

## Press Release:

Ismaning, February 03rd, 2026

PERFORMANCE DAYS © functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
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**PERFORMANCEDAYS**  
FUNCTIONAL FABRIC FAIR

### PERFORMANCE DAYS - DAY 0 “Turn the Tap Off”

## “Action helps us change what we do!”

*DAY 0 takes place deliberately before PERFORMANCE DAYS begins. It is conceived as a space for reflection, dialogue and active engagement – a moment to pause before the fair, rethink established systems and address sustainability not as a trend, but as a fundamental transformation challenge. Under the guiding metaphor “Turn the Tap Off”, DAY 0 focuses on root causes rather than symptoms, systemic change rather than isolated solutions, and collective responsibility rather than individual silos.*

*In this conversation, Bowie Miles, who is guiding through this interactive workshop-experience in March again, reflects on why transformation must start upstream, why participation matters more than presentations, and how real change can move from ambition into action.*

*A conversation about rethinking sustainability, circularity and real impact in the textile industry*

#### **Why is DAY 0 positioned before PERFORMANCE DAYS?**

**Bowie Miles:** The exact timing matters less than the connection. DAY 0 should not feel like an add-on, but as an integral part of the PERFORMANCE DAYS experience. Its messages need to flow into the fair itself – through visibility, communication, and continuity. A stronger bridge between DAY 0 and PERFORMANCE DAYS would increase relevance, impact, and long-term value.

#### **Why do we need collaborative spaces instead of traditional listening formats?**

**Bowie:** Because knowledge already exists – the real value lies in shared learning and connections. Active participation creates deeper engagement. People connect on a deeper level when they are part of the process rather than passive listeners. Co-creation leads to commitment, action, and long-term impact.

#### **What does “Turn the Tap Off” represent for the textile industry?**

**Bowie:** It represents the need to stop uncontrolled resource extraction. If we don't consciously turn the tap off, it will eventually run dry. The metaphor highlights a shift from managing consequences to addressing root causes – from extraction to regeneration, from footprint to handprint. Real change starts at the source, not at the overflow. And at the end - we all should understand, that having a shower is more efficient.

#### **Why does sustainability still focus so much on end-of-life solutions?**

**Bowie:** Because they are easier to grab and fit existing business models. End-of-life solutions manage the symptoms but often depend on the problem continuing to exist. Real transformation requires addressing the source of the problem – slowing down, controlling, or turning off the flow rather than managing the overflow.

#### **Where are the biggest leverage points for change upstream?**

**Bowie:** In controlling production volumes. The industry must return to a needs-based model

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– producing what is needed, not what can be sold. Designing durable, long-lasting products reduces consumption, waste, and overstock. Business models must shift from volume growth to quality, longevity, and responsible production.

### **How does understanding material flows change circularity?**

**Bowie:** It shifts the focus from isolated actions to the full value chain. The biggest impacts happen upstream – in raw materials, fiber, yarn, dyeing, and processing. When brands understand these flows, they can make better decisions early in the process, where real leverage exists.

### **Why is hands-on work essential for sustainability?**

**Bowie:** Because it makes sustainability tangible and real. Active participation creates understanding that lasts. When people map systems themselves, learning becomes personal, practical, and transformative – not theoretical. I am sure: “Action helps us change what we do!”

### **What should participants take away from DAY 0?**

**Bowie:** A mindset shift. Sustainability is not a job role or working-hours topic – it’s a lifestyle responsibility. Change starts with awareness, small actions, and personal accountability. Small wins create momentum.

### **Why must individual responsibility connect with industry change?**

**Bowie:** Because sustainability is shared responsibility. Systems are shaped by people, and real change happens when personal values align with organizational action. Long-term resilience depends on collective accountability.

### **How do we move sustainability from ambition into real-world action?**

**Bowie:** Through engagement, dialogue, and our experiences. Sustainability must be felt, understood, and internalized – not just written into strategies. Only then does it become embedded and authentic.

### **What role does honesty play?**

**Bowie:** Honesty enables real connections. Without openness and vulnerability, conversations remain superficial. Honest dialogue allows industries to move beyond roles and titles toward shared responsibility and real progress.

### **What must change in the next 5-10 years?**

**Bowie:** The industry must stop repeating the same discussions without action. Overproduction, resource scarcity, and social pressures make the current model unsustainable. The future depends on conscious decisions: producing less, producing better, and aligning business with planetary limits.

### **What gives you hope that transformation is possible?**

**Bowie:** Human adaptability. Crises show that people can change quickly. Hope lies in compassion, connection, and a shift in values – away from accumulation and toward experience, relationships, and meaning.

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### **Why should people join DAY 0 – even if they already know a lot about sustainability?**

**Bowie:** Even for those who already have a strong understanding of sustainability, DAY 0 offers a different kind of value. It creates a space for openness, honesty, and reflection—allowing participants to engage with complex and sometimes uncomfortable topics in a way that goes beyond theory.

Rather than relying on passive listening, DAY ZERO emphasizes active participation and shared experience. Being involved in the process encourages reflection, accountability, and action, even if those actions begin with small steps. This hands-on approach helps translate knowledge into behavior and supports meaningful change. By working together, participants can inspire one another and build a sense of positive accountability. In this way, DAY ZERO is not about learning more facts, but about reconnecting with purpose, perspective, and the practical steps needed to move forward.

### **Kasten:**

**ABOUT DAY 0:** DAY 0 takes place intentionally before PERFORMANCE DAYS as a moment to pause, reflect, and reset. It creates space to step back from business as usual and address sustainability at its roots—before products, strategies, and decisions take shape. Rather than focusing on trends or end-of-life solutions, DAY 0 invites participants to engage with systemic change, shared responsibility, and practical action. It is a starting point for honest dialogue, collaboration, and a shift from ambition to real-world impact.

**ABOUT BOWIE MILES:** Bowie Miles has been responsible for DAY 0 since the Autumn edition of PERFORMANCE DAYS and leads the workshop with a strong focus on dialogue, participation, and real-world impact. With a deep understanding of sustainability, material flows, and systemic change, she brings both strategic insight and personal conviction to the format. Her approach connects industry expertise with hands-on engagement, creating a space where complex topics can be addressed openly and translated into meaningful action.

### **Learn more about the complete schedule of DAY 0 here:**

<https://www.performancedays.com/the-fair/day-0-conference/tickets-and-program.html>

### **Save the Date:**

PERFORMANCE DAYS // March 18-19, 2026 // Messe München  
[www.performancedays.com](http://www.performancedays.com)

DAY 0 // March 17, 2026 // Messe München  
[www.performancedays.com/day-0-conference.html](http://www.performancedays.com/day-0-conference.html)

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