



CRADLE TO CRADLE NETWORK - END EVENT
Thursday, 8 December 2011
Vlaams Parlement, Hertogsstraat 6, Brussels

C2CN - INTERREG IV C Fast Track project

Beyond Resource Efficiency
Towards An Innovative & Resource-effective Europe

More jobs and growth. Remaining one of the best knowledge-based economies of the world. We will only succeed in these objectives when Europe can add value to its plans, products and processes that other economies cannot (yet) realise. If this added value also leads to a Europe achieving its environmental, geo-strategical and resource efficiency targets we are able to score several points in one strike. Cradle to Cradle, with its positive message of economic development and innovation opportunities, sustainable solutions and social well-being, is one of the tools that can take Europe's resource efficiency initiative beyond mere efficiency. The Cradle to Cradle Network capitalised on regional good initiatives available throughout Europe and would like to show you how the 'circular economy' framework of thinking contributes to an innovative and resource effective, safe and healthy Europe.

The C2CN end event will be hosted by Vlaams Parlement, C2CN and Judith Merkies MEP.

Please fill in the Registration Form before 22 November 2011.

For more information please contact:

Jesper Wilms +31 43 389 73 33

www.c2cn.eu

09.00 Registration and coffee/tea

09.30 Welcome

*Judith Merkies, Member of the European Parliament,
rapporteur for the innovation union and co-rapporteur on an effective Raw Materials Strategy for Europe.*

Welcome

Official representative Flemish Region (tbc)

Video message

Mr. Janez Potočnik, European Commissioner for the Environment

Future European policies and Cradle to Cradle

Rudolf Niessler, Director Policy Coordination, European Commission - DG REGIO

Overall results C2CN and policy recommendations

*Patrick van der Broeck, Regional Minister for the Environment, Limburg (NL),
chair of the C2CN International Executive Board*

Resource efficiency and the circular economy

Hans Martens, Chief Executive, European Policy Centre

11.00 Coffee break

11.30 Innovation and sustainability

Antti Toivanen, Managing Director, Kainuun Etu Oy, board of Directors EURADA

Sustainable investments

Olivier Marquet, Director Triodos Bank Belgium

Video Message

Prof. Dr. Michael Braungart, founder of EPEA, Hamburg

Closing remarks

*Judith Merkies, Member of the European Parliament, rapporteur for the innovation union and co-rapporteur
on an effective Raw Materials Strategy for Europe.*

13.00 Lunch

