

## **Cradle to Cradle Launch**

**Thursday 11<sup>th</sup> March 2010 at 17:30 - The Hive**

### **Cambridge**

Waste is Food. This is the thinking behind a new European wide regional waste reduction project called the Cradle to Cradle Network (C2CN). The Cradle to Cradle Network seeks to ensure that the waste from one process becomes the raw material for another. Cradle to Cradle thinking and practice is spreading across Europe and has now entered the UK for the first time and the East of England is leading the way.

Suffolk County Council are leading the European project on behalf of the East of England to increase information and expertise on Cradle to Cradle thinking, design and practice. This will enable the 10 regional project partners to transfer good Cradle to Cradle practice between each other and to influence regional planning policy in the future. This will ensure that the concept is built into how we plan for our economic and environmental future.

Lisa Chambers, Portfolio Holder for Waste at Suffolk County Council says "We are extremely pleased to be co-ordinating this innovative project for the East of England. We will find out how we can best design buildings and industrial processes to reduce waste in the future. We need to become a society in which environmental considerations such as waste are designed out at the beginning of a product's life rather than being dealt with at the end. This will be better for our environment and will provide increased opportunities for innovation and economic growth in the region."

The Cradle to Cradle Network is being launched at the Hive on Thursday 11<sup>th</sup>

March in Cambridge.

The event will take place on Thursday 11 March between 17:30 – 19:30 at the SmartLIFE Centre, Cambridge Regional College, King's Hedges Road, Cambridge, CB4 2QT

You can pre-register on-line here: <http://talktothehive.eventbrite.com/>

## **Additional Information on the Cradle to Cradle Network Project**

### C2CN European Interregional IVc Project

1. Suffolk County Council is the lead partner for the East of England region.
2. Total EU Funding for the whole project (10 partners) is expected to be €2.475 million over the two years of the project. Funding contributed by the Eastern Region is €66,281.01 over the two years of the project (put up by Suffolk County Council) which will draw down €198,843.01 from EU in match funding into the region.
3. The project will run for two years from 1.1.10 – 1.1.12.
4. There are 10 partner countries in the project. In the UK Suffolk County Council is the lead authority representing the East of England Region. Other regions represented in the project are Lead Partner (Province of Limburg) Netherlands, Ovam (Belgium), RDA Milano (Italy), City Graz (Austria), RDA Rhone Alp (France), RDA Kainuu (Finland), RDA W. Pannonia (Hungary), County Suffolk (UK), RDA NE Romania, Slovenia.
5. Cradle to Cradle (C2C) is a sustainable development concept based on the philosophy (developed by McDonough and Braungart) of recycling in closed loops, i.e. one person's waste being another's raw material.

## **Additional Information on the Hive Project**

The Hive is an enterprise and education park for the future. What will make it really different to other business parks is that its overarching focus will be on business that's good for society and the environment.

The Hive is a partnership between Cambridgeshire County Council, Cambridge Regional College, Citylife and BRE and part funded by EEDA and Cambridgeshire Horizons.

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Adria Pittock  
3.3.10