



SHIFT TOWARDS
CONSUMPTION

THE
FUTURE
OF
FASHION

SUSTAINABLE

13 January 2020 | 17.30 - 21.30 | Embassy of Sweden



#SustainableConsumption #FashionRevolution #SustainableFashion #BerlinFashionWeek

THE FUTURE OF FASHION – SHIFT TOWARDS SUSTAINABLE CONSUMPTION

Monday, 13 January 2020 | 17:30 – 21:30

Embassy of Sweden | Nordic Embassies' Fellehus | Rauchstr. 1 | 10787 Berlin

RSVP: We kindly ask you to register at event.berlin@gov.se by 7 January 2020.

PROGRAMME

17:30 Doors open for registration, welcome drink

18:00 *Words of welcome*

Per Thöresson, Ambassador, **Embassy of Sweden in Berlin**
Kajsa Guterstam, Project Manager, **Swedish Institute**
Rolf Heimann, CEO, **hessnatur Stiftung**

18:15 *PART I – Speeches*

Carolyn Ermer, Researcher, **HTW University of Applied Sciences**
Hannah Holden, Sales and Communications Manager, **Atacac**
Kevin Gelsi, Sustainability Coordinator, **Nudie Jeans**

Moderator: Kajsa Guterstam, Project Manager, Swedish Institute

18:45 *PART II – Expert Talk: Communicating sustainability – simplified messages to raise knowledge and awareness*

Anosha Wahidi, Head of Division, **Federal Ministry for Economic Cooperation & Development (BMZ)**
Kristin Heckmann, Head of CSR, **Hess Natur-Textilien GmbH**
Jacob Östberg, Professor of Advertising & PR, **Stockholm University**
Jennie Rosén, CEO, **Swedish Fashion Council**
Jade Buddenberg, Senior Corp. Responsibility & Sustainability Manager, **Zalando**

Moderator: Rolf Heimann, CEO, hessnatur Stiftung

19:30 *PART III – Reception*

Swedish fingerfood, showcases and live music by *Niklas Mascher & Nino Ruggieri*



Embassy of Sweden
Berlin

hessnatur
stiftung
Institute for applied sustainability

In cooperation with

SI.
Swedish Institute.



SWEDISH FASHION
COUNCIL