CRADLE TO CRADLE NETWORK
C2CN PROJECT

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C2CN
Limburg

- Dutch TV (2007)
- McDonough/Braungart: *Cradle to Cradle: Remaking the Way We Make Things*
- Chamber of Commerce
- Venlo Region initiatives
The European Union wants to be amongst the world’s best knowledge based economies.

Regions have a key role in implementing Europe 2020 Agenda.

The Cradle to Cradle approach is one of the ways to reach these goals.
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INTERREG IVC

• Priority 2 – Environment and Risk Prevention
• Sub-theme – waste prevention and management
• Capitalisation project
• Regions for economic change
  • Fast track network
  • Moving to a recycling society
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Aim

• Capitalisation network
• Reducing raw materials
• Generation less waste
• Less environmental pollution
• Enhancing innovation
• Economic growth
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Objectives

• Creating a European platform for gathering and disseminating knowledge on C2C

• Plans of action

• Establishing links with regional policy objectives

• Promoting regional stakeholder involvement
Target Areas

- Industry (products, production processes & design and product service systems)
- Build
- Governance
- Area Development
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Activities

• Transferability of Good Practices
• Developing Action Plans

Expert meetings
Perspective studies
Study visits
Transfer workshops
Joint and regional events
Regional network building
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Good Practices

• Floriade Venlo 2012 (NL)

• Plan C Flemish Transition Network for Sustainable Material Management (BE)

• Perludi (AT)

• Adnams (UK)
C2CN outputs

- 10 action plans
- Good practice handbook
- Seminars, study visits, transfer workshops
- Guide C2C and Waste management
- Policy recommendations (regional, national and EC)
- Regional stakeholder meetings
- Long term European Partnership – ambassadors of the eco-effective heritage
- 6 mio EUR of mainstream funds dedicated to the implementation of good practices
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C2CN Partners

- Department for Economic and Tourism of the city of Graz (AT)
- Flemish Public Waste Agency (BE)
- Kainuu Etu Ltd (FI)
- Regional Agency of Development and Innovation (FR)
- West Transdanubian Regional Development Agency Non-profit Limited Liability Company (HU)
- Milano Metropoli Development Agency (IT)
- Province of Limburg (NL)
- North-East Regional Development Agency (RO)
- Government Office for Development and European Affairs (SI)
- Suffolk County Council (UK)

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