

Royal Haskoning *inspired* by Cradle to Cradle®

Cradle to Cradle Network

A new paradigm for 'sustainability'?

Dr Matthew Hunt, Royal Haskoning
Michael Gray, Suffolk County Council

1. What is Cradle to Cradle?



4. Future influence

2. What's the project about?

3. Who's doing what, when and why

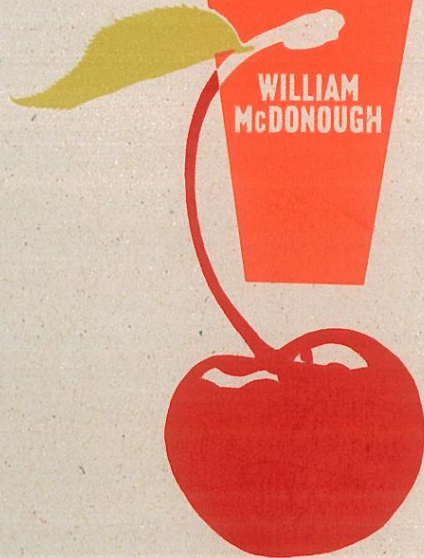
THE INTERNATIONAL BESTSELLER

CRADLE TO CRADLE

RE-
MAKING
THE WAY
WE
MAKE
THINGS

MICHAEL
BRAUNGART

WILLIAM
McDONOUGH



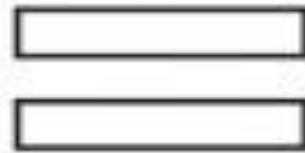
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VINTAGE

Three core principles



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WASTE

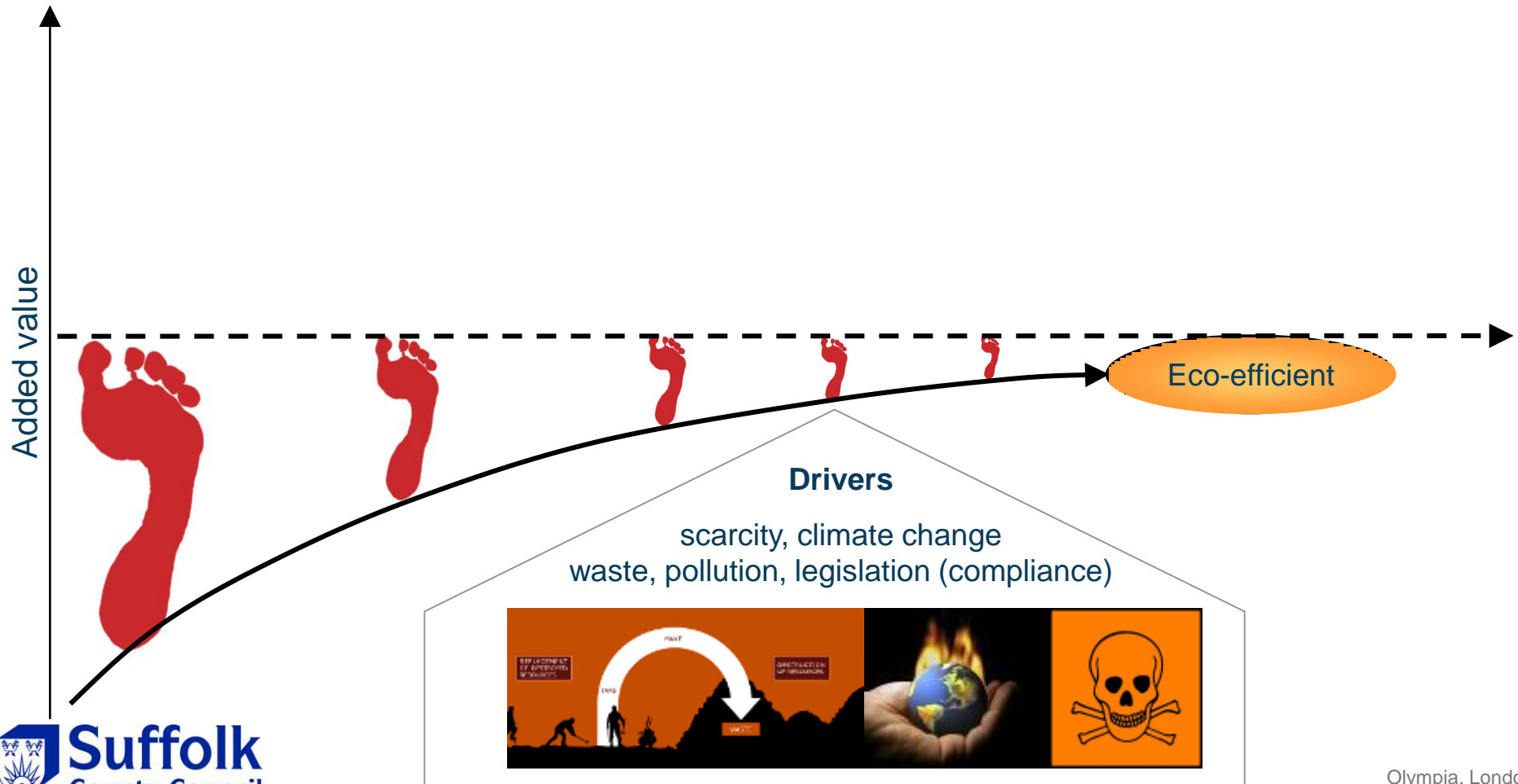
equals

FOOD

From sustainable ...



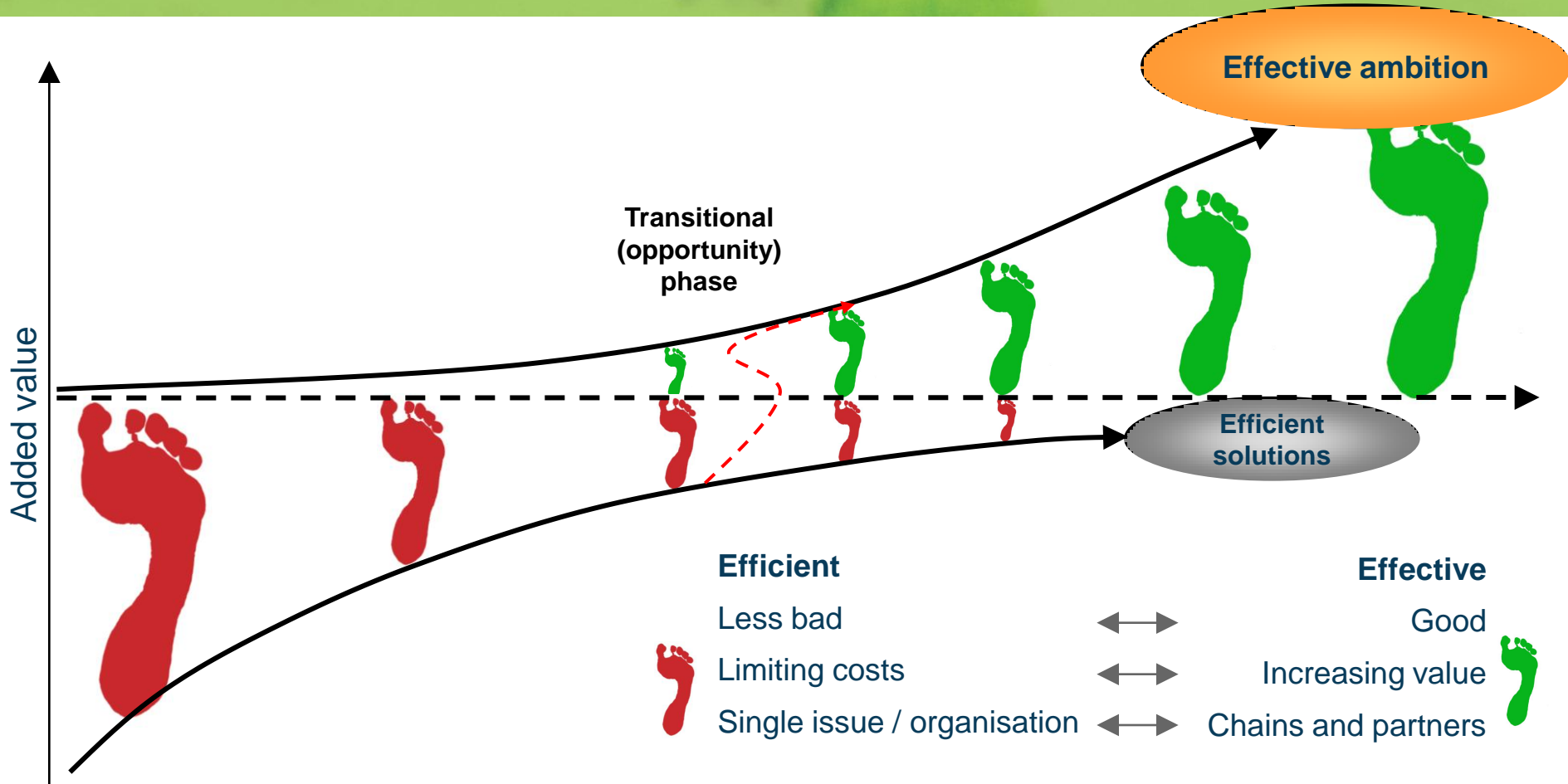
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... to C2C



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Duration

2010–2011

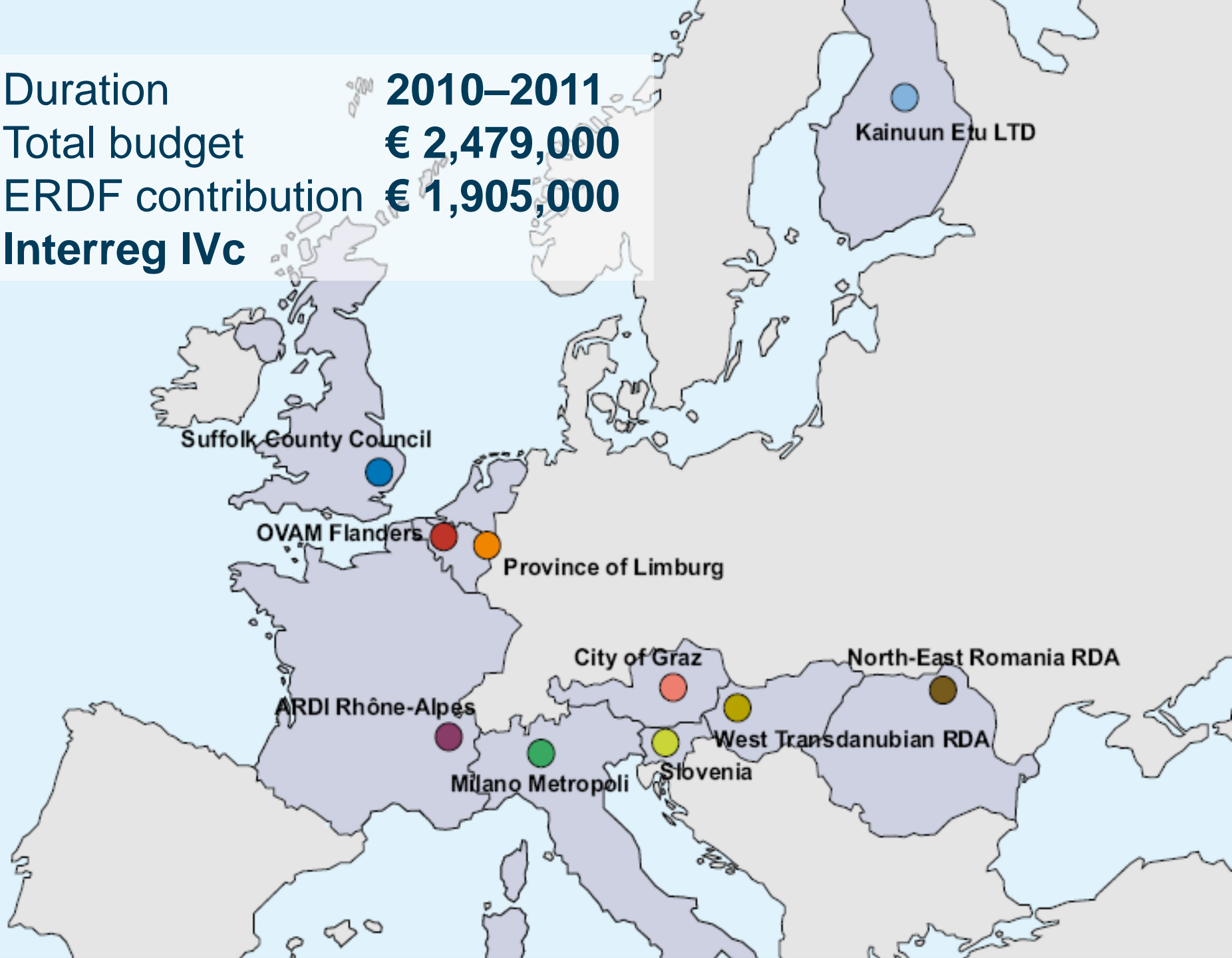
Total budget

€ 2,479,000

ERDF contribution

€ 1,905,000

Interreg IVc



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- **Show C2C thinking supporting innovation and growth**
 - Share knowledge, information and good practice
- **Build an inspired, committed network of regions**
- **Promote wider engagement and enabling**
- **Two phases**
 1. Identifying good practice and assessing transferability, building and strengthening regional networks
 2. Best practice exchange, and developing regional action plans



20-25
transferred practices

10 regional action
plans



European
Regional



European Union
European Regional Development Fund



INTERREG IVC
Innovative and Collaborative
Initiative for Europe's Regions



C20



European Union
European Regional Development Fund



INTERREG IVC
Innovative and Collaborative
Initiative for Europe's Regions



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- **Current thinking and legislation**
 - Waste = food -vs- waste legislation
 - Solar income -vs- grid networks, intermittency, materials
 - Celebrate diversity -vs- cost effectiveness
- **Traditional cost-benefit models**
- **Traditional producer / developer roles and responsibilities**
- **Consumer and market views**
 - 'Risky' 'experimental' technologies

***Bring good practice to life, to share and inspire
Achieve the achievable, rather than the acceptable***

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Ambition and integration unlocks
positive impacts

Thank you

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