

## PRESS RELEASE

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### 5<sup>th</sup> international Cradle to Cradle Congress 2018

#### Lower Saxony wants to become a Cradle to Cradle-state

The C2C design concept is the only option “if we want to handle our resources reasonably”, says patron, Minister for the Environment of Lower Saxony, [Olaf Lies](#) at the fifth international Cradle to Cradle Congress, which took place from September 14<sup>th</sup> to 15<sup>th</sup> 2018 at Leuphana University, Lueneburg. That is why he also plans a partner centre Wattenmeer in Wilhelmshaven, which should be a C2C-inspired building that can turn into “a C2C branch to demonstrate how it works.”

**Musician and Advisory Board Member [Bela B](#)** is enthusiastic about C2C as well: “What really convinced me is that the C2C-idea does not come along with a big hammer, and not with a big pointer.” C2C conveys a positive feeling that Bela B also wants to transport to his fans. The musician plans to offer merchandise articles that are produced by C2C-principles with the goal to inform the public about C2C.

Journalist and book author **Dr. Franz Alt** also points out: “It is not about abstention, it is about a better life.” We can change the world with a positive footprint, and bust the chains of conventional thinking patterns.

**Prof. Dr. Ernst Ulrich von Weizsäcker** emphasises: “Cradle to Cradle was and is a bold approach to solve problems.” That environmental protection and economy can be unified by a real circular economy is what the C2C Congress, organised by the **Cradle to Cradle Association** with more than 100 voluntary helpers and 800 participants, demonstrated with many best practice examples.

In times where resources become scarcer, C2C offers an innovation-oriented solution: Products are developed newly, and from the very beginning designed in a way that healthy materials can be reused in technical or biological cycles. Notable speakers from the areas of **building & architecture, plastics, packaging, organic farming** and this year's special track **fashion & textiles**, discussed C2C as a motor for innovation in different formats. It became clear that it needs visionaries and C2C-enthusiasts, who develop a counter concept to existing products, production processes and the economic system. C2C pioneers show that they can produce healthy and fair textiles on a global level. Lauffenmühle, melawear and C&A prove that this now also enters the mass market. We need companies who join in, says **Donald Brenninkmeijer**, Chief Innovation Officer of C&A. He stressed how important cooperation and the exchange of experiences is in the production of C2C-textiles.

That C2C-innovations are also successful in the field of plastics and packaging and that we need holistic solutions was demonstrated by Timothy Glaz from Werner & Mertz (most popular brand “Frosch”), who fill 100 % of their detergents in plastic-recyclates. To reach an all-encompassing change, however, politics, economy and consumers have to act in concert, emphasised the former EU commissioner and now Co-Chair of the UN resource panel, **Dr. Janez Potočnik**.

**Tim Janßen**, executive director of C2C e.V. is positively tuned: “The clear growth in international speakers and guests motivates us immensely and strengthens us in our work as a NGO. With the Cradle to Cradle Congress we send a strong sign of change into society: The community is on the right track; the innovative power of the C2C-companies is impressive. That is why we're proud to be the most important platform for C2C-innovation worldwide!”

**Nora Sophie Griefahn**, executive director of the C2C e.V. claims: “We have to change our economic management, we have to rebuild the whole society! It is great that more than 100 voluntary helpers are



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[www.youtube.com/user/cradletocradleeV](https://www.youtube.com/user/cradletocradleeV)

committed to doing that this weekend, but the older generation cannot leave all of that up to the younger generation. It is on all of us, we have to act now and work for a C2C world!"

**Photos** from the Cradle to Cradle Congress 2018 can be found here: [www.c2c-ev.de/c2cc18-pressefotos](http://www.c2c-ev.de/c2cc18-pressefotos)

We are very happy about coverage and sending you specimen copies. Our **executive directors – Tim Janßen and Nora Sophie Griefahn** – are gladly at your service for an **interview**.

Kind regards

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***Cradle to Cradle: A Concept, a movement.***

*The Cradle to Cradle (C2C) design concept takes nature as an example. Nature does not know waste. Every product can be healthy and recyclable, as long as it was designed accordingly. A compostable shirt or a 100 % recyclable desk chair circulate continuously in biological or technical cycles. The Cradle to Cradle Association transports this design concept into society through educational and networking activities.*