



# **CREATIVE INDUSTRIES EAST & WEST GO SUSTAINABLE BUSINESS**

**GREEN CYCLES SYMPOSIUM 2016**

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**11<sup>th</sup> – 12<sup>th</sup> MAY 2016**

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**BANGKOK ART AND CULTURE CENTRE**

939 Rama 1 Road, Wangmai, Pathumwan, Bangkok 10330

# GREEN CYCLES: CREATIVE INDUSTRIES EAST AND WEST GO SUSTAINABLE BUSINESS

In 2016, the well-established symposium "GREEN CYCLES – Corporate Social Responsibility in the Textile Cycles" from Hamburg is organized for the first time in Bangkok.

The Bangkok symposium focuses on the interrelationships between creative industries and sustainable business options. It will explore the connectivity of creative design, textile ecology, applied sustainability and business.

Company concepts, college projects in cooperation with industry, community projects, as well as local wisdom of particular hill-tribes and other indigenous groups of Southeast Asia across national borders will partake in highlighting the complexities in achieving wider sustainability in textiles, clothing and fashion between crafts and industry. Ecological aspects and the requirements for ethically correct working conditions will be expanded with the more overriding issues of visionary approaches in developing strategies to connect design and production with economical prospects.

In its first section, the symposium will deal with aspects of technology and management in the area of materials and clothing. The second section will look at local business options for community crafts. In the third section, four case studies from Thailand, Germany and Vietnam will present their solutions as sustainable CSR business models. Experts, professionals and representatives of the textile business community from Germany and Southeast Asia meet in Bangkok to share their concepts, experiences and visions of creativity and sustainability in the textile cycles.

GREEN CYCLES is addressing students, teaching staff, professionals and an interested public. It serves as a platform for learning, exchange and networking. GREEN CYCLES is the opening event of the regional textile project "IKAT/eCUT - Textiles in Tradition, Technology, Art and Design" hosted by the Goethe-Institutes of Southeast Asia, Australia and New Zealand in 2016/2017. This project explores the role and function of textiles in tradition and future.

# PROGRAM

## 11 MAY 2016 OPENING

- 15<sup>30</sup>** Registration  
**16<sup>00</sup>** Introductory Remark  
**IKAT/eCUT: TEXTILES IN TRADITION AND TECHNOLOGY, ART AND DESIGN**  
 Dr. Marla Stukenberg,  
 Director Goethe-Institute Thailand
- 16<sup>10</sup>** Welcome Address  
 H.E. Peter Prügel, Ambassador of the  
 Federal Republic of Germany in Thailand
- 16<sup>25</sup>** Opening Remark  
 Prof. Dorothea Wenzel, Dean of the  
 Faculty Design/Media/Information  
 DMI/HAW Hamburg
- 16<sup>40</sup>** Keynote Speech  
**SUSTAINABLE PARADIGM SHIFT IN THE TEXTILE INDUSTRY**  
 Rolf Heimann, Director, hessnatur  
 Stiftung
- 17<sup>45</sup>** Questions and Discussion

## 12 MAY 2016 SYMPOSIUM

- 10<sup>00</sup>** Registration  
**10<sup>30</sup>** Introduction to the  
**GREEN CYCLES Symposium**  
 Prof. Renata Brink, Textile Design and  
 Prof. Patrick Kugler Clothing/ Technology/  
 Management HAW Hamburg

### SECTION 1: MATERIALS, CLOTHING, TECHNOLOGIES AND MANAGEMENT

- 11<sup>00</sup>** MATERIALS & TECHNOLOGIES EAST & WEST:  
 INTRODUCTION OF PROJECT WORK  
**REDUCE MATERIAL WASTE**, Nicole Kiersz,  
 M.A. Textile Design HAW Hamburg  
**MATERIAL WORLD**, Jessica Zmijan, B.A.  
 Textile Design HAW Hamburg
- 11<sup>30</sup>** MATERIAL SHIFTS  
 Jarupatcha Achavasmit, King Mongkut's  
 Institute of Technology, Ladkrabang,  
 Bangkok
- 11<sup>45</sup>** MODELS TO EVALUATE SUSTAINABLE  
 PRODUCED CLOTHES -  
 ADVANTAGES AND DISADVANTAGES FOR  
 THE PRODUCT MANAGEMENT  
 Gesche Permien, B.A. HAW Hamburg

- 12<sup>10</sup>** IMPLEMENTATION OF A CSR  
 MANAGEMENT TOOL - A CASE STUDY  
 FROM INDIA  
 Carmen Brandl, B.A. HAW Hamburg
- 12<sup>30</sup>** Discussion
- 12<sup>45</sup>** Lunch Break
- 13<sup>45</sup>** Keynote Speech  
**CREATIVE ECONOMY AS THE CRUCIAL  
 THAI ECONOMIC DRIVING FORCE**  
 Apisit Laistroograi, Director TCDC BKK

### SECTION 2: COMMUNITY CRAFTS AND LOCAL BUSINESS OPTIONS - 3 CASE STUDIES

- 14<sup>30</sup>** FASHION & HILLTRIBES ACROSS VIETNAM,  
 LAOS AND THE NORTH OF THAILAND  
 Donna Bramhall, Blogger, Vietnam
- 15<sup>00</sup>** COMMUNITY CRAFTS AND  
 DEVELOPMENT CHALLENGES -  
 THE PUA KUMBU AND OTHER CRAFTS  
 IN MALAYSIA  
 Wong Pui Yi, Malaysia
- 15<sup>30</sup>** DESIGN FOR SUSTAINABILITY  
 WITH INTEGRATING UPCYCLING INTO  
 CIRCULAR ECONOMY  
 Roongtip Luilao, Scrap Shop Kasetsart  
 University, Bangkok

- 16<sup>00</sup>** Discussion

- 16<sup>15</sup>** Coffee Break

- 16<sup>45</sup>** Excursus:  
**FAST FASHION. THE DARK SIDE  
 OF FASHION.**  
 Claudia Banz, Head of Collections  
 Art & Design, Museum für Kunst  
 und Gewerbe, Hamburg

### SECTION 3: SUSTAINABLE CSR BUSINESS MODELS - 4 CASE STUDIES

- 17<sup>15</sup>** SUSTAINABLE TEXTILE PROCESSING  
 Ursula Schulze, Yeh Group Bangkok  
 Pemm Asia
- 17<sup>45</sup>** GREEN FACTORY  
 Schle Woodthanan, Managing Director  
 and Design Director, Pasaya, Ratchaburi,  
 Thailand
- 18<sup>15</sup>** Discussion  
**18<sup>45</sup>** Closing Remarks  
**19<sup>00</sup>** End of the Symposium

11<sup>th</sup> OF MAY 2016 / 16:40

# KEYNOTE: SUSTAINABLE PARADIGM SHIFT IN THE TEXTILE INDUSTRY

The call for a paradigm shift offering more transparency and responsibility for the supply chain in the textile industry is growing increasingly prevalent in the international community. What does this mean for the textile industry? In his keynote presentation, Rolf Heimann sheds light on the current paradigm shift taking place in the textile industry. He will address the need to meet these challenges and ensure transparency along the production chain. Furthermore, he will illustrate how sustainability as value driven system can have a positive impact on businesses and what benefits can be gained from it. He will also explore the challenges that businesses face as a result of this paradigmatic shift and highlight potential solutions. In this context he will elucidate on the significance of defining specific standards in ecological considerations and working conditions in businesses, as well as finding solutions in management systems.



**ROLF HEIMANN**  
**DIRECTOR, HESSNATUR STIFTUNG**

In his nearly 30-year career as a pioneer in the field of Textile Ecology, Rolf Heimann developed, amongst other things, environmentally friendly and biodegradable colour systems and coatings for textiles and further led a consulting company for ecological optimization of textiles. After more than 12 years as head of the Department of Corporate Responsibility at hessnatur, Rolf Heimann received the founding mission for the hessnatur Stiftung.. As expert for applied sustainability, he now strategically and operationally manages the business of the foundation.

12<sup>th</sup> OF MAY 2016 / 10:30



**PROF. RENATA BRINK, M.A. UNIVERSITY OF APPLIED SCIENCE  
HAMBURG, DEPARTMENT DESIGN**

Renata Brink is developing woven fabrics while her work is textile-based and engages with concepts of interior and exterior space, architecture and intervention. After training as a handweaver in the north of England and subsequently running a weaving and dyeing studio for some years in Hamburg, she graduated with an MA Textiles from Goldsmiths College / University of London in 1992. This was initially facilitated through a scholarship of the Carl-Duisberg-Gesellschaft. Freelance art and design work with a focus on craft and teaching work followed in both England and Germany including guest professorships at Kunsthochschule Kassel 1998-2000 and Berlin-Weissensee 2004/05. Since 2010 Renata Brink is professor for textile design in the design department of the Hamburg University of Applied Sciences – HAW Hamburg.



**PROF. PATRICK KUGLER, UNIVERSITY OF APPLIED SCIENCE  
HAMBURG, DEPARTMENT DESIGN**

Patrick Kugler, he is professor for management skills in textile business at the University of Applied Sciences in Hamburg. He has a senior experience and responsibility in the areas of management at various organisational levels. He worked for many years in several companies in the textile area in management positions and is still working as a consultant on freelance basis for textile companies. During the years he developed a progressive expertise in the field of corporate social responsibility in textile business. His fields of research are beside product management CSR strategies in apparel industry.



12<sup>th</sup> OF MAY 2016 / 11:00

# MATERIALS & TECHNOLOGIES EAST & WEST – INTRODUCTION OF PROJECT WORK: REDUCE MATERIAL WASTE

Introduction of Project Work with the topic “Reduce Material Waste”.



**NICOLE KIERSZ**  
**M.A. TEXTILE DESIGN HAW HAMBURG**

Nicole Kiersz is studying Textile Design in the Masters program of the HAW Hamburg. She is a member of the HALLO-Festspiele collective and is interested in the cultural heritage of mankind. Therefore Nicole Kiersz uses ethnological and sociological approaches to combine traditional with contemporary aspects of design. Her main focus is on weaving and sustainable concepts with transforming ethnological and sociological approaches into unique textiles.

(\*30.06.1990 in Hamburg)

12<sup>th</sup> OF MAY 2016 / 11:00

# MATERIALS & TECHNOLOGIES EAST & WEST – MATERIAL WORLD

Introduction of Project Work with the topic “Material World”.



**JESSICA ZMIJAN**  
**B.A. TEXTILE DESIGN HAW HAMBURG**

Jessica Zmijan has just finished her foundation year studying Textile Design in the Bachelor program at the HAW Hamburg. She is now beginning to study for the main courses Textile Design with a particular focus on weaving techniques.

( \* 01.03.1994)

12<sup>TH</sup> OF MAY 2016 / 11:45

# MODELS TO EVALUATE SUSTAINABLE PRODUCED CLOTHES – ADVANTAGES AND DISADVANTAGES FOR THE PRODUCT MANAGEMENT

Evaluation is a key element of project management. Projects focused on sustainability tools, which evaluate environmental, social, and economic issues become necessary. This note gives examples for nowadays given evaluation tools, moreover, it shows a practical example on a sustainably produced maternity clothes collection. Therefore, conventional controlling tools get compared with sustainable evaluation tools. The results offer advantages and disadvantages for the product management. They also give perspective on how conventional controlling has to change to give sustainably produced items a chance in future fashion assortments.



**GESCHE PERMIEN**  
**B.A. HAW HAMBURG**

Gesche Permien is an undergraduate alumni in the major study program 'Clothing, Technologies and Management' at the University of Applied Sciences in Hamburg. During her study program she focused her knowledge on sustainability in the apparel industry and was able to amplify this at the California State University, Long Beach. For five years she had been working as product manager assistance at the Bonprix Handelsgesellschaft gmbh and was responsible for the maternity wear assortment. Her future goals are to become a developer for sustainably clothes and therewith to improve CSR strategies in the apparel industry.



12<sup>th</sup> OF MAY 2016 / 12:10

# IMPLEMENTATION OF A CSR MANAGEMENT TOOL – A CASE STUDY FROM INDIA

It has become important for companies to assume responsibility for social, ecological and economical aspects of the impact of their business. In the course of globalization there are calls from society as well as from economies for developing internationally applicable and valid minimum standards. Companies that operate across national borders are encouraged to take appropriate steps to implement standards, such of human rights and environment protections across their entire value chain.



**CARMEN BRANDL**  
**B.A. HAW HAMBURG**

Carmen Brandl, studied textile engineering at the Hamburg University of Applied Science. During her studies she has worked for three years as a trainee at the elklime GmbH where she first caught an insight into sustainability concerns. Since March 2016 Carmen is a permanent employee for elklime GmbH. Her professional field of activity extends from daily production control to the attempt to increase transparency and sustainability into the value chain of elklime GmbH. She is in charge of the project CPI2, an online based management tool to improve the environmental performance of their manufacturer.

(\*18.08.1986 in Dachau)

11<sup>th</sup> OF MAY 2016 / 16:40

# KEYNOTE: CREATIVE ECONOMY AS THE CRUCIAL THAI ECONOMIC DRIVING FORCE

We all know that nowadays the world economy has dramatically changed its face and the term 'creative economy' is ongoing referred to emerging models of development that play an important role in both creativity and in the intellectual capital for economic development. In Thailand, the National Social and Economic Development Board realized the importance of creative economies to promote future growth, national wealth and enhance international competitiveness by including the concept in its 11th Economic and Social Development Plan since 2012. However, we still need to reinforce the concept to literally implement in real sector both the major industries and particularly SMEs; which account for more than 95 percent of business establishments in Thailand. The question is how do we make our products and services transcend cultures and penetrate into the global market? And how do we come up with creative responses at the local level to globalization for bringing about concrete results from its implementation? Let's explore what the exact personalities of the "Creative Economy" are, why it is so important today and also how to discover innovative ways to compete and add values in the economy system in order to thrive in the new global context, raise living standards and respond to global challenges.



**APISIT LAISTROOGRAI**  
**DIRECTOR TCDC BKK**

Apisit Laistrooglai is the managing director of Thailand Creative & Design Center (TCDC), a nationally funded public organization setting up to be an important design infrastructure for Thai society. Apisit is respected for his key role in inspiring Thai designers and entrepreneurs to enhance their creative design skills, achieve competitive advantages and contribute to the creative economy. As a pioneer in the field of design research, he is credited for a number of projects in Thailand on native handicraft, local folk art and natural materials for the United Nations Development Projects (UNDP), International Labor Organization (ILO) and National Research Council of Thailand (NRCT). He is also a frequent contributor for design magazines such as Casa Viva and BusinessWeek Thailand.

12<sup>th</sup> OF MAY 2016 / 14:30

# CONTINUING CULTURAL CRAFTSMANSHIP & TRADITIONAL TRIBAL TEXTILES IN VIETNAM, LAOS AND THAILAND

In her session Continuing Cultural Craftsmanship & Traditional Tribal Textiles in Vietnam, Laos and Thailand, Donna Bramhall will look at organisations that support indigenous women by empowering them through economic stability to continue their textile work.



## DONNA BRAMHALL BLOGGER, THAILAND

Donna Bramhall is a roving Researcher and Travel Blogger. With her blog project named Haute Culture, a personal, professional and educational exploration she focuses on sharing her primary experiences researching cultural dress, textiles and fashion around the world. She raises social awareness of cultural traditions, visual identities, subcultures, trends and tribal people through the online publication of photography, video, critical writing, interviews and collecting of artifacts.

12<sup>th</sup> OF MAY 2016 / 15:00

# COMMUNITY CRAFTS AND DEVELOPMENT CHALLENGES – THE PUA KUMBU AND OTHER CRAFTS IN MALAYSIA

The weaving of ikat textiles by the Iban community in Sarawak presents an interesting web of state-led as well as private sector-led enterprise development around a product created using tacit knowledge possessed by one particular ethnic group. This presents an opportunity for the development of this tacit knowledge to create a potentially lucrative indigenous textile industry that can address livelihood and poverty concerns of the Iban people. After years of effort by various actors, this cottage industry has evolved into an uneven sector with large differences in terms of the type, quality and value of products weaved for customers ranging from prominent politicians and businessmen, to textile art collectors, to the lower end tourist market.



**WONG PUI YI, PHD CANDIDATE, FACULTY OF ECONOMICS  
AND ADMINISTRATION, UNIVERSITY OF MALAYA, MALAYSIA**

Wong Pui Yi is a PhD candidate at the Faculty of Economics and Administration, University of Malaya, Malaysia. She holds a Master of Economics from the same university. She worked briefly with the World Bank as a research assistant and interned with the Central Bank of Malaysia. An interest in multidisciplinary research led her to take up her current research on the commercial development of textiles handwoven by the indigenous Iban community in Sarawak, Malaysia. Her research interests include the role of the state in economic development, value chain analysis for poverty alleviation, indigenous craft development, and electoral politics.

12<sup>th</sup> OF MAY 2016 / 15:30

# DESIGN FOR SUSTAINABILITY WITH INTEGRATING UPCYCLING INTO CIRCULAR ECONOMY

In her session, Roongtip shares her experience of ways to reclaim and re-circulate waste into value creation systems. The approach focuses on bringing back unwanted scrap and repurposing it for good use, while creating higher economic value for creative enterprises.



**ROONGTIP LUILAO**  
**SCRAP SHOP KASETSART UNIVERSITY, BANGKOK**

Roongtip Luilao is co-founder and advisor of the Scrap Shop and contributor at the Creative Center for Eco-Design (Scrap Lab), a design & research center focusing on green products and material development founded by Dr. Singh Intrachooto at Kasetsart University Architecture in Bangkok. She holds a Master of Home Economics from Kasetsart University. She has experience concerning sustainable design concepts, as her work focuses on environmental textile design and innovations. Roongtip's investigations also include material development from manufacturing and agricultural by-products, as well as waste reclamation from the textile industry and agriculture.

12<sup>th</sup> OF MAY 2016 / 17:15

# FAST FASHION. THE DARK SIDE OF FASHION.

In the last two decades Fast Fashion has become a real economic success story. Fast Fashion means speeding everything up, the globalization of mainstream fashion, production and trade, the use phase of cloths and their wearing out. The Fast Fashion industry has also generated a new figure in fashion: the fast consumer. Fast Fashion is a success story and stands for democratic consumerism. But at the same time this raises a lot of questions. Through the model of an exhibition we were investigating the non-visible side of the fashion business and questioning the real price we have to pay for the so-called democratic fashion. Thus Fast Fashion. The Dark Side of Fashion became a design critical exhibition, not showing the glamorous dresses, but focusing on the conditions of production and labor, on the social, economic and ecological impacts of mass produced fashion sold all over the world.



**CLAUDIA BANZ, HEAD OF COLLECTIONS ART & DESIGN,  
MUSEUM FÜR KUNST UND GEWERBE, HAMBURG**

Dr. Claudia Banz is art historian, publisher and curator and since 2011 head of collection of art and design at the Museum für Kunst und Gewerbe, Hamburg, Germany. Previously she curated numerous international exhibitions like Unresolved Matters. Social utopias revisited in Utrecht/Netherlands or Happiness. Luck. in Dresden/Germany. Her latest exhibition Fast Fashion. The Dark Sides of Fashion will travel to Switzerland as well as to Asia and Australia. She is author of many publications focusing on the social impact of design and fashion and the relationship between art and society.



12<sup>th</sup> OF MAY 2016 / 17:15

# SUSTAINABLE TEXTILE PROCESSING

The lecture covers three important areas relating to sustainable textile processing. Firstly, the waterless dyeing process, which saves millions of liters of fresh water annually. The exclusive drydye® fabrics were introduced 2010 by the Yeh Group, a leading producer of functional warp- and weft knitted fabrics. Secondly, engineered fabrics, which can give best utilization in garment manufacturing. Thirdly, ecological fabric finishes, which are a major contribution to ecological sustainability.



**URSULA SCHULZE**  
**YEH GROUP BANGKOK PEMM ASIA**

Ursula Schulze, Textile Engineer, is a Development Professional with advanced knowledge of warp knitting elastomeric fabrics based on twenty five years' experience with vertical production, including warp and weft knitting, as well as dyeing and finishing. During her professional career, she worked at Penn Textile Solutions GmbH in Germany and since January 2016 for Penn Asia Co. Ltd. in Thailand. Intimate apparel retailers such as Marks & Spencer, Anita and Empreinte are using fabrics developed by Ursula in their major ranges. For the 2012 Olympic Games, Ursula developed the swim racing system fabric Fastskin3 Super Elite for Speedo in conjunction with some of the world's leading athletes and set a new benchmark for racing.

12<sup>th</sup> OF MAY 2016 / 17:45

# GREEN FACTORY

In this session, Schle Woodthanan asks: why go green? He looks at the long-term investment and the long-run return and what insights this perspective might offer. Should it be voluntary or compulsory for businesses to pursue sustainable green strategies? He also considers how government involvement or regulations can act as restrictions, but may also act as incentives.





## **SCHLE WOODTHANAN MANAGING DIRECTOR AND DESIGN DIRECTOR OF PASAYA**

Schle Woodthanan is both the Managing Director and Design Director at Textile Gallery, Co., Ltd. The company releases products under the PASAYA brand name, known for top quality textile lifestyle products. Schle graduated from the Philadelphia College of Textiles and Sciences focusing on Textile Engineering, a specialty which later contributed to his creativity and innovation as Design Director. Schle is especially conscious of the effects on our environment and the protection of our children, concerns which have brought him to the roles of Chairman of the Thai Tropical Forest Foundation and a member of the Safe Guard Kids organization. His inspirations, in both life and work, include many styles of the visual arts, classical music, creativity of the human mind, and the philosophy of social responsibility, all of which are reflected in the products created for the PASAYA range.

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