

Project: Working and Learning in the World of Cradle-to-Cradle

Report:

Since in 2010 on the occasion of the Coburg Connecting Conference Prof. Dr. Michael Braungart held a lecture of Cradle-to-Cradle, the whole region of Oberfranken is sensibilized for this topic. Being a stronghold of the furniture branch the area wants to set up a new milestone of production of furniture in the meaning of Cradle-to-Cradle. But also other branches show interest to implement those processes in their companies to increase their competitiveness.

The Innovation Center of Lichtenfels e.V. (IZL) as a center of innovation for Marketing, Design and Technology has area-wide contacts especially to small and medium sized businesses and show these companies the opportunities of Cradle-to-Cradle as innovative and true sustainable concept that offers to safeguard the existence of their businesses in Germany and create new job opportunities.

A focus to push this process is the education of young students and designers, which is the also the main aim of the project. Only with an essential and comprehensive understanding of the Cradle-to-Cradle principle a real change towards sustainability can take place in the companies or later even in a whole region.

Prof. Auwi Stübbe, chairman of IZL, as principal supporter of the project, attended the general training in Den Bosch in September 2012 and gave all his knowledge to the team of IZL for the workshops to be conducted in 2013. As IZL is also a center of weaving art, also a practical approach to the subject C2C was planned. The theoretical part, Prof. Stuebbe was in charge of, instructed about the C2C technical and biological circular flows as well as the difference between efficiency and effectiveness of energy. It was mainly Klaus Jacob, Master of wickerwork, who held the practical part of the workshops showing the students the use of sustainable raw material mainly of the region in practice. Prof. Carl Baetjer, teacher at the university, recruited the participants for the workshops. All students of faculty design of the University of applied Sciences of Coburg interested in the subject Cradle-to-Cradle were welcome and got a fundamental training of C2C to disseminate this principle to colleagues and companies.

Prof. Auwi Stübbe and the complete IZL-Team is dedicated to the Cradle-to-Cradle principle knowing that only concepts of sustainability can create innovation processes for products and techniques that are safe for costumers and environment and have a good reputation and high brand value.

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