



# INDUSTRY FOR C2C

by Cradle To Cradle Network Project  
Milano Metropoli Agenzia di Sviluppo, Italian partner

Sesto San Giovanni  
September 9<sup>th</sup>-10<sup>th</sup> 2010

Update: August, 5

European expert seminar



# SEMINAR PROGRAMME

## INTRODUCTION

Cradle to Cradle (C2C) is a concept of sustainable development based on the idea of doing things "right" the first time rather than later to compensate for past errors, means including the outset in the design of a building or an infrastructure, including its "recycling" or recycling of closed circles (as in nature). Cradle to Cradle approach contributes both to economic growth, reduce our dependence on raw materials, allows a better use of land and its resources and creates less pollution. Interprets the challenge of sustainability as an opportunity for economic development also transforming the processes of innovation and economic growth.

Three principles are essential in developing Cradle to Cradle:

- "waste equals food": everything is a nutrient for something else Biological and technological "nutrients" are reused as nutrients for natural and/or human production processes
- "use of current solar income": The use of energy sources that are renewable in the timeframe they are used.
- "celebrate diversity": promoting and combining biological, cultural and conceptual diversity.

The power of the C2C concept lies in its innovativeness and its ability to mobilise and inspire. The C2C approach is a positive one, starting with an initial intelligent design. It is also a concept that integrates, as it incorporates a design approach and system thinking. It covers supply chains (the recycling natural resources, via product and manufacturing design, to high value re-use and finally to raw materials), it also involves systems (key supplies, ecosystems, space and energy) and management (via money, rules, spatial planning). It is a concept that contributes to a reduction on raw materials, generates less environmental pollution, contributes to our economic growth and allows us to make better use of scarce space.

It may find applications in different fields:

- Industry;
- Area-specific spatial development;
- Building design;
- Governance.

The project INTERREGG IVC "Cradle to Cradle Network brings together EU regions to share and capitalize on regional good practice in implementing C2C principles in relation to waste prevention and management, and do so by producing sustainable solutions, economic development opportunities and social well-being.

The third thematic seminar on C2C will be focussed on C2C and how it finds (or can find) place in "Industries" (product, process and systems). The seminar will provide an overview on C2C and industry. Day 1 it will be particularly focussed in the following fields of business:

- industrial design (wood-furniture, lightening etc.)
- sustainable fashion / textile industries
- agro-food industries (including food processing, packaging etc.)

The seminar will be structured around 5 sessions:  
Session 1 - Cradle to Cradle Network: The State to Play  
Session 2 - C2C and how it relates to industrial sectors  
Session 3 - Study visits  
Session 4 - C2C and Industry in real practice  
Session 5 - Workshop and group discussion

## **9th September 2010**

**Facilitator > Benno Simma**, *Industrial Design Professor, Faculty of Architecture, Innsbruck University,*

### **Session 1 - Cradle to Cradle Network: The State to Play**

8.30 - 8.45 *Registration & coffee*

8.45 - 8.50

#### **Welcome speech**

Alberto Bassi, *General Manager, Archivio Giovanni Sacchi*

8.50 - 9.05

#### **Introduction to the C2C Network project**

Renato Galliano, *General Manager, Milano Metropoli Development Agency*

9.05 - 9.30

#### **Theoretical Framework C2CN**

Dr. Peter Stouthuysen, *Vito BV., Belgium*

9.30 – 10.00

#### **System Innovation for sustainability**

Prof. Carlo Vezzoli, *DIS Politecnico of Milan*

10.00 -10.15 *Coffee break*

### **Session 2 - C2C and how it relates to industrial sectors**

10.15- 10.35

#### **C2C and industrial design**

Dalia Gallico, *President, Lombardy section - Italian Association of Industrial Design*

10.35 - 11.25

#### **C2C in textile industries and sustainable fashion**

Lodovico Jucker, *General Manager, Certitex*

Carla Langella, *Researchers at ICAR 13 University of Naples II*

11.25 - 12.10

#### **C2C and Agro-food Industries**

Prof. Luigi Bistagnino, *Politecnico of Turin*

12.15 *Walking lunch*

### **Session 3 - Study visits**

13.15- 18.30

**Study visit n°1 or n°2**

**Study visit n°1 :**

14.00

*Progetto Lissone, Lissone, Monza & Brianza*

17.00

*3M Headquarter, Pioltello, Milano*

**Study visit n°2 :**

14.15

*La Cassinazza, Cassinazza di Basiglio Giussago, Pavia*

19.30 *Cocktail at Abacus Hotel*

## **10th September 2010**

**Facilitator > Benno Simma**, *Industrial Design Professor, Faculty of Architecture, Innsbruck University,*

### **Session 4 - C2C and Industry in real practice**

9.00 - 9.30 *Registration & welcome coffee*

9.30 - 10.00

**Findings from day 1**

10.00 - 10.20

**Good practice 1 – Italy: focus on agro-industries**

10.20 - 10.40

**Good practice 2 – The Netherlands: focus on textile industries**

10.40 - 11.00

**Good practice 3 – Flanders (BE): focus on Bioplastics**

11.00 - 11.20 *Coffee break*

### **Session 5 - Workshop and group discussion**

11.20 - 11.30

**Introduction**

11.30 - 13.00

**Discussion split in 3 groups.** Based on lessons learned in the 2 day groups will discuss about C2C and how it relates to industry: barriers, opportunities and tools for delivering C2C approach in this field

13.00 - 14.00 *Walking lunch*

14.00 - 14.30 **Reporting from groups**

14.30 - 15.30 **Plenary session.** Further discussion and conclusions

15.30 - 17.00 **3<sup>rd</sup> ISC Meeting**

## INTRODUCTION TO STUDY VISIT

Delegates have to indicate their preference in the “delegates infosheet”  
Please consider that each study tour needs to be attended by at least 20 delegates.

### Study Tour 1

#### PROGETTO LISSONE

Relation with thematic areas:

- ▶ **Industry (furniture and design)**
- ▶ **building**

More info: [www.progettolisone.it](http://www.progettolisone.it)



“Progetto Lissone” is a public-private consortium including over 200 SMEs in the furniture sector which is owned for 51% by the municipality of Lissone. Lissone is in the very heart of the Milan “furniture district” in the Brianza region.

The consortium tries to foster environmental sustainability and the eco-design principles within the furniture value chain and in the Milan region by the mean of different projects and activities.

The study visit at the Progetto Lissone premises will shed light on some of these initiatives and show C2C prototypes of furniture elements. The visit will include also a brief tour to the new Progetto Lissone premises (under refurbishing with some of the C2C-led principles).

## The NEW 3M ITALY HEADQUARTER

Relation with thematic areas:

- ▶ **Industry**
- ▶ **building**

More info: <http://bestautodesign.com/3m-office-building-design-by-mario-cucinella-architect-in-italy>



The 3M Group is an international, innovative and constantly evolving company. It sells over 75,000 products of high technological and innovative value in the industrial, health, safety, office, educational and consumer market.

Since 1970 3M launched at worldwide level, the **3P program** (Pollution Prevention Pays).

The study visit will be about how 3M Italy is making this philosophy come true, not just in relation to the products the company is developing, but also in relation to the recent

construction of the new 3M headquarter: a sustainable building where 3M Italy employees can live, customer can meet and technologies shown.

In particular a guided tour will explain how the building incorporates almost all of the C2C principles and is one of the best examples in the Milan region of “towards eco-effectiveness” building.

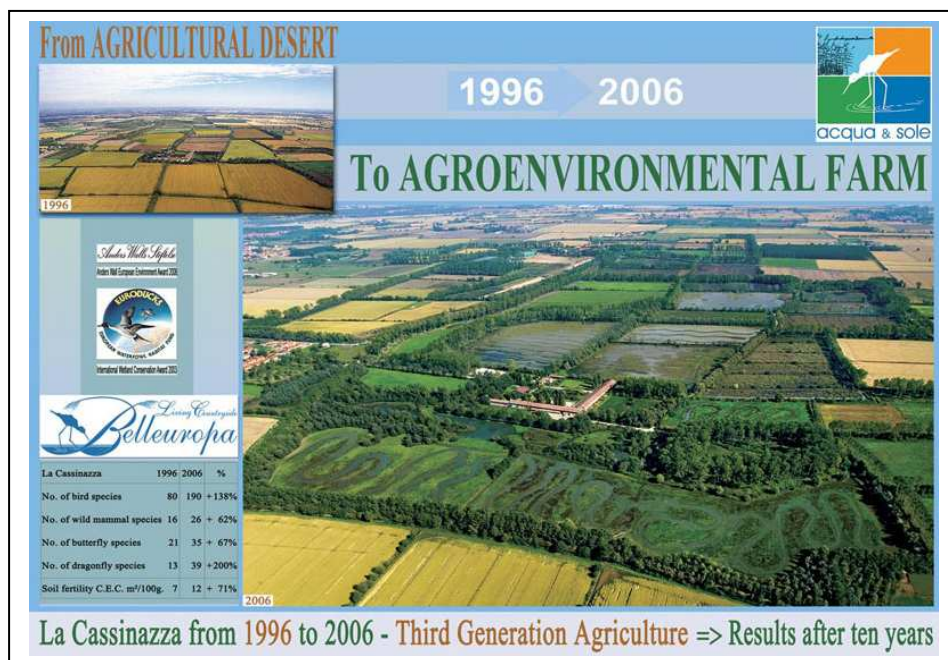
## Study tour 2

# ACQUA & SOLE: FROM AGRICULTURAL DESERT TO AGROENVIRONMENTAL FARM

Relation with thematic areas:

- ▶ area development
- ▶ industry
- ▶ building design

More info: [www.neorurale.net](http://www.neorurale.net)



The Acqua&Sole experience can be considered sort of C2C “living lab” as the Acqua&Sole experience and philosophy mix-up re-naturalization projects with economic development and the delivering of environmental services.

Re-shaping the land through C2C principles, producing landscape and biological diversity while promoting economic activities and services; how to achieve these goals will be the focus of the visit. The visit will be completed by a tour of the THE NEORURAL FARMSTEAD at “Cascina Darsena”.

Acqua&Sole is a private organization that pursues general interest purposes and is owned by the Natta family. The company owned large rural estates in the south Milan area and is engaged in the production, within rural areas, of a plurality of environmental services that are sought after in urban areas overcoming the deterioration of green areas

In particular its core business is the development of the so called:

-**Third-generation agriculture**: production of non-material goods such as landscape and biological diversity by using agricultural techniques, with the goal of improving the quality of the rural environment and promoting its use for non-agricultural activities.

- **Neorural activities**: all non-agricultural activities compatible with the rural landscape.

# TRAVEL INFORMATION

## How to reach the hotel venue:

### **Abacus Hotel**

Via Monte Grappa 39  
Sesto San Giovanni, Milan, Italy  
Tel. + 39 02 26225858  
Fax + 39 02 26225860  
<http://www.abacushotel.it/>



### **Pre-booking expires: September, 1**

From August, 6 to 29 the hotel will be on holiday

### **To reserve a room:**

-) [reception@abacushotel.it](mailto:reception@abacushotel.it)  
-) Fax + 39 02 26225860  
Group name: C2C NETWORK

Price: 89,00 euro per night

**(!)** Please, indicate possible food allergies or particular food needs (vegetarian, vegan diet...)

## **From airports**

**Linate Airport** (16 km. – Travel's length: approximately 60 minutes)

### By bus + underground

- Bus stop at **viale Forlanini** (200 m. from the airport)
- Get on the **Bus nr. 73 (Aeroporto – San Babila)**
- Get down at the underground station **San Babila (Line 1, MM1)**
- Get on the underground, **MM1 Line 1**, direction "**Sesto 1° Maggio FS**"
- Get down at station "**Sesto 1° Maggio FS**" (after 13 stop)
- From **Piazza 1° Maggio** go toward **Viale Antonio Gramsci** (60 m.)
- Turn on left **Viale Antonio Gramsci** (10 m.)
- Turn on right **Viale Monte Grappa** (100 m.)

## Malpensa 2000 Airport (55 km.)

By train – shuttle (Travel's length: approximately 75 minutes)

- Get on the train **Malpensa Express** direction rail station “**Cadorna Triennale FNM**” (Train ticket: 11,00 euro)
- Underground, **Line 1, MM1**, direction “**Sesto 1° Maggio FS**”
- Get down at the **Station “Sesto 1° Maggio FS”** (after 17 stop).
- From **Piazza 1° Maggio** go toward **Viale Antonio Gramsci** (60 m.)
- Turn on left **Viale Antonio Gramsci** (10 m.)
- Turn on right **Viale Monte Grappa** (100 m.)

By bus – shuttle (Travel's length: approximately 90 minutes)

- Get on the bus **Malpensa shuttle** direction **Milano Stazione Centrale FS** (Bus ticket, payable aboard: 7,50 euro)
- Underground **Line 2 MM2**, direction **Cologno Nord** or **Gessate**
- After 2 stop get down at the station **Loreto**
- Get on the underground, **Line 1, MM1**, direction “**Sesto 1° Maggio FS**”
- Get down at the **Station “Sesto 1° Maggio FS”** (after 9 stop).
- From **Piazza 1° Maggio** go toward **Viale Antonio Gramsci** (60 m.)
- Turn on left **Viale Antonio Gramsci** (10 m.)
- Turn on right **Viale Monte Grappa** (100 m.)

## Orio al Serio Airport (39 km.)

By bus + underground (Travel's length: approximately 120 minutes)

- Bus (every 30 minutes) direction **Milano Stazione Centrale FS** (Bus ticket, payable aboard: 9,00 euro)
- Underground **Line 2 MM2**, direction **Cologno Nord** or **Gessate**
- After 2 stop get down at the station **Loreto**
- Get on the underground, **Line 1, MM1**, direction “**Sesto 1° Maggio FS**”
- Get down at the **Station “Sesto 1° Maggio FS”** (after 9 stop).
- From **Piazza 1° Maggio** go toward **Viale Antonio Gramsci** (60 m.)
- Turn on left **Viale Antonio Gramsci** (10 m.)
- Turn on right **Viale Monte Grappa** (100 m.)

### **Costs:**

#### **- Malpensa Airport > Milano:**



Train Malpensa Express: 11,00 euro

Bus Malpensa Shuttle: 7,50 euro (payable aboard)

#### **- Orio al Serio Airport > Milano:**



Bus Shuttle: 9,00 euro (payable aboard)

## From rail stations

### Stazione Centrale FS (Travel's length: approximately 30 minutes)

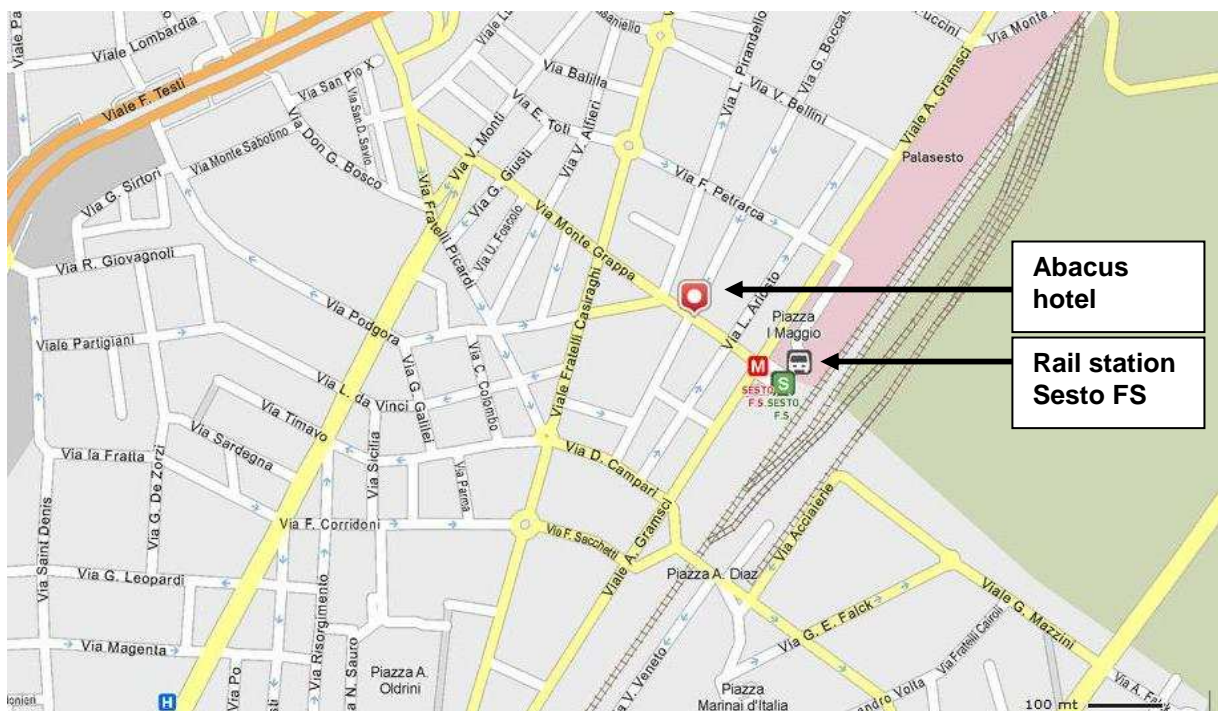
- Underground **Line 2, MM2**, direction **Cologno Nord** or **Gessate**
- After 2 stop get down to station **Loreto**
- Get on the underground, **Line 1, MM1**, direction "**Sesto 1°Maggio FS**"
- Get down at the **Station "Sesto 1°Maggio FS"** (after 9 stop).
- From **Piazza 1°Maggio** go toward **Viale Antonio Gramsci** (60 m.)
- Turn on left **Viale Antonio Gramsci** (10 m.)
- Turn on right **Viale Monte Grappa** (100 m.)

### Cadorna Triennale FNM (Travel's length: approximately 45 minutes)

- Get on the underground, **Line 1, MM1**, direction "**Sesto 1°Maggio FS**"
- Get down at the **Station "Sesto 1°Maggio FS"** (after 17 stop).
- From **Piazza 1°Maggio** go toward **Viale Antonio Gramsci** (60 m.)
- Turn on left **Viale Antonio Gramsci** (10 m.)
- Turn on right **Viale Monte Grappa** (100 m.)

### Porta Garibaldi FS (Travel's length: approximately 45 minutes)

- Underground **Line 2, MM2**, direction **Cologno Nord** or **Gessate**
- After 4 stop get down to station **Loreto**
- Get on the underground, **Line 1, MM1**, direction "**Sesto 1°Maggio FS**"
- Get down at the **Station "Sesto 1°Maggio FS"** (after 9 stop).
- From **Piazza 1°Maggio** go toward **Viale Antonio Gramsci** (60 m.)
- Turn on left **Viale Antonio Gramsci** (10 m.)
- Turn on right **Viale Monte Grappa** (100 m.)



## How to reach the seminar venue from the hotel

### Archivio Giovanni Sacchi

Spazio MIL

via Granelli 1

Sesto San Giovanni, Milan, Italy

<http://www.archivosacchi.it/>



Giovanni Sacchi at work

*The **Archivio Giovanni Sacchi** (Giovanni Sacchi's Archive) collects a great number of wooden models for the industrial design, created by Giovanni Sacchi, (1913-2005), native of Sesto San Giovanni, one of the more important Italian craftsmen who worked for famous designers like Aldo Rossi, Marcello Nizzoli, Achille Castiglioni, Ettore Sottsass jr and Marco Zanuso. These wooden models helped the designer to verify their project and produce possible corrections before their industrial production.*

### Hotel venue:

Abacus Hotel

Via Monte Grappa 39

Sesto San Giovanni, Milan, Italy



2,5 km

### Archivio Giovanni Sacchi

Spazio MIL

via Granelli 1

Sesto San Giovanni, Milan,  
Italy

### By bus

- There is a bus **leaving at 8.00.**

From the rail station **Sesto 1° Maggio FS** get on the bus **line Z 221** direction **Milano**

- Get down at stop **Via Milanese – Caduti sul Lavoro** (approximately after 15 minutes)

- Follow **Via Granelli** for 300 m.

### By underground + feet

#### Line 1 (MM1)

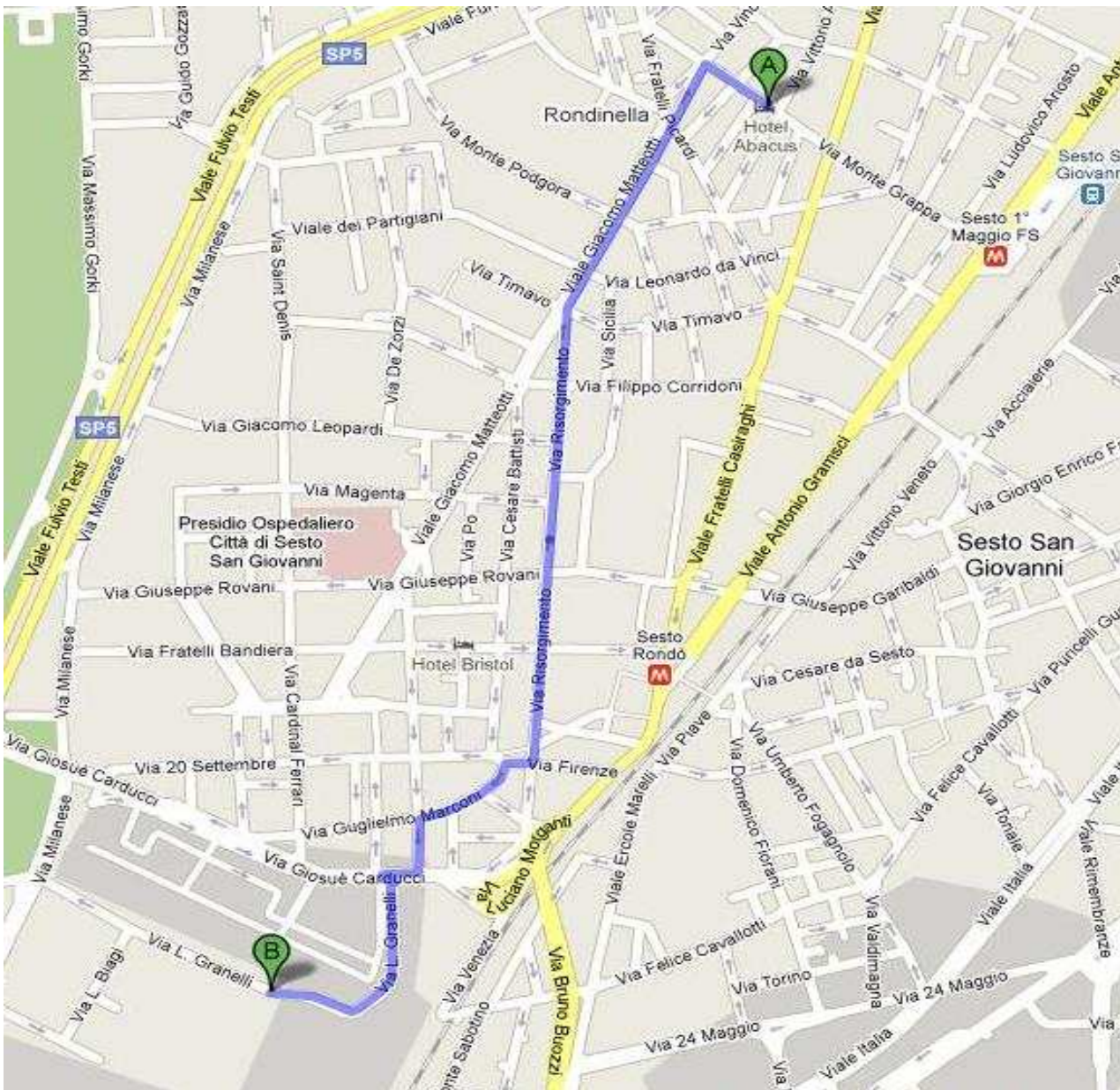
- Get on the underground at **Station “Sesto 1° Maggio FS”** . Get down at the first stop (**Station “Sesto Rondò”**).

- Follow **Via Roma**, then **Via Breda** and **Via Morganti**.

- Go on to **Via Carducci**.
- At the traffic lights, turn on left for 150 m.

**By feet** (30 minutes – See: map # 2: seminar venue)

- From **Via Monte Grappa** go on toward **Via Ugo Foscolo** (140 m.)
- Turn on left to **Viale Giacomo Matteotti** (550 m.)
- Turn on left to **Via Risorgimento** (850 m.)
- Go on toward **Piazza Trento e Trieste** (50 m.)
- Turn on left to **Via Guglielmo Marconi** (190 m.)
- Turn on left to **Via Carlo Cattaneo** (110 m.)
- Turn on right to **Via Giosuè Carducci** (60 m.)
- Turn on right to **Via Granelli**



**A:** Hotel Abacus  
**B:** Seminar venue

# For further informations:

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