

MCI Academy presents

cradle to apple

– a business and community strategy
GROWTH AND WEALTH WITHOUT WASTE

Alsion, Sønderborg 12th June 2009

Cradle to Cradle – a business and community strategy

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08.30 – 09.00 Registration – coffee/tea/croissants

09.00 – 09.10 Opening of Conference

09.10 – 09.30 **Bjarne Palstrøm, Miljøchef, Dansk Industri**
Cradle to Cradle offers new prospects for Danish Industry

09.30 – 10.15 **Michael Braungart, Founder**
Cradle to Cradle – beneficial impact on business, community and nature
How the C2C design paradigm provides companies and the immediate community with a creative and competitive edge

10.15 – 10.45 Coffee break

10.45 – 11.15 **Dick Thesingh, Quartermaster C2C, City and Region of Venlo, The Netherlands**
Implementing a regional C2C initiative
The region of Limburg, The Netherlands pioneers an industrial revolution with C2C principles.
In the regional capital of Venlo 160 companies working together are well on their way to becoming the first waste free region in the world



- 11.15 – 11.45 **Søren Hermansen, Manager, Samsø Energiakademi**
First hand experience on how Samsø has become energy selfsufficient and how the population has embraced the project
Samsø is part of an EU financed network of islands with the aim to develop and implement C2C initiatives on a large scale. Søren Hermansen was appointed Hero of the Environment in 2008 by Time Magazine
- 11.45 – 12.15 **Panel Questions and Answers**
- 12.15 – 13.30 Lunch
- 13.30 – 14.00 **Tor Nørretranders, Author**
C2C engineers as tomorrow's heroes
- 14.00 – 14.30 **Peter Rathje, Managing Director, Project Zero**
Project Zero as a bright green business concept
- 14.30 – 15.00 **Ingrid Zeegers, Director Sustainable Business Development, Philips**
How C2C inspires Philips in their search for innovative products, processes and services that use materials and energy effectively
- 15.00 – 15.45 Coffee break
- 15.45 – 16.45 **Parallel Workshops:**
- Session 1: How to start designing a cradle to cradle product, mapping the process**
Michael Braungart and Mads Clausen Institute for Product Innovation & SPIRE. SPIRE is a strategic research centre at the University of Southern Denmark with a unique approach to user-driven innovation – participatory innovation
- Session 2: Transforming a company according to C2C principles**
Rudi Daelmans, Manager Sustainability International, Desso. Desso carpet manufacturing is a company with a firm commitment to C2C and a lot of hands-on experience
- Session 3: How to conduct business using C2C and how to market it?**
Daan Elffers, C2C Marketing Consultant, Elca Media. Elca Media is a Dutch marketing company specializing in C2C marketing and business strategies
- 16.45 – 17.00 Pause
- 17.00 – 17.30 **Michael Braungart – C2C – An opportunity for Innovation**
Moving ahead, the innovation potentials, the role of the scientific community and the need to involve universities in the development
- 17.30 – 18.00 **Panel debate and Closing Statements**
- 18.00 – 22.00 Refreshments, dinner and plenty of opportunity for networking

**To enrol please call +45 65 50 81 90 or send an e-mail to cfe@cfe.dk
not later than 5th June 2009**

Please let us know if you will not be staying for dinner

Course fee DKK 650.-, which includes both lunch and dinner

Special conference flight on June 12th
from/to Copenhagen only for conference participants
Departure from Copenhagen 7.45 a.m.,
Return departure from Sønderborg 10.15 p.m.

Total price for return flight and conference DKK 1950.-
(flight DKK 1300.- + conference DKK 650.-)

NB! This flight is only available if
minimum 100 passengers sign up
- early registration is therefore required.

Deadline for flight registration Maj 20th.
Immediately after deadline we will announce
whether this special flight materialises.



Cradle to Cradle Design is a new
strategy for business growth and
prosperity that generates ecological,
social, and economic value.
It represents a fundamental conceptual
shift away from the flawed system
design of the Industrial Revolution, not
just a damage management strategy.

www.mbd.com www.epea.com



Center for Erhvervsudvikling
www.cfe.dk

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UNIVERSITY OF SOUTHERN DENMARK

welcome to **mci** mads clausen institute
for product innovation