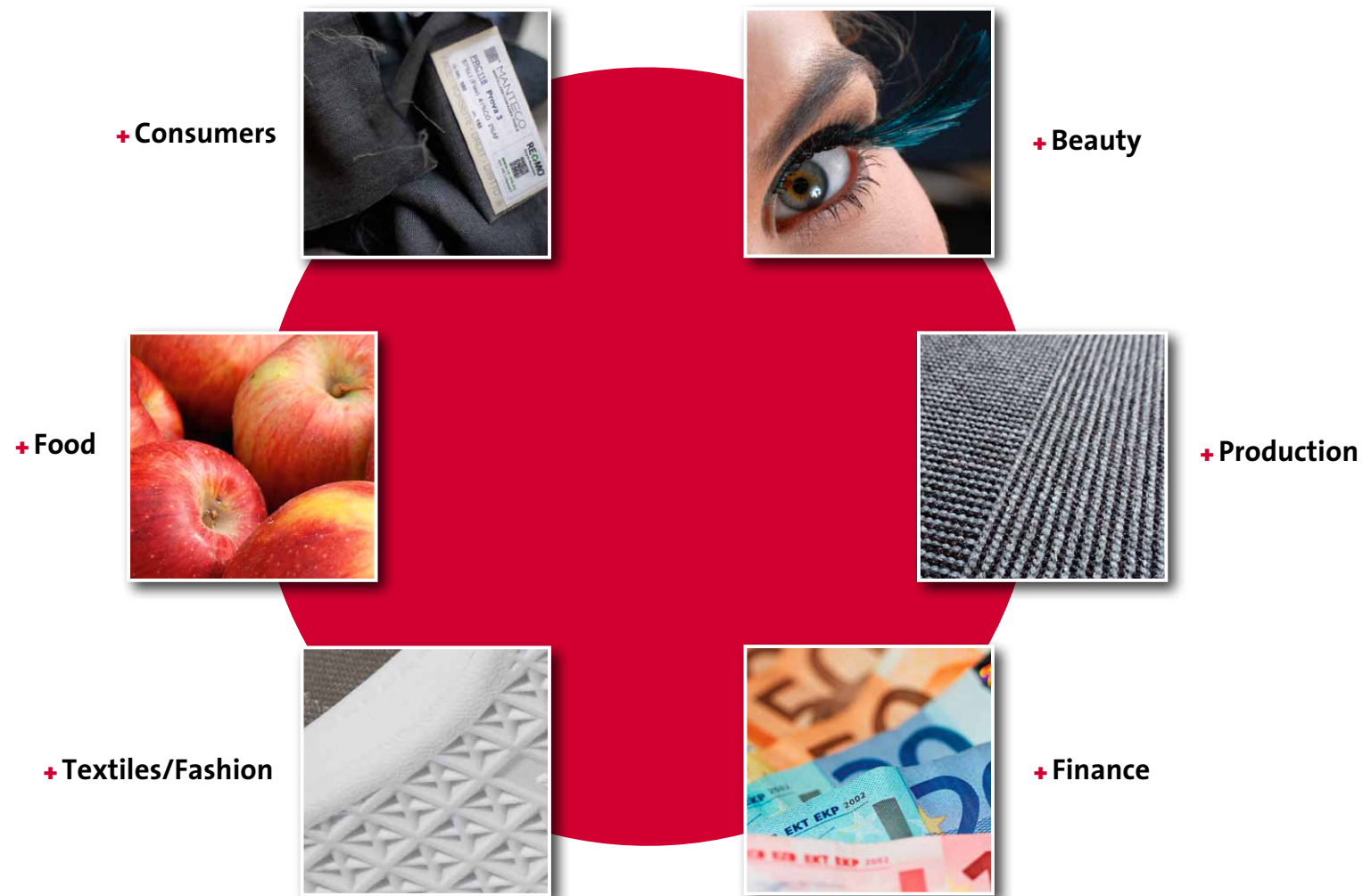


# Made in Europe

## October 2,3,4, 2013

After last years successful start, the international event Closing the Loop continues in 2013. This year the focus will be on new Best Practices in the circular economy and the process of certification. 'Made in Europe' is the central theme. We will also investigate the role that designers and consumers play.



### The Circular Economy Certified

The **Cradle to Cradle** Products Innovation Institute introduces a new era in the certification of safe and healthy products. The Cradle to Cradle Products Innovation Institute is a non-profit organization, co-founded by William McDonough and Michael Braungart, to bring about a large-scale transformation in the way we make things. The Institute is aiming to make the certification-scheme for Cradle to Cradle certified products more transparent, independent and robust. While also focusing on mapping the business, societal and environmental impacts of Cradle to Cradle Certified Products Program.

The international impact study will provide insights in the added value of a Cradle to Cradle Certified Product Standard.

**Vice President Europe** Roy Vercoulen says: "We hope to present the first results of this study during the conference. When producers learn that certification is not only a cost-component, but a proven profit instrument as well, we expect that the amount of over 400 certifications so far will grow faster than ever." The enterprises that cooperate in this impact study are giants like Puma and Steelcase, among others.



Roy Vercoulen, vice president Europe of the Cradle to Cradle Products Innovation Institute: "Our impact study will demonstrate the economic viability of Cradle to Cradle product-certification."

### The European Connection

**Long distance transport** is not ideal in the creation of a circular economy. Here is the chance for Europe to recover as a continent providing a high standard of textile production. It means that professionally collected used textiles (cotton and other fibres) can be used in the production of new clothes.

**The Italian Connection** is already a reality, since the Mayors of the cities of Almere (The Netherlands) and Prato (Italy) signed a cooperation agreement. The Dutch are the frontrunners in Europe, when it concerns recycling practices. Last year Closing the Loop 2012 presented the world premiere of the automatic sorting installation of Textiles4Textiles. The Italians who are even more famous for the quality of their woven fabrics have also specialised in recycled fibres. The Provence Prato has the centre of expertise.

It was here that the former professional cyclist Martin Havik started a textiles business, after his sports career ended. Today Havik is the 'Postillon d'Amour' between these two European countries. His network also includes specialists from both countries that developed a Re-Mo certificate, a label for producers and consumers alike. It shows the percentages of recovered fibres in the new cloth.

Havik: "This label proves the amount of CO<sub>2</sub> that has been saved, because less virgin cotton

was needed. It is a very unsustainable crop, with a large amount of water needed, and pesticides."

**Havik also understands** that this fabric needs to be very desirable for fashion designers. His business friend Alessandro Viaganò, a former brand manager of world famous labels like Armani Jeans, Dolce & Gabbana and Wrangler, therefore brings together skills that seldom meet. The designers of fabrics do not often meet the designers of fashion. At the AltaRoma Fashion show last year in Rome Viaganò showed some samples: "We have woven a beautiful

denim for summer collections. This is what fashion designers are waiting for. Or this one, a more thicker denim, better for a male collection."

**This part of the conference** Closing the Loop will be organized in cooperation with Antje Melissen and Jaap van Straalen, owners of the Foundation Casa della Sinergia. Closing the Loop 2013 will also reveal a Spanish Connection, based on the re-use of regained textiles, together with KICI clothing collection and business partners. Check the website for updates: [www.p-plus.nl](http://www.p-plus.nl)



Alessandro Viaganò, former Brand Manager Armani; Statue in the Vatican Museum, Rome; Martin Havik, Postillon d'Amour between Italy and the Netherlands

## WITH TOP SPEAKERS

Expect: CEO-level, international companies and organizations and universities, with talks about breakthrough technologies and practices. The focus will be on the innovation of the economical system, from a linear towards a circular perspective, with the latest processes and business models. All talks will be both newsy and hands on.

## DATES AND RESERVATIONS

### DAY 1 Wednesday, October 2

- + Keynote speakers on CEO-level
- + Presentation on the certification of the Circular Economy
- + Master classes on:
  - Textiles + Fashion
  - Beauty + Care
  - Food + Health
  - Finance + Procurement
  - Production + Certification
  - Consumers + Marketeers

### DAY 2 Thursday, October 3

- + Company Visits
  - The circular economy already exists
  - In Depth Master classes on the spot

### DAY 3 Friday, October 4

- + The Value Chain of recycled textiles, with a special investigative program: 'Made in Europe'.
  - How regained textiles in the Netherlands are up cycled in Italy and Spain.
  - How to retrieve production to Europe by focussing on the circular economy.
  - How to make textile and fashion designers cooperate?

## LOCATIONS

The first and second day of the conference will be organized at the brand new Warehouse of Interface in Scherpenzeel, in the central part of the Netherlands.

The third day of the conference will be on tour to visit best practices, locations where the circular economy is tangible.

## COSTS AND REGISTRATION

Conference fees: Early bird discount!

One day only: 310,- euro  
Two days: 520,- euro  
Three days: 700,- euro

All prices excl. 21% V.A.T.

Please note that your registration excludes hotel accommodation! For our foreign guests we will propose suitable hotels not far away from the Warehouse of Interface. Transport will be arranged.

## CONFERENCE PARTNERS

Marieke Koemans-Kokkelink: [closingtheloop@p-plus.nl](mailto:closingtheloop@p-plus.nl)

## PROGRAM CONTENT

Ellen van den Adel, Work on Progress: [ellen@workonprogress.nl](mailto:ellen@workonprogress.nl)  
Jan Bom, chief editor P+ People, Planet, Profit: [editor@p-plus.nl](mailto:editor@p-plus.nl)  
Michel Schuurman, MVO Nederland: [m.schuurman@mvonederland.nl](mailto:m.schuurman@mvonederland.nl)

## RESERVATION/REGISTRATION DETAILS

Truus Jansen, Attica BV: [truus.jansen@attica.nl](mailto:truus.jansen@attica.nl)

## REGISTER HERE

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