

The Business and Sustainability Group is pleased to announce

# Cradle to Cradle Design & Intelligent Materials Pooling in Practice

An in-depth workshop with **Dr. Michael Braungart** and special guest speaker **Dr. Peter Senge**

**June 6-7, 2005**  
**Silicon Valley, USA**



“Beyond Recycling:  
Manufacturers Embrace C2C  
Design...”

~ Wall Street Journal

“Cradle to Cradle to  
Washington...”

~ Forbes Magazine

“This is not environmental  
philanthropy. It’s sound  
business.”

~ Bill Ford

“...a unified philosophy that—in  
demonstrable and practical  
ways—is changing the design  
of the world.”

~ Time Magazine, 2 Feb. 1999

“Cradle to Cradle Design  
allows us to create materials,  
dwellings, workplaces, and  
commercial enterprises that  
generate not fewer negative  
impacts but more productivity,  
more pleasure and more  
restorative effects”

~ Teresa Heinz Kerry

[“Redefining Green: A New Definition of Quality Empowers the Next Wave of Design”](#)

## Overview

In a world where increasing attention is being paid to the impact our business activities have on the health of our communities and our biosphere, Cradle to Cradle Design is being embraced as a powerful new framework for thinking about how we can build more beautiful products and a healthier bottom line, while having a fully beneficial impact on the world around us.

**Innovators on many fronts** – makers of tennis shoes and carpeting, cell phones and buildings, furniture and printers and clothing – are learning that rethinking what goes into their products, how their products are made, and how they serve their customers is, as Bill Ford says, “...not environmental philanthropy. It’s sound business.”

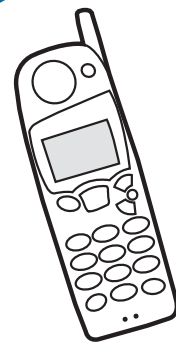
Here’s your opportunity to learn how to incorporate Cradle to Cradle into your business process and product design and to become part of the community that is creating the next industrial revolution.

Join us at **Cradle to Cradle Design in Practice...**

**Register Today Online at:**

[www.globalcommunity.org/business/braungart.shtml](http://www.globalcommunity.org/business/braungart.shtml)

# Your Product Here



## Workshop Purpose

This first-of-its-kind workshop is designed to help you explore, in-depth, the potential benefits of Cradle to Cradle (C2C) Design and Intelligent Materials Pooling within your organization. You'll come away with a thoroughly conversant understanding of the principles, challenges, and possible solutions embodied by Cradle to Cradle design. More importantly, you'll develop a set of guidelines and next steps toward the implementation of your own internal initiative, as well as a network for support and potential collaboration.

## Headline Speakers



**Prof. Dr. Michael Braungart** is a world-renowned chemist and business leader, and co-designer, with Bill McDonough, of the Cradle to Cradle Design and Intelligent Materials Pooling frameworks. He is co-founder of MBDC (McDonough Braungart Design Chemistry) in Charlottesville, Virginia, co-author of the book *Cradle to Cradle Design: Remaking the Way We Make Things*, and founder of EPEA International Umweltforschung GmbH, in Hamburg, Germany. Dr. Braungart has developed tools to aid the design of eco-effective products and business systems, and has worked with a multitude of organizations and companies in a range of industries to help them do so. Since 1994, Dr. Braungart has been a visiting professor at Carnegie Mellon University, MIT, and the Darden Graduate School of Business Administration, and is currently professor of Process Engineering at the Europa-Universität in Lüneburg, Germany, where he also serves as the director of an interdisciplinary materials flow management masters program.



**Dr. Peter M. Senge** is a Senior Lecturer at MIT and the author of the widely acclaimed book, *The Fifth Discipline: The Art and Practice of The Learning Organization*, which Harvard Business Review identified as one of the seminal management books of the past 75 years. Dr. Senge has been listed as one of the top 25 most influential business thinkers in the past 100 years. He has lectured extensively throughout the world, translating the abstract ideas of systems theory into tools for better understanding of economic and organizational change. Dr. Senge's current strong interest is in applying the lessons of organizational learning and systems theory to aid the transformation of businesses and markets to sustainable operating paradigms. He is founder of the Society for Organizational Learning (SOL) and the SoL Sustainability Consortium whose members include companies such as Nike, Ford, Herman Miller, Visteon, Harley Davidson, HP and many more. Together, members of the consortium are doing groundbreaking work in their efforts to eliminate the use of specific toxic materials and lay the groundwork for materials pooling.

## Who Should Attend, What You Will Learn

- **CEOs/COOs/CTOs:** Understand a proven framework for revolutionizing business processes in order to increase brand and shareholder value and decrease risks and costs.
- **Product/Marketing Managers**  
Learn to strengthen your company's brand and create new value propositions that meet the evolving needs of your customers
- **Product Designers**  
Learn to make effective design decisions, from materials selection to product assembly, that enhance both profit potential and environmental performance.
- **Material Suppliers**  
Uncover new market opportunities for developing, utilizing and supplying ecologically intelligent materials and chemicals.
- **Manufacturing Process Managers**  
Learn how to improve the environmental impact of your manufacturing processes, and how to close the materials flow loop by forming strategic partnerships throughout the supply chain.
- **Environmental Health & Safety Leaders**  
Learn how to move from focusing on being 'less bad' to being 'good,' leaving a positive footprint in the world.
- **Government Policymakers**  
Understand how you can partner with business to help increase the speed of positive environmental impact.

## Workshop Leaders

The discussions will be led by experts providing you with insights gained from their experience leading collaborative C2C/IMP efforts with companies such as **Nike, Visteon, Harley-Davidson, Ford, UTC Pratt & Whitney** and others. They include:



**Joe Laur** is a founding partner of SEED Systems, a company dedicated to applying systems thinking, scientific frameworks and organizational learning to create sustainable enterprises. Mr. Laur, along with his colleague Peter Senge, established the SoL Sustainability Consortium, an active group of industry leaders committed to learning and sustainability. Participants in their work have included BP/Amoco, BSR, Burlington Chemical, California EPA, Chrysler, CERES, College of Notre Dame, Detroit Edison, Ford, Interface, Harley-Davidson, Hewlett Packard, Missouri Botanical Gardens, Nike, Northeast Utilities, Shell Oil, Unilever, United Technologies and more. Mr. Laur is a co-author of "The Sustainability Challenge" and "Creating Sustainable Organizations."

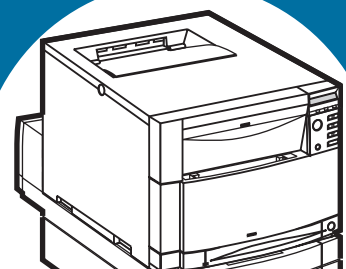
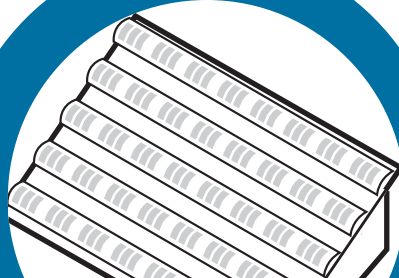


**Chris Page** is a member of the Integrated Design Practices team and project leader for educational initiatives at Rocky Mountain Institute, an organization established by Hunter and Amory Lovins in 1982 to help corporations, governments, communities, and citizens solve problems, gain competitive advantage, increase profits, and create wealth through the more productive use of resources. Ms. Page teaches a class on sustainability frameworks and solutions at Colorado Mountain College, and created, coordinated and co-taught a semester-long course on RMI's concepts for graduate students at Peking University's School for the Environment in Beijing. Previously, she managed a multi-year RMI project funded by the Joyce Foundation to introduce Chicago area businesses to the principles of natural capitalism.

## Additional Workshop Speakers:

Business and government leaders will also be on-hand to share their experiences with C2C/IMP product and project implementation. Check here for the list of participants:

[www.globalcommunity.org/business/speakers.shtml](http://www.globalcommunity.org/business/speakers.shtml)



## Agenda - Day 1

**During Day One, you'll develop a thorough understanding of the principles, possibilities, challenges, and potential solutions for implementing Cradle to Cradle products and projects.**

8:30 am	Welcome and Introduction to the Workshop Design
8:45 am	Introduction to Cradle to Cradle Design in Practice ~ <i>Dr. Michael Braungart</i>
10:15 am	Break
10:35 am	Single Product Case Study: <a href="#">EcoWorx, Steve Bradfield, Shaw Industries</a>
11:30 am	Complex Project Case Study: <a href="#">Shanghai Expo, Bing Thom, Bing Thom Associates</a>
12:30 pm	Lunch ~ Government Regulation and Cradle to Cradle Design ~ <i>Panel Discussion</i>
1:45 pm	Introduction to the Principles and Potential of Intelligent Materials Pooling ~ <i>Dr. Michael Braungart</i>
2:30 pm	Organizational Learning and Cradle to Cradle Design ~ <i>Dr. Peter Senge</i>
3:30 pm	Break
3:45 pm	Lessons Learned from Current Materials Pooling Collaborations ~ <i>Panel Discussion</i>
4:45 pm	Reflection, discussion of following day's activities, distribution of discussion questionnaires
5:30 pm	End of Day One
6:00 pm	Networking Reception, hosted by the Business and Sustainability Group

## More Complete Program Details:

[www.globalcommunity.org/business/agenda.shtml](http://www.globalcommunity.org/business/agenda.shtml)

### Suggested Discussion Topics Include:

#### Materials for phase-out

Metals and Metal Compounds  
Arsenic  
Cadmium  
Chromium-VI  
Lead  
Mercury  
Antimony  
Beryllium  
Cobalt  
Nickel

#### Biological, technical nutrient materials

PLA  
polyamide 6  
polypropylene  
steel  
copper  
natural fibres  
biopolymers  
polysulfonic polymers  
polyethylene (PE)  
PET

#### Products

Polymer paper  
Corrugated cardboard  
Packaging  
Textiles  
Dyes and inks  
Cosmetics  
Cleaning products  
Electronics  
Automobiles  
Furniture  
Interiors products



## Agenda - Day 2

**You'll finish Day Two with a set of guidelines and next steps toward the implementation of your own internal initiative, as well as having developed a network of support and potential collaboration.**

8:30 am	Introduction to Constructive Dialogue and the Day's Process ~ <i>Joe Laur</i>
9:00 am	Interdisciplinary Dialogue to Build a Systems Perspective on Implementing C2C
10:15 am	Break
10:35 am	Reporting Out ~ Uncovering a Common View of Conditions for Success
11:15 am	Shared Interest Dialogue Begins ~ See suggested discussion topics (previous page) for examples of conversations that may emerge. Individual introductions and initiative interests will be exchanged.
12:00 pm	Lunch
1:30 pm	Facilitated Group Discussion in Shared Interest Teams ~ Groups will begin to apply conditions for success to specific initiatives. Potential synergies and opportunities to collaborate will be identified. Key learnings will be clarified and individual next steps sketched out.
3:00 pm	Break
3:30 pm	Reporting Out ~ Individual teams will share their developing intent. Attention will be paid to identifying potential for further collaboration and the emergence of communities of practice.
4:15 pm	Individual Reflection ~ Solidify individual next steps. Review and revise in dyads.
4:45 pm	Presentation of individuals and groups who could provide post conference support
5:00 pm	Close of Conference

## Workshop Location: SRI International

Main Campus  
333 Ravenswood Avenue  
Menlo Park, CA 94025-3493  
Phone: 650-859-2000  
[Click Here for a map to SRI](#)

Suggested Hotels:  
[Click Here for several hotel suggestions](#)



# Registration Information

Dates: **June 6 and 7, 2005**

Time: **8:30am-5:30pm both days**

## Workshop Prices:

Full 2-Day Workshop ~ **\$795** until May 16  
(price increases to \$895 after May 16)

Includes all materials, coffee breaks and lunch both days,  
and a copy of "Cradle to Cradle: Remaking the Way We  
Make Things" by Dr. Braungart and William McDonough

Day 1 only ~ **\$495** until May 16

(price increases to \$595 after May 16)

Includes day-one materials, coffee and lunch and the book

## Complimentary Evening Networking Event/ Cocktail Party, June 6th

Join your fellow conference attendees, speakers, and  
other bay area leaders who are working toward sustainable  
business practices for cocktails, hors d'oeuvres, and  
networking at our downtown Palo Alto office

**Register early and save \$100!** Register with  
check or credit card by **May 16th** and save \$100  
off either the 1 or 2-day rate.

## 4 Ways to Register:

All registrations must be accompanied by full  
payment by check or credit card, and must be  
received or postmarked by May 16th to qualify for  
the early registration discount.

1. Online at [www.globalcommunity.org/business/registration.shtml](http://www.globalcommunity.org/business/registration.shtml)

2. By phone: Call Samantha Schoenfeld @  
(650)328.7756,xt.653 or (800)707.7932,xt. 653

3. By Fax: Complete the registration form on the next page and fax it to  
Samantha @ 650.328.7785

4. By Mail: Mail your registration form, with check or credit card, to:  
Cradle to Cradle Design in Practice  
c/o The Foundation for Global Community  
222 High Street, Palo Alto, CA 94301-1040

## Bring a team! Register 2 and receive 1 Free!

Successful Cradle to Cradle implementations can require the  
collaboration of multiple stake holders, so to help you insure  
success, we'd like to encourage you to bring a team. Two  
individuals registering together, either from the same company, or  
from outside stakeholder companies (customers, suppliers, etc.)  
qualify to register a third team member for free. Split the cost for an  
incredibly low rate, or bring someone along for free.

## Co-sponsor Discounts

A limited number of further discounts are available to members of  
qualified membership-based organizations who have arranged for  
them through the conference organizers. If you have not received  
notification from your professional organization about how to  
receive your discount to this event, please contact them directly.

Current collaborating organizations that have arranged for a  
discount for their members include:



## Student, NGO and Government Rates

Student, NGO and Government discounts are available to full  
time student, state or federal government employees. Contact  
Samantha Schoenfeld at the Foundation for Global Community by  
phone at 650-328-7756, or by email [sschoenfeld@globalcommunity.org](mailto:sschoenfeld@globalcommunity.org)  
for further information.

## Cancellation Policy

All registration cancellations must be in writing, by email, fax, or  
letter. Full refunds will be issued for cancellations received by  
May 13, 2005. \$150 will be deducted for cancellations received  
from May 14 to May 23, 2005. No refunds will be issued for  
cancellations received after May 23, 2005.

Registration substitutions are allowed. Requests must be received  
no later than June 2, 2005.

# Registration Form

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Registering for: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

## Conference Fees

Full Conference \_\_\_\_ Day One Only \_\_\_\_

Full Registration Fee: \_\_\_\_\_

Discount Applied (Check if appropriate):

Early Registration Discount \_\_\_\_\_

Student Discount \_\_\_\_\_

Co-Sponsor Discount \_\_\_\_\_

Enter promotional code supplied by your organization

Travel Emissions Donation \_\_\_\_\_

You can offset your travel emissions by making a donation of \$5 - \$40 to 'Trees for the Future' through us.

**Total Amount Due:** \_\_\_\_\_

Once your paid registration is received by the Business and Sustainability Group, you will be sent a set of pre-work materials, including a copy of *Cradle to Cradle: Remaking the Way We Make Things*, which is suggested reading prior to attending.

\_\_\_\_ I don't yet have a copy of the book, *Cradle to Cradle*. Please include one with my registration confirmation and workshop preparation materials.

\_\_\_\_ I already own a copy of *Cradle to Cradle*. Please use my copy to introduce others to the ideas in the book.

## Sponsor



## Host Sponsor



## Co-Sponsors



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Developing Capacity for Inspired Results



## Organizational Co-Sponsor



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