

Lead Markets: How to take regions Global

Cradle to Cradle

Dr Harma Albering

Province of Limburg, Department of Environment and Sustainable Development,
The Netherlands (hj.albering@prvlimburg.nl)



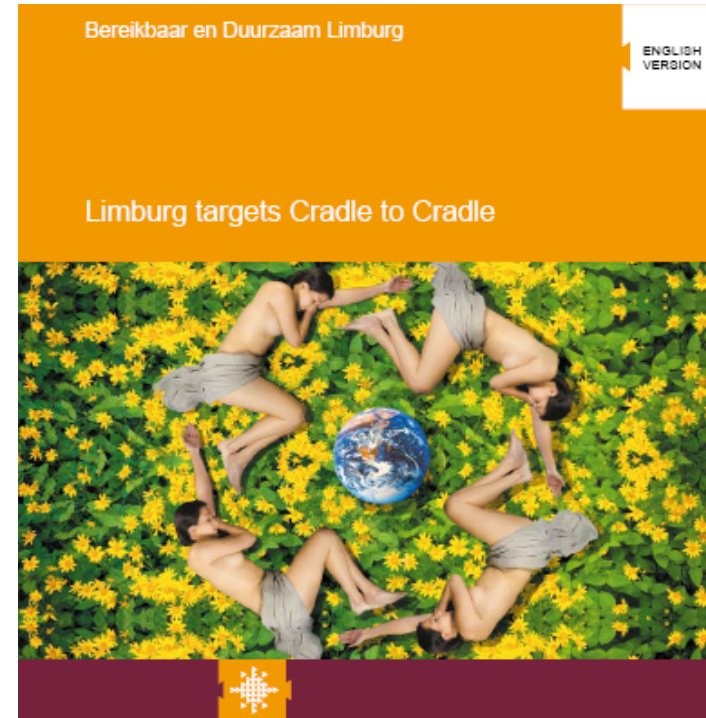
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Overview

- Introduction
- Background
- Major Issues
 - Short film
 - C2C
 - C2C in Europe
- Conclusions



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Introduction and background

- Limburg wants to be the C2C leader in the Netherlands and Europe
- Guiding principles and mission statement developed in cooperation with McDonough and Braungart
- Limburg parliament adopted 2009 Policy framework for Sustainable development /Cradle to Cradle

sustainable production
sustainable construction and housing
area specific development
knowledge generation and dissemination

Round table C2C companies



(start) C2C certification:

Gubbels Bouw
 Jalema BV
 James
 Knoop Eco Printing
 Moonen Packaging
 Royal Mosa
 Euroceramic



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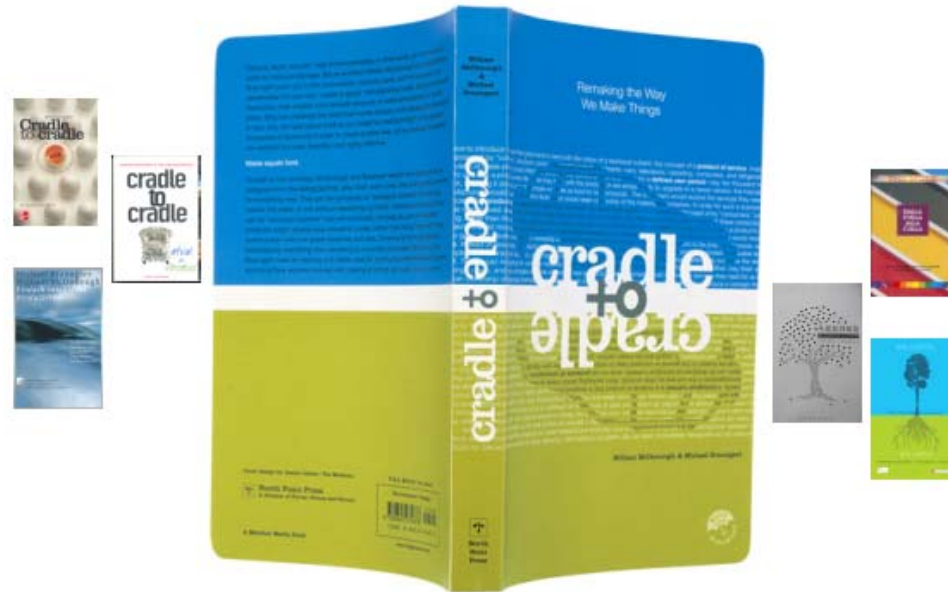
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Cradle to Cradle

- Concept developed by McDonough and Braungart

Cradle to Cradle: Remaking the way we make things



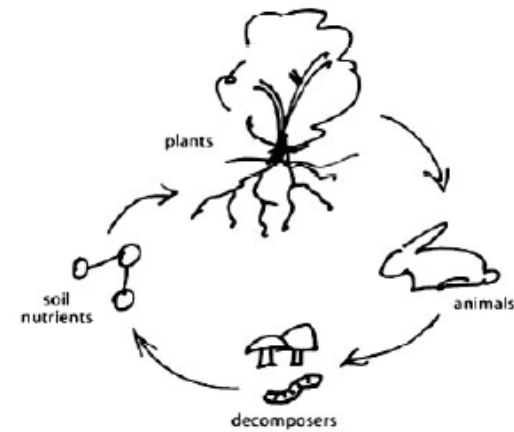
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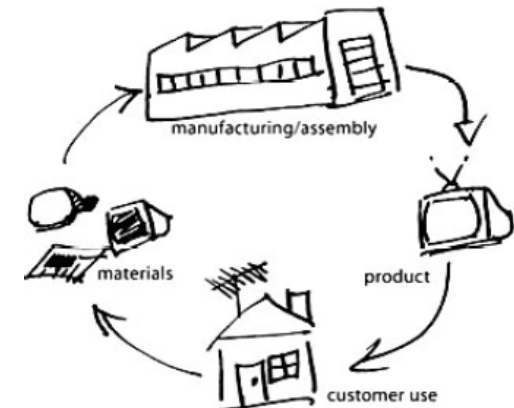


Cradle to Cradle (2)

- McDonough and Braungart paradigm follows three fundamental principles
 - waste = food cycle (inspiration from nature)
 - the use of solar energy
 - celebration of diversity
- They think in terms of cycles (closed systems)
 - biological cycle
 - technical cycle
- Emphasis to create eco-effective solutions



The ecological cycle



The technological cycle



Cradle to Cradle in Europe

- Propose to Launch C2C network (Interreg 4C grant)
- Creating a European platform for gathering and disseminating knowledge on C2C
- Drawing up plans of action
- Establishing links with regional policy objectives, specifically with regional competitiveness and employment targets and with European territorial cooperation initiatives
- Promoting regional stakeholder involvement



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Cradle to Cradle in Europe

Network:

- Industry (products, production processes & design and product service systems)
- Area-specific spatial development (including infrastructure, regional and industrial networking)
- building design (architecture)
- Governance



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Partners



AT: Department for Economics and Tourist Development of the City of Graz

THE GRAZ CRADLE TO CRADLE REGION

FI: Kainuu Etu Ltd

C2C GOOD PRACTICES,
FINLAND

BE: Flemish Public Waste Agency

C2C PLATFORM IN DEVELOPMENT IN BELGIUM

FR: ARDI Regional Agency for Development
and Innovation Design Center

ARDI RHÔNE-ALPES
PRESENTS ITS 6TH
ECODESIGN CONFERENCE

NL: Province of Limburg

WORLD PREMIERE FOR VAN HOUTUM PAPIER

BE: Flemish Public Waste Agency

THE JULES CLARYSSE
WEAVING MILL

first winner in Flemish C2C competition
'Grenzeeloos Gebruik' ('Infinite Use')

RO: North-East Regional Development Agency

PUTTING THE BARK BEFORE
THE BITE

RO: North-East Regional Development Agency

HEAT VIA BIOMASS
COMBUSTION

NL: Province of Limburg

FLORIADE VENLO PRINCIPLES

GB: Suffolk County Council

THE ENVIRONMENTAL CREDENTIALS OF ADNAMS NEW
DISTRIBUTION CENTRE

IT: Metropolitan Milan Development Agency

AUTOGRILL GREEN STORE

NL: Province of Limburg

THE VENLO REGION PRESENTS 'C2C IN VENLO'



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Conclusions

- Cradle to Cradle instrument for a more eco effective society
- Motor for sustainable development innovation and new opportunities
- Welcomed by the business community
- Welcomed by other stakeholders
- Cradle to Cradle mobilises and inspires (not only in the Netherlands, also in Europe)



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