

**Report on the final meeting Cradle to Cradle Hotel Central by Rudolph G.Bolsius
projectmanager**

On 21/22 of October 2013

Number of participants: the partners 19 participants

1.The agenda and the presentations....

The agenda, the participants and the presentations of 21 and 22 of October are on the website.

And all the presentations are filmed so can be seen there.

During this meeting the following interesting items were discussed:

1 There is a strong passion to continue the project because of the valuable results.

This project focussed on the awareness and a follow up should focus more and the next step: more practical materials and more implementation activities.

There still is a gap between education and companies and during this project we tried to start to bridge the gap.

What worked was:

1 practical exercises with mixed groups(students, teachers and company people)

They experienced from each other the possibilities and the items still to be tackled.

In Germany, Greece, Rumania and the Netherlands there were mixed groups who discussed these issues in an intense way certainly triggered by playing the game together.

2 Bringing students and companies together on small projects where the students had to design products in a more C2C way inspired by companies.

3 Convince companies that C2C ways of working leads to more profits.Certainly the relation with circular economy was a strong argument.

Making more money!

4 Put experts into the process because of the complexity of the C2C way of thinking and producing.

5 Environmental protection is booming in all countries and chaining between companies and education works

6 Youngsters are far more innovative than their teachers:so it also works the other way around.

So the combination of young student business and C2C is a good one: being your own entrepreneur and having the competences to survive is a good tool for implementing C2C ways of working.

7 Practical approach is needed to be able to investigate products in education as a starting point for a C2C approach.

In Greece and Rumania it is seen as a problem that in most cases the management is owned by families and the resistance to change is quite strong(based on long term traditions)

On the other hand it is felt as an advantage that there is an economical crisis(best example is the innovation in olive oil production in Greece)

You have to change to survive!!!

Report on the expert meeting Monday afternoon 21 of October

Number of participants: 32

The presentations are on the website(see:expert meeting)

The presentations of Ken Webster,Rudi Daelmans and Rob de Vrind are filmed.

The participants of this meeting are a mix of project partners and experts from outside the project(such as Vocational Institutes, Agentschap NL,C2C Lab Venlo, Fontys University, Public consultants, etc.)

The discussions as a result of the presentations are filmed and can be seen on the website.