

**Programme General Training**  
**Working and Learning in the World of Cradle-to-Cradle C2C**  
**Leonardo da Vinci, Transfer of Innovation**

**26 September 2012 – 28 September 2012**

**'s-Hertogenbosch, The Netherlands**

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**GENERAL TRAINING ON CRADLE-TO-CRADLE®**

**Important addresses, persons, phone numbers**

Contact person The Netherlands

Peter van der Baan

KPC Groep

[p.vdbaan@kpcgroep.nl](mailto:p.vdbaan@kpcgroep.nl)

+31- 6- 411 67 116

Project leader

Ruud Bolsius

KPC Groep

[r.bolsius@kpcgroep.nl](mailto:r.bolsius@kpcgroep.nl)

+31 – 6 – 225 42 151

**Hotel**

Stay: Tuesday 25 September 2012 till Saturday 29 September 2012

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 – 2/3 persons  
P3: EL Teithe – 3 persons  
P4: GE EPEA International – 1 person  
P5: GE Sinnen Wandel – 1 person  
P7: UK Ellen MacArthur Foundation – 1/2 persons  
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  
P14: NL DSM – 1 person  
(See attachment 1 and 2).

### **Homework**

1. Describe your decisive moment in which you got involved in – got a feeling for – Cradle-to-Cradle. Mail it to Peter van der Baan and we will use this for the partner description on our project website.
2. Watch the documentary about Cradle-to-Cradle  
<http://documentaryheaven.com/waste-food/>  
Pick out 2 or 3 moments from the documentary and describe why it effected you. Mail it to Peter van der Baan and we will use this for the general training programme and the project website.  
Discuss if you can use this documentary for your own training programme.
3. Find some friends in your own organisation who want to be involved in Cradle-to-Cradle and like to start a Community of Practice with you.
4. Look already around in your organisation for people who want to attend your own pilot training/course on Cradle-to-Cradle.  
Discuss if you need or can make for yourself some promotion material.

### **Project work**

1. Project work still to be done with help from Peter van der Baan as calculation of your daily working rate, contracts between KPC Groep and project partners, reimbursement of working hours in accordance with reports, time sheets and daily working rate, reimbursement of travel & residence kick-off meeting and future meetings.
2. Fill in the time registration form and travel & residence form for reimbursing your working hours and travel costs  
(See attachments 3 and 4).

### **Arrival**

Tuesday 25 September 2012

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.

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**

Wednesday 26 September 2012

### **Hotel Central**

|       |   |
|-------|---|
|       | After breakfast we <b>start</b> at 9.00 o clock.  |
| 9.00  | <b>Training Why Cradle-to-Cradle (Chapter 1)</b><br>With Sonja Eser with help from Rob de Vrind   |
| 12.30 | <b>Lunch</b>  |
| 14.00 | <b>Workshops to choose from (first round)</b><br>* Circular Economy = Ken Webster<br>* Toolbox of working methods (creativity, project management)<br>= Rudolph Bolsius<br>* Discussing your homework on the documentary and other audio-<br>visuals/materials on Cradle to Cradle = Wei Wang Ahlendorf<br>* Cradle to Cradle at Desso = Rudi Daelmans  |
| 15.30 | <b>Break</b>  |
| 16.00 | <b>Workshops to choose from (second round)</b><br>* Circular Economy = Ken Webster<br>* Toolbox of working methods (creativity, project management)<br>= Rudolph Bolsius<br>* Discussing your homework on the documentary and other audio-<br>visuals/materials on Cradle to Cradle = Wei Wang Ahlendorf<br>* Cradle to Cradle at Desso = Rudi Daelmans |
| 18.00 | <b>Dinner</b>   |
| 20.00 | <b>Playing the simulation game on Cradle-to-Cradle</b><br>With Sonja Eser   |
| 22.00 | <b>The end</b><br>To bed or to the pub?   |

## Programme day 2

Thursday 27 September 2012

### Hotel Central

|       |  |
|-------|--|
| 9.00  | After breakfast we <b>start</b> at 9.00 o clock.<br><b>Training What is Cradle-to-Cradle (Chapter 2)</b><br>With Sonja Eser with help from Rob de Vrind  |
| 12.30 | <b>Lunch</b>   |
| 14.00 | <b>Training How to implement Cradle-to-Cradle (Chapter 3)</b><br>With Rudolph Bolsius with help from Rudi Daelmans   |
| 17.30 | <b>Dinner</b>  |
| 20.00 | <b>Discussions on how to continue the project, how to work with the training material, how to organise your own pilot training/own small Cradle-to-Cradle project</b><br>With Rudolph Bolsius and Peter van der Baan |
| 22.00 | <b>The end</b><br>To bed or to the pub?  |

## Programme day 3

Friday 28 September 2012

### Excursion to Floriade

|       |   |
|-------|---|
| 9.00  | After breakfast we <b>leave</b> early to Venlo to the Floriade exhibition.<br><br><b>The Floriade</b> is entirely in the Cradle-to-Cradle modus and we will have a guided tour and also free time in which you can gather (audio visual) material and interviews for your own training/course at home.<br><br><b>Lunch and Dinner</b> will be provided for. |
| 20.00 | <b>Evaluation and feed back</b>   |
| ?     | <b>The end</b><br>To bed or to the pub or departure home?   |

## Appendices

1. Partner list at General Training
2. Partner list
3. Time registration form
4. Template Travel & Residence costs