



Cradle to Cradle in Limburg

Becoming a C2C region

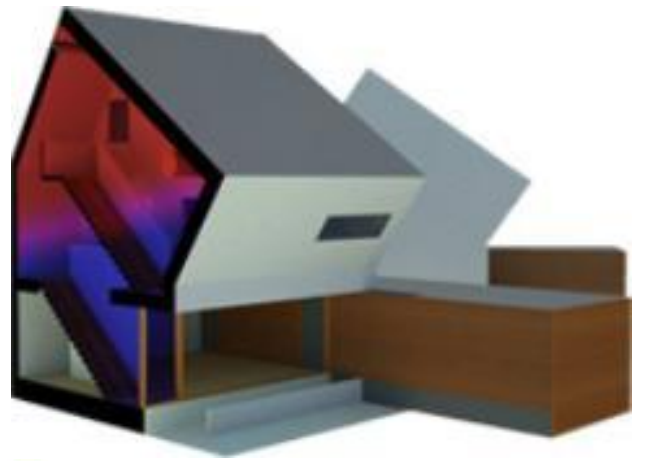
Marjolein Smit
Chamber of Commerce Limburg
Ljubljana, 12 October 2010













In comparison

- Size: Limburg is 1/10 of Slovenia
- 1.100.000 inhabitants
- 55.000 companies
- More than average industry, tourism, agri-business and logistics

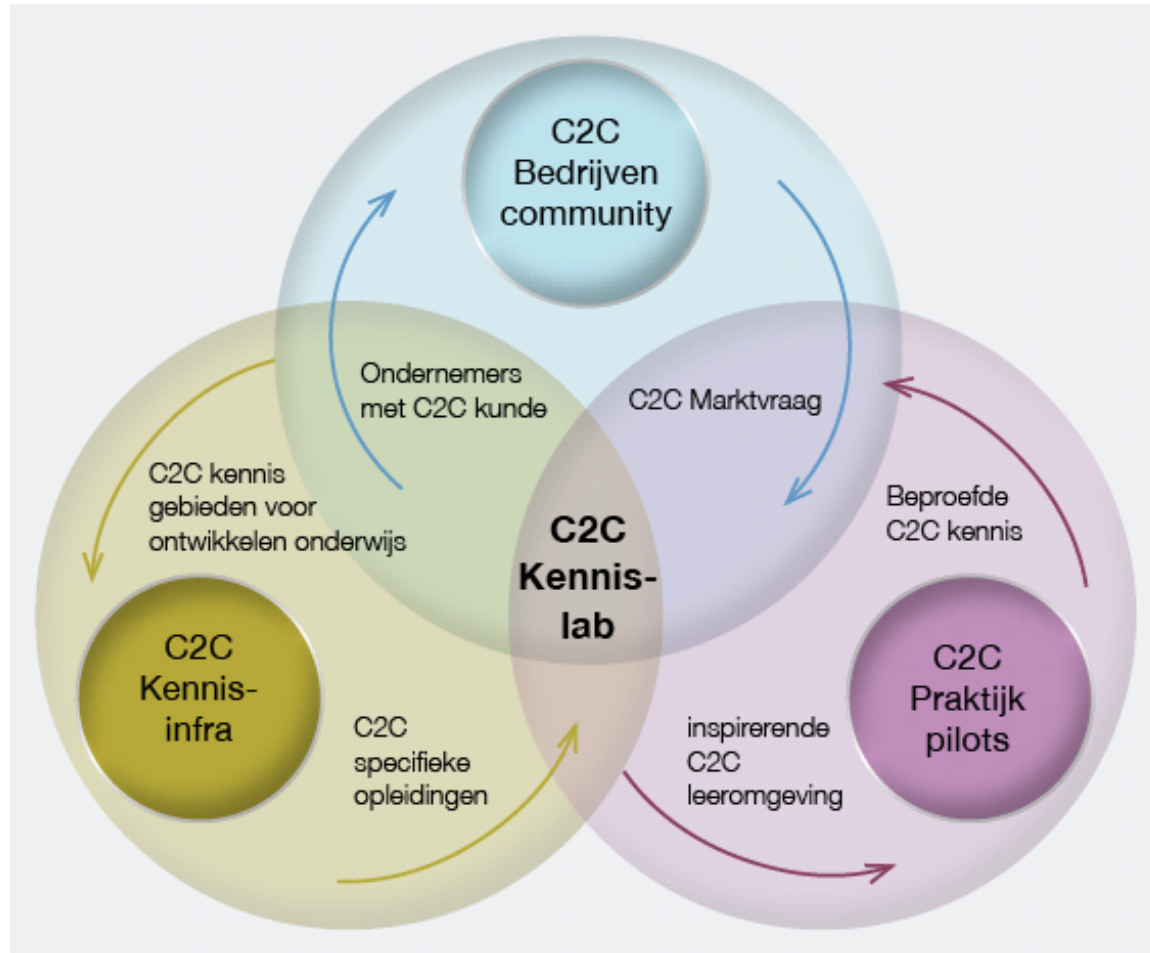
Why C2C?

- 2006: Documentary of C2C
 - Need of a shared vision for the Floriade 2012
 - Need of innovation: redesign products
 - Wish for a more appealing image:
C2C is fun, fascinating, attracts students

How?

- Search for partners
- C2C lunches
- C2C community: offline and online
- Province of Limburg: round tables
- C2C expo lab

C2C Expo Lab



Tips and Tricks

- Search for partners
- Companies: industry with attention for Corporate Social Responsibility (CSR)
- Not to much structure: organic growth (like fungus)
- Search for inspiration (www.asknature.org)
- Just begin!