



UNCONFERENCE 2016

# Programme

A black and white photograph of a whiteboard with a single pushpin. The text 'Future we want' is written in a cursive, handwritten style on the board.

Future  
we  
want

THE FUTURE OF  
SUSTAINABLE LIFESTYLES,  
INDUSTRY 4.0, AND THE  
CIRCULAR ECONOMY

CELEBRATING  
10 YEARS  
CSCP!



On 31<sup>st</sup> May 2016 the CSCP hosts an Unconference to celebrate its 10th anniversary and achievements with those who made this story come true: over 250 decision makers from politics, business, civil society and academia from around the globe. We are featuring eco-innovations and the latest trends on sustainable lifestyles and the circular economy, highlighting opportunities in food, textile, finance, ICT, retail, chemicals and cities.

## Partners



From top retailers, ICT companies and public service organisations, forward-thinking organisations recognize the value of a CSCP partnership and the need to collaborate on sustainability for the future we want.



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Future  
we  
want



10 YEARS

## Event Schedule

There are 3 segments of the Unconference in different parts of Wuppertal. Pick and choose or join us for the whole day:



### **Welcome Programme (10:30 – 14:00):**

Welcome at the Rex Filmtheater:  
Keynote, Expert panel, Lunch and Networking



### **Afternoon Programme (14:30 – 17:00):**

Let's work (it) out: Workstudios



### **Evening Programme (17:30 – 21:00):**

Taste the Jeans: Celebration and Inspiration

**AFTER THE EVENING PROGRAMME WE PARTY  
(UNTIL MIDNIGHT!)**

# 1

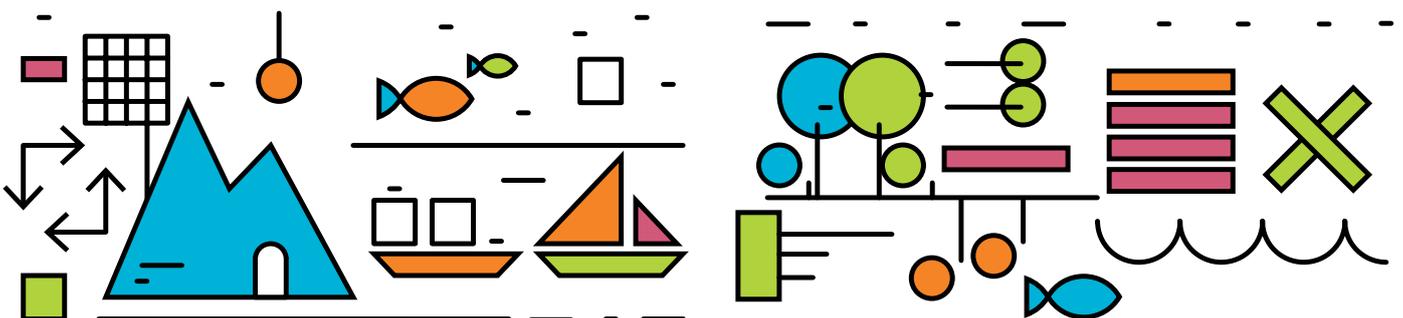
## Welcome Programme (10:30 – 14:00):

Welcome at the Rex Filmtheater:

Keynote, Expert panel, Lunch and Networking

This welcome session focuses on the next ten years of sustainable lifestyles, industry 4.0 and the circular economy. Building on the vast experience of our renowned panellists as well as our own work and achievements, we aim to provide you with a positive yet realistic vision on how to generate impact in the coming decade.

- 10:30** Registration
- 11:30** Welcome Hosts: **Kristina Modée** and **Georgina Guillen-Hanson**, CSCP
- 11:35** **CSCP Film: Past, Present and Future**
- 11:45** Welcome and introduction by **Michael Kuhndt**, Executive Director, CSCP
- 11:55** Keynote: **Alain Caparros**, CEO, REWE Group
- 12:15** The Future of of Sustainable Lifestyles, Industry 4.0, and the Circular Economy, panel with: **Maryse Gautier**, Ministry of Sustainable Development of France; **Dr. Helio Mattar**, President, Akatu Institute for Conscious Consumption; **Johannes Remmel**, Minister for Climate Protection, Environment, Agriculture, Conservation and Consumer Protection of North Rhine-Westphalia; **Prof. Dr. Klaus Töpfer**, Former Under Secretary General, United Nations; **Prof. Dr. Ernst Ulrich von Weizsäcker**, Co-President, Club of Rome  
  
Moderators: **Mariana Nicolau** and **Marco van der Ree**, CSCP
- 13:15** Fingerfood and Networking
- 14:00** Transfer to the Workstudio Locations



## Speakers (Keynote + Welcome)

1



**Alain Caparros,**  
CEO, REWE Group



**Maryse Gautier,**  
Ministry of Sustainable  
Development of France



**Michael Kuhndt,** Executive  
Director, CSCP



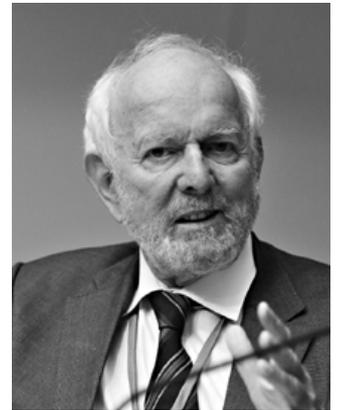
**Dr. Helio Mattar,**  
President, Akatu  
Institute for Conscious  
Consumption



**Johannes Remmel,**  
Minister for Climate  
Protection, Environment,  
Agriculture, Conservation  
and Consumer Protection  
of North Rhine-Westphalia



**Prof. Dr. Klaus Töpfer,**  
Former Under Secretary  
General, United Nations



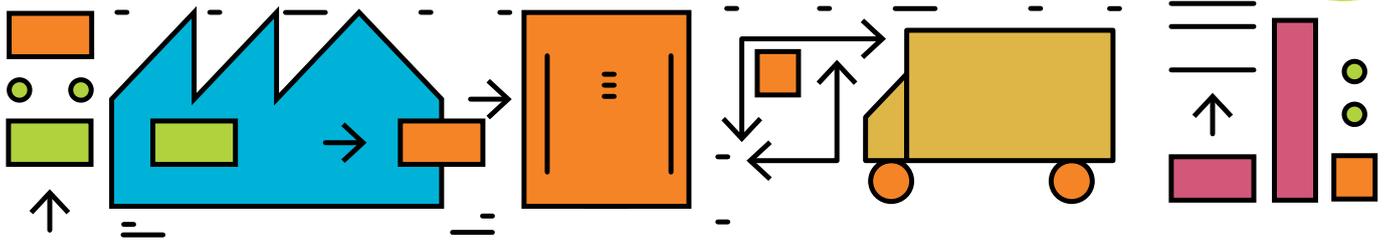
**Prof. Dr. Ernst Ulrich von  
Weizsäcker,** Co-President,  
Club of Rome



**Georgina Guillen-Hanson,**  
Lead Moderator, CSCP



**Kristina Modée,**  
Lead Moderator, CSCP



## Location and Directions

### Historic and central

The Rex Cinema is a historic theatre building in downtown Wuppertal-Elberfeld, which looks back on an eventful history as a hotel with adjoining concert hall, vaudeville, operetta, dance hall and cinema since its opening 1887. The heritage protected building is one of the oldest still existing theaters in the area and used to be the most visited theatre in Wuppertal. Since February 2015, the Rex Cinema shines in a fresh, but historical look and brings back arthouse films to central Wuppertal. Besides our personal affection towards this place, it is its proximity to the main station that makes Rex Cinema a perfect starting point for a sustainability event.

### How to get there?

The Rex is a 5 minute walking distance from the main station in Wuppertal. For a map and detailed directions by train and car check [pages 40 and 42](#) respectively.

### Welcome Location

Rex Filmtheater  
Kipdorf 29, 42103 Wuppertal  
[www.rexwuppertal.de](http://www.rexwuppertal.de)

*Rex*



# 2

## Afternoon Programme (14:30 – 17:00): Let's work (it) out: Workstudios

In the afternoon we are hosting seven workstudios simultaneously, held at interesting locations in Wuppertal. They match the workstudio topic and are meant to inspire and co-create ideas and partnerships. The workstudios are designed to be highly interactive. We are grateful for having competent practitioners contributing, knowing that there will be many more among participants.

### 14:30 Workstudios:

1. From footprint to handprint [#ws\\_handprint](#)
2. Circular economy and sustainable lifestyles [#ws\\_circularlifestyles](#)
3. The consumer relationship challenge [#ws\\_engage](#)
4. Industry 4.0 as enabler for sustainable lifestyles [#ws\\_industry4\\_0](#)
5. Impact investment in sustainable business models [#ws\\_impactinvest](#)
6. Food Waste [#ws\\_foodwaste](#)
7. Cities enabling sustainability [#ws\\_cities](#)

### 17:00 Transfer to VillaMedia



# From footprint to handprint

## Be part of the solution: Increasing the handprint of goods and services

How do we mainstream positive sustainability effects? The "handprint" is an innovative approach aiming to holistically evaluate the positive contributions of products, processes, and business models. Join this workstudio to learn how and get inspired by case studies from the textile, chemical, and health sectors. Above all, explore to what extent your products and services can contribute to the global sustainability agenda.

### Focus questions

- How do we assess and mainstream positive sustainability effects?
- How to develop an integrated perspective on footprint challenges and handprint opportunities?
- How can handprint opportunities be identified for your products and services?

## Contributors



**Rolf Heimann**, Director,  
HessNatur Foundation



**Silvia Campos Malpartida**,  
Global Product  
Management, Fairtrade  
International



**Moderator:**  
**Mecki Naschke**, Team  
Leader SIPS, CSCP

## Location and Directions

### Understanding and experiencing nature

The Station Nature and Environment was founded in 1984 and is the largest municipal facility for environmental education in North Rhine-Westphalia. Each year, over 35,000 people of all ages get to experience plants and animals up close, both inside and out. With its unique approach to sparking interest in nature and a building constructed primarily out of wood to absorb CO<sub>2</sub>-emissions, this location is a perfect fit for our workstudio.

### How to get there – and to the evening programme

Buses have been organized for the transfers. One will pick up participants of this workstudio at 14:00 at Rex Cinema followed by another for the evening program transfer to VillaMedia.

### Workstudio Location

Station Natur und Umwelt  
Jägerhofstraße 229, 42349 Wuppertal  
[www.stnu.de](http://www.stnu.de)



Station Natur und Umwelt



# Circular economy and sustainable lifestyles

## Round and round we go: discovering lifestyles in the circular economy innovation lab

What if the circular economy gains currently estimated are only half of what they really could be? When the circular economy goes beyond the production realm and starts to shape lifestyles, a variety of new opportunities can be unraveled. How? Join us on this journey into the circular home to dive into what the consumers' role is when using different circular products and services!

### Focus questions

- How can a consumer-oriented perspective support the transition to a circular economy?
- Which opportunities and challenges arise from this new perspective?
- How can we develop strategies to match circular economy solutions to consumer needs and aspirations?

## Contributors



**Maximilian Hansen,**  
Managing Director,  
Nordwerk recyclingDESIGN



**Prof. Ali Harlin,** Head of  
Technical Research for  
Bioeconomy, Chemicals &  
Materials, VTT Technical  
Research Centre of Finland



**Kari Herlevi,** Senior Lead,  
Circular Economy, Sitra/  
The Finnish Innovation  
Fund



**Markus Laubscher,**  
Director Sustainability,  
Philips



**Birgit Klesper**, Senior Vice President, Group Transformational Change and Corporate Responsibility, Deutsche Telekom



**Stefan D. Seidel**, Head of Corporate Sustainability, PUMA SE



**Christine Schneider**, Head of Global Sustainability in R&D of Laundry & Home Care, Henkel



**Moderator: Kristina Modée**, Team Leader Sustainable Lifestyles, CSCP

## Location and Directions

### Creative, multicultural, alternative

The Luisenviertel in one of the most vibrant quarters in Wuppertal. Houses that used to give shelter to hundreds of textile workers during the industrial revolution now accommodate a wide range of cultures and are teeming with artists and creative workers. Centrally located, the "chocolate and think factory" serves as a co-working space, event location, and is the ideal setting for this workstudio.

### How to get there – and to the evening programme

Participants of this workstudio will enjoy a 1.1 km (about 15 min.) guided walk embarking from Rex Cinema at 14:00. After the workstudio we will continue to VillaMedia – another 2 km walk (about 25 min.) – for the evening programme. Please make sure to wear comfortable shoes and suitable weather attire.

### Workstudio Location

Schokoladen- und Denkfabrik  
Obergrünewalder Str. 8a, 42103 Wuppertal  
[www.schokoladen-und-denkfabrik.de](http://www.schokoladen-und-denkfabrik.de)



# Sustaina...what?

## The consumer relationship challenge

How can we engage consumers in our journey towards sustainability? This workstudio will present interesting examples on how sustainability engagement has played out successfully, while also highlighting remaining challenges. We will discuss latest trends (e.g. gamification, experiential learning, emotional relationship marketing) as well as success factors to help sustainability becoming a shared concern of society.

### Focus questions

- How can we engage consumers in our journey towards sustainability?
- What does successful responsible engagement mean and what are the latest tools and best practices to achieve it?

## Contributors



**Neil Coles**, Senior Expert,  
CSCP



**Hartmut Gahmann**,  
Head of Corporate  
Communications, Nestlé  
Germany



**Tim Krieglstein**, Managing  
Director, Creative Sales  
Consulting, prev. Marketing  
Director Red Bull UK



**Nicola Tanaskovic**,  
Division Manager  
Corporate Responsibility,  
REWE Group



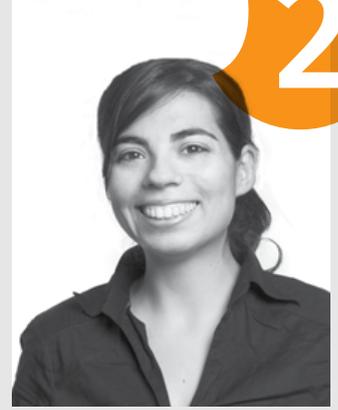
**Dr. Stefan Hermann Siemer**, Founder and Project Leader, Ambulanz für neue Kommunikation



**Philipp A. Thode**, Director Strategy, Partner of Unitedsenses Network



**Marco Voigt**, Managing Partner, GreenTec Awards



**Moderator: Georgina Guillen-Hanson**, Project Manager, CSCP

## Location and Directions

### Old villa with new retail concept

This neo classical two-storey villa, built between 1850–1869, has been declared a historic monument in 1986. Since April 2015, Baumsche Villa has housed "teamwerk", a consortium of retailers and service providers, which aims to explore a new and better store-based shopping experience, making it the perfect location for this workstudio.

### How to get there – and to the evening programme

The transfer to this workstudio involves a short walk starting at 14:00 at Rex Cinema and a ride with the world famous "Schwebbahn" (suspension railway). Continuing to VillaMedia for the evening programme takes an additional 1.2 km walk (about 15 min.) through the interesting Arrenberg quarter. Please make sure to wear comfortable shoes and suitable weather attire.

### Workstudio Location

Teamwerk Baumsche Villa  
Friedrich-Ebert-Straße 134, 42117 Wuppertal  
[www.teamwerk-wuppertal.de](http://www.teamwerk-wuppertal.de)



# Industry 4.0 as enabler for sustainable lifestyles

## Sustainability 4.0?! Real-time, connected, customised

How can we use the transformative momentum of Industry 4.0 to support sustainable living and lifestyles? What opportunities come to the fore and what best practice activities already exist? Join us in this workstudio to explore how the powerful trends that are shaping our future can be harnessed to enable more sustainable lifestyles.

### Focus questions

- Can Industry 4.0 lead to a reduced use of resources during both production and use/consumption?
- Will smarter, more decentralised and transparent supply chains strengthen regional and local consumption and support more conscious consumption patterns?
- Can Industry 4.0 be regarded as a facilitator for the circular economy and thus enable closed loop systems?

## Contributors



**Gina Chung**, Senior Project Manager, DHL Trend Research



**Dr. Klaus Jelich**, Site Manager Wuppertal, Bayer Pharma AG



**Shehrina Kamal**, Product Management and Business Development, DHL



**Luis Neves**, Group Sustainability and Climate Protection Officer, Deutsche Telekom



**Moderator:**  
**Thomas Wagner**, Project  
Manager, CSCP

## Location and Directions

### Industry in constant change

Founded in 1863, Bayer is historically important to Wuppertal, where it has been based for over a 100 years. The constant evolution of its production and research facilities in the city illustrates technological advancements and innovations. Hosting this workstudio – which includes a factory tour – at the Bayer facilities is an ideal to discuss how digitisation and the Internet of Things also impact lifestyles and sustainability issues.

### How to get there – and to the evening programme

The transfer to this workstudio involves a short walk starting at 14:00 at Rex Cinema and a ride with the world famous "Schwebebahn" (suspension railway). Continuing to VillaMedia for the evening programme takes a 1.5 km walk (about 20 min.) through the interesting Arrenberg quarter. Please make sure to wear comfortable shoes and suitable weather attire.

### Workstudio Location

Bayer Pharma AG  
Friedrich-Ebert-Straße 217  
(for car navigation: 475), 42117 Wuppertal  
[www.wuppertal.bayer.de](http://www.wuppertal.bayer.de)



# Impact investment in sustainable business models

## Resilient and "sense"-making

In times of low interest rates, the demand for non-financial societal return increases. This workstudio explores how positive social and environmental impact in business models can be identified to assist sustainable investment decision-making. Real case examples will help to identify "impactful" business models.

### Focus questions

- How to identify impact investment opportunities that add value to investors?
- What are business model parameters that can tell whether an investment can live up to its impact promises?

## Contributors



**Alexis Figeac**, Project Director INNEON, Network for Eco-Innovation Investment; Team Leader SBE, CSCP



**Marilyn Heib**, Managing Director bettervest GmbH



**Florian Hoffmann**, The DO School, Founder, workstudio facilitator



**Katherin Kirschenmann,**  
The DO School,  
Co-Founder, **workstudio**  
facilitator



**Sylvia Wisniwski,**  
Managing Director,  
Finance in Motion



**Moderator:**  
**Patrick Bottermann,**  
Project Manager, CSCP

## Location and Directions

### Historical setting for up to date thinking

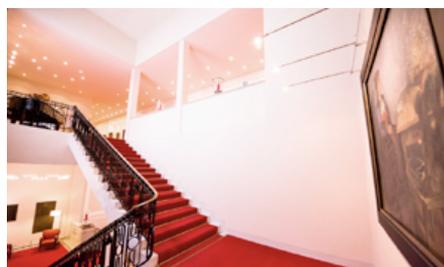
Concordia Wuppertal is an architectural jewel in the heart of Wuppertal's district Barmen. Built in 1818, it was used as a place of leisure activities for Wuppertal's high society "Concordia". Its famous concert hall attracted renowned artists like Johannes Brahms. Today, it offers exclusive premises for seminars, concerts, and festivities. Concordia, which translates as unity, is the perfect space to unite mindful people, their ideas and expertise in the mission to explore the possibilities of Impact Investment in Sustainable Business Models.

### How to get there – and to the evening programme

The transfer to this workstudio involves a short walk starting at 14:00 at Rex Cinema and a ride with the world famous "Schwebebahn" (suspension railway). Continuing to VillaMedia for the evening programme takes another ride with the Schwebebahn and a 1.4 km walk (about 20 min.) through the interesting Arrenberg quarter. Please make sure to wear comfortable shoes and suitable weather attire.

### Workstudio Location

Gesellschaft Concordia,  
Werth 48, 42275 Wuppertal  
[www.concordia-wuppertal.de](http://www.concordia-wuppertal.de)



## Food Waste

### Food for thought (and action!): the waste(d) value of food

Wasted food is just too good to be true. What are the opportunities behind food waste, from prevention to new business opportunities, based on what we throw away? Let's look at real food value chain settings to explore innovations for consumers, business, entrepreneurs, and policymakers.

#### Focus questions

- What are hotspots of food waste and its causes?
- What are key leverage points to change wasteful behaviours in various sectors?
- What technical and social innovations can help us in reducing and managing food waste?

### Contributors



**Anne Schütz-Wiebe,**  
General Manager,  
Naba's Cafe



**Mirka Stark,**  
Project Leader Discount  
Strategy & Projects,  
PENNY-Markt



**Moderator:**  
**Alexandra Kessler**, Project  
Coordinator, CSCP

## Location and Directions

### Hands-on restaurant experiences

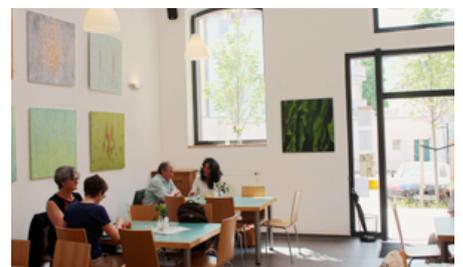
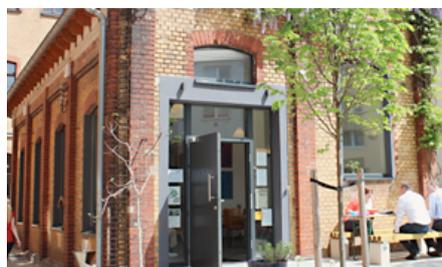
This workstudio takes you to the restaurant where the CSCP staff frequently has lunch. Here you can see, not only theoretically but also practically, how small changes can make a difference. Naba's Café is located in the yard of the former shoelace factory "Huppertsberg Fabrik". At this restaurant, people with different abilities are working together, serving as an inspiration to other organisations in the neighbourhood, and driving sustainable ideas to improve living conditions in the deprived Ostersbaum quarter of Wuppertal.

### How to get there – and to the evening programme

A bus will pick up participants of this workstudio at 14:00 at Rex Cinema. The transfer to VillaMedia for the evening programme will also take place by bus.

### Workstudio Location

Naba's Café  
Hagenauer Straße 30  
42107 Wuppertal  
[www.nabascafe.de](http://www.nabascafe.de)



# Cities enabling sustainability

## sUsTOPIA City: facilitating sustainable urban life

Let's create the truly sustainable and sharing city: attractive for people, supportive toward sustainable products and lifestyles, smart and shareable to connect local supply and demand, circular to close resource loops, and socially cohesive. How can city governments be catalysts to address sustainability with an integrated perspective involving all relevant stakeholders and create incentives to participate, innovate, and create sustainable lifestyles?

### Focus questions

- How to create the sUsTOPIA City where all actors are working together to make urban life and work smart, circular, sharing, and sustainable?
- What are core elements of a plan for implementing and managing the truly sustainable city?

## Selected Contributors



**Maryse Gautier**,  
Ministry of Sustainable  
Development of France,  
Co-Chair of the UN  
Conference on Housing  
and Sustainable Urban  
Development (Habitat III)



**Arab Hoballah**, Chief of  
Sustainable Lifestyles,  
Cities and Industry, UNEP



**Dr. Maria Hohn-Berghorn**,  
Director, Liaison Office  
International Academic  
Sciences, Stadt Bonn



**Prof. Dr. Uwe  
Schneidewind**, President  
and Chief Research  
Executive, Wuppertal  
Institute for Climate,  
Environment and Energy



**Moderator:**  
**Marco van der Ree, Senior**  
 Advisor, CSCP

## Location and Directions

### From a regional station to a hub for urban development

Utopiastadt, located in the former Mirker train station, has established itself as a focal point for creative bottom-up urban development, as well as for cultural and creative industries. It's a city lab for utopia, allowing room for people and ideas and serves as a catalyst to growing, planning, and implementing new initiatives and actions. Utopiastadt has established itself as an ongoing cultural and social congress with ambition and action, making it the perfect fit for this workstudio.

### How to get there – and to the evening programme

A bus will pick up participants of this workstudio at 14:00 at Rex Cinema. The transfer to VillaMedia for the evening programme will also take place by bus.

### Workstudio Location

Utopiastadt  
 Mirker Str. 48, 42105 Wuppertal  
[www.utopiastadt.de](http://www.utopiastadt.de)

**UTOPIASTADT**





## Evening Programme (17:30 – 21:00): Taste the Jeans: Celebration and Inspiration

After the workstudios we invite you to **reflect** on *your* next ten years of sustainable consumption and production in the evening. What developments do you foresee? How can you inspire or drive positive change?

With **Taste the Jeans** we venture into uncharted terrain: Join us to follow the food and textile value chains in an interrelated and interactive way and find out how similar their challenges and solutions are. Storytellers, artists and exhibits will appeal to all your senses. Accordingly, innovative street food cooks will turn each life cycle and related challenges into a perfect flavour experience. We can't wait to show you the full story!

We are proud and grateful for the extensive work and creativity our team has received from **cooks, artists, designers, and musicians** – more than 20 in total! They all joined this experiment to explore how sustainability connects to their work and area of expertise – and they all have a share in shaping the final story. Please find out more about the contributors on the following pages.





## Evening Programme (17:30 – 21:00): Taste the Jeans: Celebration and Inspiration

- 17:30** Arrival at VillaMedia and Networking: Participants from different workstudios are encouraged to share their afternoon experiences
- 18:00** Welcome Hosts: **Kristina Modée** and **Georgina Guillen-Hanson**, CSCP
- 18:05** Welcome on stage by **Michael Kuhndt**, Executive Director, CSCP
- 18:15** 2026.0 Sneak Peek into the future
- 18:45** Evening address by **Dr. Thomas Grünwald**, North Rhine-Westphalia's State Secretary in the Ministry of Innovation, Science and Research
- 19:00** **Taste the Jeans**: Join us for a journey along the life cycle of textile and food products and get inspired by sustainable solutions
- 21:00** Evening address by **Andreas Mucke**, Mayor of Wuppertal
- 21:10** **Celebration and Party** (until midnight)



## Evening Speakers



**Dr. Thomas Grünewald**,  
State Secretary of the  
North Rhine-Westphalia  
Ministry of Innovation,  
Science and Research



**Andreas Mucke**, Mayor of  
Wuppertal



**Michael Kuhndt**, Executive  
Director, CSCP

## Location and Directions

### Energizing communication and event hub

Built in 1895, the VillaMedia has a long tradition as an event location and networking platform. It is the perfect venue for our Celebration and Inspiration evening programme. We will use the different rooms to symbolize the main life cycle stages of textile and food, supported by the options and flexibility of this unique location. Further, it is also the mind-set and energy of the owner Jörg Heynkes that makes a perfect fit. He has been one of driving forces behind the uplift of the deprived Arrenberg quarter nearby and strongly engages in multiple projects to promote local renewable energy production and use.

### How to get there?

See our detailed description on how to get to the evening programme location by train on [page 41](#) and by car on [page 43](#)

### Evening Location

VillaMedia Gastronomie GmbH  
Viehhofstrasse 125, 42117 Wuppertal  
[www.villamedia-eventlocation.de](http://www.villamedia-eventlocation.de)





Photo by Nik Hinz

Luiza Braz Batista is a choreographer, dancer, singer and performer. Born in Vitoria, Brazil, she began her career as a dancer in the Grupo de Dança Primeiro Ato, in Belo Horizonte. She graduated in dance at the Folkwang Universität der Künste in Essen, Germany, and from 2009 to 2015 she worked at the Folkwang Tanzstudio dance company, also in Essen. Since 2008 she is a guest dancer of the Tanztheater Wuppertal Pina Bausch. She was a soloist of Susanne Linke's Frauenballett, Pina Bausch's Wind von West and Zweiter Frühling. In 2014 she founded, together with Paul Hess, the artists collective MANADA, to increase the exchange between different artists and art genres. Since September 2015 she is a member of the Company Susanne Linke, in Trier, Germany.

**Luiza Braz Batista,**  
choreographer, dancer,  
singer and performer

Luiza performs in the Consumption and Lifestyle room.

[www.facebook.com/LuizaBrazBatista](https://www.facebook.com/LuizaBrazBatista)

Bernotat&Co is the Design Studio of Anke Bernotat and Jan Jacob Borstlap, with a main office in Amsterdam. Co obviously stands for company and for the motivated team we are working with. In a whimsical sense, we like to stress the Co in words such as Coherent, Concepts, Colourful, Confidential and Collaboration, words which we value. Co can be imbued with different meaning, playfully and creatively adapting to certain contexts - just like the way we work. Last but not least Co also stands for the Cooperation with our clients. Designing means teamwork, therefore we regard our clients as part of the team.

Some of Anke's and Jan Jacob's "chair wear" is coloring and refreshing our stage during the welcome session.

[www.bernotat.eu](http://www.bernotat.eu)



**Bernotat&Co,**  
Design Studio



My name is Milton Camilo and I come from Brazil. Since 1998 I have been living in Germany, since 2007 in Wuppertal. I am a choreographer, painter, dancer, dance- and art educationalist. With a team of artists I run the Wuppertaler Werkstatt (School for dance and music) and in 2008, I founded the Kunstatelier OLGA – room for art.

Milton performs in the Consumption and Lifestyle room.

[www.miltoncamilo.de](http://www.miltoncamilo.de)

**Milton Camilo**, choreographer, painter, dancer, dance- and art educationalist

Linda Dierke, born in 1995, is studying sustainable design at ecosign in Cologne, where she can link creativity with fundamental questions concerning the future and the environment. Most of her works deal with the visible intrusion into nature and environment caused by mankind. With her current project she intends to encourage more sustainable lifestyles by combining informational and emotional approaches to trigger more seasonal food consumption. Here especially children present a chance to adapt new ideas, as they have not become bogged down in their daily routine.

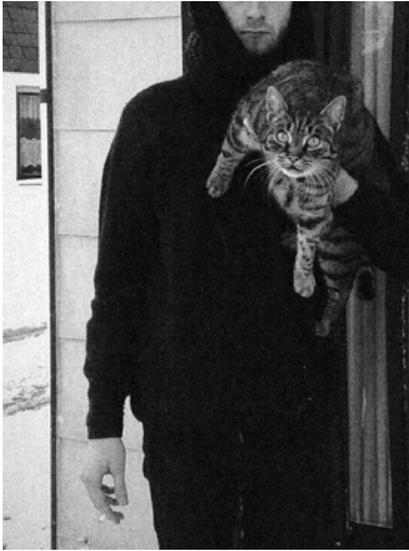
Linda's children's book on fruit is displayed in the Utopia room.

[linda.dierke@web.de](mailto:linda.dierke@web.de)



**Linda Dierke**, ecosign/  
Akademie für Gestaltung  
Köln

## Artist Profiles



Milan Lukas Fey, 24, is born in Remscheid and lives in Cologne. He is the guitarist at the band Secret sits from Cologne and the band TIER. Sound, tones, silence.

Milan performs in the end of life (not!) room.

[milanlukasfey@gmx.de](mailto:milanlukasfey@gmx.de)

**Milan Lukas Fey, guitarist**

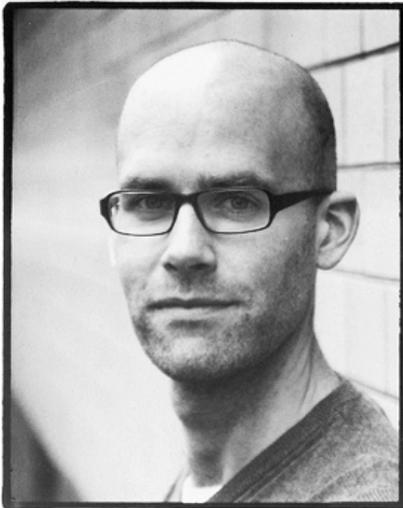
As a communicative designer, photographer and make-up artist, I intent to convey pieces of personal insight that challenge one's point of view and support a further self reflection. To achieve this goal, I work in a conceptual way laying the groundwork to impart complex information on an emotional level. Aesthetically I strive to create timeless yet particular imagery focusing only on elements needed to convey the concept. In this process the discipline of executive design is not predetermined, but a direct consequence of the information it imparts.

Yannick's large-scale photos are showcased in the Consumption and Lifestyle room.

[www.yannick-design.de](http://www.yannick-design.de)  
[www.yannick-design.tumblr.com](http://www.yannick-design.tumblr.com)



**Yannick Floßdorf,**  
communicative designer,  
photographer and make-up  
artist



**Stefan Herrmann**, theater director and acting teacher

Stefan Herrmann was born in Hamburg and studied theater directing and acting in New York with Anne Bogart/SITI COMPANY und David Mamet/ATLANTIC THEATER COMPANY. He works as a theater director and acting teacher, mainly in the Cologne/Bonn region. He has directed over twenty productions at theaters in Germany, including the Berliner Ensemble, Schauspiel Stuttgart, Junges Schauspielhaus Düsseldorf and Theater im Bauturm in Cologne. He passionately believes in the transformative power of theater, and is currently more and more interested in creating projects which involve non-actors and question the conventional boundaries of the performer/spectator-relationship. Stefan lives with his family in Bonn.

Stefan has trained the actors for workstudio 2.

[herrmann\\_s@icloud.com](mailto:herrmann_s@icloud.com)

Bernd Hoffmann is a freshly graduated industrial designer with a clear preference for textiles. Studying at the Folkwang University of Arts in Essen and the Royal Academy of Fine Arts he created things like a backpack, a pair of shoes or different clothes made from up cycled material.

For graduation he developed a sustainable wardrobe called SEITENWECHSEL (Changeover) including only eight items. The central idea was to have less cloth but the same amount of different outfits.

Bernd's work will be part of the performance in the Consumption and Lifestyle room.

[bernd.hoffmann2015@icloud.com](mailto:bernd.hoffmann2015@icloud.com)



**Bernd Hoffmann**, industrial designer



**Nelly Köster, singer**

For several years Nelly Thea Köster has been working at the intersection of art and society. Her practical experience of the changeability of society through the coming together of different people with creative energy still prove to be true during her work as theatre producer and musician.

Nelly performs in the end of life (not!) room.

[www.cantinapublica.de](http://www.cantinapublica.de)

More and more designers explore the potential of biological processes and start to work with materials like fungi, bacteria or plants. At the same time, in the field of biology, biohackers set off a new citizen-science movement. The "Labor für Zucht + Ordnung" (Lab for breed + order) offers a place for all those frontier runners and supports the transdisciplinary work between design and life sciences. Similar to fablabs, open experiments can be elaborated here. Simultaneously, active research and development in new products and materials takes place. This way, the Lab is helping to spread knowledge and take a step into a sustainable future.

Julia's work is showcased in the Material Sourcing room.

[www.julia-kramer.de](http://www.julia-kramer.de)



**Julia Kraymer, Supported by  
Folkwang UdK & Fraunhofer  
UMSICHT**



**Laura Schleder**, ecosign,  
photographer

Laura Schleder was born in 1992 and grew up in the rural area of Gornhausen. She discovered her passion for photography very early and conducted various projects before studying sustainable design at the ecosign academy. Most of her works deal with human beings within meaningful surroundings by combining staged photography with authentic characters. Whereas she focuses on fashion photography in her more recent works, her current project scrutinizes the sense of responsibility of this branche of industry.

Laura's installation is displayed in the material sourcing room.

[www.instagram.com/laura\\_schleder](http://www.instagram.com/laura_schleder)

Born in the Ruhr Region, Mona Schulzek is now living and working in Cologne. As an artist, she explores the tension between the traditional art form of sculpturing and modern photography. She utilizes subtractive as well as additive processes of sculpture, applying them to her work with different room installations. As the main subjects of her installations and ultimately her photography, Mona Schulzek intelligently selects functionalized everyday items, innovatively placing them in contexts never seen before. She alienates them from our common perception, thereby creating an entirely new meaning. With subtlety she uses their new meaning to point to a deeper understanding of underlying issues, completely detached from their pure presentation. With the goal in mind to question the functionalization of our everyday life, she calls attention to the human structure of perception and how we act in our daily routines.

Mona's installation is displayed in the production room.

[www.monaschulzek.de](http://www.monaschulzek.de)



**Mona Schulzek**, ecosign



**Daniel Wilkens**, Industrial Designer

With “Message in a Cake” Daniel Wilkens turns normal marble cake into a communication medium. Individual images are printed on every piece of a small marble cake with the help of a 3D printer. Cutting the cake piece by piece it reveals its enclosed mystery. Be it a comic-strips, a love-message, a poem or the names of each individual guest, the cake becomes a storyteller.

Daniel studied Biology in Düsseldorf and Tübingen and Industrial Design in Essen at the Folkwang University of the Arts. As a freelance designer he creates furniture and works on 3D-printed food, especially cake.

Daniel’s work will be showcased in the production room.

[www.wilkens.design](http://www.wilkens.design)



**Vincenzo Invidia and Katharina Reschke, chefs**

Born in Apulien, Italy, and grown up in Germany, Vincenzo finished his training as a cook in 2009 and moved to Wuppertal where he worked as a cook in different restaurants. Together with Katharina he opened the restaurant mangimangi in 2012 offering a mainly vegetarian lunch menu.

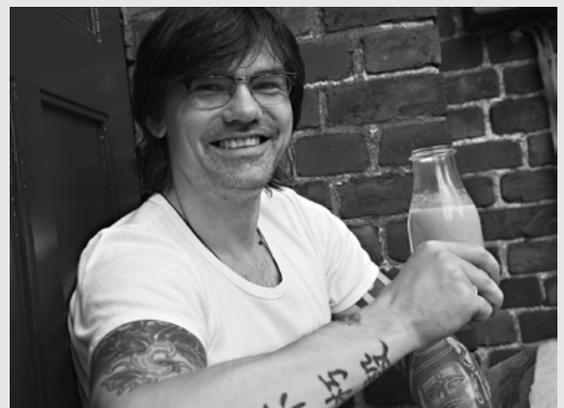
Vincenzo is serving food in the end of life (not!) room.

[www.mangimangi.de](http://www.mangimangi.de)

Volker Mehl promotes healing vegetarian food. He is Germany's hottest Ayurveda cook, yoga teacher, visionary, kitchen philosopher and two-time winner of the Gourmand World Cookbook Awards in 2015 and 2016 in the category Best Indian Cuisine Book in Germany. After stopovers in Munich and Berlin Volker lives in Wuppertal where he runs his own cooking school and is furthermore bound around themes of sustainable consumption in different networks. He is the brand ambassador of organic producers Davert and cooperation partners of Bio company in Berlin and Alnavit, a subsidiary of Alnatura. With over 60,000 books sold, he is currently the most successful German-speaking Ayurveda author.

Volker is sharing insights and serving food in the Consumption and Lifestyle room.

[www.volker-mehl.de](http://www.volker-mehl.de)



**Volker Mehl, Ayurvedic chef, yoga teacher**



Fridolin Ständer learned cooking in Berlin and worked there for a few years. He also worked and travelled a bit around the world, until he finally opened his Restaurant Zaunkönig 2008 in Wuppertal. Since then he is responsible as a chef for small, fine and unusual food creations.

Fridolin is sharing insights and serving food in the material sourcing room.

[www.zaunkoenig-wtal.de](http://www.zaunkoenig-wtal.de)

**Fridolin Ständer, chef**

Since 2007 the "kleine Patisserie" combines native French baker's trade with freshness, balance and sustainability. This is how the company made a name for itself as an all-round catering supplier for finger food, banquets and exquisite desserts. Markus Temme has global experience and is aware of the priceless advantage of traditional recipes, ingredients and manufacturing processes.

Markus is serving food in the production room.

[www.patisserie-catering-wuppertal.de](http://www.patisserie-catering-wuppertal.de)



**Markus Temme, chef**

## Supporting Initiatives

3

The DO School is a global educational platform dedicated to innovation, entrepreneurship, and good business. The 21st century confronts us with many challenges. But when great ideas are brought to life through entrepreneurial skill, we can spark positive and meaningful change – in the world of business and the world at large.

The DO School helps organizations and individuals to gain these skills through their experiential learning programs, a wide network of experts, and the DO School Method, enabling them to turn visions into hands-on results.

The Do School is facilitating workstudio 5.

[www.thedoschool.org](http://www.thedoschool.org)



**Florian Hoffmann,**  
Founder

**Katherin Kirschenmann,**  
Co-Founder



**Dr. Christoph Schmitz,**  
Chairman, Ackerdemia e.V.

Dr. Christoph Schmitz has a background in economics and climate science and is founder of the social business Ackerdemia. Within the innovative education program "GemüseAckerdemie", kids learn over one year how to grow and appreciate food. In 2016 2.000 kids in 50 schools and 8 states grow, harvest and market vegetables and learn everything about agriculture, nutrition and sustainability. Decorated with many awards, the program has also won the startsocial price by Angela Merkel in 2014. Ackerdemia cooperates with organizations, companies and policy and is open for new partnerships to expand the program to all states of Germany and even abroad.

Their work is presented in the material sourcing room.

[www.gemueseackerdemie.de](http://www.gemueseackerdemie.de)



**Ackerdemia**  
WISSEN SCHAFFT WIRKUNG

## Supporting Initiatives



**Omar McAdam,**  
Founder, Consciousness  
Network

Our aim is to spread consciousness by supporting the work of individuals and organisations. We do this through Livestreaming, Event Management, Communications and Website Development. We have created teams who work in an Aware, Mindful, and Sustainable way, we call them Conscious Professionals.

[www.c.network](http://www.c.network)





## General Information

### \*

The Unconference is a free event. We carefully planned every segment of the event including specialty foods. Given the limited number of places available, confirmed registrations cancelled after May 22, 2016 will incur a no-show fee of 100 Euros. Registration is considered an acceptance of these terms. We appreciate your understanding and look forward to seeing you on the big day.

### **Dress Code**

Dress code for the Unconference is casual. If you want to fit the theme of the evening, jeans are a good choice. We will keep you busy and active during the day. Trips to and from workstations will involve rides by bus and "Schwebbahn" (suspension railway) and walks of 0,5–2 km through vibrant parts of the city. We recommend comfortable clothes and shoes for the whole event.

### **Swapping Party - please bring a shirt!**

We are sure you have - just as everyone else - a shirt, a pullover, a jacket or another top in the cupboard that you don't like to wear anymore although it is still in good shape. Our swapping party in the evening is your chance to get rid of this piece and change it for something more suitable instead. The rules are simple: If you bring a top of whatever kind you are allowed to take home another piece (for you or someone else) in return. You can easily hand in your swapping textile during the registration in the morning. Leftover textiles will be donated to local organizers of refugee support.



### Photos and Video at the Event

Please note that photo, video (live streaming and recorded) and audio material recorded during this event may be used and published by our centre for public relations purposes. By partaking in the event you declare your agreement to this form of utilisation by the CSCP, insofar as you are identifiable in the pictures published. In case you wish to be exempt from this, please inform the event management in advance.

### Social Media Channels of the Event [#10CSCP](#)

If you are taking photos and videos at the event make sure to post them with our hashtag [#10CSCP](#)



## Getting Around:



### Travel and Accommodation

We highly recommend to take care of your accommodation as early as possible since there is a trade fair close by.

We encourage to take public transport, which is not only the greenest but easiest way of travel as we will switch to different workstudio locations for the afternoon workstudios and end up at VillaMedia for the evening program. During the night a green shuttle service will take you to your hotel or the main train station.

### Luggage

To make it easy for you to switch locations with us, we are happy to take care of your luggage during the day. You can hand in anything you do not wish to carry around at the opening location and pick it up at the evening location.

### Map Links and Numbers

For trains please look at [bahn.de](http://bahn.de) and for buses [www.vrr.de](http://www.vrr.de)

If you need a taxi in Wuppertal please dial: +49-202-275454

For information on the different locations of the event please go to our map on our website:

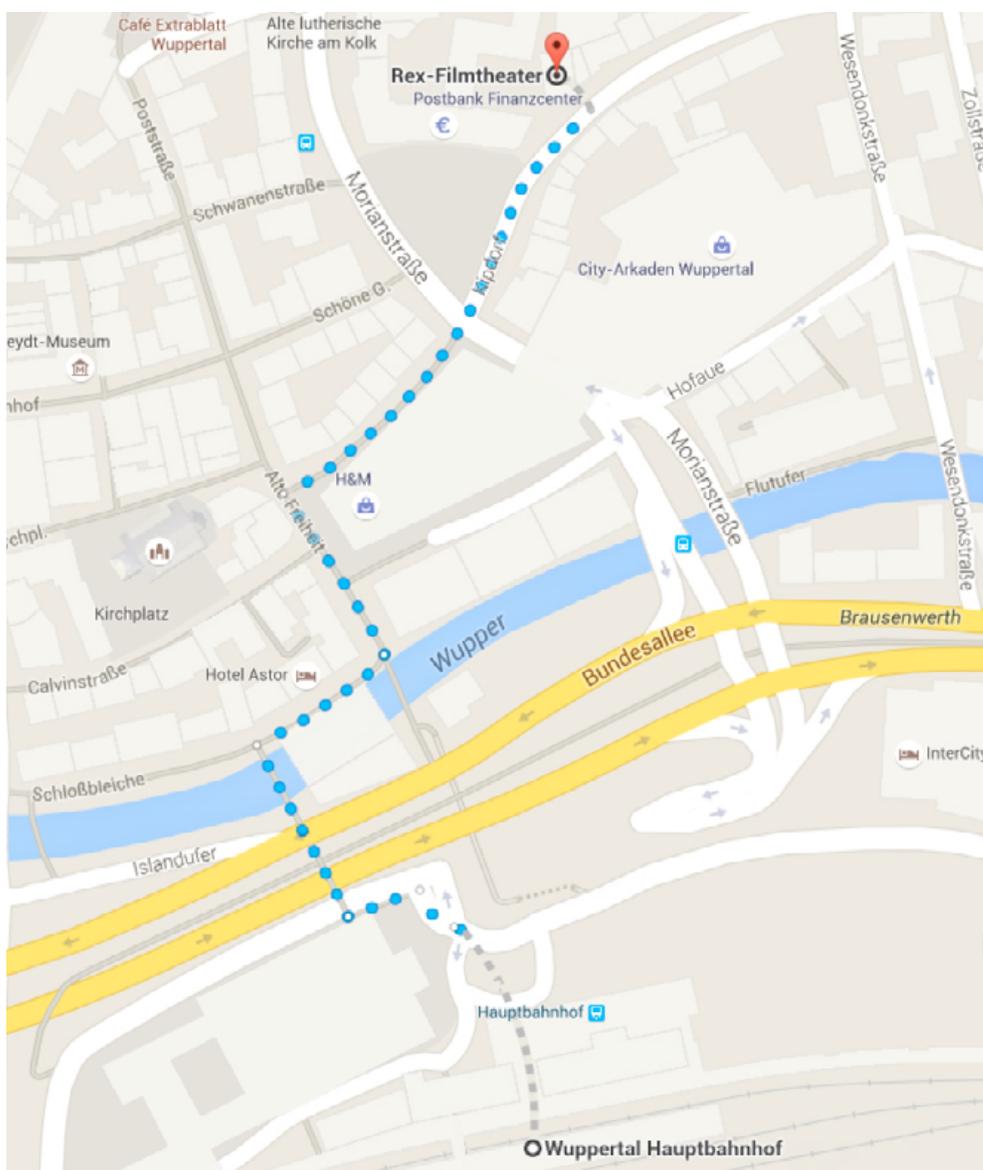
[ten.scp-centre.org/#locations](http://ten.scp-centre.org/#locations)

Or open our map with all locations directly in your browser:

[tinyurl.com/z9smyky](http://tinyurl.com/z9smyky)

## Getting Around by train: from Wuppertal train station to the opening location

Due to long-term construction at Wuppertal main station the main exit is located on platform 1, follow the signs "Ausgang" and "Stadtmitte" to get there. When leaving platform 1, turn right and follow the footsteps on the ground to reach a pedestrian bridge crossing the construction site. On the other end you find stairs as well as an elevator to go down and cross the river Wupper. After crossing turn right and walk straight then turn left into the main pedestrian and shopping area. Turn right just after passing the large shopping centre "City Arkaden" and cross Morianstraße at the pedestrian light. Continue straight and find the Rex Cinema after a few metres on the left hand side. In case you don't want to walk, you can take the taxi which you find at the taxi stand (turning left after leaving platform 1). The taxi might take 10-15 minutes due to traffic diversions.



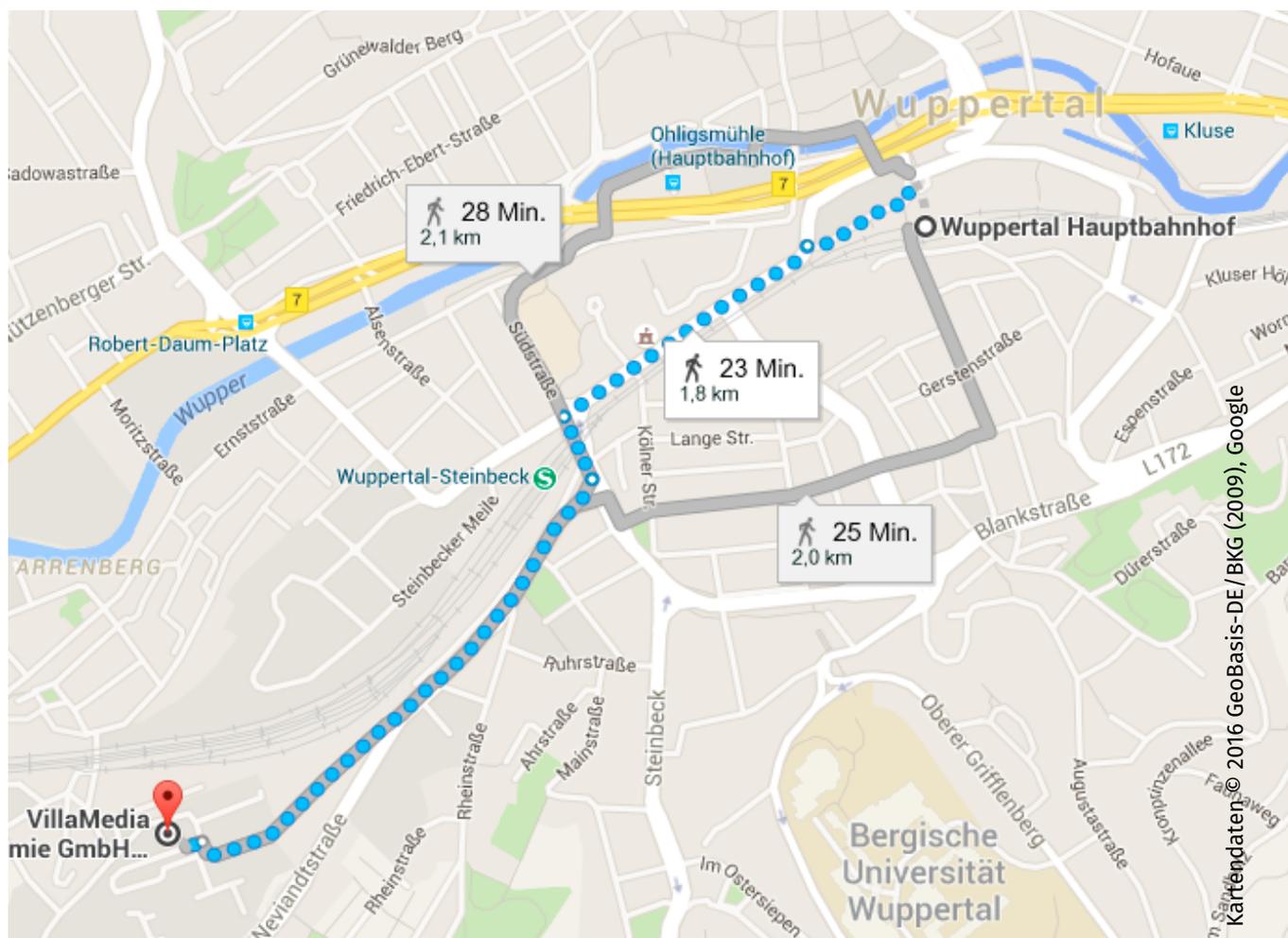
Kartendaten © 2016 GeoBasis-DE/BKG (2009), Google

**Address**  
Rex-Filmtheater  
Kipdorf 29, 42103 Wuppertal

**Walking Distance from train station**  
450 m

## Getting Around by train: from Wuppertal train station to the evening location

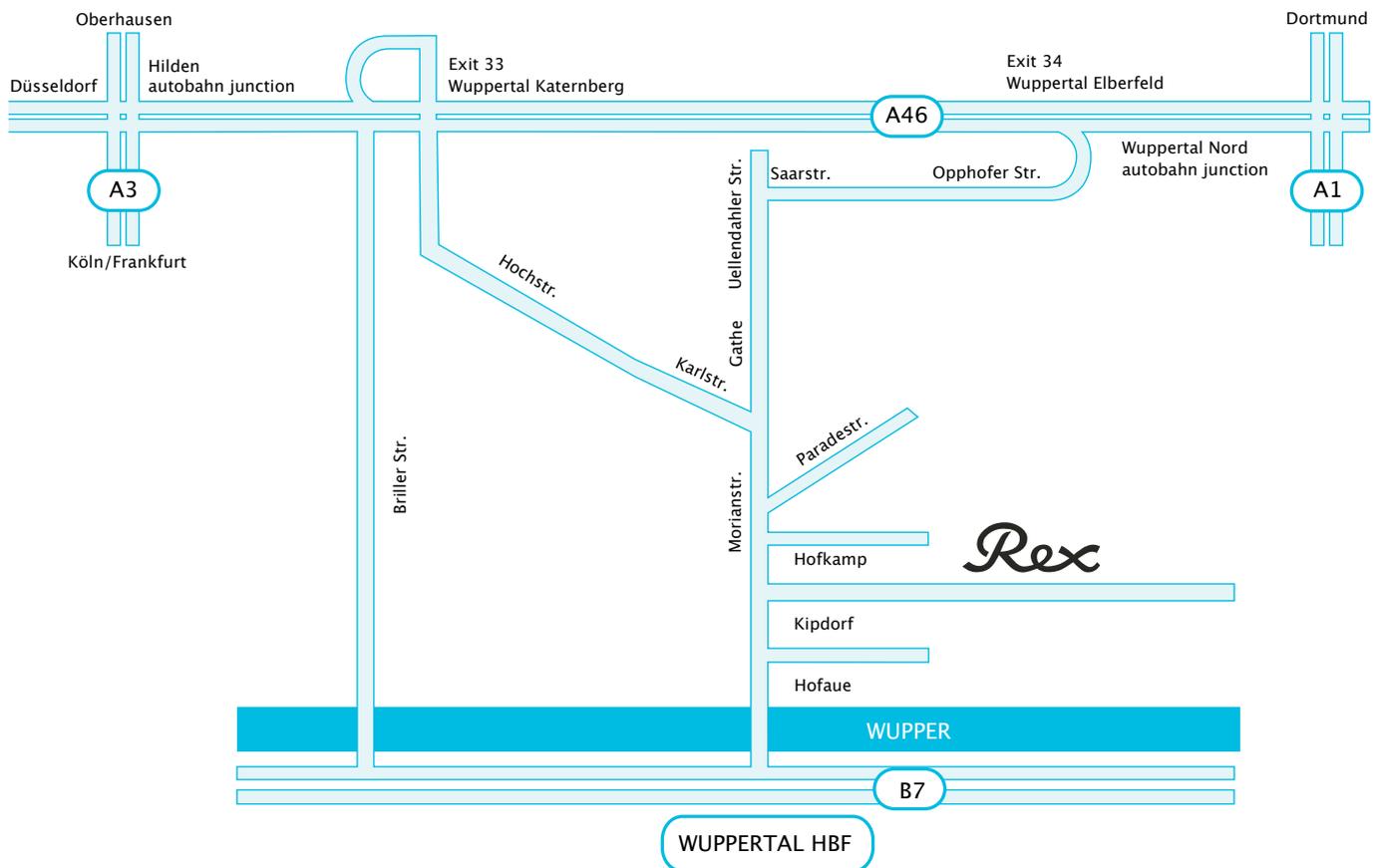
Walking or a short taxi ride are the easiest options if you come by train for the evening programme only. The VillaMedia is in 1.8km walking distance (25 min.) from the main station and 1km (15 min.) from the S-Bahn station Wuppertal-Steinbeck. Due to long-term construction in the city centre the exit of the main station is located on platform 1; follow the signs “Ausgang” and “Stadtmitte” to get there. When leaving platform 1, turn left to either encounter the taxi stand or continue walking slightly uphill. After crossing two streets and passing the historic concert hall (Historische Stadthalle) on the right hand side, please turn left to cross the railway. Change sidewalks and continue on Viehhofstraße with the railway on your left. Follow Viehhofstraße for almost 1km. VillaMedia is located right after the street makes a turn to the right.



**Address**  
VillaMedia  
Viehhofstraße 125  
42117 Wuppertal

**Walking Distance from main station**  
1.8 km

## Getting Around by car: to the opening location by car



**PLEASE NOTE:** Due to a long-term construction at Wuppertal main station there are traffic diversions in place that may cause significant delay. If coming by car, please avoid the city centre:

Coming on A46 from Düsseldorf, please use exit 33 – W.-Katernberg

Coming on A46 from Dortmund, please use exit 34 – W.-Elberfeld

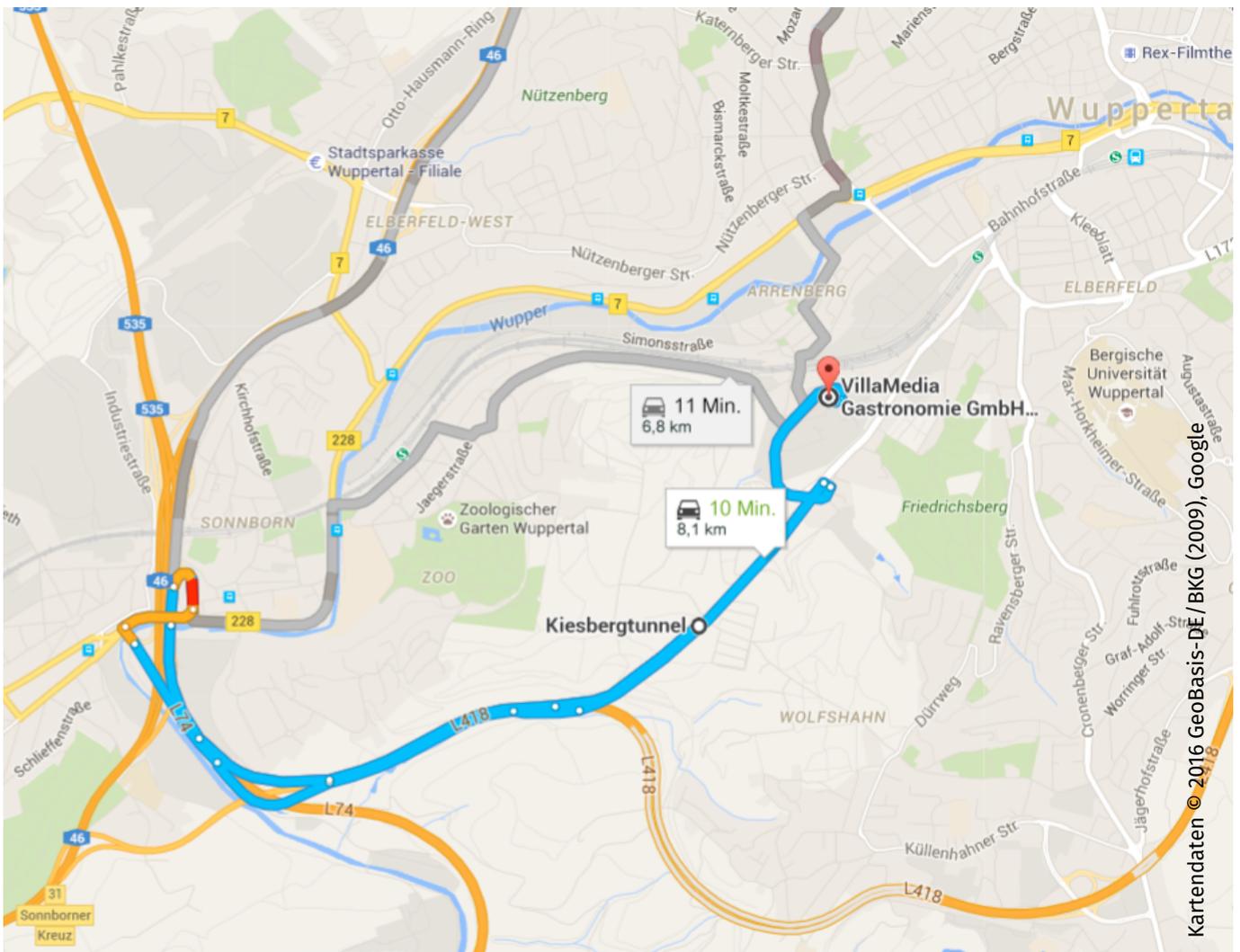
Nearby parking decks (all open 24 hours):

B + B Parkhaus  
Morianstraße 3,  
42103 Wuppertal  
[www.bb-parkhaus.de](http://www.bb-parkhaus.de)

Parkhaus Hofaue City  
Hofaue 71,  
42103 Wuppertal  
[www.parkhaus-hofaue.de](http://www.parkhaus-hofaue.de)

**Address**  
Rex-Filmtheater  
Kipdorf 29, 42103 Wuppertal

## Getting Around by car: to the evening location by car



Due to long-term construction in the city centre we advise all participants coming by car on A46 or A535 to use exit 31 – Sonnborner Kreuz and/or follow sign W.-Cronenberg/Ronsdorf. Continue on the L418 and exit at Kiesbergtunnel. After leaving the tunnel turn right and follow the signs “VillaMedia”. There are limited parking spaces available directly at the location.

### Address

VillaMedia  
Viehhofstraße 125  
42117 Wuppertal

## Getting Around: Location addresses

For information on the different  
locations of the event please go to  
our map:  
[ten.scp-centre.org/#locations](http://ten.scp-centre.org/#locations)



Welcome, Expert Panel, Fingerfood  
and Networking  
**Rex Filmtheater**  
Kipdorf 29  
42103 Wuppertal  
[www.rexwuppertal.de](http://www.rexwuppertal.de)

Friedrich-Ebert-Straße 217  
(for car navigation: 475)  
42117 Wuppertal  
[www.wuppertal.bayer.de](http://www.wuppertal.bayer.de)

**Workstudio 5**  
Impact investment in sustainable  
business models  
**Gesellschaft Concordia 1801 e.V.**  
Werth 48  
42275 Wuppertal  
[www.concordia-wuppertal.de](http://www.concordia-wuppertal.de)



**Workstudio 1**  
From footprint to handprint  
**Station Natur und Umwelt e.V.**  
Jägerhofstraße 229  
42349 Wuppertal  
[www.stnu.de](http://www.stnu.de)

**Workstudio 6**  
Food Waste  
**Naba's Café**  
Hagenauer Str. 30  
42107 Wuppertal  
[www.nabascafe.de](http://www.nabascafe.de)

**Workstudio 2**  
Circular economy and  
sustainable lifestyles  
**Schokoladen und Denkfabrik**  
Obergrünewalder Str. 8a  
42103 Wuppertal  
[www.schokoladen-und-denkfabrik.de](http://www.schokoladen-und-denkfabrik.de)

**Workstudio 7**  
Cities enabling sustainability  
**Utopiastadt**  
Obergrünewalder Str. 8a  
42103 Wuppertal  
[www.utopiastadt.de](http://www.utopiastadt.de)

**Workstudio 3**  
The consumer relationship challenge  
**Teamwerk Baumsche Villa**  
Friedrich-Ebert-Straße 134  
42117 Wuppertal  
[www.teamwerk-wuppertal.de](http://www.teamwerk-wuppertal.de)



**Workstudio 4**  
Industry 4.0 as enabler for  
sustainable lifestyles  
**Bayer Pharma AG**

**Taste the Jeans: Celebration and Inspiration**  
**VillaMedia Gastronomie GmbH –  
Die Eventlocation**  
Viehhofstraße 125  
42117 Wuppertal  
[www.villamedia-eventlocation.de](http://www.villamedia-eventlocation.de)

# Organisation Team



## Event Coordination



**Ramon Külpmann**  
ramon.kuelpmann@  
scp-centre.org  
+49 160 96 28 30 41



**Stephan Schaller**  
stephan.schaller@  
scp-centre.org  
+49 160 474 66 25

## Evening Organisation



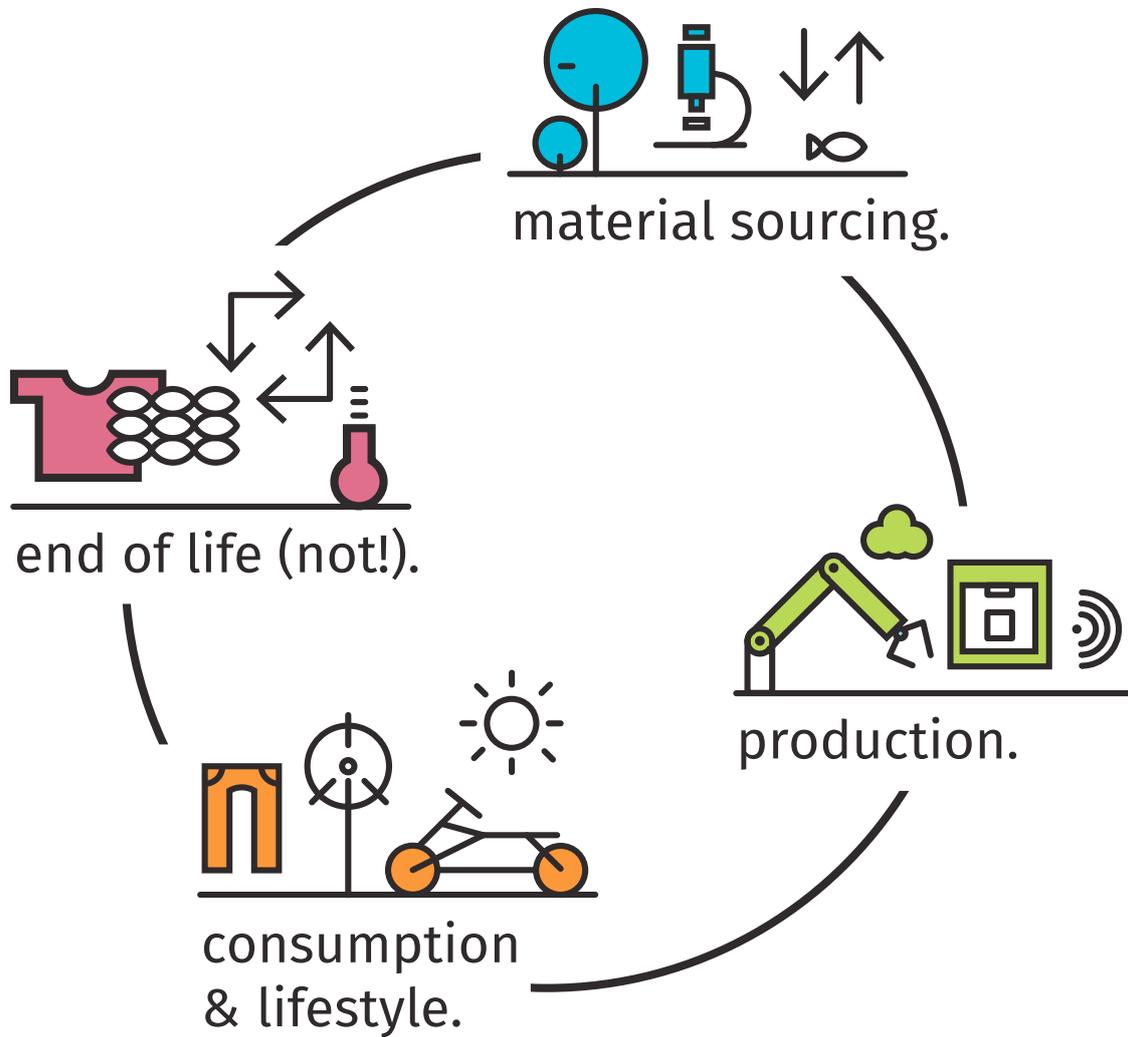
**Mariana Nicolau**  
mariana.nicolau@  
scp-centre.org  
+49 202 459 58 10

## Press & Social Media



**Rosa Strube**  
rosa.strube@  
scp-centre.org  
+49 202 459 58 13

We're excited to take you on this journey!  
See you on the 31<sup>st</sup>, May 2016



## Imprint

Collaborating Centre on Sustainable Consumption and Production gGmbH  
Hagenauer Str. 30  
42107 Wuppertal | Germany

Phone | +49 - 202 45 95 8 - 10

Fax | +49 - 202 45 95 8 - 31

Email | [info@scp-centre.org](mailto:info@scp-centre.org)

Internet | [www.scp-centre.org](http://www.scp-centre.org)

### **Design:**

Nikola Berger (art direction and design)

Eva Rudolf (design)

Mohamed Hassan (illustrations)