



C2CN

Mid Term Conference

2. Cradle to Cradle Congress

Graz

AUSTRIA

Guide

13.12.2010



Draft Agenda

Day 1:

20th January – Public Day

Location: Kunsthaus Graz

Facilitator: Cara van Zyl (EPEA Hamburg)

08:30 Registration

09:00 Welcome and reception by Lisa Rucker, Vice major of Graz
Sonja Grabner, City councillor of Graz
Representative of the European Commission

09:30 Short overview of the background of C2CN and the concept of the conference

09:40 Presentation: Albin Kälin (EPEA Switzerland) “What is Cradle to Cradle Design”

10:00 Discussion about C2C as business concept with Albin Kälin, Reinhard Backhausen (Backhausen — interior textiles & design) and Ernst Gugler (gugler cross media)

10:25 Coffee break

- 10:50** Presentation: Ingrid Zeegers (Philips NL - development and design of sustainable business) “Philips and C2C”
- 11:20** Discussion with Harma Albering (Province of Limburg), representative of the European Commission and Ingrid Zeegers (Philips NL) about the future development of C2C and the transferability in Europe
- 12:00** Lunch and networking
- 13:00** Short overview of the workshops
- 13:10** Workshops
- Workshop 1: “What can C2C offer the consumers?”
 - Workshop 2: „Production on the example of building“
 - Workshop 3: “What can be done by governance to establish C2C?”
 - Workshop 4: “What does C2C mean in the area of design?”
- 15:00** Coffee break
- 15:30** Executive summary of the workshop results
- 16:00** Networking / press conference optional
- 17:00** Key Note Speech: Michael Braungart. Introduction by Mrs. Freytag (Federal Ministry of Agriculture, Forestry, Environment and Water Management) and Rainer Rosegger (Scan)

20:00 Dinner

Day 2

21st January – Partner Day

Location: Hotel Weitzer

09:00 Welcome

09:15 Transfer of best practices within the European program “Erik Action”
Irma Priedl, Martina Ebner (Government of Lower Austria)

10:00 Presentation of a transferable case of C2CN from each target area in the context of the perspective studies

11:00 Presentation of already transferred good practices

12:00 Lunch

13:00 Action plan and the time after C2CN

14:30 Any business and conclusion

15:00 End of day 2

16:00 Guided tour through Graz

KEYNOTE SPEAKER'S PROFILE



Michael Braungart

Prof. Dr. Michael Braungart is the scientific director of EPEA International Umweltforschung GmbH (Hamburg, Germany), which he founded in 1987, and is co-founder of McDonough Braungart Design Chemistry (MBDC) in Charlottesville, Virginia. He also co-founded the Hamburger Umwelt Institute (HUI) in 1989. These organizations share a common set of values that embrace intelligent, aesthetic and eco-effective design and seek to optimize products within the Cradle to Cradle[®] framework.

Michael Braungart has been a professor of Process Engineering at the University of Lüneburg (Germany) from 1994. Additionally, since autumn 2008 he has been named to hold a newly funded professorship at the Dutch Research Institute for Transitions (DRIFT) at Erasmus University of Rotterdam in collaboration with the TU Delft. A Cradle to Cradle[®] Masterclass is now available.

Through these activities, Professor Braungart has developed the tools to design eco-effective products and business systems and has worked with a number of organizations and companies in a range of industries. In 2002 he has accepted a visiting professorship at the Darden School of Business, lecturing on topics such as eco-efficiency and eco-effectiveness, Cradle to Cradle[®] design and Intelligent Materials Pooling, and he continues to lecture at universities all over the world.

Conference: The Venue

KUNSTHAUS GRAZ:

Lendkai 1, 8020 Graz

P: +43(316) 8017-9200

F: +43(316) 8017-9212

E: kunsthausegraz@museum-joanneum.at



The designers of this project, the London architects Peter Cook and Colin Fournier, created an impressive synthesis which unites their innovative design language with the historic setting of this urban district along the Mur.

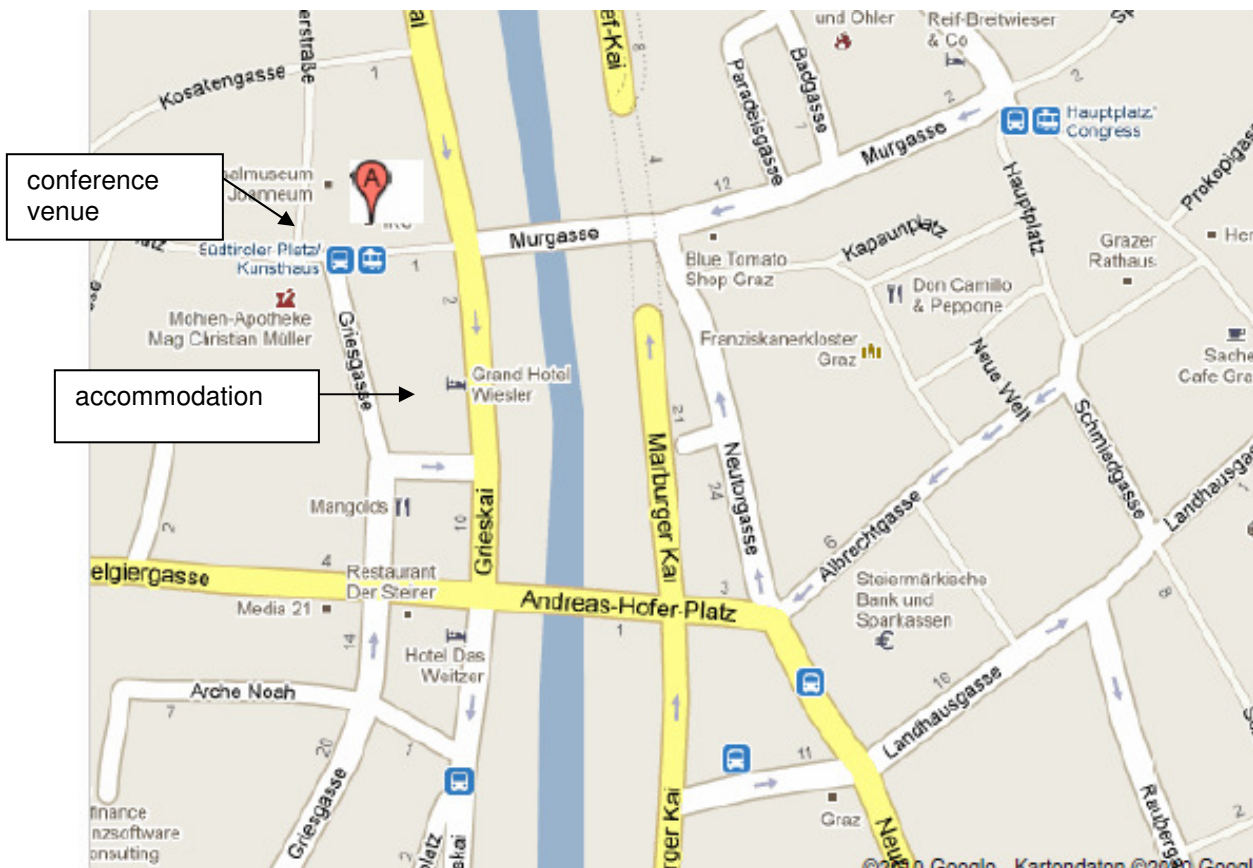
The aesthetic dialogue between the new biomorphic structure on the bank of the Mur and the old clock tower on Graz's famous Schloßberg (Castle Hill) is the trade-mark of a city aiming to create a productive tension between tradition and avant-garde. In content as well as from an urbanistic point of view, the new Kunsthhaus Graz acts as an interface between past and future. On the occasion of the European Cultural Capital 2003 activities, the City of Graz was giving itself the Kunsthhaus, a gift for the future.

Exhibition Facilities

Functionally and technically, the Kunsthaus meets the most up-to-date requirements for museums on the international loan circuit. Its 11,100m² of usable space provide everything its managers need to participate in the global exhibition business on the highest level. An innovative and cost-effective air-conditioning system meets all the demands of the most important art owners.

A generous delivery area, depots and workshops, and modern lighting and security systems are available to ensure the professional handling of exhibition projects. The underground car park offers space for 146 vehicles.

As a multi-disciplinary venue for exhibitions, events and other means of presenting contemporary art, new media, and photography, the Kunsthaus Graz has a complex palette of features and functions. While the building's interior is meant to inspire its curators as black box of hidden tricks (Colin Fournier), its outer skin is a media façade which can be changed electronically.



Partner Day: The Venue

HOTEL DAS WEITZER

Grieskai 12-16

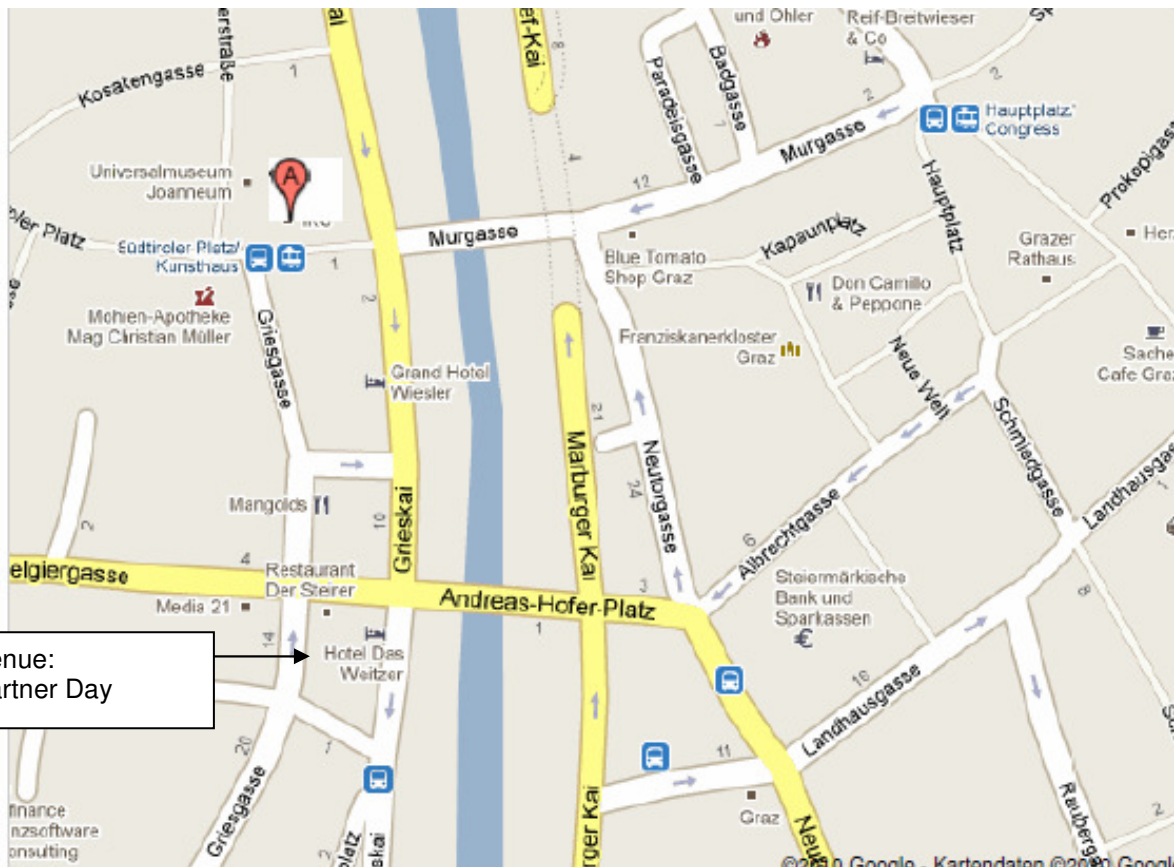
8020 Graz

Austria

P: +43(316) 703-0

E: hotel@weitzer.com

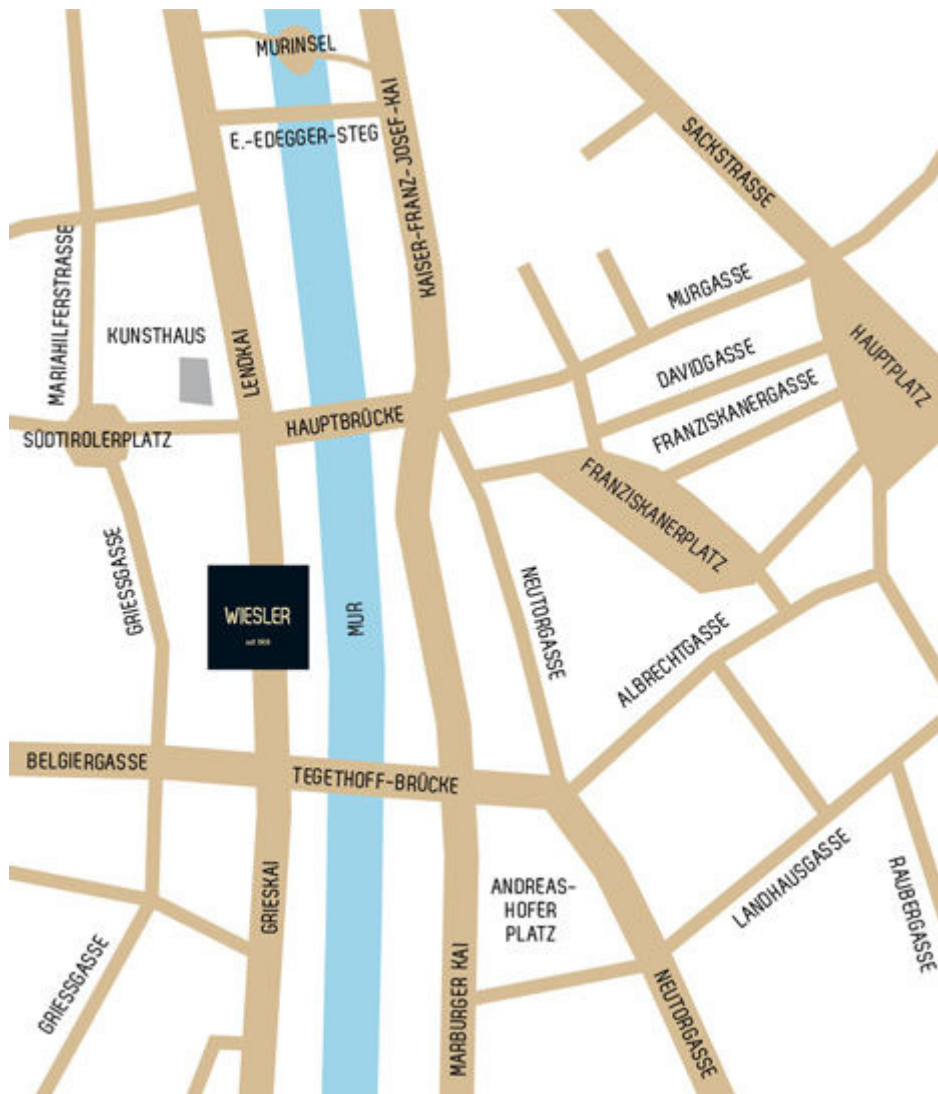
Web: www.hotelweitzer.com



Accommodation

HOTEL WIESLER

Grieskai 4-6
 A-8020 Graz
 P: +43 (0)316 70660
 E: info@hotelwiesler.com
 Web: www.hotelwiesler.com





From the airport by cab:

Cabs are waiting outside the arrival hall and cost approximately 20 € for one trip into the center of Graz.

From the airport by Railway:

About 300 meters from the airport is the railway station which ends at the Graz central station. From the central station there are the tramway lines 3 (direction Krenngasse) and 6 (direction St. Peter). At the stop called Kunsthaus/Südtiroler Platz you find the Venue on your left side. The Hotel Wiesler is located 50 meters to the right site.

ÖBB - Fahrplan - S5					
Flughafen Graz-Feldkirchen nach Graz Hauptbahnhof					
Monday - Friday		Saturday		Sunday and Bank Holiday	
Airport	Main Station	Airport	Main Station	Airport	Main Station
04:48	08:59	05:18	05:29	05:40	05:51
05:18	05:29	05:40	05:51	06:48	06:59
05:40	05:51	06:50	07:02	07:48	07:59
06:08	06:19	07:02	07:13	08:48	08:59
06:28	06:39	07:48	07:59	09:48	09:59
06:50	07:02	08:18	08:29	10:48	10:59
07:02	07:13	08:48	08:59	11:48	11:59
07:24	07:35	09:48	09:59	12:48	12:59
07:33	07:44	10:48	10:59	13:48	13:59
07:48	07:59	11:48	11:59	14:48	14:59
08:03	08:14	12:48	12:59	15:48	15:59
08:18	08:29	13:48	13:59	16:48	16:59
08:33	08:44	14:48	14:59	17:48	17:59
08:48	08:59	15:48	15:59	18:48	18:59
09:48	09:59	16:48	16:59	19:48	19:59
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11:48	11:59	19:48	19:59		
12:48	12:59	20:48	20:59		
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20:48	20:59				
21:48	21:59				
22:48	22:59				

Von der Haltestelle bis zum Flughafengebäude sind es ca. 300 Meter (ca. fünf Minuten Fußweg)
 Fahrplanauskünfte: Mobil ZENTRAL: Tel. 0316 / 82 06 06 (Mo - Fr 07:00 - 19:00 Uhr, Sa 09:00 - 13:00 Uhr) oder
 unter Flughafen Graz Information - 0316 7 2902 - 172.
 Tarif für einfache Fahrt: € 1,90 (Änderungen vorbehalten)

Map of Graz:

