

## **Open lectures: THE CRADLE TO CRADLE® PARADIGM**

The C2C ExpoLAB and HME invites you to the  
*Open lectures of the University of Twente of Prof. Michael Braungart:*  
**CRADLE TO CRADLE® - Eco-efficiency vs Eco-effectiveness**  
**SCALING UP – Venlo the Cradle to Cradle capital**

When: Wednesday January 14<sup>th</sup> 2015  
Time: 14:00 – 18:00  
Location: Manufactuur - Kazernestraat 19 in Venlo  
Please register under [info@c2cexpolab.eu](mailto:info@c2cexpolab.eu)

14:00 – 15:30

Prof Michael Braungart

*"We do not want sustainability, because that is not enough. We want real quality."*

Since 2010 Prof. Dr. Michael Braungart is the holder of the academic chair Cradle to Cradle® at the University of Twente in Industrial Design Engineering, with the first worldwide master specialization Cradle to Cradle. It is a combined initiative of EPEA/Braungart consult, the University of Twente and endowed by the city of Venlo via the C2C ExpoLAB. In this Open lecture Michael Braungart will introduce the perspectives on Eco-effectiveness of Cradle to Cradle. By critically questioning the present paradigms of sustainability, he shows the traps of the Eco-efficiency which never has left the linear model. Rather than minimizing the material flows, eco-effectiveness transforms products and their respective material flows so that a beneficial relationship between ecological systems and economic growth is resulting. Cradle to Cradle®-design seeks to superimpose the principle of quality before quantity onto industrial systems. Materials and material flows are designed to be beneficial in terms of the regeneration of their biological and technological sources. This approach goes beyond our current model to reduce or slow down any negative environmental effects of our behavior and provides a positive mind set. As such, we can be freed from the restraints placed upon us as a result of our prevalent culture of self-blame. The aim of the Cradle to Cradle® design concept is to improve the quality of products so that they have an improved consumer quality for the user; pose no health risk for anyone who comes into contact with them, are of both economic and ecological benefit!

16:00 – 18:00

Scaling Up – Venlo the Cradle to Cradle Capital

In the second part the C2C ExpoLAB, HM Ergonomics and the Cradle to Cradle Innovation Institute highlight and discuss the achievements of the C2C Paradigm from their different perspective. Students of the course Cradle to Cradle Paradigm 1 show their work. Kienbaum NL pictures the new cooperation of change strategy "Cradle to Cradle® powering the Circular Economy".