



AGENDA WearFair Fashion Summit 2010

Friday, October 8		
optional 10:00-12:30	<p>China Blue Screening & Discussion with Stefan Kerl, Clean Clothes Campaign documentary on labour conditions in a Chinese jeans manufacturing plant by Micha X. Peled (USA, 2006) original version with german subtitles</p> <p><i>For registered persons only!</i></p>	 <p>© 2006 teddy bear films</p> <p>Location: moviemento OK-Platz 1 - 4020 Linz</p>
optional 13.00	<p>Official opening of the WearFair 2010 – Austrian Fair for Ethical Fashion</p>	<p>Location: Arbeiterkammer OÖ Volksgartenstr. 40 - 4020 Linz</p> <p>Location: Wissensturm, 16th floor, Kärntner Strasse 26 - 4020 Linz</p>
12.00-14.00	<p>Registration</p>	
14.00	<p>Welcome and Introduction by Heike Hochhauser und Sabine Klapf, Südwind Agentur</p>	
14.30	<p>Sustainability: main challenges and benefits Benefit from real life experiences – learn more about successful concepts and challenges in the ethical fashion industry</p> <p>Panel discussion with Carlien Helmink, Studio Jux Establishing an ethical label - what are the main challenges and lessons learned? Gabriel Kamudu, Craft Aid To be part of the supply chain – how to handle it in a socially responsible way. Sophie Koers, FWF Challenges in the fashion industry towards socially responsible supply chains. Is it possible to 'lable' a process?</p>	
17.00	<p>Afternoon Coffee Break</p>	

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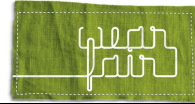
Österreichische
Entwicklungszusammenarbeit



Die Südwind-Initiative WearFair wird von der Europäischen Union und der Österreichischen Entwicklungszusammenarbeit gefördert. Die vertretenen Standpunkte geben die Ansicht von Südwind wieder u. stellen in keiner Weise die offizielle Meinung der Fördergeber dar.

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AKADEMIE
FÜR
UMWELT UND NATUR

Wissensturm
Volkshochschule Linz



<p>17.30-19.00</p>	<p>Meine Weiße Weste – Welche Mode noch tragbar ist Presentation by Kirsten Brodde (in German, English simultaneous interpretation will be provided)</p> <p>„Die grüne Mode etabliert sich zunehmend – und die Anforderungen an die Labels steigen“ <i>Current status on Eco-fashion, consumers' demands and requirements for labels</i></p>	 <p>© Kirsten Brodde</p>
<p>19.30</p>	<p>WearFair Fashion Show</p> 	<p>Location: OK Mediendeck OK-Platz 1 – 4020 Linz</p> <p>Discover how appealing ethical fashion can be! The fashion show features the exhibitors' latest collections covering a wide range of styles from young fashion to sophisticated designer wear.</p>
<p>21.00</p>	<p>Networking Party</p>	

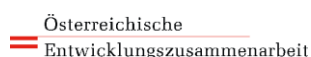
Saturday, October 9

<p>9.00</p>	<p>Facts and figures on the ethical fashion market by Johannes Heiml, Südwind Agentur</p>	<p>Location: Wissensturm, 16th floor, room 1505 Kärntner Strasse 26 - 4020 Linz</p>
<p>9.45</p>	<p>Certification and verification Find your way through the “certification jungle”: what to expect from quality labels and certifications?</p> <p>Presentations by Sophie Koers, FWF Fair Wear Foundation as a Multistakeholder initiative in the context of sustainability and social compliance - What is different about the FWF approach? Regina Dicken, FAIRTRADE Österreich FAIRTRADE certified cotton - Trust and promises of a known label. How does the certification process work and what are the advantages for producers and traders? Simone Hueber, IMO about GOTS Today's leading global standard to combine ecological and social aspects throughout the entire production chain – What's behind the name?</p>	
<p>10.45</p>	<p>Morning Coffee Break</p>	

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<p>11.00</p>	<p>Worldcafe on “Certification and verification” An innovative yet simple methodology for discussions</p> <p>With Regina Dicken (FAIRTRADE Österreich, Sophie Koers (FWF), Simone Hueber (IMO), Stefan Kerl (Clean Clothes Campaign Austria)</p>	
<p>12.30</p>	<p>Lunch Break</p>	
<p>13.30</p>	<p>Workshops <i>Pick your favourite! You are free to choose at the registrations desk.</i></p> <p>Workshop A: How to set up a sustainable business? Zuzia Andziak from Van Markoviec answers this question starting with the important aspect of purchasing. The sourcing of socially and ecologically compatible materials and fabrics is often the first hurdle when entering the fair fashion industry. What options are there?</p> <p>Workshop B : How to implement successful marketing strategies for eco-fashion? What are consumers' expectations? You get facts and figures from Elisabeth Tangl, marketing expert and co-author of a study on eco-textiles from Umweltberatung (Austrian institute for ecological questions),</p> <p>Workshop C: Best Practices Learn from outstanding initiatives and bring your ideas in. Join us in an interactive discussion! With Vishwaraj Maghoo (Craft aid), Carlien Helmink (Studio Jux) and you!</p>	
<p>17.00</p>	<p>End</p>	

Sunday, October 10

Visit the WearFair 2010 – Austrian fair for ethical fashion



The consumer fair, organized by Südwind Oberösterreich and Klimabündnis Oberösterreich, features products from more than 100 ethical fashion labels in the Arbeiterkammer (Volksgartenstr. 40, Linz)

Special event on Sunday: Fashion show for babies and kids (0-12 years) at 10:30.

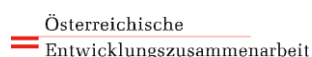
For more information see: www.wearfair.at/messe

Coffee and drinks at coffee breaks, snacks on Friday evening and lunch on Saturday will be provided.

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