

**Programme Final conference:**  
**Working and Learning in the World of Cradle-to-Cradle C2C**  
**Leonardo da Vinci, Transfer of Innovation**  
**21 October – 22 October 2013**  
**'s-Hertogenbosch, The Netherlands**

## **FINAL CONFERENCE ON CRADLE-TO-CRADLE®**

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### **Important addresses, persons, phone numbers**

#### Contact person The Netherlands

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#### Project manager

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### **Hotel**

Stay: Sunday 20 October till Wednesday 23 October 2013

Name: Hotel Central  
Address: Markt 51-57  
Place: 's-Hertogenbosch, The Netherlands  
International phone number: +31 73 6926926  
Website: [www.hotel-central.nl](http://www.hotel-central.nl)

### **Your travel**

You can fly to Amsterdam Schiphol or you can fly to Eindhoven Airport.

When arriving at Schiphol Airport or Eindhoven Airport there is a direct train connection to 's-Hertogenbosch:our place to stay.

There is an express train nearly every half an hour from Schiphol railway station and Eindhoven Central station to 's-Hertogenbosch Central Station and it takes you about one hour of travelling.

When arriving by train to 's-Hertogenbosch you walk to the front of the railway station (NOT to the back). There you walk about 10/15 minutes straight ahead to the central market place in the middle of the historical centre where Hotel Central is situated.

### **Participants**

- P0: NL KPC Groep – 3 persons
- P1: NL Desso – 1 person
- P2: NL KWIC – 2 persons
- P3: EL Teithe – 1 person
- P4: GE EPEA International – 1 person
- P5: GE Sinnen Wandel – 1 person
- P7: UK Ellen MacArthur Foundation – 1 person
- P8: UK Belfast Metropolitan College – 2 persons
- P9: RO Oradea University – 2 persons
- P10: RO Mihai Viteazul – 2 persons
- P11: RO Chamber of Commerce Bihor – 2 persons
- P12: RO School Inspectorate Bucharest – 2 persons
- P13: GE Innovations Zentrum – 2 persons

(See attachment 1 and 2).

### **Homework**

- 1 Prepare an overview (paper and power point of your activities till now)  
Also to be used in the expert meeting on Monday afternoon
- 2 Present the project you will do with your students with your clients with your colleagues after the end of the C2C programme.
- 4 Describe the dissemination and exploitation activities you organised or you plan to organise with numbers of participants and with the contents of the activities.
- 5 Indicate what you see as a real option for continuation of the project based on your experience.
- 6 Present your Community of practice (COP) with a marketing plan.

### **Project work**

1. Fill in the time registration form and travel & residence form for reimbursing your working hours and travel costs  
(See attachments)

### **Arrival**

#### Sunday 20 October

Arrival of all guests (see important addresses etc, your travel). Time of arrival will depend on the travel schedules from trains and airplanes.

In the afternoon and evening there is a possibility to have sandwiches and/or dinner at Hotel Central. Please indicate before ordering that you are participant of the C2C conference.

The city of 's-Hertogenbosch is a beautiful medieval city. You can stroll around, visit the famous pubs or prepare for the programme of day 1.

## Programme day 1

Monday 21 October

### Hotel Central

9.00	<p>After breakfast we <b>start</b> at 9.00 o clock.</p> <p><b>Welcome by Rudolph G. Bolsius</b></p> <p><b>The whole programme of these 2 days is filmed as a documentary for the report and as a means to assist you in implementation of the project in your organisation.</b></p> <p>1 Participants present an overview of their activities till now. Part of the presentation: questions for the other participants to start a discussion plenary and in small groups.</p> <p>2 Participants present the project they are going to organise with their students ,with clients and with colleagues.</p> <p>Round table discussion about these projects.</p> <p>3 preparation for the afternoon: organisation of the expert meeting and roles by the partners</p>
12.15	<p><b>Lunch</b></p>
13.00	
13.00	<p>This is the invitation for the expert meeting in the afternoon</p> <p>INV ITATION FOR A MEETING FOR EXPERTS WITH EXPERTS</p> <p><b>Working and learning in the world of Cradle to Cradle</b></p> <p>WHEN : MONDAYAFTERNOON 21 OCTOBER 13.00 – 17.30 WHERE : 's-Hertogenbosch Hotel Central Burg.Loeffplein 98 Tel.073-6926926 ( <a href="http://www.hotel-central.nl">www.hotel-central.nl</a>) BY WHOM : On behalve of the international partners from the Leonardo Project on Cradle to Cradle Rudolph G.Bolsius,projectmanager WHY : SHARE IDEAS ABOUT THE IMPLEMENTATION OF C2C IN VOCATIONAL EDUCATION AND COMPANIES IN ORDER TO MAKE THE OPTIMAL CONNECTION BETWEEN EMPLOYEES OF TOMORROW AND WORKERS OF TODAY.</p>
22.00	<p>INTRODUCTION.....</p> <p>An important joint venture between an American architect and a German chemist led to the publication of a book in 2002 which gave a new impulse tot the way we think about sustainable development. Michael Braungart and William McDonough presented a concept which lifted our ideas about sustainability to a higher level. On the basis of the Cradle to Cradle innovative framework companies started making products with surplus value;products that have a positive effect on people,the environment and society. This innovative framework is guided by 3 principles: 1 Waste=food 2 Use renewable and inexhaustible energy sources 3 Celebrate diversity Now in 2013 we see many many examples all over the world where these principles were brought to reality.</p>

But what about the important connection between the competences of employees in companies in order to be able to make products and services in a C2C way?

And more specific what about the competences of future employees preparing themselves in vocational institutes for future work?

In order to investigate this issue partners from 5 countries working in education and industry joined their expertise and started a 2 year project "Working and Learning in the world of Cradle to Cradle" sponsored by themselves and the Leonardo Programme.

Partners from education and industry:

- Belfast Northern Ireland;
- Oradea Rumania;
- Thessaloniki Greece;
- 's-Hertogenbosch Netherlands;
- Coburg,Germany;

They worked together supported by EPEA Hamburg(Michael Braungart), Ellen MACARTHUR FOUNDATION(Isle of Wight dr.Ken Webster) and Dr.Sonja Eser expert on C2C, Desso expert Rudi Daelmans and management by KPC Group 's-Hertogenbosch.

After two years they developed a training programme for educators and industry based on the innovative framework and a simulation game for introducing awareness.

This training programme is tested in the 5 countries and the results are presented in the expert meeting.

**Main theme is:**

**What is needed to prepare the employees of the future, now in vocational education, to be able to work in a company which produces C2C products/services?**

**Or the other way around....**

**What is needed in companies to be able to work in a C2C way with young employees...**

We invite you to join us and discuss with us in interactive workshops about the future of C2C in education and industry.

In the interactive workshops our partners in the project discuss with you the results in their countries and the impact on future developments.

We have representatives from Dublin ,Oradea,Thessaloniki and Coburg and of course from EPEA Hamburg.

They will take the lead and share with you outcomes and future thinking.

There will be key notes from dr. Ken Webster from the Ellen Macarthurfoundation, from Dr.Sonja Eser international expert on C2C and Rudi Daelmans director sustainability from Desso.

They will explore the future developments of C2C and circular economy and share with you the chances.

The programme:

13.00 : Welcome and introduction to the programme by Rudolph Bolsius

13.15 : keynote by dr.Sonja Eser: what did we learn from the project and what is still to be learned in the near future?

13.40 : keynote by dr.Ken Webster: the next steps in circular economy

14.10 : keynote by Rudi Daelmans: what about the next steps in companies and the connection with vocational training?

14.35 : short break

14.50 : panel discussions with the speakers and the visitors

15.30 : workshops with the partners from the participating countries. In small groups the visitors meet the C2C participants share their experiences and discuss about future plans.

16.30 : conclusions by Rudolph G.Bolsius

17.00 : networking and drinks

17.30 : end of the programme

	<p>Mail to <a href="mailto:R.bolsius@kpcgroep.nl">R.bolsius@kpcgroep.nl</a> and indicate that you will be there on Monday afternoon 22 October is 's-Hertogenbosch.</p> <p>Meet you there, Rudolph G Bolsius</p> <p>On behalve of the core team of the project Rudi Daelmans(Desso) Ken Webster(Ellen Macarturfoundation) Sonja Eser(Sinnenwandel) Peter van der Baan(KPC Groep) Rob de Vrind(Koning Willem 1 College) Wei Wang Ahlersdorf(EPEA Hamburg)</p> <p><b>Dinner at hotel Centraal</b></p> <p>End of day one</p>
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## **Programme day 2**

**Tuesday 22 October 2013**

**Hotel Central**

9.00	<p>After breakfast we <b>start</b> at 9.00 o clock.</p> <p>3 Participants present the dissemination and exploitation activities they organised or intend to organise with numbers of participants and with contents of the activities(agenda,programme....)</p> <p>4 Discussion/brainstorm about possible options for continuation of the project with the partners.</p> <p>5 Presentation of the Community of practice(COP) with a marketing plan.</p>
12.30	Lunch
13.30	Programme with an excursion to be announced at the meeting Surprise.....
16.00	
19.00	<b>Dinner hotel Central</b>
22.00	<b>End of day 2</b>

## **Day 3**

**Wednesday 23 October**

After breakfast we all leave back home with lots of experience and plans for the future.....

**Appendices**

1. Partner list
2. Time registration form
3. Template Travel & Residence costs