

'CREATE' KICK-OFF

AALBORG UNIVERSITY BUSINESS SCHOOL

Location: Fibigerstræde 10, Aalborg 9220, Denmark; Room 0-08 & Zoom

Date: 6TH October 2022

Time: 9.00 am to 12.30 pm (Danish Time)

13.00 pm to 16.30 pm (Bangladesh Time)

8.00 am to 11.30 am (UK Time)



Dear collaborating partners, distinguished speakers, and colleagues,

We are pleased to invite you to the official kick-off ceremony of the **'Circular Economy in Bangladesh's Apparel Industry' (CREATE)** project whose main aim is to examine the circular economy transition in global apparel value chains linked with Bangladesh's apparel industry and develop effective policies.

With a grant of 12 ml. DKK from the Danish Ministry of Foreign Affairs, DANIDA, CREATE is partnering with several global stakeholders and research institutions such as Global Fashion Agenda (GFA), Danish Fashion and Textile (DM&T), Access2innovation, DK, Copenhagen Business School, Manchester Institute of Fashion, Manchester Metropolitan University, Ethical Trading Initiative (ETI) UK, SOAS (Department of Economics) The University of London, Ahsanullah University of Science and Technology (AUST), Bangladesh, Dhaka University (DU), Institute of Business Administration (DU, Bangladesh), and Bangladesh Garments Manufacturers and Exporters Association (BGMEA) to support the development of a sustainable production and consumption system in global apparel value chains.

This being the largest research-based policy-development project on circular economy in the apparel industry, CREATE aims to contribute to climate change mitigation and social as well as economic sustainability in the global fashion industry.

We have been awaiting this day for so long and it would not have been possible without the support from and competence of our valued partners.



The Program Schedule:

- 9.00: Official opening by Head of AAU Business School, Professor Christian Nielsen.
- 9.10: Introduction to CREATE project by project leader Mohammad B. Rana, Associate Professor, AAU Business School, DK
- 9.25: The Value of Collaboration in Solving Global Challenges by Morten Thiesen, Vice Mayor, Aalborg, Denmark
- 9.35: Impact of Circular Economy on Bangladesh's Economy and Global Apparel production by Vice Chancellor of AUST, Bangladesh, Prof. Dr. Muhammad Fazli Ilahi (Via Zoom)
- 9.45: ESG Framework to address the real-time challenges by Dean at SSH Faculty, Aalborg University, Professor Rasmus Antoft
- 9.55: Political Economy and Circularity Shift in Global Value Chains by Professor Lindsay Whitfield, Copenhagen Business School, DK.
- 10.05: Prospect of Circular Economy Transition in Apparel Industry by Director of Institute of Business Administration, Prof. Mohammad A. Momen (Via Zoom)
- 10.15: Reflection on Sustainability Challenges for Danish Fashion Industry by CEO of Danish Fashion and Textile (DM&T), DK, Thomas Klausen
- 10.25: Reflection on the impact of the green transition of the global apparel value chain by President of BGMEA, Bangladesh, Mr. Faruque Hasan (Via Zoom)
- 10.35: Break and snacks
- 11:00 Introduction to the Partner-institutions and the Researchers of CREATE project
- 11.30 Multinational Enterprises and the Circular Economy by Keynote speaker Professor Gabriel R. G. Benito, BI Norwegian Business School, Norway
- 12:00 Reflection on Circular Economy from the perspective of International Business, Professor Svetla Marinova, Head of International Business Research Group, AAUBS
- 12.10 Reflection on the Future of Circular Economy in Bangladesh as a sourcing country by Prof. Dr. Mohammad Amanullah, Local Project Coordinator & Former Dean of AUST. (Via Zoom)
- 12.15: Closing and moving forward by project Leader Mohammad Rana, Associate Professor, AAU Business School, DK

On behalf of the whole CREATE team
Mohammad B. Rana and Mette Vinther Larsen
Aalborg University Business School



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