Meeting Cradle to Cradle
Mercure Hotel
71-79 Southwark Street
London SE1 OJA
Tel 0207 902 0803
Email: H2814@accor.com

1.Facts and figures

Dates: 11 and 12th of April
From 0.9.00- 17.00 both days
Lunch and coffe brakes included

Number of participants: 8

Internet access(wifi) and projector available in the meeting room

Arriving the 10th of April at different times
Informal dinner and drinks the 10th:meeting in the lobby at 18.00 hours
The 11th of April dinner together;the 12th we end at 17.00 hours.
Some of us travel back at that date,others next morning.

My Phone 0031 622542151(just in case something happens or you need something or you just want to talk)

2. Main goal and results

Some history in a nutshell

We promised our sponsor:

1 .a training programme and
2.the dissimination of that programme in the different partner organisations.

Including related topics as SCR/ISO and focus on new competences for new jobs and a game as essential part of the training.

We worked in Hamburg and Vught on the rough outlines of the programme and on the use of the training programme for the partners only in their organisations.
After Vught Sonja,Rob,Peter and Ruud had a 1,5 day session in 's-Hertogenbosch to elaborate the outlines.
Attachments 1 is about the deliverables in general
Attachment 2 is   about items to take care of
Attachment 3 is the concept module 1 by Sonja
Attachment 4 is the concept module 2 by Sonja

Day one 11the of April:

0.9.00

- Meet and greet
- Agreement on the agenda

09.45

We discuss **The basic modules 1 and 2 (delivered by Sonja)**

0 Advanced organizer before the training starts (?)

FILM with some kind of basic assignment(?)

Module 1: Introduction
       …… the basics of C2C® principles and mindset

We use the materials delivered by EPEA Hamburg and by Sonja Eser.

Module 2 Activate and implement the basics and mindset by using
 a simulation game: from awareness to ……

1 and 2 are the basic modules: two days.
We discussed the programme of these two days in the meeting with
Sonja,Rob and Peter and played the game.
The expierences we shared led to an adaptation of the game and the
basic modules. We also have my report on the Vught session with the
additional remarks from Rudi

Rob is developing a course for the department of design at King William
the first College
A proces booklet to be used next to the game(something else than the
rules of the game)

**Crucial is the question which elements do we need to come to a
good and thorough C2C®** desing?

We play the game and Sonja is in the lead in the morning session and decide in what way this game will be put into the training programme

12.30-13.30 lunch

13.30- 16.30

In the afternoon session we discuss the 2 basic modules made by Sonja(attachment module 1 and 2) and decide in what way they will be part of the training programme.

16.30 conclusions/decisions/ remaining topics

17.00 drinks and dinner

Day 2 12th of April

0.9.00   We discuss and decide about modules 3,4, 5…..
Target groups: teaming up of designers, process operators and middle management/quality management
Skills = change management, using a roadmap
Specially mend for industry/business

Module 3 Implementing the basics ,the mindset and the awareness (half day)
By using for instance the Concern Based Adoption model.
(proven in complex change projects to be useful) or another approach.
In the CEBAM model the Individual awareness of the necessity of a C2C® way of thinking is the first step then the next step is to team awareness and the last one the C2C® way of thinking corporate level.
It also can be used the other way around from corporate awareness to individual awarenes.

This model recognises the fact that in this training programme the focus is more on educating participants/on change of mindset towards the C2C ®concept.
 Change is organised bottom up and at the same time also top down.

 Implementing is in fact how to get from the acceptance of the why and the what to the how: from " ist "to "soll"

 …….. Important is the role of the CEO/the top manager in charge.

So change management/planning the step by step towards the Soll situation is part of this module

Modules 4 on creativity and design (all half day programme)
- sources available
- special You tube films on items
- material from EPEA Hamburg/Sonja/Desso/ Mararthur foundation.
- Vught meeting report

No difference for module industry/vocational education

For education it is important to teach the students to ask different questions(creativity the basis for redesigning)

Module 5

Some project management/design for own project

Evaluation meeting = how to continue?

Skills = project management

Specially mend for education and industry/business

6. Set up a C2C® Library, further reading, cloud for the participants

What is free of use?

After module 5 the participants get "homework" : a small project to experience a kind of workplace learning.
Then the finish is an evaluation of the results form the experience with the small projects and the focus is on how to continue in my own organisation.

12.30 -13.30 lunch

13.30- 15.00 decisions about modules 3,4,5

15.00   Final decisions about the

- Trainingprogramme: roles and responsibilities
- materials to be delivered by whom and when
- dates for the meeting in Holland to train the partners
- next meeting/in between communication

Attachment 1

1 The deliverables in general

……. The meaning of something only turns out by using it (Wittgenstein)

At the end of this London meeting we have

1 Shared vision on the WHY, WHAT and HOW of the training programme;

2 Consensus about the outlines and structure of the training programme;

3 Consensus about the contents of the training programme;

4 Appointments about the role ,contribution and status of the participants in the next phase of the project;

5 Transparancy about issues still to be solved

Attachment 2: items to be discussed

Not the intention to solve these items of the beginning of the conference but during the working sessions: not to be forgotten……..

- What is C2C® and what is it not
- Use of the term Cradle-to-Cradle ®
- How far do we go in this training?
- Where do we stop?
- Our Guiding principles:
  Competence Based Education = Attitude/Awareness – Knowledge – Skills
  From Why – What – How (change management)
 C2C® principles = Waste = Food
                          Use renewable energy
                          Celebrate diversity = CSR
The train-the-train – programme:
* Waste = Food; modules 1-5 from Why, What (modules 1 and 2) to How (modules 3,4,5)
* Use renewable energy = KWIC course Rob de Vrind
* Celebrate diversity = CSR and ISO 26.000
    - Hot topics to be discussed
    - Collection of sources to be used during the meeting
 - The C2C®library for participants and trainers
 - CONTRACT ABOUT THE USE OF MATERIALS FROM EPEA and Macarthurfoundation/Sonja