

# WATER INNOVATION LAB

WE NEED A WAVE OF CHANGE: TRANSFORMING OCEAN PLASTICS

WITH

DR. ERNST ULRICH VON WEIZSÄCKER, HONORARY PRESIDENT CLUB OF ROME  
JO RUXTON, PRODUCER OF „A PLASTIC OCEAN“, PLASTIC OCEANS UK  
HENRIK LANGHOLF, FESTIVAL INITIATOR, ZUKUNFTSMODERATION!  
& A GROWING GLOBAL OPEN INNOVATION COMMUNITY

11.-12.07.2019



A WATER FESTIVAL FREIBURG INITIATIVE

„Let the real experts talk now!“



JO RUXTON,  
PRODUCER OF THE GAME CHANGING  
MOVIE „A PLASTIC OCEAN“



# The Water Innovation Lab

**The Water Innovation Lab is an invitation to all pioneers, innovators and game changers in industry, science and civil society that have deeply understood that we need a second wave of change!** The first wave started 10 years ago, when individuals such as Jo Ruxton started collecting facts about our plastic foot print in the ocean and its impact on the marine and human ecosystem. After having seen the movie „A Plastic Ocean“, or having read one of the numerous studies, reports or articles that have been published especially in the last couple of years, we know „all“ the facts and we know that it is time to innovate and change now!

**The Water Innovation Lab is a barcamp type gathering focused on 5 action areas:**

1. **„Garbage out“:** How can plastics be removed from the sea or stopped from entering it in the first place? What are the most promising approaches?
2. **„Recycling“:** What are the processes like for enabling recycling of ocean plastics on an industrial scale and thereby contributing to conservation of resources? What prototypes are there? What products is ocean plastic suitable for?
3. **„Bio-based Plastics“:** What are the latest trends in the development of degradable plastic? For which products is bio-based plastic suitable or not suitable? What does it require for further scaling?
4. **„New Lifestyle“:** What approaches are there for a life “without plastics”, what do the alternatives look like? What type of attitude is possible and necessary for reducing the “plastic footprint”?
5. **„Transformation Management“:** How does the transformation of complex social and industrial challenges succeed? Which examples can be inspiring? What kind of awareness and tools promote "open innovation" and successful change?

# Key Note Speaker, Day 1

**Jo Ruxton (UK)** is founder and director of the London based NGO *Plastic Oceans UK*. After having a successful career as nature film maker at BBC she decided to go more in depth with nature and to focus on the global plastic crisis in the worlds oceans. She started her own project with a fundraising campaign and produced the first comprehensive documentary on the topic called „*A Plastic Ocean*“. The movie influenced decision makers in the United Nations, in governments, science, media and education and is still reaching out to a global audience.



That the topic is so present today on all media channels would not have happened without her courageous early stage engagement which started ten years ago. Believing „in the good in mankind“ she will invite us to join her now in the „second wave of change“ which leads from awareness & information to action & innovation for the sake of regaining plastic free clean oceans again.



## Key Note Speaker, Day 2

**Professor Dr. Ernst Ulrich von Weizsäcker**, born in 1939, is regarded worldwide as an outstanding natural scientist and is known as one of the pioneers of sustainability. Since the early 1990s, he has been developing ideas for a sustainable and resource-efficient economy based not only on constant growth, short-term profit-seeking and competition.

In his long career he has been Director of the Institute for European Environmental Policy, Director of the UN Center for Science and Technology New York, Director of the Institute for European Environmental Policy Bonn, London and Paris and President of the Institute for Climate, Environment and Energy Wuppertal. He has been Member of Parliament for the SPD (MdB) and Head of the Environment Committee in Berlin and Dean of the Donald Bren School for Environmental Science and Management, University of California, Santa Barbara, USA.

Since 1991, von Weizsäcker has been a member of the Club of Rome, a charitable association of experts from a wide range of disciplines from more than 30 countries, that is committed to promoting a sustainable future for humankind and studying the major megatrends. Between 2012 and 2017 he was co-president of the Club of Rome and since 2018 he is its honorary president.

**Welcome Prof. Dr. Ernst Ulrich von Weizsäcker and thank you for sharing your experiences, ideas and burning questions at the Water Innovation Lab!**

# The Agenda

„We need a Wave of Change: Transforming Ocean Plastics!“

Doors open: Thursday, July 11<sup>th</sup> 1 pm

End: Friday, July 12<sup>th</sup> 6 pm

Facilitation: Henrik Langholf

8. Summary & Outlook

1. Opening & **Who is who**

2. Keynote by Jo Ruxton:  
„We need a 2nd wave of  
change!“

3. World Café Talk:  
„The power of burning  
future questions!“



4. Prof. Dr. Ernst-Ulrich von Weizsäcker, Honorary President of the Club of Rome  
„Come on! A call for Open Innovation - leaving „silo“ thinking behind!“

5. **Wave of Change Session No.1:**  
Ideation Sessions based on the burning  
questions & offerings of all people present

6. **Wave of Change Session No.2:**  
Ideation Sessions based on the burning  
questions & offerings of all people present

7. **Prototyping:**  
The 1<sup>st</sup> Global Change  
Roadmap towards plastic free  
oceans by 2050!



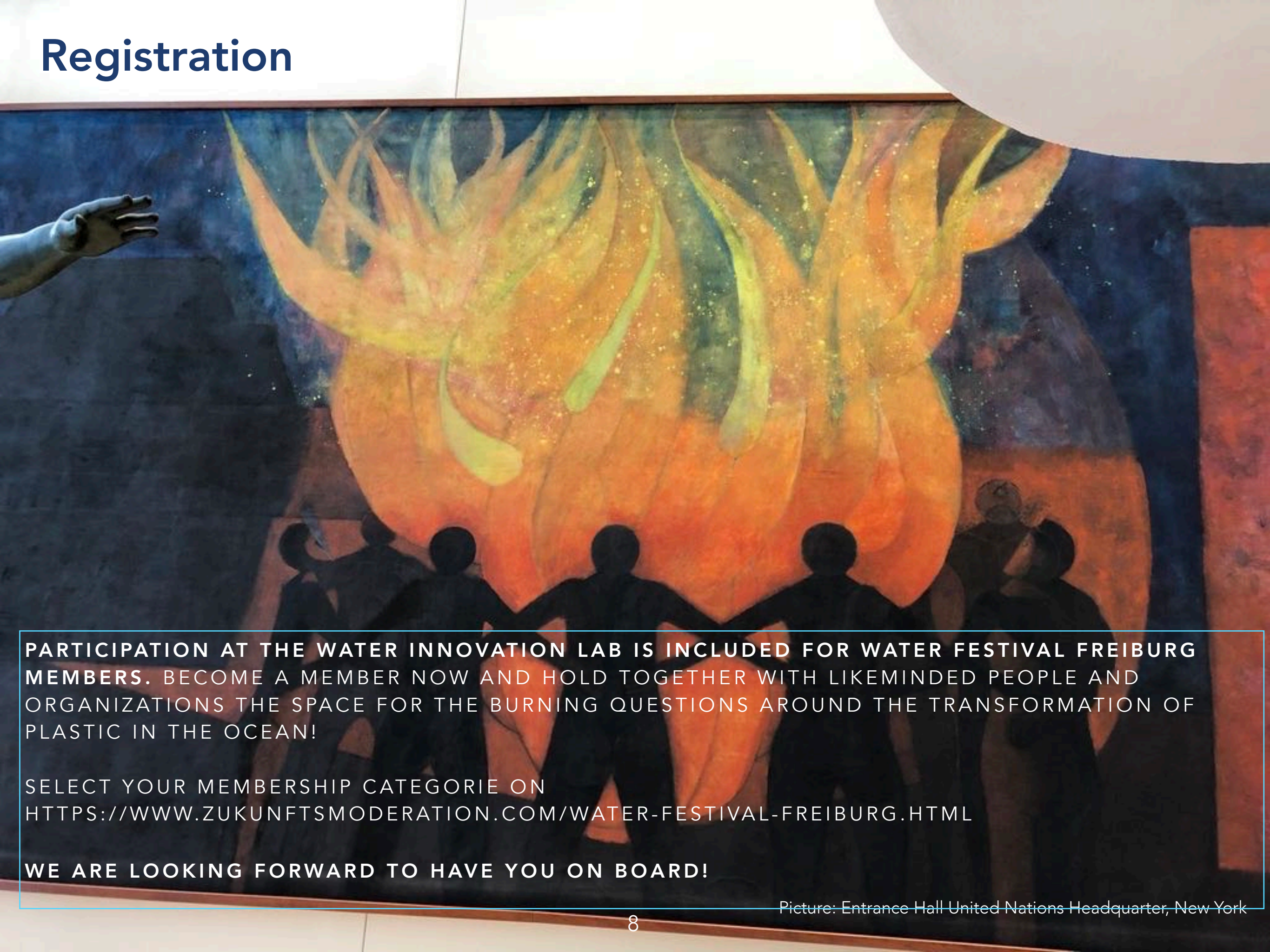


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**(STRASSENBAHNLINIE/TRAM 1 / STATION: BETZENHAUSER TORPLATZ)**



# Registration



**PARTICIPATION AT THE WATER INNOVATION LAB IS INCLUDED FOR WATER FESTIVAL FREIBURG MEMBERS.** BECOME A MEMBER NOW AND HOLD TOGETHER WITH LIKEMINDED PEOPLE AND ORGANIZATIONS THE SPACE FOR THE BURNING QUESTIONS AROUND THE TRANSFORMATION OF PLASTIC IN THE OCEAN!

SELECT YOUR MEMBERSHIP CATEGORIE ON  
[HTTPS://WWW.ZUKUNFTSMODERATION.COM/WATER-FESTIVAL-FREIBURG.HTML](https://www.zukunftsmoderation.com/water-festival-freiburg.html)

**WE ARE LOOKING FORWARD TO HAVE YOU ON BOARD!**

Picture: Entrance Hall United Nations Headquarter, New York



# About us

**The Water Festival Freiburg** is a movement initiated by Henrik Langholf and Daniel Bichsel. Later on Ann Forker has become a member of the core team. It started in January 2017 when we were hosting the German premiere of the movie *A Plastic Ocean* in the Green City Freiburg in South Germany, combined with a *World Café* which gave space to inspire each other and to develop ideas to „change the game“ of producing more and more plastic that ends up in the worlds oceans. The most successful initiative which was born on this occasion, the *Plastic Education keynote speeches by Anna Neubauer & Daniel Bichsel*, have reached and changed the mind of hundreds already and have become a highlight TED talk.

Meanwhile the Water Festival Freiburg is developing into a *global, growing open innovation network* of people and organisations, that are inspired by focusing the positive vision of plastic free oceans by 2050 instead of getting stuck by the prognosis of „more plastic in the seas than fish“ by that time. The *Water Innovation Lab on July 11-12<sup>th</sup>* and the *Water Citizen Lab on July 13<sup>th</sup>* are the projects we are dedicated to in 2019. A global online congress is in the early preparation stage for 2020.

**Henrik Langholf (WEST GER)** is founder and managing director of *Zukunftsmoderation! Henrik Langholf & Friends*, a change management consultancy with a long track record of strategy, innovation and change projects in industry and the public sector. Next to his deep love for dolphins & whales the *deep search for chemistry for a sustainable future* of one of his major customers inspired him to get started with the Water Festival Freiburg movement.



**Ann Forker (EAST GER)** is trauma *therapist and connection expert* with *Somatic Experiencing* and several other backgrounds, busy in her own practices in Freiburg and Staufen. Ann is dedicated to help people to get out of inner stuckness and to empower the inner calling for a life full of purpose and dignity. With her fine understanding of what makes community possible she is turning more and more into the *Water Festival Freiburg community manager by heart*.



# Let's be in contact

## Water Festival Freiburg

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RAUM IM SEIN  
ANN FORKER

