



THE FUTURE OF SUSTAINABLE PRODUCTS & SERVICES

INNOVATION CONFERENCE

28 & 29 September 2009 · Essen · Germany

FAIR · ECO-FRIENDLY · MARKET-ORIENTED

HOSTED AND SUPPORTED BY

Ministry of the Environment and Conservation,
Agriculture and Consumer Protection
of the State of North Rhine-Westphalia



PARTNERS:



ecosign



gtz



SUPPORTERS:



15:45-18:00

BRAIN LAB PART 2

18:00-19:30

Senses of Sustainability

Zeche Zollverein Site

19:30-O.E.

Dinner

Restaurant Casino Zollverein

Day Two Tuesday

09:00-10:00

Panel: **Shaping the Vision**

Discussion on the core role of business in fostering the spread of Sustainable Products and Services against the background of different business models

10:00-10:30

Coffee/Tea Break

10:30-11:30

Interactive Presentation: **Brain Lab Results and Project Incubator Kick Off**

Presenting and wrapping-up results of the Brain Labs building a bridge to the implementation level

11:30-13:00

Lunch Break

September 29th

Moderation: Ms. Gillian Martin Mehers, Atadore SARL

Speaker:

Mr. Christian-Andre Weinberger, Henkel

Ms. Daniela Büchel, REWE Group

Mr. Wolf Lüdge, Hess Natur Textilien

Mr. Oriol Pascual, Enviu – Business Developers

Moderation: Ms. Gillian Martin Mehers, Atadore SARL





VENUE

Zollverein Site

The Zollverein World Cultural Heritage Site was 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.

C KOKEREI COKING PLANT

- 70 Infopunkt Kokerei
- Kokerei Café & Restaurant
Denkmalpfad Kokerei
(Mischanlage)
- 72 Sonnenrad saisonal
Solarkraftwerk
- 74 Eisbahn saisonal
(Druckmaschinenleis)
- 75 Werksschwimmbad saisonal
- 84 (Leitstand)
- 87 (Salzverladung)
- 88 The Palace of Projects
von Ilya und Emilia Kabakov
(Salzlager)

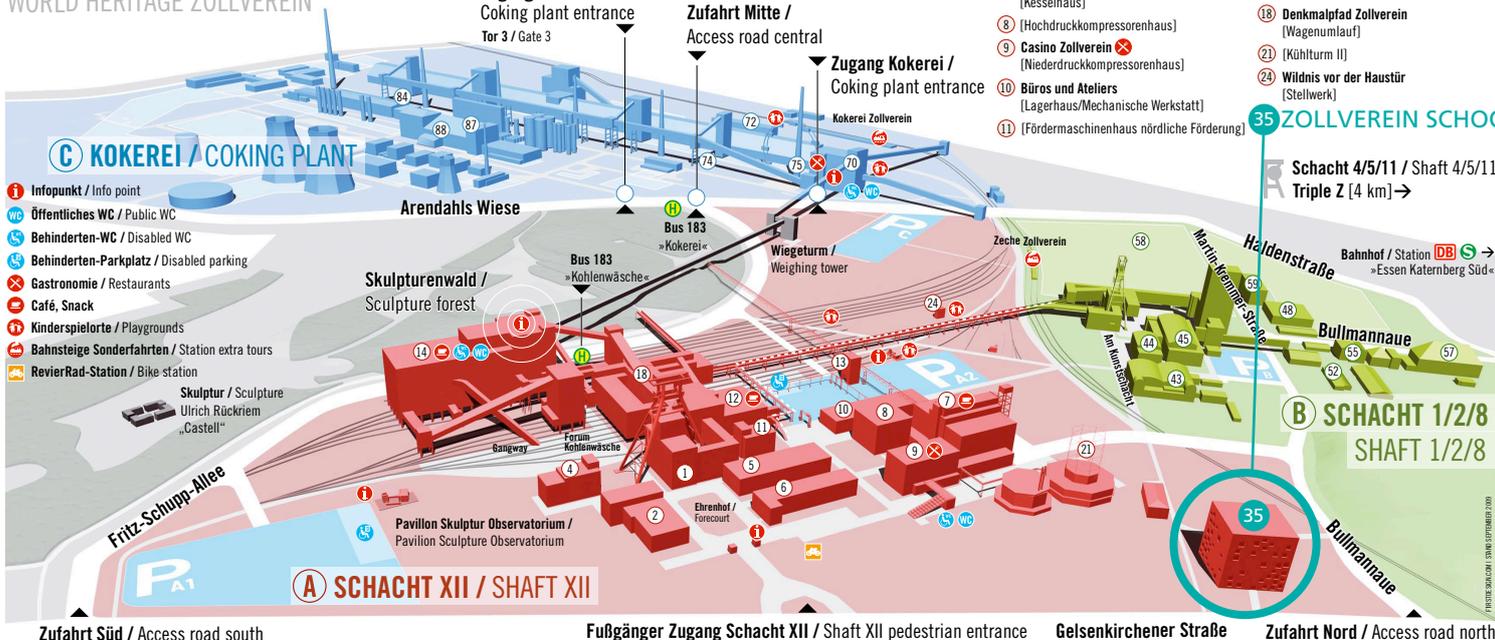
B SCHACHT 1/2/8 SHAFT 1/2/8

- 43 Kunstschacht Zollverein
(Maschinenhalle)
- 44 Denkmalpfad Zollverein
(Fördermaschinenhaus)
- 45 PACT Zollverein
Performing Arts Choreographisches
Zentrum NRW
Tanzlandschaft Ruhr
(Waschkäule)
- 48 (Hauptmagazin)
- 52 Keramische Werkstatt
Margaretenhöhe
(Baulager)
- 55 Blauer Elefant Zollverein
(Alte Verwaltung/Beamtenwohnhaus)
- 57 Asienhaus
(Verwaltung)
- 58 designstadt zollverein / in Planung
- 59 designstadt N°1
Büros und Ateliers

A SCHACHT XII SHAFT XII

- 1 (Schachthalle, Fördergerüst)
- 2 Stiftung Zollverein
Kulturbüro Essen
(Umformer- und Schalthaus)
- 4 Halle für temporäre Ausstellungen
(Fördermaschinenhaus südliche Förderröhre)
- 5 Veranstaltungshalle
(Mechanische Werkstatt)
- 6 Stiftung Zollverein
(Elektrowerkstatt)
- 7 red dot design museum
Design Zentrum Nordrhein Westfalen
(Kesselhaus)
- 8 (Hochdruckkompressorenhaus)
- 9 Casino Zollverein
(Niederdruckkompressorenhaus)
- 10 Büros und Ateliers
(Lagerhaus/Mechanische Werkstatt)
- 11 (Fördermaschinenhaus nördliche Förderröhre)
- 12 Shops und Ateliers
Veranstaltungshalle
(Leesebandhalle)
- 13 LA PRIMAVERA
Maria Nordman
(Aschebunker)
- 14 Besucherzentrum Zollverein
Route d. Industriekultur
Ruhr Museum
Café Kohlenwäsche
Erich Brost-Pavillon
Denkmalpfad Zollverein
(Kohlenwäsche)
- 18 Denkmalpfad Zollverein
(Wagenumlauf)
- 21 (Kühlturm II)
- 24 Wildnis vor der Haustür
(Stelwerk)

WELTERBE ZOLLVEREIN WORLD HERITAGE ZOLLVEREIN



C KOKEREI / COKING PLANT

- Infopunkt / Info point
- Öffentliches WC / Public WC
- Behinderten-WC / Disabled WC
- Behinderten-Parkplatz / Disabled parking
- Gastronomie / Restaurants
- Café, Snack
- Kinderspielfläche / Playgrounds
- Bahnsteige Sonderfahrten / Station extra tours
- RevierRad-Station / Bike station

Skulptur / Sculpture
Ulrich Rückriem
„Castell“

Fritz-Schupp-Allee

A SCHACHT XII / SHAFT XII

Zufahrt Süd / Access road south

Fußgänger Zugang Schacht XII / Shaft XII pedestrian entrance

Gelsenkirchener Straße

Zufahrt Nord / Access road north

Straßenbahn 107 / Bus 183 / Tram 107 / bus 183
→ Zollverein Süd

Essen Hbf. ← Richtung → Gelsenkirchen/Katernberg
Essen main station ← towards → Gelsenkirchen/Katernberg

Straßenbahn 107 / Tram 107
→ Zollverein

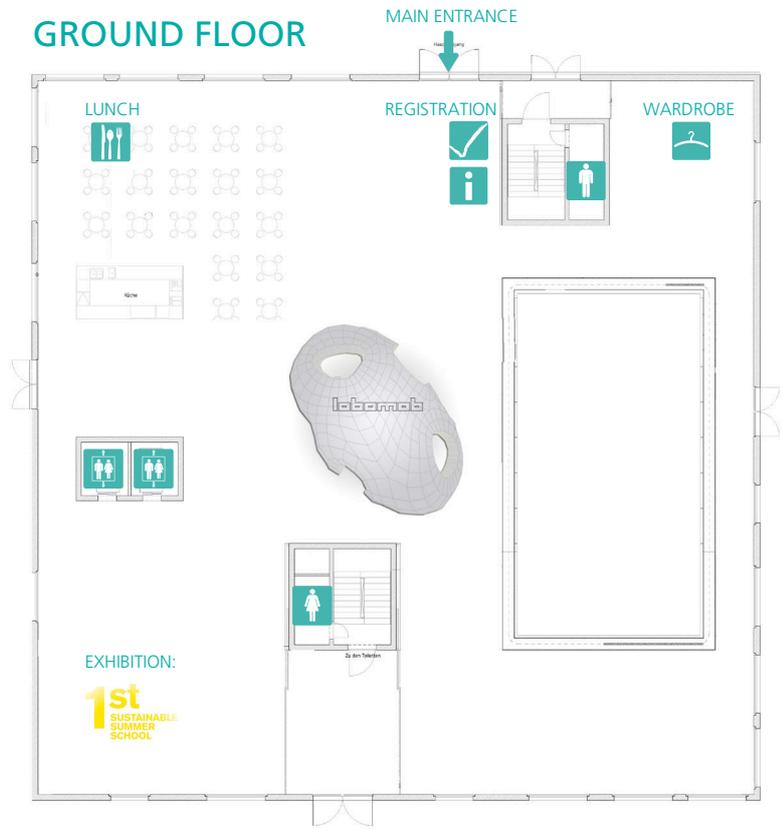
Straßenbahn 107 / Bus 170 / Tram 107 / bus 170 →
→ Abzweig Katernberg

Fuß- und Radweg zum Schacht 3/7/10 Phänomania Erfahrungsfeld [1 km]
 Footpath and cycle path to Shaft 3/7/10 "Phänomania" attraction [1 km]

PHOTOCOLLABORATION: PHOTOCOLLABORATION



GROUND FLOOR



Zollverein School

N° 35 on the Map of the Zollverein site

THE ORGANISING PARTIES

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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.

PARTNERS:



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.



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.



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.



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



Wuppertal Institute
for Climate, Environment
and Energy

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 ORGANISING TEAM:

Mr. Michael Kuhndt, CSCP / Mr. Thomas Petruschke, CSCP / Ms. Nora Brüggemann, CSCP / Ms. Simone Fuhs, ecosign / Mr. Bernd Draser, ecosign / Mr. Henning Sittel, EFA / Mr. Detlev Ullrich, GTZ / Mr. Enrico Rubertus, GTZ / Ms. Christa Liedtke, Wuppertal Institute

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