

# THE DESIGN OF PROSPERITY 09 THE SUSTAINABILITY OF OUR PRESENT FUTURE

THE CENTRE OF EXCELLENCE  
AT THE UNIVERSITY OF BORÅS

CONFERENCE **NOVEMBER 2** THE UNIVERSITY OF BORÅS



A Project by  
THE UNIVERSITY OF BORÅS and  
THE SWEDISH SCHOOL OF TEXTILES  
in partnership with REALISE strategic consultants

## CONCEPT OF THE CONFERENCE

### *Postcard from The Future: AD 2030*

Since humanity decided to stick to its business-as-usual growth path, global energy demand rose by 45%, the price of oil reached 200 US \$ per barrel, greenhouse gas emissions increased by 45%, leading to an increase in the global average temperature up to 6° C; the world economy sustained losses equivalent to 5 - 10 % of global GDP and poor countries suffered costs in excess of 10% of GDP. Ecological degradation and water scarcity dramatically increased and while 3 billion people started living on less than US \$2 a day already in 2015, in 2030 over 1 billion people are living on less than US \$1 a day.

**The above is not the apocalyptic scenario of a science fiction movie.** This is the forecasting of the United Nations Environment Program published in February 2009.

The planet is seriously overloaded by the environmental impact of our industrial economies and consumerist life-styles. We are well aware that we are producing and consuming far in excess of what the planet can sustain.

Because the textile industry led the Industrial Revolution in the 19th century the textile industry is therefore uniquely positioned to become one of the serious change drivers of the Sustainability Revolution.

To cause and boost the design of change toward becoming an engine of leadership, we decided to devote The Design of Prosperity conference of 2009 to The Sustainability of Our Present Future.

**THE DESIGN OF PROSPERITY INITIATIVE is more than just a conference.**

**THE SUSTAINABILITY OF OUR PRESENT FUTURE** conference is part of the wider The Design of Prosperity initiative of the University of Borås and The Swedish School of Textiles in partnership with REALISE strategic consultants.

**The Design of Prosperity initiative aims to be a lighthouse for all agents taking part in the construction of a new understanding of prosperity.** Especially in times of radical change, our initiatives offer a gamut of new knowledge platforms that give completely new points of orientation for decision makers in business, politics and culture.

Above all, The Design of Prosperity project sees itself as a platform for the creation of The University of Borås Centre of Excellence devoted to multi-dimensional and trans-discipline knowledge exchange for the purpose of understanding the ethical, aesthetical, ecological, technological, economic, and social challenges of our global societies, and to discuss and work toward resolving those challenges with top-class Swedish and international leaders, experts and innovative thinkers.

The Design of Prosperity project also sees itself as an innovative workshop for action-oriented educational and social innovation strategies, and for the development of new cultural, economic and entrepreneurial approaches that will bring new meaning and vitality to our over-saturated consumer markets.

The Design of Prosperity is ultimately a think tank where new ideas, models and methods are checked, theoretically confirmed, consolidated and taught in seminars to both our students and companies' associates.

## **THE BENEFITS**

Participants will gain brand-new insights that are far removed from conventional thinking, identify new market potentials, come into contact with forward-looking strategies and become acquainted with new sustainable models of growth and wellbeing.

The Design of Prosperity 09 conference offers an array of expert competencies across knowledge fields and industries that will foster cross-fertilization of ideas, unique and fresh insights, strategies and models, and provide a powerful network of experiences to the participants.

## **THE AUDIENCE**

The conference is addressed to:

- students, scholars, and members of academia and research;
- textiles scientists and technologists;
- business executives, management, entrepreneurs; delegates of business and consumer organizations;
- public policy makers and private sector policy makers from governmental and non-governmental organizations;
- journalists and delegates of the media and communication world;
- cultural actors, such as artists, designers, fashion and textile designers, craft professionals and delegates of cultural institutions and research foundations;
- and generally every member of the civil society interested in the design of a better world.

## PROGRAM

**08:00**      **Registration**

**09:00**      **Welcome**

**LENA NORDHOLM**, Rector of the University College of Borås, Sweden

**CHRISTIAN VOTAVA**, Partner of REALISE, Germany

**09:30**      **Introductory Speech**

**Authenticity and Responsibility: The Drivers of Sustainability**

*“People today call for much more than just ecological, economic and socially sustainable products. They are looking for products that also can deliver a message for the ecology of their mind and of their spirit. Products that express their ethos through a powerful aesthetic impact. That means products that can reconcile us with a future we thought they had lost”.*

**SIMONETTA CARBONARO**, Professor of Design Management and Humanistic Marketing, Italy/Germany/Sweden

The inspiring design management and humanistic marketing expert forecasts the directions consumer culture is moving in by analyzing broad socio-cultural patterns.

**10:00**      **Keynote Speech**

**Doing Business for The Next Hundred Years**

*“What keeps me in business is the opportunity to change the way business can be done, to reduce environmental harm, and inspire other business people to do the same.”*

**YVON CHOUINARD**, Founder and owner of Patagonia, Inc., USA

The environmentalist legend of the California-based outdoor apparel and adventure gear company, known for his unconventional wisdom and enlightened business strategies will speak about his vision of the future of business in the age of sustainability.

**11:00**      **Coffee Break\***

**11:15**      **Panel Discussion**

Distinguished international and Swedish experts will begin the Q&A with Yvon Chouinard which will then be followed by questions from the audience.

**12:00**      **Lunch\***

**13:30**      **The Power of Transparency: Creating Value, Communicating, and Involving The Whole Supply Net**

*“Sustainability is a process of collective learning, creating, and constructing new more flexible ways of knowing.”*

**JILL DUMAIN**, The United States

The Director of Environmental Analysis, Patagonia, Inc., and current chair of the Organic Exchange, she led the Common Threads Garment Recycling Program. With The Footprint Chronicles website, she is proving how customers reward honest communication about evolving ecological practices.

**14:20 Using blue sign™ Technologies to Use and Produce Less**

*“It is fundamental to properly manage the whole manufacturing process to include the use of smart process controls and end-of-pipe solutions that fully protect the environment and people in--and out--of the supply chain by integrating processes that need fewer resources, cause less waste, reduce emissions and post no health hazards.”*

**PETER WAEBER**, Switzerland

CEO of bluesign™ technologies ag, one of the most holistic, reliable, one-label environmental, health, and safety compliance tools at the disposal of the textile and apparel industry for mitigating the total impact on the environment of their supply and value chain.

**15:10 Coffee-break\***

**15:25 The Invisible Hand of Culture**

□ *“To induce people to act in a sustainable way, we need a much stronger concept than just sustainability. The endeavor towards sustainability is a cultural process. It is the ‘invisible hand’ of culture that is generating a new understanding of prosperity and new models of societal and economical development.”*

**CHRISTIAN VOTAVA**, Germany,

Partner of REALISE strategic consultants, renowned international business consultant, expert in strategy, value-added marketing and market research methodologies for saturated markets.

**16:00 Panel Discussion and Conference-day Wrap-Up**

The panelists will consider the day’s work and take questions from the audience.

**17:00 Conclusion**

**PANELISTS**

[JOSEPHINE RYDBERGER-DUMONT](#), Sweden, former CEO of IKEA of Sweden

[TAMARA ALBU](#), The United States, Director of Fashion Studies, Parsons The New School for Design

[KARIN EKSTRÖM](#), Sweden, Professor in Marketing at the School of Business and Informatics, University of Borås

[DAVID GOLDSMITH](#), The United States, Textile Designer, Educator, and Researcher at The Swedish School of Textiles

The program is subject to change.

\*Please note that we regret that it is not possible for the conference to provide coffee, refreshments, or lunch.

**THE CONFERENCE IS FREE OF CHARGE, BUT SPACE IS LIMITED.**

If you would like to attend, please download a registration form from the [designofprosperity.se](http://designofprosperity.se) website and email the completed form to [applicationths@hb.se](mailto:applicationths@hb.se) before SUNDAY, SEPTEMBER 13, 2009.

**Registration will be accepted on the basis of the chronological order in which registration forms are received. Only registered individuals will be admitted.**

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