

Marketing Plan Cradle 2 Cradle/ communities of practice

Dissemination & Exploitation: ideas by the partners on the final conference C2C 21/22 October

Introduction.....

In terms of marketing we decided that the partners will focus on the following issues.

1. What is Cradle to Cradle

The right message is important.

The relation between sustainability, Cradle to Cradle, Circular Economy is important.

But also the difference.

So expertise on the content side is a necessity.

“Catch the interest”

2. Strategy

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1. Right target groups = partner organisations (internal marketing)
 - = intermediaries (external marketing)
 - = press

In this sense the partners made progress.

The internal marketing was quite successful in most cases.

In Rumania a lot of students, representatives of companies took part.

There was also a cross border exchange with a project in Hungary.

In Germany there was the focus on design with students and companies.

In terms of external marketing the Bavarian Television had a programme on their activities in the area of C2C design. Quite informative.

In the Netherlands there is a strong support from Duurzaam MBO(website activities) with a strong focus on Vocational Education.

Also Intermediaries are used such as Bosch Energy Covenant, the marketing of Desso and DSM.

One of the important target groups are the politicians on all levels.

You need them in decision making. Top priority is how to get C2C higher on the agenda.

2. Right message = as a format for a leaflet with selling text on unique selling points and Testimonials

The right message was exercised during the general training and the pilots by the members of the core group.

Looking at the presentations of the partners their use of C2C language they are able to deliver the right message in a straightforward way.

Big issue in education is the change capacity of the workers in education.

The right message should take into account that in education in general it is difficult to get out of the comfort zone.

Additional info helps to change in the C2C direction.

3. Right medium = see manuals/game

The focus of raising the awareness is on:

The Game and the Manuals for the teacher and the trainer.

And the publication Nature has the solution....

The game is a success: after piloting and used during dissemination it is quite clear that it can be used and is already used in a number of ways and conferences.

The game has a strong focus on how to organise the designs for well known products in such a way that it is more C2C.

The discussion on all kind of methods to reach that goal/target is an important process and contributes to the awareness.

In quite different circumstances with students, with students and company people, with teachers and with experts it is proven to be a valuable contribution to the process of raising the awareness.

The same counts for the manuals and the three modules used in trainings.

The power points, the videos, the training all contribute to the next step: how to bring C2C into small projects to exercise.

The latest product is made by one of the core group members Rob de Vrind

A kind of synthesis from experiences in the project.

The idea was discussed to set up a special C2C newsletter per partner with examples of best practices.

4. Right moment = timeline activities

In the plans for the future it becomes clear(see presentations on the website)that the focus is on:

- More parties to be involved
- Bringing C2C into the curriculum
- Organise small projects between education and industry with students.

5. Right place = CoP's have structural and direct external contacts also after the project.
The already existing website will act as a community for the partners
And also as an example to set up an own community.

The appointment is made that the project manager Rudolph G.Bolsius will act as a intermediate between the partners after the finish of the project and will look for opportunities to continue.

3. Instruments internal and external

- Website with links to partner websites + hits

The website C2C part of Duurzaam MBO is seen as a valuable instrument.

It is informative

It gives indication for the communication of the message

It gives instruments and products to use in the own situation of the ex partners.

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Another quite different instrument was discussed.

At the product level there is a certification from EPEA.

A product only can be named as C2C when it is approved by EPEA.

What about a kind of prove/ label for educational departments that they are C2C proof in the way they carry out their programa/curricula.

A discussion of the added value on such an instrument will be continued between the partners also after the project.

- Presentations on meetings and events

In the report several meetings and events are already programmed

- Publications, articles in magazines

In the website quite a number of articles and publications can be found and used.

- Press releases, interviews, free publicity

By the website enough materials are traced which can be used in free publicity.