Cradle to Cradle in Limburg

Becoming a C2C region

Marjolein Smit
Chamber of Commerce Limburg
Ljubljana, 12 October 2010
WAT DOET U VOOR MIJN TOEKOMST?
Jongeren in gesprek met de leiders van nu

VERVLAUGHT

INTERREG IVC
EUROPEAN UNION
In comparison

- Size: Limburg is 1/10 of Slovenia
- 1,100,000 inhabitants
- 55,000 companies
- More than average industry, tourism, agribusiness and logistics
Why C2C?

- 2006: Documentary of C2C
  - Need of a shared vision for the Floriade 2012
  - Need of innovation: redesign products
  - Wish for a more appealing image: C2C is fun, fascinating, attracts students
How?

• Search for partners
• C2C lunches
• C2C community: offline and online
• Province of Limburg: round tables
• C2C expo lab
C2C Expo Lab
Tips and Tricks

• Search for partners
• Companies: industry with attention for Corporate Social Responsibility (CSR)
• Not to much structure: organic growth (like fungus)
• Search for inspiration (www.asknature.org)
• Just begin!