



# 13th Global Conference on Sustainable Manufacturing

## Working Sessions

Thursday 17/09/15 – „Industrial day“

### 1 Sustainability in Fashion

One of Vietnam's branches with the highest value creation is the apparel industry. It contributes strongly to the growth of the GDP and the wealth of the society. On the other hand western customer groups discuss about design and manufacturing decisions and their heavy impact on work conditions and the environment. Within the session best practices of design and manufacturing from different branches of the apparel and textile industries are presented and discussed on the baseline of quality, innovation and aesthetics including strategies for recourse effectiveness and circular economy. Aim is to identify challenges and future perspectives for a beneficial future for all stakeholders within the apparel industry.

### Chair

Professor Frederike von Wedel  
*Esmod Berlin*  
*International University of Art for Fashion,*  
Germany



## 2 Technology and Innovation Management

This specialized session in technology and innovation management offers opportunities for enterprises to present their innovation tools and implementation strategies. The session will also highlight the nature of innovation, the relationship between strategic leadership and innovation and how organizations use technology and new product/service development processes to successfully manage change. In this session, business partners of Vietnamese-German University will present their initiatives in technology and innovation management. In addition, the 2nd round of Best Innovators Award 2015 will take place in the afternoon of this session.

### Chair

Ms. Huynh Dinh Thai  
Linh  
*Vietnamese-German  
University, Vietnam*



## 3 Industrial Development and Urban Sustainability: International and Vietnamese Perspectives

Manufacturing and industrial development are the key factors leading to the urbanization process but sustainable aspects seem to be ignored during the first steps of industrialization in newly developing areas. Through case studies in Vietnam and Germany, this special session will discuss the challenges of urban areas caused by industrial development.

### Chair

Dr. Son  
*Vietnamese German  
University, Vietnam*



## 4 Higher Resource Productivity – Understanding the main potentials and challenges of product end-of-life management through gamification

In this session, a game prototype for learning the potentials and challenges of product end-of-life management is presented. The participants are invited to experience a game session in small teams, on the basis of a simplified product life cycle case. The aim of the game is to develop the most sustainable activity strategy. Once the game session is over, users are presented potential evolutions of this game concept for application in higher education and industrial environment with more complex knowledge input and output expectations, and invited to give their input through a structured questionnaire.

### Chair

Mr. Guidat  
*Technische Universität  
Berlin, Germany*



## 5 Human Centred Automation

The goal of this working session is to derive specific actions and approaches how to evaluate (human centred) automation solutions developed by project „Human Centered Automation“ within the first funding period of the Collaborative Research Center 1026 - Sustainable Manufacturing. Thereby, it is of special interest to derive a long-term plan to integrate these technologies into existing production lines world-wide considering regional conditions of production.

### Chair

Mr. The Duy Nguyen  
*Technische Universität  
Berlin, Germany*



## 6 Sustainable Business Model Strategies in the Manufacturing Industry

The business model concept is being recognized as a key concept to integrate social and environmental sustainability in the industrial system. In this sense, sustainable business models are business models that increase the competitive advantage through superior value delivered to customers that contributes to a sustainable development of the company, environment and society. Within the session participants will get to know different business model strategies and discuss their own experiences, chances and barriers for sustainable business model innovations as well as ideas for future implementations.

### Chair

Dr. Bezerra Barquet  
*Technische Universität  
Berlin, Germany*



Johannes Seidel  
*Technische Universität  
Berlin, Germany*

