

CRADLE TO CRADLE[®]

IN DESIGN AND BUSINESS

Offered by University of Twente in cooperation with RSM and HUI

Seminar: *Cradle to Cradle[®]* in Design and Business

About: **NEW MASTER SPECIALIZATION** of Industrial Design Engineering track at University of Twente

When: **Friday March 9th 2012**

Time: 9:00 – 17:00

Location: University of Twente, Enschede

Registration: Starts February 9th via www.utwente.nl/ide/c2c ,

Cooperation: Rotterdam School of Management and Hamburger Umweltinstitut e.V. (HUI)

Seminar fee: Donation to the Hamburger Umweltinstitut e.V. (Hamburg Environmental Institute - Center for Social and Ecological Technology), > 100,- € donation from for-profit organizations, 50,-€ donation from non-university participants

Cradle to Cradle[®] is an important topic for many Dutch companies and more and more enterprises are adopting this concept and following its business approach.

Consequently *Cradle to Cradle[®]* is a topic for education at all levels, especially at Universities. Since 2010 Prof. Dr. Michael Braungart has held the academic chair “Cradle to Cradle[®] in Industrial Design Engineering” at University of Twente. It is funded by the C2C ExpoLab of the region Venlo and supported by EPEA GmbH.

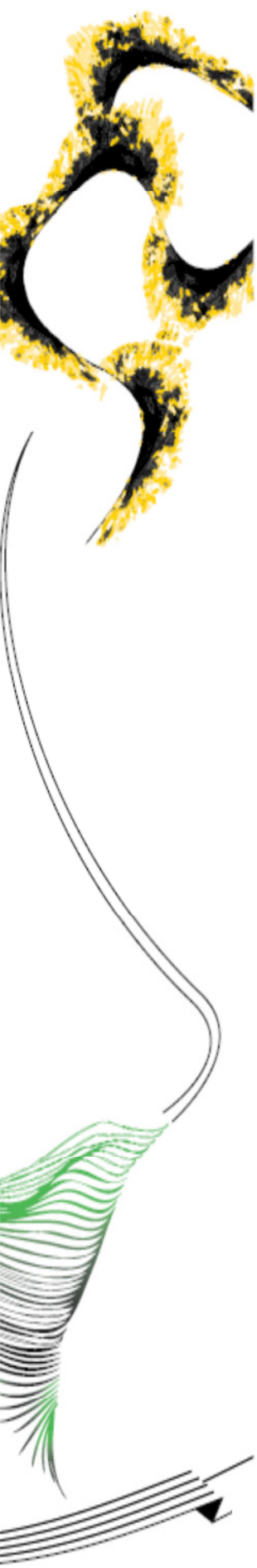
At Erasmus University the academic chair “*Cradle to Cradle[®]* for innovation and quality” was established in 2009 and is currently based at the Rotterdam School of Management. As of January 2011, Prof. Dr. Michael Braungart is a visiting professor of Building Design Technology at the Faculty of Architecture at TU Delft.

Design is often recognized as an artifact of business, but in effect it is a consequence of business. Ninety percent of a product’s consequence is determined in the first ten percent of the design process. Today, with our growing knowledge of the living earth, design can reflect a new spirit. In fact, when designers employ the intelligence of natural systems; the effectiveness

Hamburger Umweltinstitut e.V. Account.: 1322 122 100,

Hamburger Sparkasse Bank Code (BLZ): 200 505 50

IBAN: DE84 200 505 50 1322 122 100



of nutrient cycling, the abundance of the sun's energy; they can create products, industrial systems, buildings, even regional plans that allow nature and commerce to fruitfully co-exist.

The question is: What is the role of the design professional and what are the responsibilities of that role?

Cradle to Cradle[®] offers practical steps on how to innovate within today's economic environment.

DESIGN AS THE FIRST SIGNAL OF HUMAN INTENTION

In the *Cradle to Cradle*[®] master track of IDE at University of Twente, students learn to expand their interests and responsibility beyond just aesthetics and understand the business approach. They study how we can and need to put more quality criteria in the design at the beginning and understand the link between total quality and total beauty. Overall with the *Cradle to Cradle*[®] concept there is an opportunity for designers to become pivotal players in the industrial transformation, adding immense strategic value through a comprehensive strategy around biological and technical nutrient flows.

Cradle to Cradle[®] Design makes products that are economically successful, healthy for users, and supportive of the environment and next generations. Their innovative Design addresses not only appearance and functionality, but also the definition of their composition. This enables a new dimension of quality and security for these products and their material flow cycle. By integrating economic, social and environmental aspects, they are superior to currently available products.

PROGRAMME

Moderation: Dr. Tanja Scheelhaase

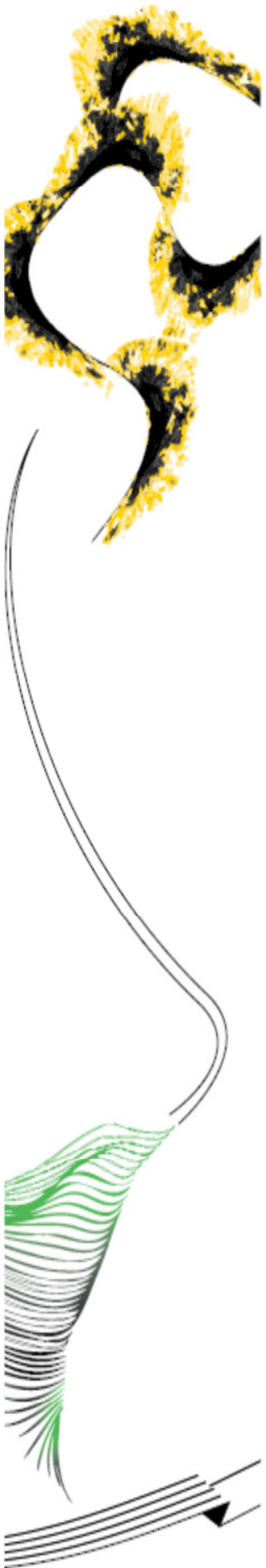
9:00 Registration

9:30 – 9:45 Welcome
Prof. Dr. F. Eising, University of Twente

9:45 – 10:00 *Cradle to Cradle*[®] specialization of the IDE master at University of Twente
Dr. Tanja Scheelhaase, University of Twente

10:00 – 10:15 Academic Chair '*Cradle to Cradle*[®] for Innovation and Quality' at Rotterdam School of Management
Diana den Held, Rotterdam School of Management

10:15 – 10:30 C2C Lab at TU Delft
Prof. ir. Peter Luscuere, TU Delft



10:30 – 11:00 *Cradle to Cradle*[®] in Design and Business
Prof. Dr. Michael Braungart, University of Twente

Coffee break

11:15 – 11:45 *Cradle to Cradle*[®] as Business approach
Diana den Held, Rotterdam School of Management

11:45 – 12:15 Q&A with Michael Braungart
Discussion of how *Cradle to Cradle*[®] relates to your field of expertise
Moderation Diana den Held, Rotterdam School of Management

12:15 – 12:45 *Cradle to Cradle*[®] Design & Plastics
Rinus van den Berg, DSM

Lunch break

13:45 – 14:15 Usability of LCA for *Cradle to Cradle*[®] purposes
Katja Hansen, Rotterdam School of Management

14:15 – 14:25 The *Cradle to Cradle*[®] Platform of C2C ExpoLab
Roy Vercoulen, C2C ExpoLab Venlo

14:25 – 14:45 Knowledge Platform Recourse Management,
Ass. Prof. Jan-Henk Welink, TU Delft

Coffee break

***Cradle to Cradle*[®] at University of Twente, Case studies:**

15:00 – 15:10 Design competition for the student assignment
Dr. Tanja Scheelhaase, University of Twente

15:10 – 15:20 Student assignment: Award for the FLORIADE designed with the
Cradle to Cradle[®] approach
Student, University of Twente

15:20 – 15:35 Graduation assignment: *Cradle to Cradle*[®] Toolbox for AUPING
Paul Oteman, University of Twente

15:50 – 16:10 PHD *Cradle to Cradle*[®] in area development
Marleen Lodder, Rotterdam School of Management

16:10 – 16:30 PHD Implementing the *Cradle to Cradle*[®] Concept in the Built
Environment
Bas van de Westerlo, University of Twente

16:30 – 17:00 Closing discussion