



JAPANESE-GERMAN CENTER BERLIN [JDZB]
SUPPORTED BY
THE GERMAN CHAMBER OF COMMERCE AND INDUSTRY, TOKYO
JAPAN INDUSTRIAL DESIGN PROMOTION ORGANIZATION

TENTATIVE PROGRAM

for the symposium
EcoDesign

on Thursday, 30 October 2008
at the Tokyo Midtown Design HUB, Midtown Tower, Roppongi, Tokyo
<http://www.tokyo-midtown.com/en/access/index.html>

Thursday, October 30th

Languages: Japanese/English, simultaneous translation

10.00 h **Opening**
Dr. Wolfgang BRENN (JDZB)
HE Ambassador Hans-Joachim DAERR (German Embassy), t.b.c.
NN (German Chamber of Commerce and Industry) t.b.c.

10.15 h **Introduction**
EcoDesign in Germany
Dr. Silke CLAUS (Design Consultant)
Why We Need Ethics in Design
Andrej KUPETZ (German Design Council)

Session 1 Environmental Policy and Society in Germany and Japan
Chair: Dr. Silke CLAUS (Design Consultant)

11.00 h Prof. Dr. Raimund BLEISCHWITZ (Wuppertal Institute)

11.30 h Prof. YAMAMOTO Ryoichi (The University of Tokyo)

12.00 h Q&A

12.30 h *Lunch*

Session 2 EcoDesign
Chair: Andrej KUPETZ (German Design Council)

13.30 h Prof. MASUDA Fumikazu (Tokyo Zokei University)

14.00 h Prof. Ursula TISCHNER (Design Academy Eindhoven)

14.30 h Eike FRÜHBRODT (Heidelberger Druckmaschinen AG)

15.00 h Q&A

15.30 h Coffee break

Session 3 Panel discussion

Chair: Dr. Silke CLAUS (Design Consultant)

- Where does company motivation to act ecologically come from?
- What development options can be seen at the interfaces between branches?
- What hurdles must be overcome when introducing ecologically innovative technologies and products?
- How to create a culture of ecological behaviour?

Participants:

Eike FRÜHBRODT (Heidelberger Druckmaschinen AG)

Andrej KUPETZ (German Design Council)

Prof. MASUDA Fumikazu (Tokyo Zokei University)

Prof. Ursula TISCHNER (Design Academy Eindhoven)

17.30 h End of symposium