



**GREEN CYCLES**  
15. SYMPOSIUM  
CORPORATE SOCIAL  
RESPONSIBILITY IN THE  
TEXTILE CYCLE

# GLOBAL CHALLENGES LOCAL RESPONSES

FRIDAY, 22/11/2024  
HAW HAMBURG  
FORUM FINKENAU  
10:00 – 15:00 HAMBURG TIME

HAW  
HAMBURG

**GREEN CYCLES** is a thinktank and platform embracing design approaches, manufacturing concepts, industry formats and business models, looking at the different stages of circularity: From design research and methodology, growing or winning material, smallscale manufacturing and extensive industry production, marketing, consumer options and the complex possibilities at the end of the textile cycle within the textile and clothing context.

The global ecological, economic and social challenges within a smaller or larger textile, interior or clothing context have become increasingly obvious since the new century. And many local and international initiatives recognize the need to addressing these critical issues with great commitment and creative approaches. Industry, too, is examining ways towards more transparency and traceability in the supply chain or investigating the potential at the end of the textile and clothing cycle.

Local material, tradition and heritage make for community projects with impact and empowerment. Here especially education acts as major factor for changemaking and the fabricating of futures. Material re-used on the level of bespoke and on-demand upcycling concepts in the design context has celebrated successes. The larger scale industry context, however, faces major challenges to deal with the enormous quantities of both pre-consumer and even more post-consumer waste and is slowly beginning to investigate viable solutions.

The GREEN CYCLES symposium is opening up debate and discourse for a better understanding of these relevant global challenges in the textile cycle by seeking out solutions and best practice examples.

**PROF. RENATA BRINK MA**  
Textile Design  
HAW Hamburg

**PROF. PATRICK KUGLER**  
Garment Engineering  
HAW Hamburg

## AGENDA

### 10<sup>00</sup> WELCOMING ADDRESS

Prof. Dorothea Wenzel  
Dean of the Faculty Design/Media/Information DMI  
HAW Hamburg

### MODERATION

Prof. Renata Brink  
Textile Design  
HAW Hamburg

Prof. Patrick Kugler  
Garment Engineering & Marketing  
HAW Hamburg

### 10<sup>30</sup> HARNESSING SOUTH AFRICAN TEXTILE HERITAGE

Nokwanda Biyase  
Program Lecturer in Apparel Technology at  
Durban University of Technology / DUT, South Africa

### 11<sup>15</sup> SPINNING AND WEAVING YOUR OWN YARN IN SOUTH AFRICA TODAY WITH AN EMPHASIS ON SUSTAINABLE, LOCAL, AND ORGANIC PRODUCTS

Justin Van Breda  
Founder of CAPE LOOMS and the CAPE CRAFT SCHOOL,  
South Africa

### 12<sup>00</sup> – 12<sup>15</sup> Q & A

### 12<sup>15</sup> – 13<sup>00</sup> BREAK

### 13<sup>00</sup> VALUE

Sarah Broecker  
Accessory Designer  
MA HAW Hamburg

### 13<sup>20</sup> MUTAGARN

Christine Krüger  
Designer, artist and researcher  
Professor of Fashion, AMD Hamburg

### 13<sup>40</sup> INDUSTRIALIZING UPCYCLING – CHALLENGES AND OPPORTUNITIES WITH INSIGHTS FROM THE FRENCH FASHION INDUSTRY

Laura Behrens  
BA HAW Hamburg

### 14<sup>10</sup> DIGITAL PRODUCT PASSPORTS: THE FUTURE OF RESPONSIBLE CONSUMPTION

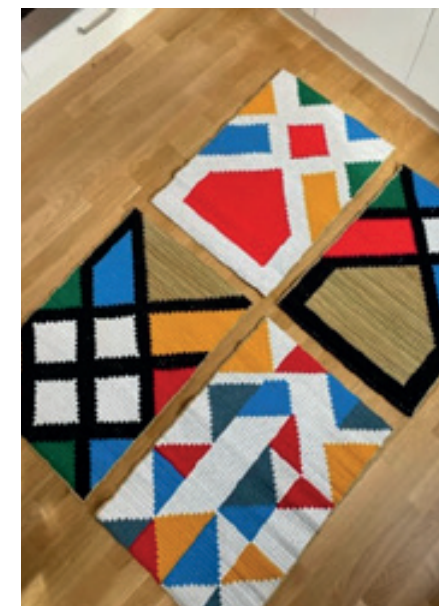
Sabine Paulsen  
COSH!, Belgium

### 14<sup>40</sup> – 15<sup>00</sup> PANEL DISCUSSION

## HARNESSING SOUTH AFRICAN TEXTILE HERITAGE

10<sup>30</sup> Nokwanda Biyase  
Program Lecturer in Apparel Technology  
Durban University of Technology, DUT, South Africa

South Africa as a developing country faces challenges and opportunities to shift its apparel and textile industry toward a circular economy model. Globally, there is an increasing demand for industry change driven by environmental policies, ethical practices, and shifting consumer preferences. South Africa has recognised the importance of this transformation towards sustainable practices. This topic aims to explore the local value chain, examining how traditional crafts, materials and production methods can inform sustainable and culturally resonant production processes, with the ultimate goal of achieving a circular economy. It also emphasises the critical role of education and innovation in driving this transformation.



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## SPINNING AND WEAVING YOUR OWN YARN IN SOUTH AFRICA TODAY WITH AN EMPHASIS ON SUSTAINABLE, LOCAL AND ORGANIC PRODUCTS

11<sup>15</sup> Justin Van Breda  
Founder of CAPE LOOMS and the CAPE CRAFT SCHOOL,  
South Africa



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Maintaining heritage skills with an international design standard, and building community using sustainable and local practices from the farm to the looms: CAPE LOOMS has set out its rug project and enterprise in focusing on South African mohair and wool with growing, spinning and weaving locally – through to international sales platforms. People, fibres and excellence are central to CAPE LOOMS.

## VALUE

13<sup>00</sup> Sarah Broecker  
MA HAW Hamburg



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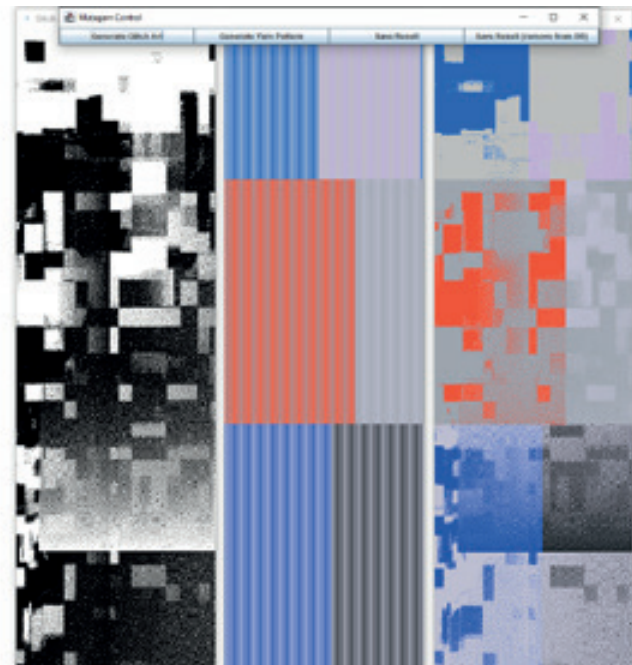
The project “VALUE” explores the concept of appreciation or esteem (“Wertschätzung”) as part of the design process and analyses strategies to counteract the trend of fashion as a disposable product. From a designer’s perspective, the entire creative process gets analysed: How can the materials used be appreciated? Where do they come from, how are they processed? VALUE tries to engage consumers through strategies such as emotional design or storytelling, allowing them to participate in the individual creation history of the objects and thus enabling an emotional connection beyond pure aesthetics or functionality. The resulting bag collection is handmade from discarded leather furniture, old leather clothing and sail canvas creating forms that oscillate between abstract sculpture and everyday objects and challenge everyday visual habits.

## MUTAGARN

13<sup>20</sup> Christine Krüger  
Designer, artist and researcher  
Professor of Fashion, AMD Hamburg

Mutagarn is a pattern generator for processing leftover yarns from industrial knitwear production. At the touch of a button, it repeatedly generates new patterns according to a predefined system. The generator automatically calculates the possible colour distributions resulting from the amount of yarn left over according to predefined parameters. An initial use case is the creation of new garments, which are shown as 3D visualisations and can be produced on demand using a computer-controlled knitting machine.

Mutagarn was honoured with the Silver Stripe Award (Design Center Hamburg) and supported by the Creative Business Academy of the Hamburg Kreativgesellschaft.



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## INDUSTRIALIZING UPCYCLING – CHALLENGES AND OPPORTUNITIES WITH INSIGHTS FROM THE FRENCH FASHION INDUSTRY

13<sup>40</sup> Laura Behrens  
BA HAW Hamburg

Laura Behrens delves into the significance and potential of upcycling as a sustainable alternative for the fashion industry, while addressing the challenges of industrial implementation and scalability. It highlights companies that have successfully integrated upcycling into their business models and developed innovative strategies to make it economically viable. French companies were examined in particular, analyzing their progress alongside the French Anti-Waste Law for a Circular Economy (LOI AGEC) and its potential to enhance the integration of upcycling within the industry.

## DIGITAL PRODUCT PASSPORTS: THE FUTURE OF RESPONSIBLE CONSUMPTION

14<sup>10</sup> Sabine Paulsen  
COSH!, Belgium

Within the framework of the Ecodesign for Sustainable Products Regulation (ESPR) the European Digital Product Passport (DPP) aims to advance the goals of the European Green Deal. Sabine Paulsen gives us an insight into this topic.



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## REGISTRATION

Registration and participation at Forum Finkenau is free of charge:



Please register via our website:  
[www.green-cycles.de/register-finkenau](https://www.green-cycles.de/register-finkenau) until 20.11.2024. Please state your University, organization or company.

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