



INVITATION

Cradle to Cradle as an Innovation Platform for the Next Industrial Revolution

TUESDAY APRIL 7TH 2009, 16:00 HOURS
ERASMUS UNIVERSITEIT ROTTERDAM

ROTTERDAM SCHOOL OF MANAGEMENT,
ERASMUS UNIVERSITY
FACULTY OF SOCIAL SCIENCES
DUTCH RESEARCH INSTITUTE
FOR TRANSITIONS (DRIFT)

BY CAR

From the A-16 motorway take the exit 'Centrum' (exit number 25). Follow 'Centrum', also on the roundabout Kralingse Plein (Abr. van Rijckevorselweg). At the first traffic lights turn right (Burgemeester Oudlaan). Turn right immediately after tram terminus (see map EUR Woudestein).

Parking (parking fees will be charged).

BY PUBLIC TRANSPORT

From Rotterdam Central Station

- with tram 21 in direction of De Esch. Get off at stop Woudestein.
- with tram 7 in direction Woudestein or Burg. Oudlaan. Get off at terminus.
- with metro in direction of Spijkenisse/Slinge. Change at station Beurs on metro in direction of Capelle a/d IJssel, Ommoord or Nesselande. Get off at stop Kralingse Zoom.

From station Rotterdam Alexander

- with metro in direction of Schiedam Centrum/ Spijkenisse. Get off at stop Kralingse Zoom.

Prof. George S. Yip, Dean of Rotterdam School of Management, Erasmus University and Prof.dr. H.G. Schmidt, Dean of the Faculty of Social Sciences (FSW) have the honour of inviting you to attend the introductory symposium for the newly established Chair: Cradle to cradle in relation to sustainable system innovations and transitions in theory and in practice.

Cradle to Cradle as an Innovation Platform for the Next Industrial Revolution

on Tuesday April 7th 2009, 4:00 - 7:00 p.m. **Oxford**
Erasmus University, Woudestein Campus, M Building, Room ~~Sorbonne~~ (M2-03)
Burgemeester Oudlaan 50, 3062 PA Rotterdam

Cradle to Cradle (C2C) is an innovation platform for products and processes that are healthy for humans and the environment, and practical for those who use them. By emphasizing quality and a healthy footprint instead of telling people to “minimize” themselves, C2C promotes a positive agenda. Practically this is achieved by designing products and processes according to their intended pathway; the biosphere pathway, where products designed to be thrown away can productively and safely be reused in biological processes, or the technosphere pathway where products containing non-degradable or toxic materials can be safely disassembled and recycled. Achieving this new paradigm requires remaking the way we make things. This involves new supply chain partnerships so companies can use healthy materials to make new products and structures. The focus of this special symposium is how to achieve such innovation across industry, academia and government, using examples of what is actually happening today.

R.S.V.P.

before March 31st by sending a response to drift@fsw.eur.nl with the subject line “C2C,” and simply indicating your first and last name and affiliation.

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- 04:00** **Welcome and opening address: “Cradle to Cradle in Supply Chain Management.”**
Prof.Dr.Ir. Jo van Nunen
- Jo van Nunen is Chairman of the Department of Decision and Information Science at RSM. As scientific director of the national Dutch programme “Transition to Sustainable Mobility” he oversees innovation initiatives in global supply chains. Because those chains are basic requirements for C2C products, Jo van Nunen has been a supporter and constructive critic of C2C methods since their introduction to The Netherlands a few years ago.
- 04:35** **“Cradle to Cradle as an Innovation Platform. How industry is remaking the way it makes things.”**
Prof.Dr.Ir. Michael Braungart
- Michael Braungart was recently appointed to the Special Endowed Chair “Cradle to Cradle in relation to sustainable system innovations and transitions in theory and in practice”. For two decades he has pioneered a system of product innovation known as Cradle to Cradle. He co-authored the bestselling book by the same name, and lectured at numerous universities in Europe, America and Asia. As head of the scientific institute EPEA he is working with companies in most every sector of the Dutch economy to develop Cradle to Cradle products and processes.
- 05:15** **“How to transit from current paradigms to a new industrial revolution?”**
Prof.Dr.Ir. Jan Rotmans.
- Jan Rotmans is scientific director of the Dutch Research Institute for Transitions DRIFT at Erasmus University, and professor in transitions and transition management. He is one of the founding fathers of Integrated Assessment. Transiting from current management and technology paradigms to Cradle to Cradle partnerships is a core management challenge, and Prof. Rotmans explains the practical aspects of making such transitions.
- 05:50** **Interactive discussion**
- 06:15** **Networking cocktail**