

INV ITATION FOR A MEETING FOR EXPERTS WITH EXPERTS

Working and learning in the world of Cradle to Cradle

WHEN : MONDAYAFTERNOON 21 OCTOBER 13.00 – 17.30
WHERE : 's-Hertogenbosch Hotel Centraal Burg.Loeffplein 98
Tel.073-6926926 (www.hotel-central.nl)
BY WHOM : On behalve of the international partners from the Leonardo
Project on Cradle to Cradle Rudolph G.Bolsius,projectmanager

WHY SHARE IDEAS ABOUT THE IMPLEMENTATION OF C2C IN
VOCATIONAL EDUCATION AND COMPANIES IN ORDER
TO MAKE THE OPTIMAL CONNECTION BETWEEN
EMPLOYEES OF TOMORROW AND WORKERS OF
TODAY.

INTRODUCTION.....

An important joint venture between an American architect and a German chemist led to the publication of a book in 2002 which gave a new impulse tot the way we think about sustainable development.

Michael Braungart and William McDonough presented a concept which lifted our ideas about sustainability to a higher level.

On the basis of the Cradle to Cradle innovative framework companies started making products with surplus value;products that have a positive effect on people,the environment and society.

This innovative framework is guided by 3 principles:

- 1 Waste=food
- 2 Use renewable and inexhaustible energy sources
- 3 Celebrate diversity

Now in 2013 we see many examples all over the world where these principles were brought into reality.

But what about the important connection between the competences of employees in companies in order to be able to make products and services in a C2C way?

And more specific what about the competences of future employees preparing themselves in vocational institutes for future work?

In order to investigate this issue partners from 5 countries working in education and industry joined their expertise and started a 2 year project "Working and Learning in the world of Cradle to Cradle" sponsored by themselves and the Leonardo Programme.

Partners from education and industry:

- Belfast Northern Ireland;
- Oradea Rumania;
- Thessaloniki Greece;
- 's-Hertogenbosch Netherlands;
- Coburg,Germany;

They worked together supported by EPEA Hamburg(Michael Braungart), Ellen MACARTHUR FOUNDATION(Isle of Wight dr.Ken Webster) and Dr.Sonja Eser expert on C2C, Desso expert Rudi Daelmans and management by KPC Group 's-Hertogenbosch.

After two years they developped a training programme for educators and industry based on the innovative framework and a simulation game for introducing awareness.

This training programme is tested in the 5 countries and the results are presented in the expert meeting.

Main theme is:

What is needed to prepare the employees of the future, now in vocational education, to be able to work in a company which produces C2C products/services?

Or the other way around....

What is needed in companies to be able to work in a C2C way with young employees...

We invite you to join us and discuss with us in interactive workshops about the future of C2C in education and industry.

In the interactive workshops our partners in the project discuss with you the results in their countries and the impact on future developments.

We have representatives from Dublin, Oradea, Thessaloniki and Coburg and of course from EPEA Hamburg.

They will take the lead and share with you outcomes and future thinking.

There will be key notes from dr. Ken Webster from the Ellen MacArthur Foundation, from Dr. Sonja Eser international expert on C2C and Rudi Daelmans director sustainability from Desso.

They will explore the future developments of C2C and circular economy and share with you the chances.

The programme:

13.00 : Welcome and introduction to the programme by Rudolph Bolsius

13.15 : keynote by dr. Sonja Eser: what did we learn from the project and what is still to be learned in the near future?

13.40 : keynote by dr. Ken Webster: the next steps in circular economy

14.10 : keynote by Rudi Daelmans: what about the next steps in companies and the connection with vocational training?

14.35 : short break

14.50 : panel discussions with the speakers and the visitors

15.30 : workshops with the partners from the participating countries. In small groups the visitors meet the C2C participants and speakers and share their experiences and discuss about future plans.

16.30 : conclusions by Rudolph G. Bolsius

17.00 : networking and drinks

17.30 : end of the programme

Mail to R.bolsius@kpcgroep.nl and indicate that you will be there on Monday afternoon

22 October in 's-Hertogenbosch.

Meet you there,
Rudolph G Bolsius

On behalf of the core team of the project

Rudi Daelmans (Desso)

Ken Webster (Ellen MacArthur Foundation)

Sonja Eser (Sinnenwandel)

Peter van der Baan (KPC Groep)

Rob de Vrind (Koning Willem 1 College)

Wei Wang Ahlersdorf (EPEA Hamburg)