

# Cradle to Cradle

Project overview

# Year 1

Familiarization with C2C, concept, ways of thinking, ways of acting

Study of area

Decisions on appropriate candidate company

Visit-investigate-study-decide

# Year 2

Decision: C2C pilot project in olive oil factory (>2000 olive mills throughout the country, big environmental impact in all Mediterranean basin).

Which factory: 2 alternatives

- A) Factory that already applies innovation (patents)
- B) Factory that has the potential but not the capacity yet.

Choice is B

# Description of the main factory features

1. Olive oil production
2. Processing 4000 tons of olives/year
3. Produces 2500 tons of waste/year.
4. Burned-used oil collection and forward to bio-diesel companies
5. Production of bio-fuel form olive stone (pellet for home heating use)

# HOW to do things?

Ask the experts

Seminars were organized. The attendees were falling into the following categories:

- Post-graduate food scientists
- Agronomers
- Food experts
- Waste-energy experts
- Certification bodies, and
- Government (regional government)

# Benefits from the seminars

## Outbound information

C2C concept was effectively communicated to people that have everyday contact with the industry.

## Inbound information

Experts contribution with their technical knowledge and skills for the development of the project.

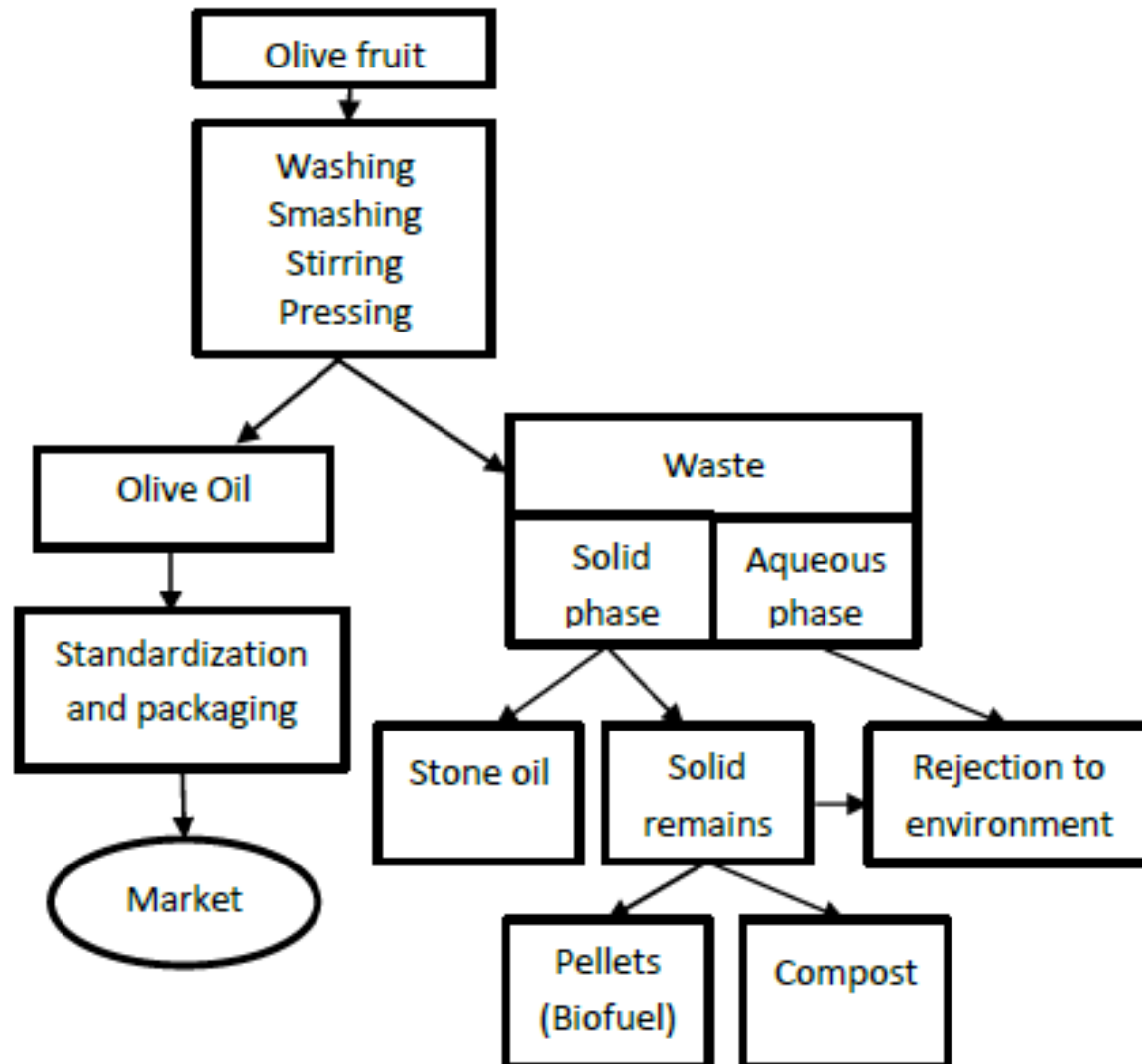
# Project design

Effort to change a production line which has been practically the same for thousands of years now.

Biggest problem: to change the people's mind and way of thinking.

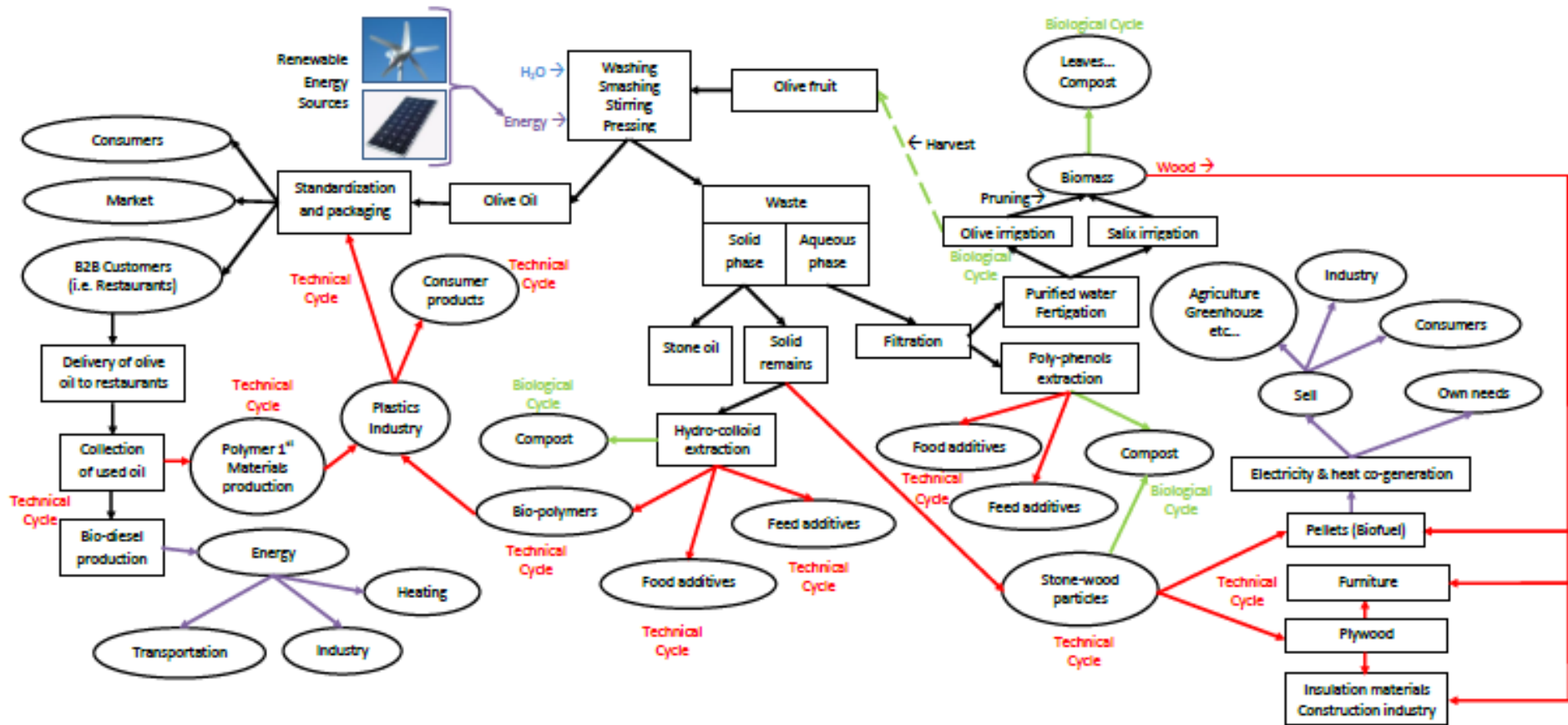
Biggest ally: economical crisis, makes people want to hear new ideas especially when they can promise better economical results.

# Traditional production flowchart





# Proposed operation



# Further communication actions

- Host C2C logo and link to personal and institutional webpages
- School weeks (Informing children and parents)
- Talks to university students (C2C Ambassadors)
- Innovation proposals – Horizon 2020
- Actively involve local people (consultants, business)
- Open contests “fresh ideas for old products”
- Project(s) implementation in commercial scale
- Form of C2C and circular economy groups in community level. Kalamaki village has such a group. Prof Roubos is the inspirer, leader and organizer.

The background is a solid orange gradient, transitioning from a lighter shade at the top to a darker shade at the bottom. Scattered across the background are numerous white circles of varying sizes, some of which overlap each other, creating a bokeh-like effect.

Thank you