



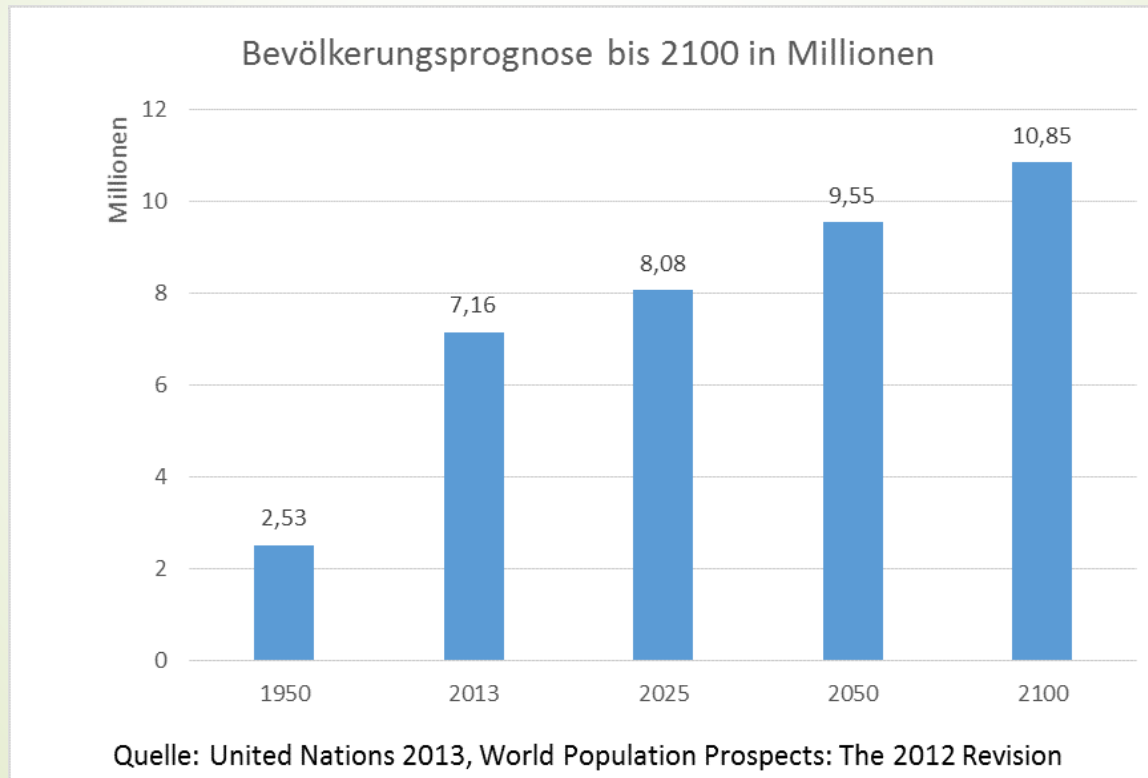
Cradle to Cradle® Design Innovations

Rethinking the way we make things

EPEA GmbH
Reinhard Backhausen

WACHSTUM DER WELTBEVÖLKERUNG

2016: 7,4 Milliarden >>> 2050: 9,55 Milliarden



RESSOURCEN DER ERDE SIND BALD AUFGEBRAUCHT...





Circular Economy

Closing the loop –
An EU Action Plan for
the Circular Economy

Auszug aus der PPP der European Commission-Unit Environment

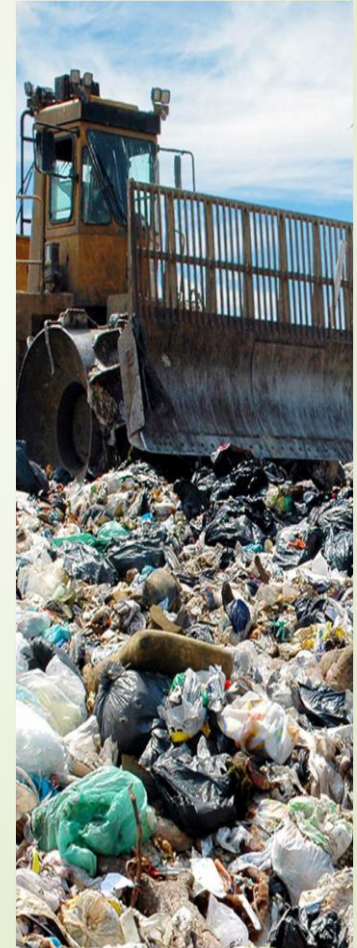
„NEW GREEN DEAL“ VON DER EU-KOMMISSION (inkl. wirtschaftlicher Konkurrenzfähigkeit)



EU-Vorschriften (CSRD, Lieferkettengesetz, EU-Taxonomieverordnung, etc...)
> als **CHANCE und INNOVATION** nutzen!

Heute: Cradle to Grave (von der Wiege zur Bahre)

TAKE → MAKE → USE → WASTE



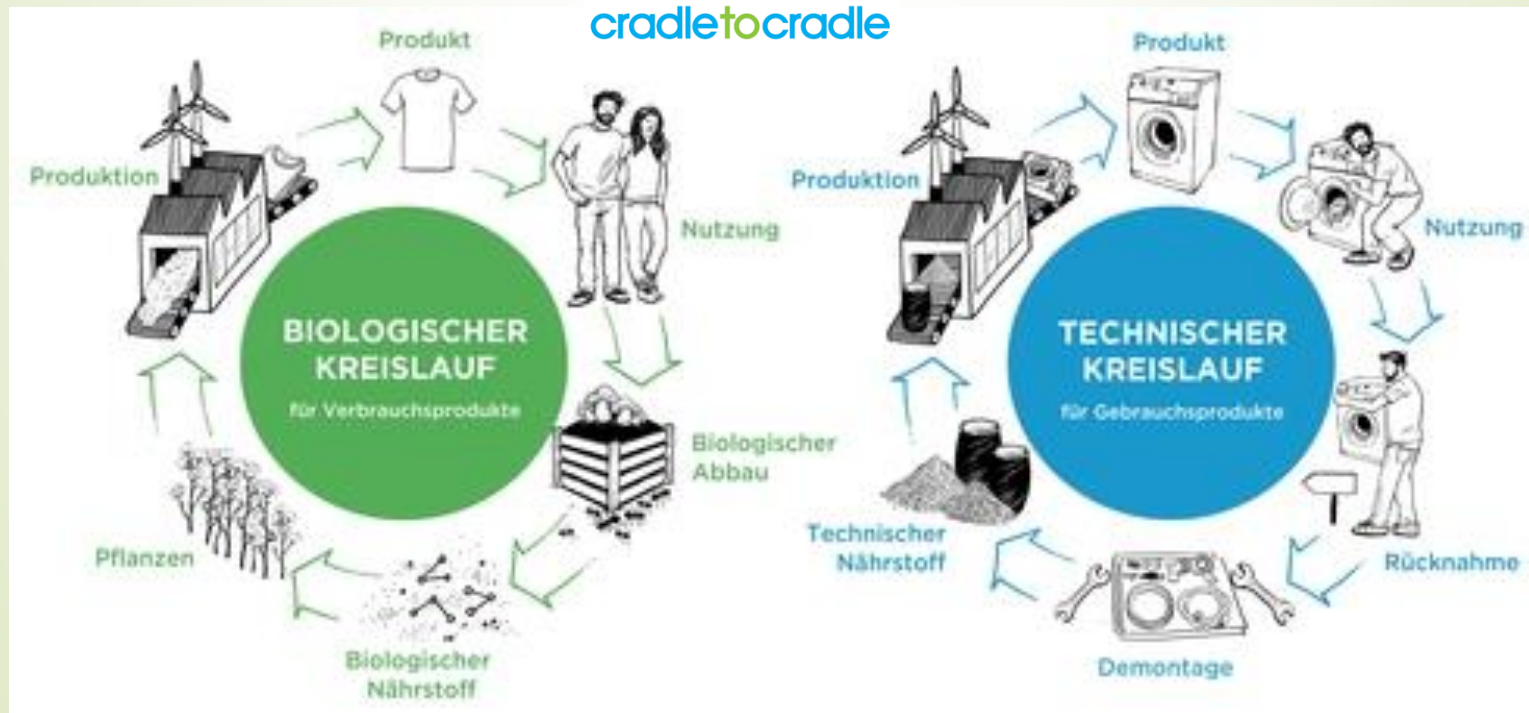
ÖKOLOGISCHER FUSSABDRUCK

Nicht nur „weniger schädlich“, sondern „nützlich“ !



CRADLE TO CRADLE („C2C“)

(von der Wiege zur Wiege)



EPEA: ENVIRONMENTAL PROTECTION ENCOURAGEMENT AGENCY

Gründer: Prof. Michael Braungart, Arch. William McDonough



Our goal is a delightfully diverse, safe, healthy and just world, with clean air, water, soil and power—economically, equitably, ecologically and elegantly enjoyed.



GESCHÄFTSFÜHRUNG:

Dr. Peter Möhle



EPEA: ENVIRONMENTAL PROTECTION ENCOURAGEMENT AGENCY



EPEA Kern-Kompetenzen:

1. Material Bewertungen
2. Suche von Materialalternativen
3. Fokus Industrie Material Ströme
4. Netzwerk Management
5. Lieferketten (Supply Chain) Management
6. Position: Wissens Treuhänder („Knowledge Trustee“)

EPEA Environmental Protection Encouragement Agency for „C2C“

EPEA- Hamburg (D)

<https://epea.com/>



C2C-Zertifizierungen

C2C Product Innovation Institute, San Francisco, USA

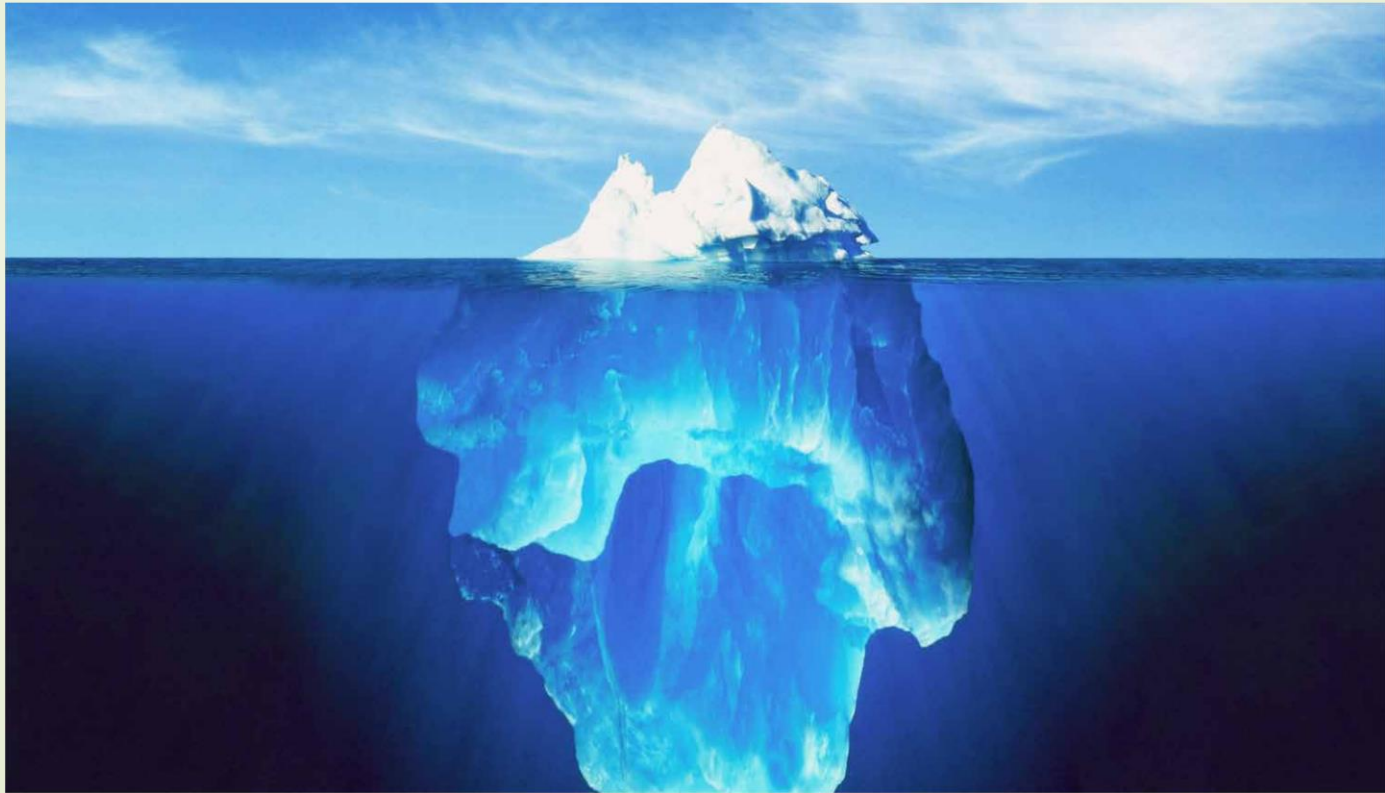
<https://www.c2ccertified.org/>



ACCREDITED
ASSESSMENT BODY



TRANSPARENZ ENTLANG DER WERTSCHÖPFUNGSKETTE



C2C-ZERTIFIZIERUNGEN



San Francisco
USA

The image shows a C2C certification label for a product. The label is divided into two main sections. The left section features the C2C logo, which consists of two interlocking circles, one green and one blue, with the word "CERTIFIED" in the center and "CM" in the top right. Below the logo is the text "cradletoocradle" and "GOLD" in a grey box. The right section contains the text "PRODUCT NAME", "Company Name", and "Protocol Version". Below this, there are five tabs: "BASIC", "BRONZE", "SILVER", "GOLD", and "PLATINUM", with "GOLD" being the selected tab. Below the tabs is a list of five categories, each with an icon, a name, and a checkmark in a green circle:

| Category | Icon | Status |
|------------------------|------------------|--------|
| MATERIAL REUTILIZATION | Recycling symbol | ✓ |
| MATERIAL HEALTH | Flask | ✓ |
| RENEWABLE ENERGY | Sun | ✓ |
| WATER STEWARDSHIP | Water drop | ✓ |
| SOCIAL FAIRNESS | Two people | ✓ |

C2C-Zertifikat

CRADLE TO CRADLE
PRODUCTS
INNOVATION
INSTITUTE

LICENSED MARKS:



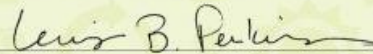
Cradle to Cradle Certified™ Gold

THE LICENSED MARKS IDENTIFIED ABOVE MAY BE LICENSED TO:

Thoma Holz GmbH

FOR THE BELOW LISTED CERTIFIED PRODUCTS ASSOCIATED WITH THE NAME:

Thoma Holz100



Cradle to Cradle Products Innovation Institute

Only the following products are considered Certified Product(s) within the scope of this certification and the associated Trademark License Agreement:

Thoma Holz100

ISSUE DATE

14 June 2018

CERTIFICATION #

3537

EXPIRATION DATE

13 June 2020









LEAD ASSESSMENT BODY:
EPEA GmbH



MATERIAL HEALTH ASSESSMENT BODY:

Certified under Version 3.1 of the Cradle to Cradle Certified™ Product Standard
Use of Licensed Marks is subject to terms and conditions of the C2CPI Trademark License Agreement and Trademark Use Guidelines.
Cradle to Cradle Certified™ is a certification mark licensed by the Cradle to Cradle Products Innovation Institute

LABEL VERGLEICHE

| |  |  |  |  |  |  |  |  |
|-------------------------------------|---|---|---|--|---|---|---|---|
| | Cradle to Cradle | Flower Label (EU) | Blauer Engel | Green Seal (US) | SCS Sustainable Choice (US) | Sentinel Haus | Level | Nordic Swan |
| Entspricht den Kriterien | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| teilweise den Kriterien | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Kriterien nicht | X | X | X | X | X | X | X | X |
| Material | ● | ○ | ○ | ○ | ○ | ● | ○ | ○ |
| Material Kreislauf | ● | ○ | ○ | ○ | ○ | X | ● | X |
| Produktionsenergie | ● | ○ | ○ | ○ | ○ | X | ● | ○ |
| Wasserverbrauch | ● | ○ | X | X | ○ | X | ● | ● |
| Sozial Verantwortung | ● | X | X | X | X | X | ● | ○ |
| Innenraum Luftqualität | ● | X | X | X | ● | ● | ● | ○ |
| Industriespezifische Zertifizierung | ● | X | X | X | X | X | X | X |

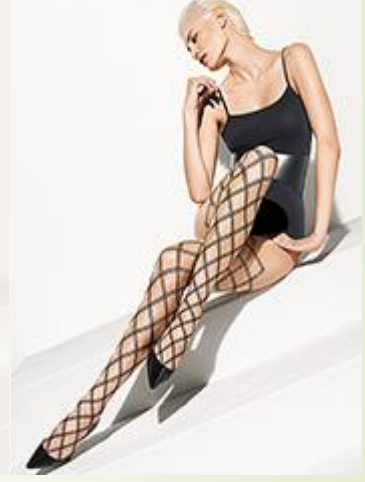
Derzeit ca. 400 Ökolabels am Markt



CRADLE TO CRADLE® NETWORK PLATFORM



WOLFORD (AT): UNTERWÄSCHE



MARY ROSE (AT): BETTWÄSCHE



Bedlinen & Hometextiles are made out of cotton.
Home textiles: Pillowcases, blankets, terry towels
and tablecloths, bedding, terrycloth and drapes.

| Cradle to Cradle Certified Product Scorecard | |
|--|-------------|
| MATERIAL HEALTH | Platinum |
| MATERIAL REUTILIZATION | Gold |
| RENEWABLE ENERGY & CARBON MANAGEMENT | Gold |
| WATER STEWARDSHIP | Gold |
| SOCIAL FAIRNESS | Platinum |
| OVERALL CERTIFICATION LEVEL | Gold |
| What's this? | |



STRASSER-STEINE

“Alpinova”

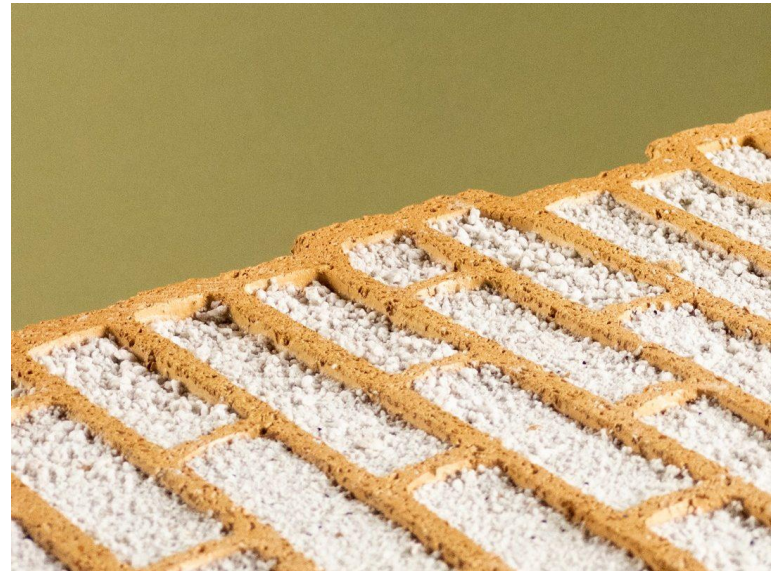
Re-Stoning Küchenarbeitsplatten



FAHNEN GÄRTNER



WIENERBERGER “Poroton-Ziegel”



KNAUF CEILING SOLUTIONS

Deckensysteme



GROHE Armaturen



PFISTER VORHANG SERVICE AG (CH)

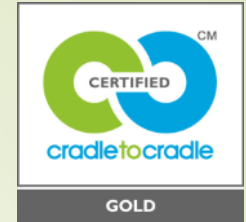


Home Textiles Atelier green fabrics for home furnishings are dyed with Cradle to Cradle Certified dye chemicals and auxiliaries. All components like sewing yarn, sliders (3D printing), heavyweight ribbon are made from vintatur polymer. The Home Textiles Atelier green fabrics are designed to be safe for biological cycles.

| Cradle to Cradle Certified Product Scorecard | |
|--|-------------|
| MATERIAL HEALTH | Platinum |
| MATERIAL REUTILIZATION | Gold |
| RENEWABLE ENERGY & CARBON MANAGEMENT | Gold |
| WATER STEWARDSHIP | Gold |
| SOCIAL FAIRNESS | Gold |
| OVERALL CERTIFICATION LEVEL | Gold |
| What's this? | |



CLIMATEX (CH) – SITZBEZÜGE



CLIMATEX[®] LIFE GUARD[™] JAB JOSEF ANSTOETZ



The original and first Cradle to Cradle[®] Product in the world. upholstery fabrics with climate control seating properties.

| Cradle to Cradle Certified Product Scorecard | |
|--|--------|
| MATERIAL HEALTH | Silver |
| MATERIAL REUTILIZATION | Gold |
| RENEWABLE ENERGY & CARBON MANAGEMENT | Gold |
| WATER STEWARDSHIP | Gold |
| SOCIAL FAIRNESS | Gold |
| OVERALL CERTIFICATION LEVEL | Silver |
| What's this? | |



DESSO (NL): TEPPICHE

The image is a composite of three elements:

- Top Left:** The Desso logo, consisting of the word "DESSO" in white capital letters inside a red rounded rectangle, with the tagline "The Floor is Yours" below it.
- Top Right:** A circular diagram titled "TECHNICAL CYCLE" showing the flow of materials and products. The cycle includes: "PRODUCTION" (top), "USAGE" (right), "RETURN + RECYCLING" (bottom), and "PRODUCTION" (left). Arrows connect these stages, with icons for "materials", "products", "used products", and "raw materials". A "SUPPLIER" icon is also present near the left "PRODUCTION" stage.
- Bottom:** A photograph of a modern office interior with dark blue carpeting, black leather sofas, and a glass coffee table. Large windows in the background offer a view of a city skyline.

RÖSSLE WANNER (D) - MATRATZEN



TRIGEMA (D): POLO-SHIRTS



FROSCH (D): REINIGUNGSMITTEL



FROSCH (D): GREEN CARE PROFESSIONAL

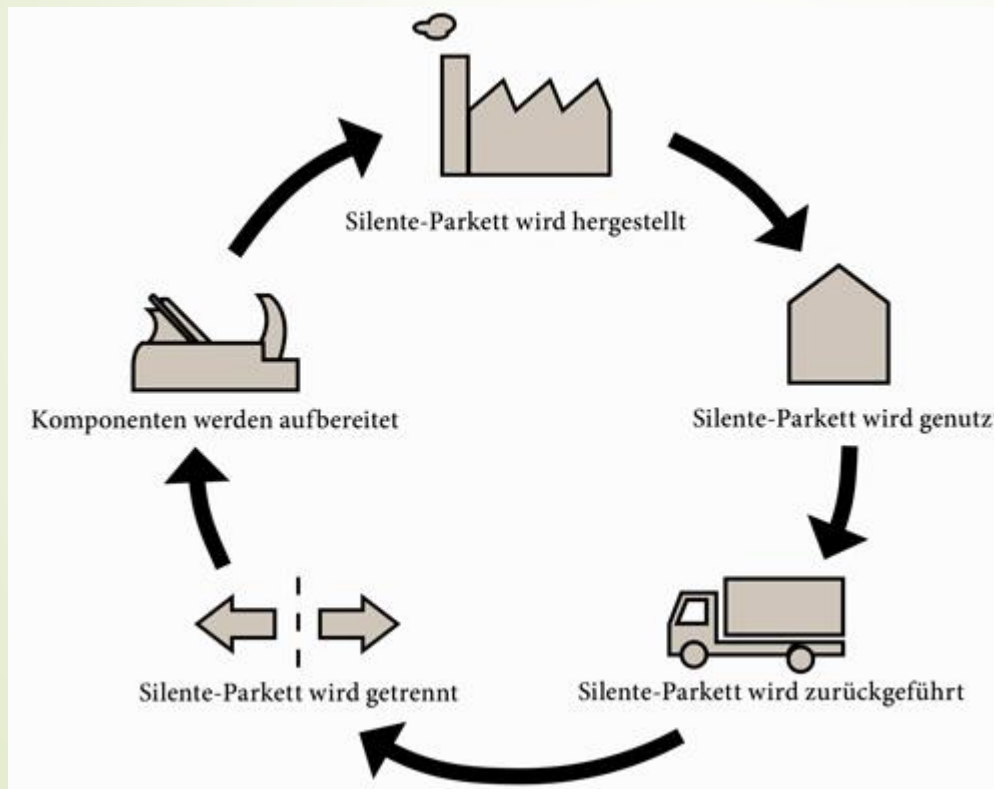


HOCHTIEF (CH): GEBÄUDEMANAGEMENT



- Erfassung sämtlicher verbauter Rohstoffe und Produkte
- Kreislauffähigkeit in der Planung berücksichtigen
- Erhaltung der Rohstoffqualität
- Modulare Bauweise für bessere Trennbarkeit der Materialien
- Darstellung der betriebswirtschaftlichen Betrachtung und Vorteile für Investoren

BAUWERK (D): PARKETTböDEN



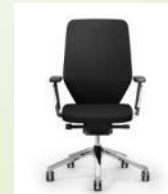
BAUWERK
Parkett



GIROFLEX (CH): BÜROSTÜHLE



DIAGRAMM GIROFLEX



HERMAN MILLER (USA): BÜROSTÜHLE

MIRRA® Chair by Herman Miller



BACKHAUSEN INTERIOR TEXTILES (AT)



C2C-Möbel-und Vorhangstoffe
(bis Dez. 2012)



NIEDERLANDE IN DER FÜHRUNGSROLLE FÜR KREISLAUFWIRTSCHAFT

Beispiel: VENLO Vision: Eine Stadt ohne Müll



Schaffung von Rahmenbedingungen / Anreizen durch Politik in Europa und Österreich

Die Politik muss entsprechende Rahmenbedingungen und **Anreize** für Unternehmen schaffen, die die Kreislaufwirtschaft einführen, z.B. durch:

- ✓ **Steuererleichterungen** für Unternehmen, die kreislauffähige Produkte herstellen
- ✓ **Förderungen, etc.**



FÖRDERUNGEN: ÖSTERREICH UND EU



Die Wirtschaftsagentur
des Landes Niederösterreich



FFG

Österreichische
Forschungsförderungsgesellschaft

ALLER ANFANG IST SCHWER...

Die Welt steht am Anfang dieser neuen Entwicklung.
Sie ist aber nicht aufzuhalten.

Die internationale Politik und Wirtschaft muss konsequent daran arbeiten,
dann erreicht man gemeinsam das ultimative Ziel:

EINE LEBENSWERTE ZUKUNFT FÜR DIE NÄCHSTEN GENERATIONEN



FORTSCHRITT MIT CIRCULAR ECONOMY



Wertschöpfung statt
Verschwendung

Die Zukunft gehört
der Kreislaufwirtschaft

INFORMATIONEN UND KONTAKT:

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