



Erasmus+

This project is co-financed  
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# **Boosting circular economy in SMEs: International experiences from the case Cradle to Cradle®**

**Sirpa Sandelin**

International Week

SAMK – CCZU 4<sup>th</sup> Research Forum 9.3.2016



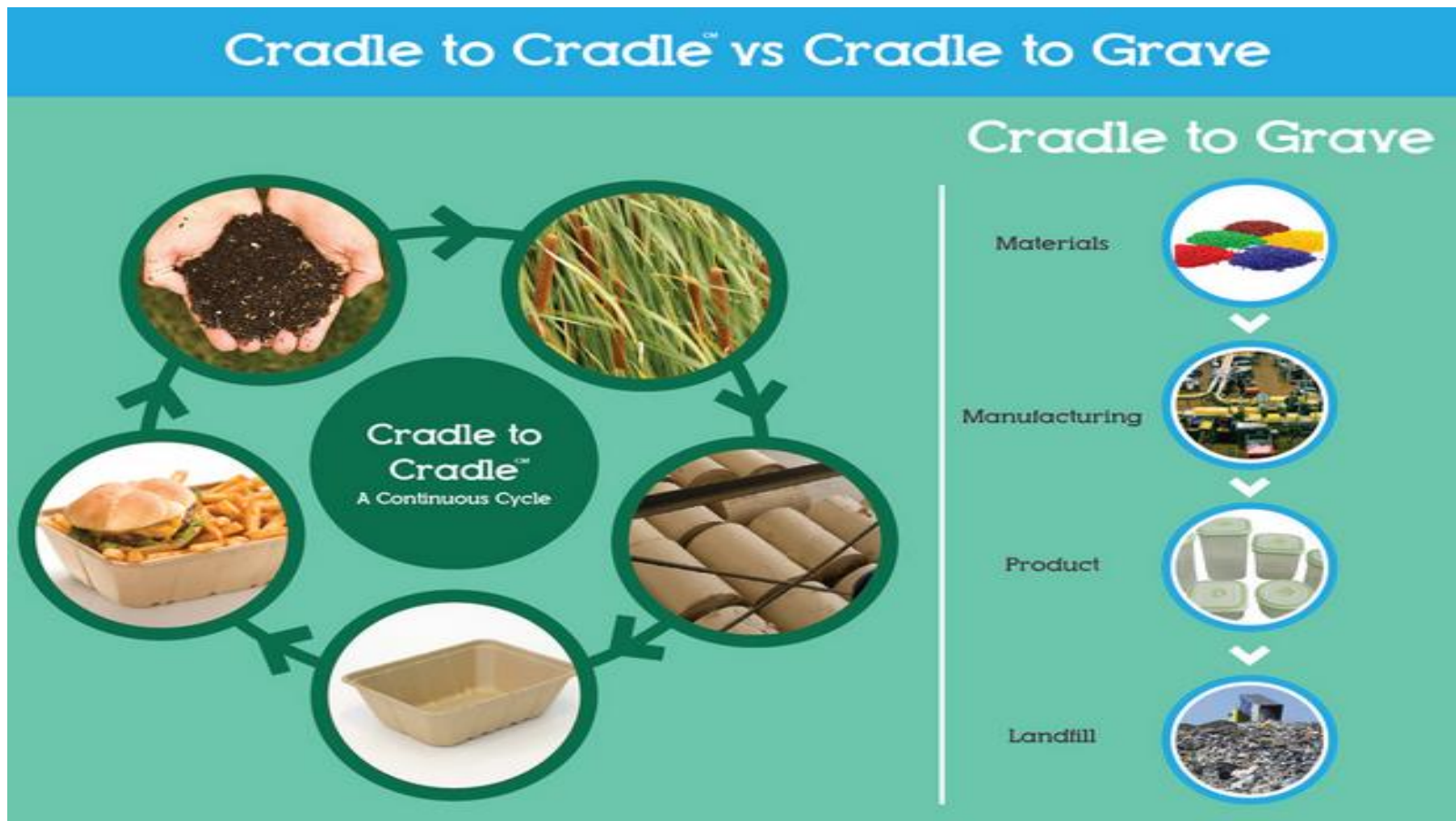
Satakunnan ammattikorkeakoulu | Satakunta University of Applied Sciences

# Contents

- Briefly about Cradle to Cradle® concept
- Cradle to Cradle ® project
- First outcomes of the project

# Paradigm shift - Rethink

Source: <http://www.thegreenmarketoracle.com/2014/11/infographic-cradle-to-cradle-rethinking.html>



# C2C philosophy

- **There is no waste – Material reutilization:** materials will return to the biological and technological nutrient flows, water is managed, CO<sub>2</sub> stored in the ground.
- **Material health:** value materials as nutrient for safe, continuous cycling.
- **Utilization of renewable energy – 100 %:** solar, wind, geothermal, water power, biomass, etc.
- **Water stewardship:** regard water as precious resource.
- **Utilization of diversity - Social fairness:** social equity, personnel integrated into the designing, research and development, utilization of the local diversity.

# C2C PROJECT

# Basic information on the C2C project

- Improvement of Skills in the Green Economy through an Advanced Training Program Cradle to Cradle (C2C in SMEs)
- Erasmus+ co-financed project
- Project period from 1.9.2014 to 30.8.2016
- Coordinator Hanseatic Parliament / Baltic Sea Academy, partners from Finland, Germany, Hungary and Poland

# Content of the C2C project

- Development of the **C2C concept to SMEs**.
- **C2C projects in SMEs**.
- Development of **training, curricula and materials**
  - Educational institutes, chambers of commerce, consulting companies (Train the Trainer)
  - Owners and personnel of SMEs and experts and coaches of SMEs (Training in companies)
- **Testing and evaluation of C2C trainings and concepts** in Schwerin in Germany, in Wroclaw in Poland and in Budapest in Hungary.
- SAMK responsible for pedagogical lectures and evaluation of all training packages.
- **Dissemination** of the results.

# C2C PROJECT TRAININGS

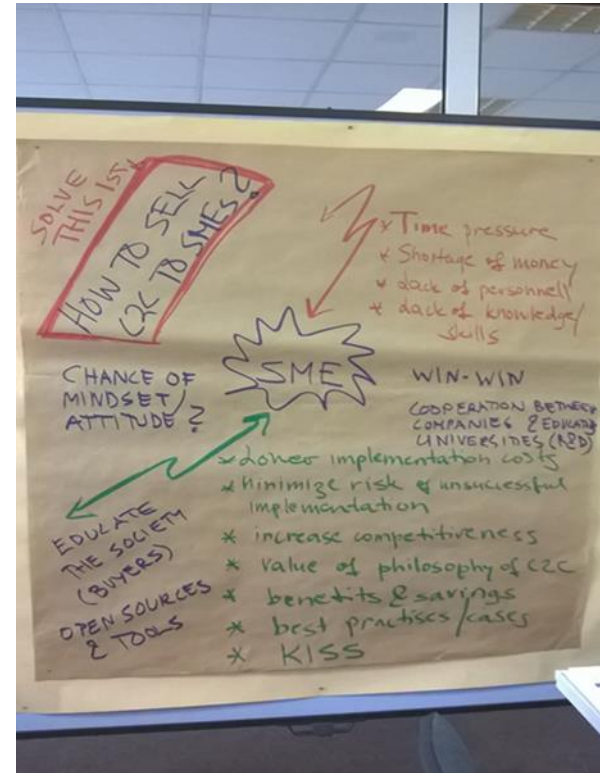


# Train the Trainer

## Train the trainer, 2 days

- C2C philosophy and principles
- C2C methodology and criteria
- Case studies, examples SME prototypes
- Interactive session: asking the right questions
- **Pedagogical methods: Principles of effective teaching & Effective training**
- C2C toolbox and C2C roadmap

## How could C2C work in SMEs?



# Training in companies

## Intro Training Workshop 2 days

- **Cradle to Cradle® Design Concept**
- **Prototypes and case studies in the frame of the Cradle to Cradle® Design Concept**
- **Cradle to Cradle® Tool Box and Roadmap**
- **Application of the Cradle to Cradle® methods in SMEs**

## Self-study period 12-18 weeks

- **C2C work in companies**
- **Mentoring and coaching**
- **Cooperation with other participants**
- **Electronic platform**

## Final Workshop 1,5 – 2 days

- **Exchange of experiences and reflections**
- **Presentation, consultation and discussion of results of all individual project works**
- **Models and Instruments, further Roadmap Development, C2C communication to third parties with building up the company's image and attractiveness using the example of the individual project work.**

# EVALUATION OF C2C PROJECT

# Evaluation of C2C trainings

- Responsible partner SAMK
- Train the Trainer
  - Questionnaire for the participants, lecturer's interviews, observations during the training sessions
- Intro Training Workshop
  - Questionnaire for the participants, lecturer's self-evaluation form
- Self-study weeks
  - Open questions, lecturers will organize face-to-face interview the participants.
- Final Workshop
  - Questionnaire for the participants and lecturers

12 participants: educational institutes, service sector, chambers of commerce, public organisations, third sector, financiers

# **TRAIN THE TRAINER GDANSK, 1-3.6.2015**

# Final remarks of the Train the Trainer

- Mean value from all statements 3,6 (scale 1- 5)
- **Best evaluations**
  - C2C definitions
  - Pedagogical lectures
- **Lowest evaluations**
  - No cases from SMEs
  - Real cases for group activities
- **Development needs**
  - Ratio of theory and practice
  - Cases from SMEs

# Contact person

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