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PRESS RELEASE

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Cradle to Cradle Congress calls for a world without waste Stop whining – let's change the world!

We often remember negative news more clearly than we do positive, as the philosopher and writer Dr. Michael Schmidt-Salomon emphasised during the fourth **Cradle to Cradle (C2C) Congress**, which took place on **October 20 & 21, 2017** at **Leuphana University in Lueneburg** (Germany). However, 800 participants in attendance served as a poignant illustration of the fact that the positive message contained within the C2C design concept is being met with great enthusiasm: we can change the world with a positive footprint and break the mold of classic models of sustainable thinking. "100 years from now, people will be more intelligent. They won't even realize that production methods without C2C ever existed", Schmidt-Salomon said. The prospect of a true circular economy that is based on the principles of C2C and that is able to combine environmental protection and economy took centre stage in numerous real-world examples presented at the international C2C Congress, organized by **Cradle to Cradle Association**.

At a time when resources are becoming increasingly scarce, C2C offers an innovation-oriented approach: Products are developed and designed from the outset so that their raw materials can be easily recycled back into cycles. Renowned actors from the fields of fashion, plastics, organic farming, printing, as well as this year's spotlight subject, construction and architecture, discussed C2C as a driver of innovation in a variety of formats. It became clear that it takes visionaries and C2C enthusiasts who develop alternative proposals to existing products, production processes and management methods. Erwin Thoma, CEO of wood specialist Thoma Holz, stressed that in order to retain sufficient wood a house needs to be converted into a new house once it reaches the end of its use. If it was just demolished and disposed a lot of important raw materials would be lost. Furthermore, concrete political demands were formulated at the C2C Congress: for example, the public tender system in the construction sector should be replaced with a model in which the successful bid does not necessarily have to be the cheapest one.

The example of the company Dopfer was a reminder that innovation can also be successfully applied in the field of plastics and that holistic solutions are needed. However, in order to achieve comprehensive change, politics, the economy and consumers must act in unison.

Tim Janßen, Executive Director of C2C e.V., drew a very positive conclusion: "The C2C Congress was a great success. The large number of participants as well as international actors such as Dr. Leyla Acaroglu, Lewis Perkins and Ken Webster show that the C2C Congress is being received with great interest and that it is the world's largest C2C platform."

Nora Sophie Griefahn, Executive Director of C2C e.V., also looked back positively on the event and is already looking forward to next year's congress: "Thanks to the 800 participants and actors such as Prince Carlos de Bourbon de Parme, Andreas Engelhardt and Dr. Michael Schmidt-Salomon the congress was filled with life and demonstrated how C2C affects many different sectors of society."

Press photos from the 2017 Cradle to Cradle Congress can be found under:

www.c2c-ev.de/c2cc17-pressefotos

Cradle to Cradle

The Cradle to Cradle design concept models itself on the natural world, which knows no waste. Every product can be recycled if it is designed in such a way from the outset. A compostable t-shirt or a desk chair completely built from recyclable raw materials can circulate perpetually in biological and technical cycles. The aim of Cradle to Cradle association is to establish the concept in the public sphere through education, networking and public relations.