

Alsion, Sønderborg 12th June 2009

cradle to cradle

– as business and community strategy



**Keynote speaker
Michael Braungart**

- ▶ **Bjarne Palstrøm, Dansk Industri, Cradle to Cradle – What are the prospects for Danish Industry?**
- ▶ **Michael Braungart – Cradle to Cradle – beneficial impact in Sønderborg**
How the Cradle to Cradle (C2C) design paradigm provides companies and the immediate community with a creative and competitive edge.
- ▶ **Dick Thesingh – Implementing a C2C initiative**
The region of Limburg, Netherlands pioneers an industrial revolution to become the first waste free region in the world.
- ▶ **Søren Hermansen – First hand experience on how Samsø has become energy self efficient and how the population has embraced the project**
Samsø is part of an EU financed network of islands chosen to develop and implement C2C initiatives on a large scale.
- ▶ **Tor Nørretranders, C2C engineers as tomorrow's heroes**
- ▶ **Peter Rathje, Project Zero**
Carbon Disclosure Project – pathway to sustainable production
- ▶ **Daan Elffers, How to conduct business using C2C and how to market it?**
ElcaMedia is a Dutch marketing company specializing in C2C marketing and business strategies.
- ▶ **Michael Braungart – An Opportunity for Innovation**
Moving ahead, the innovation potentials, the role of the scientific community and the need to involve universities in the development.
- ▶ **Parallel Workshop sessions:**
 - Session 1: **Michael Braungart and Mads Clausen Institute for Product Innovation & SPIRE**
How to start designing a C2C product, mapping the process.
 - Session 2: **Rudi Daelmans**
Desso is a carpet manufacturing company with a firm commitment to C2C.
Desso's experience with transforming a company according to C2C principles.
Working with other companies in a materials pooling cluster.
 - Session 3: **Ingrid Zeegers**
What is C2C electronics and why does Philips consider this the way of the future?

Price of participation DKK 650.- includes lunch and dinner