Program (draft):

8:30 - 9:30	Registration and Coffee
9:30 - 9:40	Welcome, Introduction RSI panel, C2C Chair and the speakers. - Marleen Lodder *(RSM, Cradle to Cradle Chair for Innovation and Quality)*
9:40 - 10:10	The possibilities for Cradle to Cradle® on the scale of Area Development - prof. dr. Michael Braungart *(Academic Chair 'Cradle to Cradle for Innovation and Quality', RSM)*
10:10 - 10:40	NIOO building, a practical application of Cradle to Cradle Inspired Area Development - prof. dr. Louise Vet *(Professor in Evolutionary Ecology, Director Netherlands Institute of Ecology (NIOO-KNAW))*

-Coffee break 10:40-11:00-

11:00 - 11:15	Nutrient Certificates A new paradigm counterpart to emissions trading - Katja Hansen *(Senior Researcher Academic Chair 'Cradle to Cradle for Innovation and Quality', RSM)*
11:15 - 11:30	Biodiversity in Area Development, an example. - Steven Beckers *(Registered Cradle to Cradle architect/consultant, Founding partner 'Lateral Thinking Factory')*
11:30 - 11:45	Cradle to Cradle® Criteria for the Built Environment - Douglas Mulhall *(Senior Researcher Academic Chair 'Cradle to Cradle for Innovation and Quality', RSM)*
11:45 - 12:00	Cradle to Cradle® in Building Specifications. - * *(Royal Haskoning, RSI member)*
12:00 - 12:15	Examples of continuing projects at C2C Lab; database & HHS. - prof. ir. Peter Luscuere *(Academic Chair Building Services, Technical University Delft)*

- Lunch break 12:15-13:15-

13:15 - 13:30	Cradle to Cradle® as Business approach - Diana den Held *(Senior Researcher Academic Chair 'Cradle to Cradle for Innovation and Quality', RSM)*
13:30 - 13:45	Implementing the Cradle to Cradle® principles in Greenport Venlo. - Bas van de Westerlo *(Consultant C2C® ExpoLAB, PhD candidate University Twente)*
13:45 - 14:00	Cradle to Cradle® in Practice of Area Development: Park 20|20 - Owen Zachariasse *(Sustainability Officer Delta Development Group)*
14:00 - 14:15	Cradle to Cradle® as Business approach – The view from the frontrunners - Stef Kranendijk *(CEO Desso)*
14:15 - 14:30	Supply Chain Management RSM Example; The Concrete Case - dr. Erwin van der Laan *(Closed Loop Supply Chain Management, Rotterdam School of Management)*
14:30 - 15:30	**Panel Discussion** - All speakers and the RSI-panel will discuss the future possibilities of Cradle to Cradle® as a Practical Application in Area Development.

- Informal get together 15:30 – 16:30-

* = not yet confirmed

Moderation:

Marleen Lodder *(PhD candidate Academic Chair 'Cradle to Cradle for Innovation and Quality', RSM)* will be the contact person for practical questions via mlodder@rsm.nl.

<u>Register:</u>

You can register by sending Cheryl Eiting (ceiting@rsm.nl) an email. **<u>With notification of your full name and your company name.</u>** Registration is compulsory because of the limited space (max. 190 persons).

Additional information: http://www.erim.eur.nl/ERIM/events/Event_Details?event_id=2728.