

## PROGRAM

**Location:**  
**Loft Heeresbäckerei**  
**Magazin in der Heeresbäckerei**  
**Köpenickerstr. 16/17,**  
**10997 Berlin – Germany**

### **FORUM & NETWORK PARTY: THE KEY TO SHIFT**

**Thursday 21. January 17.00 - 23.00 – Salon Heeresbäckerei (Language: English)**

#### **17.00: Forum**

*Speakers: Frans Prins & Gereon Pilz van der Grinten (Founders THEKEY.TO), Renate Künast (Green Party), Guido Axmann (Thema 1), Karin Stenmar (DEM Collective). Moderation: Dr. Kirstin Brodde (Sustainable Fashion Expert).*

“Shift” is the motto and leitmotif of the second edition of the **THEKEY.TO**. The topic expresses the necessity of a global shift towards a green economy and a sustainable lifestyle. The Forum offers an energetic and visionary forum with international key-speakers, discussing the necessary steps after “Copenhagen” and the possibilities to shift towards a truly sustainable fashion industry.

#### **19.00: Green Fashion Network Party**

Directly after the Forum, the green fashion and lifestyle community is invited to meet and network in a friendly and inspiring atmosphere. The party offers the perfect opportunity to connect to other green fashion and lifestyle professionals in the scene and share knowledge and positive energy.

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#### **Expert Workshop: ORGANIC TEXTILE CERTIFICATIONS AND TRACEABILITY** **Friday, January the 22nd - 12.00 -14.00 (Language: English)**

Moderator: **Katharina Schaus** (Organic Textile Services)  
Speakers: **Katharina Schaus** (Organic Textile Services), **Sandra Castaneda Elena** (Organic Exchange), **Heike Scheuer** (IVN)

How do I know which certifications are to be trusted and what do they mean? This workshop provides a clear overview on the organic textile certifications available on the market. It specifically highlights certification processes and services of Organic Textile Services (international organic textile consultant specialized in Global Organic Textile Standard - GOTS), Organic Exchange (a worldwide active NGO specialized in organic textiles) and IVN (an international association for natural textiles).

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#### **Expert Workshop: SUSTAINABLE TEXTILES, ORGANIC COTTON OR FIBER INNOVATION?** **Friday, January the 22nd - 14.30 -16.00 (Language: English)**

Speakers: **Frank Eyhorn** (Helvetas), **Michael Kininmonth** (Lenzing)

What is the most sustainable textile to use today? Frank Eyhorn from Helvetas (worldwide NGO leader in organic cotton projects) presents facts and figures on the current market developments of organic cotton highlighting the challenges to move towards a more sustainable cotton production. Michael Kininmonth from Lenzing (Austrian company producing innovative fibers) presents results of company studies on sustainable fiber production and visions on innovative, sustainable materials.

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#### **Expert Workshop: TREND LAB, THE FUTURE MARKET(ING) OF GREEN FASHION** **Friday, January the 22nd - 16.30 -18:00 (Language: English)**

Moderator: **Manuela Rehn** (Güne Köpfe), Speakers: **Christoph Harrach** (Karmakonsum), **Manuela Rehn** (Güne Köpfe), **Kate Merkle** (Cradle to Cradle)

Is it the future of green fashion to become so common sense that it's no longer an add-on? Or is it part of the mega trend LOHAS, with a huge market potential concentrated only on conscious consumers? What are effective marketing strategies for retailers and green fashion brands?

Speculations about new future trends, marketing and communication strategies will be investigated by Manuela Rehn from Güne Köpfe (marketing agency), Christoph Harrach from Karmakonsum (one of the leading online sites for neo-green lifestyle in Germany) and Kate Merkle (representative for “Cradle to Cradle” principle in Berlin).

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#### **Expert Workshop: CLEAN & UNIQUE, COLLABORATION AND CERTIFICATION OF DESIGNER BRANDS**

**Saturday, January 23rd - 14.00 – 15.30 (Language: English)**

Moderator: **Roosmarie Ruigrok** (Clean&Unique) Speakers: **Roosmarie Ruigrok** (Clean&Unique), **Sophie Koers** (Fair Wear Foundation), **Zuzia Andziak** (Van Markoviec) and **Carlien Helmink** (Studio Jux)

The sourcing of sustainable fabrics, the problem of certifications, the need of an efficient sustainable supply chain and CSR management demand a lot of extra commitment for the teams of small and medium sized fashion companies. What are the solutions for new designer brands in order to be sustainable? This workshop highlights different examples. The first one regards the designers collective Clean & Unique, providing its members the chance to be verified on labour practices by the Fair Wear Foundation. Afterward Zuzia Andziak from Van Markoviec and Carlien Helmink from Studio Jux bring the experience of their brands production projects on stage.

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**Public Workshop: SOCIAL IMPACTS IN THE CLOTHING INDUSTRY**  
**Saturday, January 23rd - 16.00 -17.30 (Language: English)**

Speakers: **Sandra Dusch Silva** (Clean Clothes Campaign), **Daniel Kruse** (Nest)

Sweatshops, discrimination, incredibly low selling prices... the global garment industry is far away from being as glittery as a catwalk. But workers and associations are becoming more and more organized and slowly but surely, the situation is changing. And who are the most powerful actors of the change? The consumers. Sandra Dusch Silva from Clean Clothes Campaign, will detail the actions, the goals, the hopes of this association advocating labor rights in the global garment and sportswear industries. Afterwards Daniel Kruse from social media agency Nest will present the role of contemporary action forms like flash mobs and social media to support. Directly after the workshop there's the chance to participate in a flash mob for fair trade.

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**All Day: PUBLIC DAY – GREEN FASHION SHOPPING**  
**Saturday, January 23rd - 12.00 - 19.00**

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**FASHION RELOADED – SWAP, MAKE & RESTYLE EVENT**  
**Saturday, January 23rd - 12.00 - 19.00**

FASHION RELOADED invites you to take the step from user to maker and reinterpret the use of recycled clothing. Bring your old clothing, swap it for new favorites and join our workshops to experiment, sew and screen print unique creations. We offer tools and practical support of young designers to restyle wardrobes and redefine style.

The FASHION RELOADED COLLECTION, exclusively made from recycled garments, is created live during THEKEY.TO by Mika Modiggård, Mareike Ulman/Format, Sandy Sander/Canuto, Andrej Mohr, Azadeh Tajdivand and Rike Fischer. Featuring Serpica Naro (Milano), SDW Neukölln, and many other designers, makers & artists.

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**THE SHIFT PARTY**  
**Saturday, January 23rd – from 22.00**

After the already legendary first closing party in July, **THEKEY.TO** welcomes the fashion and green community to this second closing party, organized in collaboration with the creative minds of the Balestra crew, Berlin scene DJs and performers.