

June 27-28, 2012

Closing the Loop

How best practices from various major industries show the business benefits of creating circular economical systems, whilst protecting the environment. With the world premiere of the automatic sorting machine for second hand textiles of Wieland.

With showcases from:
 + Textiles / Fashion
 + Household products
 + Flooring
 + Waste Management

TARGET AUDIENCE

The first day of the conference is aimed at high level professionals in the field of textiles and fashion, household products, recycling and waste management who have interest in incorporating sustainability and closed loop systems into their business models. Specifically functions like strategists, product developers, R&D professionals, waste management professionals (at municipalities), professionals in the field of sustainable innovation will benefit from the conference. The second day of the conference is focussing especially on the fashion/textile industry and waste management.

SUPPORTED BY THE EU

With 3.4 million jobs in eco-industries and a growing demand for environmental products and services, Europe has the potential to meet the environmental challenges of the future. The EU's Eco-innovation initiative was set up to tap this potential to the fullest by giving clever ideas and new environmentally-friendly solutions a chance to reach an EU-wide market. Eco-innovation boosts economic growth whilst protecting the environment.

OFFICIAL LANGUAGE

The official language of the Conference is English.

ORGANIZED BY...

P+ People Planet Profit is the leading multimedia platform in the Netherlands stimulating the good practices of Corporate Social Responsibility (CSR), by a magazine, website, e-zine, social media, webmovies, conferences and seminars. P+ People Planet Profit presents best practices and people who make the difference.
www.p-plus.nl

Work on Progress is an independent Dutch organization specialized in Corporate Sustainable consultancy, innovation and training and has worked with major Dutch and international companies. Work on Progress organizes conferences together with P+ People Planet Profit in those industries and areas where it is possible to create major breakthroughs in Sustainable Development and Entrepreneurship.
www.workonprogress.nl/english

KICI is the largest independent clothing collecting charity of the Netherlands. KICI has been committed to the re use of textile and footwear professionally as of 1975. The wearable textiles comes back in circulation in countries outside Europe or are given to thrift stores or food banks. The non wearable textiles enter a high tech process of recycling. The result of all these activities, the profit, is entirely dedicated towards charity. The Red Cross has been the main beneficiary since 2009.
www.kici.nl

During the second day of the conference, the international **Textiles for Textiles (T4T)** consortium will demonstrate an automatic sorting installation for post consumer textiles and clothes. This innovation will enable upgrading of textile recycling, contributing greatly to sustainability in the textile and fashion industry.
www.textiles4textiles.eu

During the second day of the conference, we will visit **HVC** in Alkmaar. HVC is engaged in sustainable waste management and green energy production and constantly strives to achieve an optimal balance between sustainable business operations and costs.
www.hvcgroep.com



PRELIMINARY PROGRAM

DAY 1

- 09.00 hrs Arrival of guests, Visit of market place
- 10.00 hrs Plenary session: 2 key note speakers and expert panel
 1. Top CEO Dutch multinational: Closing the Loop means changing the whole system. The need for change.
 2. Top Scientist: The Closed Loop System of Water and how major industries influence this system.
- 11.30 hrs Coffee/tea break
- 3. Trends and insights of how to change from a linear to a closed loop economy, with a panel of international researchers and journalists.
- 13.00 hrs Lunch and visit of market place
- 14.00 hrs Master classes – round 1
- 15.30 hrs Refreshments
- 15.30 hrs Master classes – round 2
- 16.30 hrs Offering 1st copy of P+ special 'The Textiles4Textiles Loop' to head of Eco-Innovation program, an EU program supporting innovations, in relation to Closed Loop systems.
- 17.00 hrs Network Drinks

Masterclasses

Masterclass 1

From collection bin to fashion: KICI Foundation and a major European denim brand about closing the loop in the fashion industry and their RAW-Sustainable fashion collections

Masterclass 2

Consumer research and best closed loop practices in the fashion industry.

Masterclass 3

A new vision on waste management: HVC, The Netherlands, present their insights based on closed loop research they have executed and their vision on the future of waste management.

Masterclass 4

A closed loop system in household products: best practice of Philips Consumer Lifestyle with the Senseo Viva Café Eco.

Masterclass 5

How InterfaceFLOOR closed the loop on Floorstiles, by Lindsey Parnell, President and Chief Executive Officer of Interface Europe.

DAY 2

- 09.00 hrs Guests ready in hotel lobby of Inntel Hotel
- 10.00 hrs **Group 1: Visit to Wieland Textiles**
 1. Introduction of automatic sorting machine for second hand textiles
 2. Presentation: automatic sorting as business case for sorting companies
 3. Presentation: new product development based on automatic sorting of textiles
 4. Fashion Show by students of the Willem de Kooning Academy in Rotterdam who designed fashion in which recycled fibres are used
- Group 2: Visit to HVC**
 1. Waste Treatment and Closing the Loop
 2. Experiments in relation to textiles
 3. Trip around the facility
- 12.30 hrs Lunch
- 14.00 hrs **Group 1: Visit to HVC**
Group 2: Visit to Wieland
- 16.30 hrs Network Drinks
- 17.00 hrs Back to the Inntel Hotel

Students of the Willem de Kooning Academy (Bachelor's Degree) have in cooperation with Saxion University in Twente designed a collection of denim fashion in which fabrics containing a certain percentage of recycled fibres.

A key element of the study is developing a vision of the future and the visualisation of projects in physical garments, conceptualised collections or forecast concepts.

Fabric in which recycled fibres are used have a positive environmental impact on the fashion industry. Especially the growing of cotton, with the use of large quantities of water and pesticides, presently has an enormous impact on the environment. Fashion using recycled fibres is key to making this industry less polluting and more supportive of natural systems. A clear future perspective.

REGISTRATION

By sending an e-mail to truus.jansen@attica.nl you will be informed on the definite Conference Program and Registration procedure as soon as available. It also entitles you to benefit from the 25% Early Bird Discount should you definitely decide to participate. No costs if your early reservation will be cancelled.



Inntel Hotel Amsterdam / Zaandam, The Netherlands

LOCATION

The first day of the conference will be held at the beautiful location of the Inntel Hotel Amsterdam / Zaandam. This 4 star hotel is situated next to the Zaandam train station, easy to reach by train from Schiphol Airport and Amsterdam Centre. Inntel Hotels Amsterdam / Zaandam has 160 unique hotel rooms, a Wellness Club, free wifi internet and it's own Tourist Information Office. Its remarkable architecture forms a new Landmark for this region.

The second day of the conference will be on tour to visit two locations. The first location covers a visit to the sorting company Wieland at Wormerveer, where the newly developed automatic textiles sorting machine is located. The second location covers a visit to HVC, a sustainable waste management facility and producer of green energy.

Optional: **The third day** covers a sightseeing tour of Amsterdam and surroundings.

COSTS

Conference fees: Day 1 only: € 295,-
 Day 2 only: € 200,-
 Day 1+ 2: € 450,-
 Day 3: upon request

25% Early Bird Discount if registered before March 15, 2012!

Hotel rooms: € 125,- p.p.p.night excl. taxes, based on double occupancy,
 € 175,- p.p.p. night excl. taxes, based on single occupancy.

All prices excl. V.A.T.

FURTHER INFORMATION

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