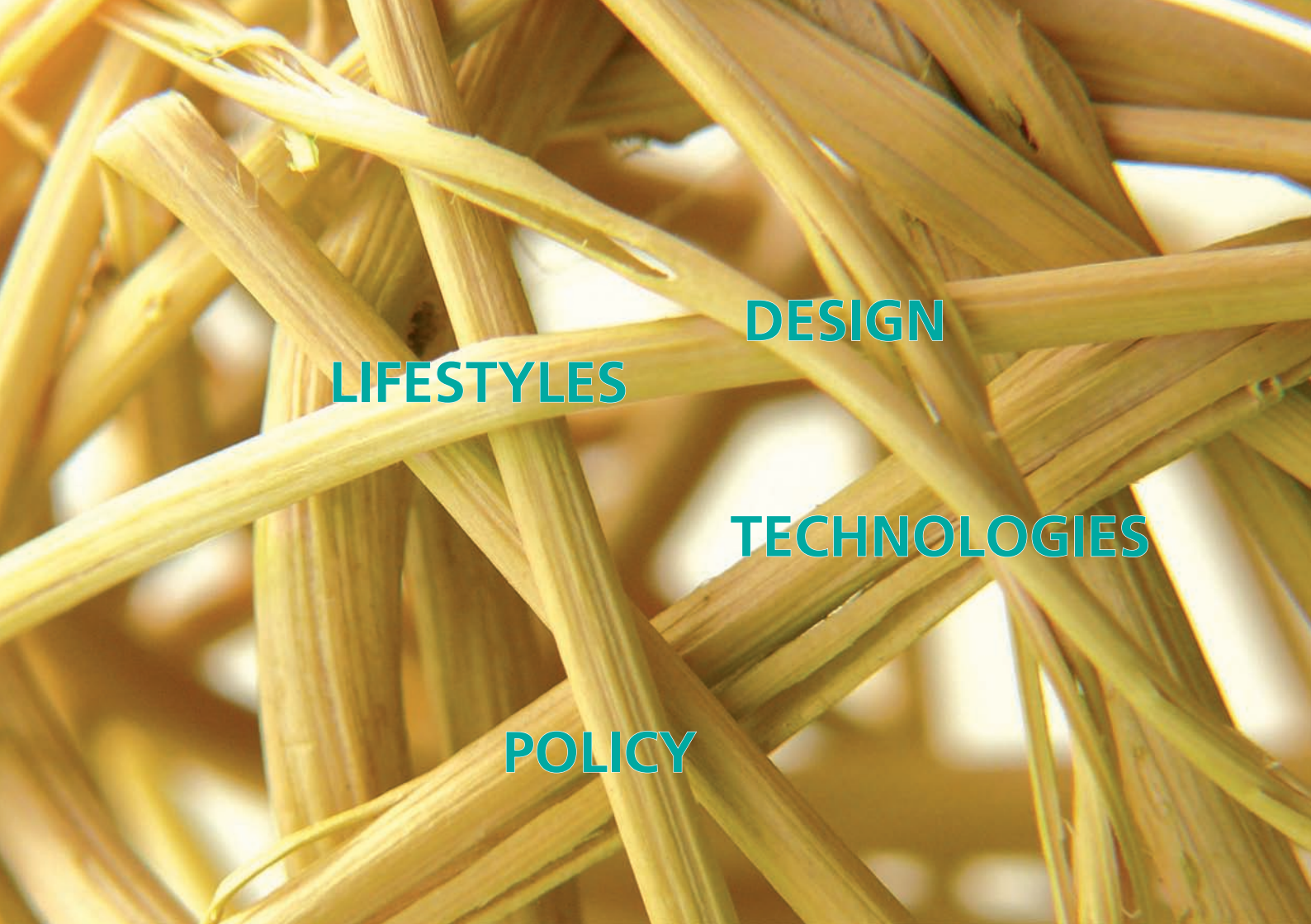
INNOVATION CONFERENCE

This highly interactive and participatory conference will last two days. In addition to informative speakers and presentations, the programme will include workshops (Brain Labs) focusing on related lifestyle developments, policy issues, technologies and design concepts. There will also be an exhibition on sustainable products, and a creative performance on the topic of sustainability. The outcomes of the conference will culminate in brainstorming and planning sessions (Project Incubators) for projects and collaborations that will be carried out in the follow-up of the conference.

All sessions and activities in the conference are designed according to three central objectives:

- Cross Linking of Knowledge
- Networking and Inspiration
- Implementing Follow-Up Projects

In accordance with the underlying conference concept, the target group comprises key protagonists from the fields of technology, design, policy making, sustainable lifestyle and business.



LIFESTYLES

DESIGN

TECHNOLOGIES

POLICY

SCOPE – SUSTAINABLE PRODUCTS AND SERVICES

During the design stage of a product, decisions must already be made which determine 80% of the product-related costs, and a comparable share of overall environmental and social impacts that emerge within the whole product lifecycle.

In contrast, design based on a lifecycle perspective holds a variety of untapped opportunities for product optimisation that might lead to comparative advantages, as well as to better performance in terms of environmental and social impact. Sustainable Products and Services can be described by using the following set of concepts:

- Efficient use of appropriate materials (*e.g. light construction with regenerative materials*)
- Energy efficient design (*e.g. by optimisation of energy consumption*)
- Waste minimisation (*e.g. material flow management based production concepts*)
- Durable design (*e.g. stable construction*)
- Recyclable design (*e.g. cut down on range of input materials*)
- High disposability (*e.g. use of easily degradable materials*)
- Meeting the needs of efficient logistics (*e.g. minimised packing*)
- Service substitution (*e.g. car-sharing: reducing per capita resource consumption by redesigning ownership structures*)

To effectively incorporate these concepts, enterprises have to design their products and services by cross-linking the knowledge of a whole range of disciplines, and taking into account new trends and dynamic global markets. In this respect, this conference brings together key players from a variety of fields to further the understanding and drive current processes in the field of sustainable products and services. Therefore the conference objectives are cross linking of knowledge, networking and inspiration as well as implementation of follow-up projects.

DAY 1

Interactive Opening				
Key Note Plenary - A Vision for Sustainable Products				
Brain Labs				
Design	Policy EU	Policy Developing Countries	Technologies	Lifestyles
Reception				



DAY 2

Key Note Plenary - Shaping the Vision				
Brain Labs: Presentation of Outcomes				
Project Incubators				
Design	Policy	Technologies	Lifestyles	
High Profile Panel - The Way Ahead				



SESSIONS

Key Note Plenary: A Vision for Sustainable Products and Services

Referring to their own particular experiences and opinions, the keynote speakers will sketch a distinguished vision for the future of sustainable products and services. The conference participants will thus be able to gain an inspiring insight into the future marked potential of the development, as well as into related design, policy and technology trends.

Brain Lab: Design

In this workshop, the participants will debate action areas, problem solving potentials and (in some areas antithetic) strategies of sustainable product design along the value chain. Topics such as how sustainable design can overcome the often heard contradiction between aesthetic requirements and sustainable product attributes will be addressed. An emphasis will be placed on the opportunities for design to influence the use and consumption of products. In addition, the participants will discuss the potential for lowering the social and ecological impact of business through product-service substitution. Cultural aspects of sustainable design will play a special role in the session.

Brain Lab: Policy and Market Conditions for Sustainable Products in EU Regions

The Brain Lab “Policy EU” will address the issue of challenges and options for the implementation of the SCP Action Plan’s “New Product Policy” in EU Regions. Main questions are: How to reward companies strongly willing to work towards more sustainable products (front runners) by the plans implementation. How to foster voluntary corporate communication on product performance. Through input from representatives of governmental bodies, from front-runner companies and civil society organizations specific expertise will be added to the small group discussion.

Brain Lab: Policy and Market Conditions for Sustainable Products in Developing Countries

In terms of business models and market development, the conditions in developing countries for a rapid market development of sustainable products and services are different compared to OECD countries. This workshop will address the following main questions: What can or should be done to overcome the constraints in developing countries for an accelerated market development of sustainable products and services? And which actions are required so that not only the middle class but also the poor can afford and benefit from those products and services, for example, via the Bottom of the Pyramid (BoP) approach?

Brain Lab: Lifestyles

Nowadays, a growing consumer group in the developed countries explicitly takes into consideration ecological and social implications when facing a buying decision. In this context, the rise of sustainable lifestyles is an important driver. Sustainable lifestyle trends in the field of food and health products have already been proved to have high mainstream potential. This session will be led by the following main questions: How can consumers estimate and evaluate their own lifestyles? How do lifestyle values influence product design decisions? What are adequate marketing instruments and strategies to reach this growing consumer group?

Brain Lab: Technology

As opposed to the still dominant “end of pipe” approaches and sequential solution models, recycling and process integrated optimization are keywords for a modern and sustainable production. In this context, this Brain Lab aims to reflect on how production systems can be optimized within an holistic perspective aiming to cut down on waste, operating supplies, raw materials and energy consumption. Questions to address will be: How can R&D and commercialisation in areas of EU environmental technology specialisation, notably in upstream parts of the product cycle, be supported? Which partners have to be integrated in order to further develop eco-technologies to successful products on the market? Which barriers exist for the adapta-

tion of new eco-technologies, especially for SMEs? How can ambitious standards and regulations as a framework setting tool within technology development and eco innovation be fostered, in order not to hinder the acceptance of a new technology or product?

Sustainable Products Exhibition

As a side event of the conference, an exhibition of prominent examples of chair designs will present the development of industrial design in the 20th century. The exhibition will show that sustainable design ideas have been, intentionally or not, strongly influencing the product design debate of the last decades. The event will serve as a kick-off for a traveling exhibition, also covering other sustainable product examples. As part of the conference, the exhibits will provide a stimulus for socializing and discussing various issues of design, sustainability, and aesthetics.



Key Note Plenary: Shaping the Vision

In order to enlarge the impact and outreach of the conference, various follow-up activities will be launched at the event. They will be connected to the conference's main thematic areas: policy, design, technologies and lifestyles. During the plenary session, the heads of the conference follow-up activities will outline the idea and expected impact of their activities. Furthermore, they will address how other organisations get the opportunity to participate in the implementation and outreach of the projects.

Project Incubators

The Project Incubators form an important part of the conference, as they have been designed in order to plan and implement concrete projects on the topic of sustainable products and services. Within the frame of the Project Incubator sessions, the participants get the opportunity to bring in creative ideas and personal experiences in order to shape the design, outreach and implementation of the conference follow-up activities. In the area of Lifestyle for example, a sustainable lifestyle award will be planned and created in the corresponding Project Incubator.

High Profile Panel: The Way Ahead

The panelists will discuss what has to be changed in business, politics and the academic world so that the full potential of sustainable product and service design can be realized. Lead questions will refer to improving market conditions, appropriate marketing strategies, or required educational changes in developed, as well as developing countries.



THE ORGANISING PARTIES



The conference “The Future of Sustainable Products & Services” aims at multidisciplinary, creative exchange and direct impulses on the implementation level. This high claim can only be met by a set of strong partners, who display both a broad diversity and high professionalism in their respective fields.

The UNEP / Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP) as the chief organiser, was founded to conduct applied research and implementation projects in the field of sustainable consumption and production worldwide. The centre has experience in working on questions of CSR with the UN Global Compact and the World Business Council for Sustainable Development.



As an international cooperation enterprise for sustainable development with worldwide operations, the federally owned Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH supports the German Government in achieving its development-policy objectives. It provides viable, forward-looking solutions for political, economic, ecological and social development in a globalised world. Working under difficult conditions, GTZ promotes complex reforms and change processes. Its corporate objective is to improve people’s living



The Wuppertal Institute is one of the top German research institutions in the field of sustainability, and a main driver when it comes to a shift towards a more sustainable economy – in Germany and internationally. In this role, it expands the outreach of the conference especially in the academic realm.



The Agency for Efficiency NRW is an important networking and support facility for SMEs searching for ways to environmentally improve their production models and products. Therefore, it brings in a broad network comprising experts in the field of Cleaner Production and SMEs and thereby grants direct outreach on the implementation level.



Ecosign, a design school located in Cologne founded in 1994, educates designers specialised on holistic and sustainable design solutions. Thereby, it serves as an originator for a change in the field of design as well as a hub for professionals already implementing this change.



CONTACT & REGISTRATION



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VENUE

The Zollverein World Cultural Heritage Site is formerly known as the „most beautiful coal mine in the world“ and is now the best-known industrial monument and centre of the creative economy in the Ruhr Area.

It spans 100 hectares of land in the north of Essen, Shaft XII, Shaft 1/2/8 and the Zollverein coking plant. In 1847 the first shaft was sunk, and in 1986 the last coal was brought to the

surface. In 1993 the coking plant was closed down, and in 2000 the buildings and equipment were officially listed. In 2001 Zollverein was inscribed into the list of UNESCO World Cultural Heritage Sites. The watchword is: preservation through new usage. Zollverein offers a huge range of attractions. History, culture, creativity, events, gastronomy, leisure activities and it welcomes around 800000 visitors per year.