



# Cradle to Cradle® Workshop

*University of Ljubljana 2015*

**Od zamisli do izvedbe – Eko-učinkovito oblikovanje in ozadje**  
*From Concept to Implementation – Eco-effective Design and Beyond*

**V sredo 22. aprila 2015 v učilnici II/6 na UL FGG Jamova 2, Ljubljana**

**15:15 – 16:00**

## **Oblikovanje, proizvodnja, marketing in trajnostnost**

*Design, manufacturing, marketing & sustainability*

**Predavatelj:** Albin Kälin, EPEA Švica

Predavanje bo v angleškem jeziku, brez sočasnega prevajanja

Cradle to Cradle® Design  
Cradle to Cradle beyond Sustainability  
Products as Nutrients, with specific emphasis on products

The Principles:

- Waste = Food
- Use Current solar income
- Celebrate Diversity

Biological nutrients and biological cycle

- Examples for products of consumption

Technical nutrients and technical cycle

- Examples for products of service

Cradle to Cradle® Manufacturing  
Cradle to Cradle® Marketing  
Business Service Concepts

**16:00 – 16:45**

## **Okrogla miza - diskusija**

*Group – discussion*

**Moderatorja:** Albin Kälin in Marko Krajner, EPEA Švica in EPEA Slovenija

Okrogla miza bo potekala v angleškem jeziku s kratkim prevodom povzetkov v slovenščino

Green Materials, serious Materials ?  
Sustainable Business, serious Business ?  
Building the Business  
What has to change ?  
CLOSING THE LOOP  
Product Design Strategy:  
Biological cycle  
Technical cycle  
Identify possibilities in Design, Manufacturing and Marketing  
Feasibility study – Closing the Loop  
Investments  
Marketability

***Vljudno vabljeni***

**Organizacija predavanja: UL FGG KSKE**



## Albin Kälin

CEO of EPEA Switzerland GmbH



In the 90's under his management the Swiss Rohner Textil AG won 19 international recognitions and design awards. This environmental and economic management approach led him to becoming a world renowned pioneer. As a result the development of the first Cradle to Cradle® products worldwide: the product lines Climatex®.

In 2005 Prof. Dr. Michael Braungart appoints Albin Kälin as CEO of the scientific consultancy EPEA Internationale Umweltforschung GmbH in Hamburg, Germany. ([www.epea.com](http://www.epea.com)). Since 2006 he supports additional intensive developments of Cradle to Cradle® for the Netherlands and as CEO of EPEA Nederland bv, established in 2008.

At the end of 2009, Albin Kälin founds EPEA Switzerland GmbH. EPEA Switzerland GmbH implements with an experienced management team Cradle to Cradle® projects in all industries in Switzerland, Austria and the textile industry worldwide in cooperation with EPEA Internationale Umweltforschung GmbH in Hamburg.

[www.epeaswitzerland.com](http://www.epeaswitzerland.com)

## Abstract

Cradle to Cradle® Design implies a paradigm shift in industrial production. The design and innovation process moves from the present linear thinking towards thinking in closed cycles. Materials and processes are chosen and used in a way that the resulting products become "nutrient" at the end of their life. The materials are either reintegrated into biological cycles or remain in technical cycles. Cradle to Cradle® Design does not allow waste and strives to keep resources in endless cycles.

Production processes are designed according to the model of nature. No waste, no surrender, no restrictions. The right materials at the right place at the right time, in endless cycles is the key.