Cradle to cradle island

BE PREPARED TO BE SURPRISED

4th partner meeting on Samsø, Denmark
INDHOLD

03 | Preface
08 | Places of interest
11 | Cradle to cradle islands facts
15 | For further information
17 | C2C on the geographical map
18 | Circle
21 | Here are the 12 questions we used at the check-in:
22 | Links
23 | Civilizations 2.0 – Mega trends
26 | Cradle to cradle-meeting on samsø
28 | Values in good communication
32 | Swot
34 | Various exercises after lunch
36 | How can they become C2C certified?
38 | Study tour to the north island
40 | Cradle to cradle: the good stories
45 | The good stories
46 | 5 Questions for the participants
66 | The Play List from Samsø
67 | Programme


ISBN: 978-87-92274-00-5
**PREFACE**

Why plan and work out a 4th partner meeting in a new and different way?

**Superior vision for the C2C concept:**
Islands are innovative platforms for implementing sustainable and Cradle to cradle solutions.

**Primary targets:**
Development of innovative solutions in the area of energy, water and materials will use C2C solutions.

**The relevant and inspiring questions are leading to a stronger focus in the project targets.**
*“Be prepared to be surprised”*

- How does innovation appear and when can we the project partners see everybody using innovation in solutions in reality?
- What is in common for the partners and what are the differences?
- How are the barriers and possibilities used in the general vision of the project?
- How do we create the best conditions for innovation and creation of products and behaviour in C2CI?
- How does one bear in mind the process?
- How do we create focus and trust in relation the partners learning potential and project realisation?

**Who are we and what do we know about each other?**
All partners must in the C2CI North Sea Regional project work together in developing solutions within the area of energy, water and materials, using the C2CI solutions.

Do we have North European traditions we use when we work together?
Are these traditions accepted and known for the partners?
How will partners be able to use their cultural intelligence and their practical knowledge?

**Hosting and planning the project meeting**
*A learning experience!*
Organising the 4th partner meeting together with Samsø Energy Academy was a great experience for us at Aalborg University. At Aalborg University, we know better than...
anyone else that working in groups, interactive seminars
and workshops are a good way to learn. At this Cradle-
to-Cradle Island partner meeting at Samsø Energy Acad-
emy, we were able to create a light-hearted atmosphere
for people to talk, play and think as well. We believe
that the Cradle-to-Cradle Island group members achieved
great results in developing communication strategies.
These communication strategies can from now on be
used on the islands and by the knowledge institutions in
the C2CI project and hopefully also in other sustainable
projects we will work on in the future.

The second day was untraditional and informal, and this
publication will work to jog your memory, but also as a way
to clarify the points of the activities on that second day!

10 years of development has developed a strong ability
to create and initiate changes
The staff at the Samsø Energy Academy needs to share
and work with the experiences generated from 10 years
development in sustainability. Therefore we need this
documentation. Samsø Energy Academy has a lot of
experience in the area of cultural intelligence. This is
a good reason for a greater attention in the work of pedagogical and educational areas. This is what we call
cultural intelligence. The Energy Academy has used these
tools through the entire development of the Samsø- the
Danish renewable energy island project.

The Energy Academy works in a conscious way creating
understanding and synergy, crossing cultural differences
when working with innovation, interdisciplinary com-
petences and diversity in nationalities. That’s why our
network is global.

What is practicality and what happened at the
conference on the island of Samsø
We have in the C2CI project planned an agenda which in
general says that all 22 partners will meet physically on
the islands.

The project partners have met in Leeuwarden, in Runde
in Norway, the Shetland Islands and on Samsø. The fourth conference was held on Samsø- Denmark’s renewable energy island. Samsø Island had the courage and strength to challenge C2CI in using the conference 2.nd day to reinvent and develop new values and a common understanding for partners participating in this transformation. Both days on Samsø were well organized. Both days had a relevant program for the process we had to go through realising the vision and the primary target of the project. EU projects seen from a SWOT analyse will by nature have elements of strengths, weaknesses, opportunities and threats.

The future
Samsø Energy Academy challenged the lead partners of the C2CI project. Maybe we could use this fourth conference to test and examine the unknowns of the project. We would check the “climate” of our partners according to the vision and not what was mentioned in the project. Day one was planned to work out the project development, budget and coordination.

Day two was planned to examine the possibilities in a day we called “be prepared to be surprised” It needed quite a bit of planning and organisation. We succeeded in changing the program and we made a great program.

The lead partners are super professionals and they accepted the changes. This is great leadership! Otherwise this would not have happened.

What was harvested?
Basically it is important to be able to facilitate larger projects to use more common learning and common information to be able to use the common cultural intelligence in the project.

As a rule it is not included in the EU budget proposals when a project is launched in public. Up front it is that ambition to receive funding for the project. Therefore the proposal is meant to meet the EU requirements, and not the unknown and the visions.
The next level is how the project is met by the partners and the individuals’ wishes and images of the project and how the cooperation is going to work in reality.

The process is then to create a common understanding, a common ground for the project. What is the starting point for everybody and do we understand each other’s baseline, responsibility and action plan.

The last level is the reality when the content of the proposal is going to be realised. These platforms/levels are always unforeseen and this makes it harder to meet the challenges and the ambitions of the project. In other words we need to meet the written targets of the projects.

This has been the success of the Samsø Project. The connection between the project in theory and in real life has been met in most cases. We try to make reality check as often as possible to be sure that the project is alive and according to partners and funding. We also define what we do not know. Including the unknown is inspiring and challenging.

Enjoy the project and thank you for what we together created in C2CI on Samsø. It was very special and we are sure that we never forget the rare moments. Experiences in life filled with meaningful learning we can use in our work life. It must be nourishing to go to work!

Kind regards Rikke Marie Krogh, Kirsten Krogh Hansen, Nina Pedersen, Lixuan Hong, Bernd Möller, Søren Hermansen, Malene Anikki Lundén, Carla K. Smink
SAMSØ is a Danish island in the Kattegat 15 kilometres off the Jutland Peninsula. Samsø is an independent island municipality. The community has 4,300 inhabitants (2009) called Samsinger and is 114 km² in area. Due to its central location, the island was used during the Viking Age as a meeting place.

In 1997, Samsø won a government competition to become a model renewable energy community. At the time Samsø was entirely dependent on oil, coal and electricity all imported from the mainland. Now 100% of its electricity comes from wind power and 75% of its heat comes from solar power and biomass energy. An Energy Academy has opened in Ballen, with a visitor education centre. Samsø is also Denmark’s only renewable energy island and thus has the lead when it comes to be CO₂ neutral.

AALBORG is an industrial and university city in North Jutland. Its population, is 197,426 (2010) making it the fourth largest city in the country after Copenhagen, Århus, and Odense. The earliest settlements date back to around AD 700. Its location by the Limfjord made it an important harbour during the Middle Ages, and an industrial centre later. Today, the city is in transition from a working-class, industrial city to a knowledge-based one.

Aalborg University opened in 1974 and became the fifth university in Denmark. Today close to 14,000 students are enrolled at Aalborg University, ranging from students at preparatory courses through doctoral-level candidates. Of these, 12,5% are international students, coming from different countries around the world. Aalborg University employs approximately 1200 faculty and 800 administrative and technical staff.

Aalborg University encompasses five faculties: the Faculty of Humanities, the Faculty of Social Science, the Faculty of Engineering and Science, the Faculty of Medicine and the Danish Building Research Institute.

ANHOLT is a small Danish island, known for its natural beauty, and because of its location in the Kattegat,
midway between Jutland and Sweden, it can be regarded as Denmark’s most isolated island. The island has 165 permanent residents (2010). It is 11 km long and about 6,5 km wide at its widest and covers an area of 21,75 km². Anholt is part of Norddjurs municipality in Region Midtjylland. Anholt is interested in the development of the island, but for Anholt it is crucial that the balance between community development and conservation of the island’s unique natural environment is maintained. Therefore, sustainable development, particularly on energy and transport, is essential for the island’s citizens. Sustainable development, particularly on energy and transport, is essential for the island’s citizens. The island’s citizens are active partners in relation to the creation of sustainability. Norddjurs municipality works closely with the citizens of Anholt to ensure this sustainable development.

Some 10,000 people visit Anholt each year. The main attraction is nature in the form of clean water, calm beauty, and fresh air. From the two highest points on the island, Sønderbjerg (48 meters) or Nordbjerg (39 meters), on a clear day one can see Jutland and Sweden.
CRADLE TO CRADLE ISLANDS FACTS

The province of Fryslân is Lead Partner of the Interreg IVB project Cradle to Cradle Islands. This project runs from 1 January 2009 to the Summer of 2012 and has 22 different partners out of 6 countries from the North Sea area.

On 11 February 2009 the project is presented to media and national government in Nieuwspoort (The Hague) and on 25 of February 2009 the start meeting was in Post-Plaza (Leeuwarden).

The project aim is to contribute to environmental sustainability and economic profit of the North Sea Region by:

- Applying Cradle to Cradle® to develop energy responsible and sustainable solutions for island environments;

- Using islands as labs and testing grounds for sustainable innovations;

- Developing networks of stakeholders to ensure transferability and dissemination of project results on the themes water, energy and materials.
**Water:**
(theme coordinator: Wetsus, Heleen Sombekke)
- Sustainable supply of drinking water by desalination of sea water;
- Sanitation and separation of household water in several streams;
- Purification and re-use of the effluent of waste water treatment plants;
- Storage of rainwater underground during winter times to realize sustainable water supply in summer;
- Use of other sources and new ways for drinking water production (salt brackish, groundwater, etc.)
- Improve water cycles;
- Sustain fresh water reservoirs;
- Protection against storm tides and rising sea level impacts;
- Optimisation of drinking water extraction.

**Energy:**
(theme coordinator: TU-Delft/Cartesius, Han Brezet)
- Testing and applying the concept of ‘blue energy’ (mixing salt water and fresh water in order to produce electricity);
- Feasibility for increased use of solar, wind, wave and tidal energy;
- Designing and testing sustainable product services for island mobility, e.g. electric scooter;
- Secure and improve sustainable transport between and on the islands; sustainable mobility on islands, and alternative transport connection;
- Link energy savings with the modernisation of housing;
- Design of Eternal Island Holiday House that is energy producing;
- Introduction of alternative car engines;
- Test a variety of alternative green technologies regarding renewable energy, waste recycling and resource conservation, e.g. heat exchange system and vacuum toilets;
- Remote islands hybrid renewable energy solutions
Materials

(theme coordinator: EPEA, Michael Braungart)

• Design of an Eternal Island Holiday House that is energy producing, made with local materials, easy transportable and degradable;

• Set up of an innovative Research Centre on Biopolymers to adapt for instance environment polluting plastics into new in water dissolvable environmental friendly products and to make use of local available resources like algae;

• Local production with these innovative materials, e.g. tourist products like custom tailored swim suits, toys for kids, etc;

• Develop data base on Cradle to Cradle® ideas, strategies, methods;

• Develop alternative building materials and designs based on Cradle to Cradle® principles;

• Provide understanding of waste and resource issues in island tourism;

• Provide research into coastal industries waste and the impact on tourism, developing Cradle to Cradle® principles to reduce waste and improve resource effectiveness;

• Cradle to Cradle® solutions for the local marinas and surrounding buildings (development of Cradle to Cradle® docks, Cradle to Cradle® buildings, use of solar and wind energy, water treatment);

• Develop alternative tourism models based on Cradle to Cradle® principles.
Shetland islands, UK
14
FOR FURTHER INFORMATION

Do you want more information?
Do you see possibilities to contribute to the project?

For general information please visit our website www.c2cislands.org

For information regarding the 4th partner meeting on the island of Samsø (Denmark):
Tuesday 5 and Wednesday 6 October 2010,
please contact:

Energy Academy, Samsø, www.energiakademiet.dk
Søren Hermansen, (+45) 8792 1018,
sh@energiakademiet.dk
Malene Annikki Lundén, (+45) 8792 1022
ml@energiakademiet.dk

Aalborg University, Aalborg, www.plan.aau.dk
Carla K. Smink, (+45) 99 40 98 05, carla@plan.aau.dk
Bernd Möller, (+45) 99 40 84 07, berndm@plan.aau.dk

Anholt, Norddjurs Municipality
Kirsten Bjerg, +45 8959 4072, kib@norddjurs.dk

Provincie Fryslân
Hans van Meerendonk, +31 (0)58 292 54 02,
j.h.vanmeerendonk@fryslan.nl
Anne de Vries, +31 (0)58 292 51 27 a.j.devries@fryslan.nl
And how do we, the partners in the project, relate to each other?

And is Norway really that far north?
C2C ON THE GEOGRAPHICAL MAP
Facilitator: Carla K. Smink

We started to work on the C2Cl-project in January 2009. It is now October 2010, time to reflect upon all activities carried out in relation to the project so far. Are we on the right track? Are we all heading to the objective, as formulated in the application? And how do we, the partners in the project, relate to each other?

In this exercise, we had to make a map of Europe. The North represented the objective of the C2Cl-project. Are we all pointing to the North? Not everybody was sure where the North is.

Do we all know which role we have in the project and how this relates to the other partners in the project? This was reflected by making the map of Europe: where are the countries located that participate in the C2Cl-project?

There was some discussion where, for example, the Netherlands are located. And how close are the Shetland Islands to Scotland? And is Norway really that far north? This exercise showed very well how biased we might be. The map of Europe did not look exactly the way we know the map from the atlas.

It is important to remember that the way we act and the decisions we make are not based on objective characteristics, they are often based on subjective images – perceptions – we have of an area or a topic. If we believe windmills will scare tourists away, we act by not choosing wind energy as a potential option to become self-sufficient with energy.

“If men define situations as real, they are real in their consequences” W.I. Thomas, 1928
I first became acquainted with the circle as a process method at an alternative leadership training I went in 1995. One of the circle’s strongest learning platforms is about examination of the democratic processes that works in groups!

The circle is a group!

The circle seems to investigate and train what leadership is, what does it mean in practice to be able to speak from an intention and finally ability to listen! The three initiatives are one of many exercises that are possible in a circle.

My curiosity was aroused and I experienced through phenomenal approach, what force and energy in the circle could transform and create. Form and content and climate are all essential to a growth environment for learning can thrive and grow. It occurs in parallel when we facilitate with extensive experience and humour.

I’ve worked with this magical tool many many years ranging from children to elderly. “None of us can travel further by ourselves. Alone, our hearts become stony and guarded. Alone, we become frightened. But in gatherings of neighbours, sitting with a candle or a flower in the middle and an attitude of openness to the possibilities, we may become students of the circle.”

On the second day of the C2CI-programme the circle was important because the circle gives a good arrival to things we ought to learn about and which we do not expect or understand.

The aim of the conference was "Be prepared to be surprised". I invited all partners with C2CI into a softer development room, which a Circle is.

Our intention was to build a connectedness with each
other as humans. To be moved by the experience of starting with daring to slow down.

In the process work we must always try to challenge the thought of that we should provide something, we must accomplish something, we must create something. I invited all partners to check-in by telling where they were right now! It increases attention on the common field and sharpens increased energy. Some of this is important for the next several steps that often must be taken in development and process work.

The opposite is that we often come frantically in from all corners of the world and believe that the joint attention and focus is already in our meeting rooms and we miss out a good pre-contact before and think we can go into full contact and provide.

The circle challenges us to train ourselves continuously on being curious. Train us is not to judge what we hear. The main headlines in the emerging work on the circle.

The world we long for is a real-time experience that is already available to us. We access this experience by opening an interactive space that reminds us who we really are, holds us to our common intention, and honours our diversity, commonality, and contribution. This space is the circle.

Peer Spirit Circle Process is a highly adaptable modern methodology that calls on the structure of the circle process as it has existed throughout time. Because circle is universal, it is familiar and easily learned; because circle challenges current status quo, it needs to be hosted with skill.

www.peerspirit.com
Simon Tijsma picks up a candle in the middle of the circle, and answers – “RINGING SUBJECTS TOGETHER BUT ALWAYS BURN MY FINGERS”.

What are you really good at?

“Bringing subjects together, but I always burn my fingers!”

“How we set the chairs determines how society functions.”
HERE ARE THE 12 QUESTIONS WE USED AT THE CHECK-IN:

01  When was the last time you helped somebody with something
02  Which interesting articles, concerning your work, have you read recently?
03  Which teacher from your years at school, do you best recall, and why?
04  What is your dearest ambition for the Planet?
05  What do you think is the single most important prerequisite insuring you a good day?
06  What can make a day at work, a really good day for you
07  What do you especially appreciate about your work or your place of work?
08  What do you value about your colleagues?
09  If you became Minister of Environment or Minister of Energy, what would your first initiative be?
10  What are you especially good at, at work?
11  If you were to give out an award to someone for improving the global climate,
    who should receive it, and why?
12  When was the last time you did something climate friendly, and what did you do?
One of our approaches to the creation of positive conditions is to be able to create the framework. In the organisation of the public ownership the Energy academy is working for more visibility in strength, possibility as well as weakness and threats. It is done in a spirit of entertaining and learning.

All the “strong” and the “weak” people can be involved and make a difference in our attempt to change behaviour and thinking when we prepare for the future. Not only in the project period but also in the longer perspective.

In our dissemination we see movies that in a funny way leads to smile, caring, surprise. These small emotions is adding to the creation of the new paradigm. Link to Mr. Wind film www.youtube.com/watch?v=N5rVKvGBAcE

The next point was to work together to see if we could be inspired by each other in how we want our education to work and learn from each other how we see development and sustainability in praxis.

Here is someone who has something special on his mind. Why you should listen to him:

Sir Ken Robinson argues that it's because we've been educated to become good workers, rather than creative thinkers.

Students with restless minds and bodies -- far from being cultivated for their energy and curiosity -- are ignored or even stigmatised, with terrible consequences.

It's a message with deep resonance. Robinson's TED Talk has been distributed widely around the Web since its release in June 2006. The most popular words framing blog posts on his talk? "Everyone should watch this. www.ted.com/talks/ken_robinson_says_schools_kill_creativity.html"

"We are educating people out of their creativity" Sir Ken Robinson, TED Talk
CIVILIZATIONS 2.0
MEGA TRENDS

The partner meeting on Samsø “Be prepared to be surprised” was partly inspired by one of Denmark’s productive scientists Mr. Tor Nørretranders book called Civilization 2.0 The Energy Academy is judging that Tor Nørretranders in an intelligent and human way is capable of communicating simple and strong messages which creates understandable paths in a complex and modern community.

Tor Nørretranders 9 megatrends are clear and real and very accessible. The headline “Be prepared to be surprised” is one of the 9 megatrends.

In the C2CI-programme we used the title as a general purpose all through the partner meeting day 2. The result was stunning!

Samsø Energy Academy disseminates and tells the good story many times and for a lot of people. Presentations and meetings are about sustainable development and it is put into practice for 10.000 people pr. year. We disseminate the experience both in the international community as well as for visitors who travel to Samsø to see and meet people from the Energy Academy.
Think like a cherry tree

Tor Nørretanders

The entire classical civilisation process is to remove sources of irritation in our everyday life.
The food is prepared, so there will never be something that will give us the runs.
Neither there will come some wild animals to eat us during the night.

Purely neurobiological we know that joy comes from being surprised.
Not getting what you want
Because when things just work, we stop noticing it
Like our bodies, we don’t think about it.
It is a matter of course.

Happiness and beauty should be indicators.
Of course, it should also be sustainable, but sustainability is just a tool and not something to strive for as such.
It would be sad if you said your relationship with your sweetheart was sustainable.
Our life should contain beauty and happiness and fun.
We have to go back to a life that is fun and exciting.
But also frightening, so that we have to weep.

So when there are no surprises left at all, we will never have any disappointments, but we will not get happiness either.
It’s all the little irrational ponds and stonework, which makes it all gets fun.

There are hardly any areas in Denmark that are wild. We have cities, roads, fields, parks like Dyrehaven and castle is being driven thight according to certain concepts. One could very well imagine that in the future a much larger part of the surface stand just to let things grow. They may be we will affect it a little by periodically cut down certain types of trees, while we allow other trees to grow. Generally seen, the ecosystem can control itself.

People will just shove a little to it, instead of cutting it down. The problem with large-scale agriculture is that we have extreme large fields, cause the combine harvester cannot turn around. That is why all small waterholes are removed, aremons and trees on the top of the hill. Everything becomes big and monotonous. It is all these small odd corners and holes that create diversity and variety.
Cradle to Cradle-Meeting on Samsø

Ballen: Partners from countries around the North Sea and participating in the International partnership “Cradle-to-Cradle Islands” have visited Samsø Energy Academy. Samsø Landkøkken (Samsø Country Kitchen) was invited as well.

Samsø Energy Academy (SEA) often hosts various conferences dealing with issues on energy and resources. This week, approximately 50 people from different countries including the Frisian Islands in Germany and the Netherlands, Shetland Islands, Lofoten and Runde in Norway and the island of Tjörn in Sweden, visited SEA and had sustainability on the agenda.

22 partners from 6 different countries around the North Sea discussed the development of innovative centers that can implement sustainable and cradle-to-cradle solutions. In the period from 2009 until the summer of 2012, the EU and the participating partners in the project have allocated 3.5 million to the project.

Samsø Landkøkken applies for admission
The partner meeting was chaired by Søren Hermansen and Malene Lunden. The participants at the meeting did not only learn about Samsø as a sustainable energy island, the participants did also get the opportunity to launch new cooperation across country and island borders.

For example, Samsø has for many years worked together with other islands like Anholt, Texel and Ameland (the Netherlands), the Shetland Islands, Lofoten (Norway) and Tjörn in Sweden. Samsø has also a long tradition of working together with Aalborg University and the University of Lund in Sweden.

In the project, focus is on sustainable energy solutions and supply of drinking water obtained from seawater and the creation of an innovative research center for transforming polluting plastic for new water-soluble, environmentally friendly products.
In this regard Kim Bredsdorff-Larsen from Samsø Landkøkken visited the partner meeting. Kim talked about his experiences from idea to product, and it was discussed how to create a collaboration with other manufacturers on the other islands.

The meeting initiated many thoughts among the participants and the meeting made Samsø even better known abroad. Ultimately, branding Samsø is a very good advertisement for the island and its efforts to pursue energy future.

Translated by Carla K. Smink, Aalborg University

In the Kalundborg Folkeblad (Newspaper of Kalundborg) of October 7, 2010 an article was written about the Fourth Partner meeting of our project Cradle-to-Cradle Islands.
VALUES IN GOOD COMMUNICATION
Facilitator: Søren Hermansen

Exercise
The participants in the partner meeting were given a little exercise regarding good communication. How to communicate a project involving citizens’ participation.

The task
1. From the following 10 values, you have to choose the five most important values for good communication and prioritise them.

2. Your group comes up with your own suggestions of five values for good communication, and prioritizes them. (You can pick from the 10 suggestions given, or you can come up with five new suggestions)
   • Your group presents your results in plenary
   • Body Language
   • Empathy
   • Active listening skills
   • Transparency
   • Top-down communication (citizens not given an opportunity to provide feedback.)
   • Bottom-up communication (citizens are given an opportunity to provide feedback.)
   • Provide ongoing/up to date information
   • Honesty
   • Acknowledge that we think differently and have different values
   • Humour

After the exercise the groups presented their main points/results
1. One group (kitchen North Group) debated the ranking of the values and divided the values into “hard skills” and “soft skills”. Main hard skills chosen were body Language. The main soft skills chosen was empathy, second was honesty and third transparency. They also identified humor as an important value, and further, respect and integrity. Empathy defined by the group as: Listening instead of delivering – this in order to develop common ground. In order to make common ground you need to ask questions. Be interested/open and curious.
2. Another group (the up-stairs group) did not rank the values but instead they had an interesting debate regarding different types of communication. The group debated the importance of face-to-face communication and how face-to-face differs from e-mail communication. Further, they discussed the giver and the receiver’s point of view, the importance of understanding the receiver! To be on wavelength is important so think of the receiver when you want to get your message through. Honesty is important in terms of long term projects/cooperation and information is a key in short term relations. Body language is also important:

3. A third group (kitchen south). This group found it hard to agree on the ranking order and decided to take a mathematical approach and made a spreadsheet. What was the mean, the average answer of all group members?
The result was
1: Honesty
2: Empathy
3: Transparency
4: Humor
5: Up to date information

4. A forth group (small room) discussed the ranking order and decided that all values were equally important. However depending on the situation and who is to be informed. Some values discussed as important was empathy, being on the same level, giving right information so that the receiver does not receive too much information. However the conclusion was that the ranking of values were depending of the context and therefore context dependent. The group also discussed that during communication, different people have different understanding/perception of things, situations etc.

5. The last of the groups (the group in the middle) also used a mathematical approach in order to rank the val-
ues.. In the beginning they did not agree on each other’s ranking but at the end they all agreed on the result from the mathematical approach. They had the score 1,5 to honesty, empathy (as in understanding the other person), the score 3,5 to the value transparency (similar to honesty and clarity) in other words it is important to be clear in communicating your message, and finally the score 5 to the value of body language, which this group valued as very important in situations with face to face communication. Further, eye-contact was pointed out as important aspect of body language.

Summed up, ranking good communication values was not an easy task but the results were quite interesting. The result of the discussions has shown that good communication can be divided into both soft and hard communication skills. The approach of ranking the values differed amongst the groups where some groups ranked the values through discussions and argumentation and other groups ranked the values with a more mathematical approach.
In the project we are building a house, a cradle to cradle house. The house is built with many different bricks.

One brick is the SWOT analysis. The SWOT is only one brick in this big house. Does the house shatter when we remove the SWOT-brick? Or – what is so good about the SWOT?

How do we – the bricklayers in this project – communicate?

So we should now work on SWOT as a way to communicate. Communication can be at different levels: the island level (that is the way we have been using the model so far), it could also be used at company level (or household level), on technology level (which technology should be used?) or – and that is what we will discuss now – SWOT at the personal level. We are all different kind of people: what does this mean for communication between all the bricklayers in this project?

Remember - When you ask a question in a positive manner, you get a positive answer!

SWOT model

- **Strengths**
- **Opportunities**

**SWOT**
Facilitator: Carla Smink
Weaknesses

Threats
VARIOUS EXERCISES AFTER LUNCH
Facilitator: Malene Lundén

After lunch we had to let everybody’s brains have a brake. The purpose of the two exercises was to speed up the learning, the trust and courage to fail.

The practical reason was to get the attention down in the body.

We believe that a real tool for learning and knowledge sharing in future project work will be a mix of brain and body.

The entire C2C group was divided into four smaller groups.

First exercise: “Can I buy some green electricity from you?” The exercise is all about what purpose a strategy can be used for when the individual is under pressure and stress. The strategy can be used only by the exposed who stands in the middle and who is rejected by the circle. To get away from the center and find a place in the circle you need to be up front when the persons in the circle moves around to new positions all along side you asking the persons of the circle calmly: Can I buy some green electricity from you? The rule is that they say no!

It is a physical exercise and you have to foresee the other participants signals and moves so the pattern can be broken.

The exercise is in principle not interesting. Can we change behaviour and thoughts in our work life? How much time do we spend behind the desk? How much do we sit down at meetings? Does it make out work better and more creative and efficient? We do not think so and we believe that in a society of science we need to change behaviour and thinking in relation to what we want to achieve.

One of the intentions with C2C partner meetings is to be innovative and creative. That’s why we need to be physical.

Second exercise: Count to 21 without an agreed plan.
The exercise is complete when everybody in the group has said a number. It often stops because two participants say the same number. The rule is that the game must start all over again when this happens. The participants are not allowed to agree on any moves, sounds or signs.

The exercise is about awaking and stimulating the ability of listening and sensing. Real listening is not only to be able to hear your inner voice. To listen to your group as a collective organism is depending on training and practise.
Kim presented the company Samsø Landkøkken. Samsø Landkøkken makes homemade specialities of high quality and great flavour. Most of the produce are from Samsø's nature and Kim and Annelise's own country house on the island and the production takes place in their old stable. Products include, salts, sirups, chutneys, jams, oils, salsa and vinegars.

Kim and Annelise came to the partner meeting wishing to become Cradle to Cradle certified or at least get some good advice on becoming more sustainable.

One of Kim and Annelise's main concerns had to do with the jars and bottles and they asked a couple of questions in this regard:

- What to do with the old used glasses and bottles?
- How to recycle in a sustainable way with such a fairly small production?

The glass comes from Italy and Kim and Annelise have looked at many other possibilities.

Some good advices from the audience:
Glass recycling: If the glass can be recycled the glass issue will not be a problem. Maybe it is possible to get the customer to bring back the glass to the shop after use and you can clean it and use it again. The customer can get the next product cheaper and in that way create your own recycling system. However, Kim believes that it is a good idea but believes it is an expensive solution.

Carton: In order to solve the issue of glass recycling some suggest replacing glass with carton. However some disagree because the food products look more aesthetic in glass containers where the customer can see the colour and texture.
**Labels:** Maybe you can improve the recycling process on the labels? That would be one step in the right direction.

**Content:** It is important for the costumer that you know exactly what is in your product - You know exactly what your products contain which is good for the costumer and can be used in promoting your product because few the exact content in a product is not always known

**Promotion:** You have a product which brings enjoyment.

**Energy use:** Communicate the energy form you use – Claim you use 100% renewable energy on Samsø which is unique. Another idea is to calculate/study the energy use from start to end product so you can find out where you can cut down the energy use.

**C2CI Certificate:** C2CI can’t give you a label but you can link your product to the C2C project: Write “inspired by C2Cl” on your product.

**Cooperation:** Due to small production, cooperate with producers who produce soap etc. and make a C2C island cooperation gift shop.

"Kim believes that it is a good idea but believes it is an expensive solution"
STUDY TOUR TO THE NORTH ISLAND
Fassilisator Malene Annikki Lundén and Søren Hermansen

Being on Samsø means that you are right in the heart of action. The social life of a local community means a lot for the success of the energy development and the engagement of citizens.

The Cradle 2 Cradle islands meeting was interrupted by a study tour on the renewable energy island. Part of the tour went to the north part of Samsø. The tour is an expedition with the purpose of finding the spirit of the locals. How do you understand the locals even in a very small environment.

The tour started with a drive from the south island to the north part of the island. On the tour we cross an old Viking construction. A narrow canal made for ships to cross the narrowest part of the island. This meant that the Viking ships could go from east to west and then save a lot of travel time if they had to go all around the island to get to the same spot.

Today this is still a canal. But now it is dry and it is a symbolic border between the north and the south part of Samsø. It means more that you expect! The culture, the dialect, the way you communicate is different. I usually explain this in a very humoristic and maybe seen from the north islander’s perspective, a bit rude maybe. The reason for this introduction is that it is a learning experience in democracy. There is a clear understanding on Samsø that there is a difference between the two parts of the island. But why?

On the north part of the island they have a feeling that they are far away from decision making. The municipal
The town hall is placed in the centre of the south island. This means apparently that the north feels they are too far away from the central power. There is only 17 kilometres between the two places!! This tells me that communication is difficult and a very fragile thing.

The north represents in this perspective the rural areas of any place in Europe so to speak. They feel disconnected and in the hands of somebody else. The north has been very active in projects- they have today a very advanced district heating with solar and woodchips. They organized the project in the shortest time of all projects on Samso! Very impressive and a sign of a small community being able to communicate very fast and very democratic.

We had lunch in an organic restaurant, drinking organic local beer and eating food from the area. Very good!! We all returned in good health and with our minds full of interesting experiences about local capacity.
CRADLE TO CRADLE: THE GOOD STORIES

Samsø as a host offers three prizes for those of you that come first with...

Wednesday, October 6 2010 will be the day that all of us should be prepared to be surprised; the islanders, the people from the universities and the people from the other organisations. Are we all able to “reset” and start sharing knowledge and learning in new ways? Samsø would like to invite you to a seminar. At the seminar we would like to build on each other experiences with solidly communicating an issue or a project to others. We would like you to write a little story about your own experiences. Your story could be from your work or from your private life:

• Can you give an example of an issue or project where you have been successful in solidly communicating it to others?
• Do you know why your way of communicating the issue or project was successful?

• What do you think has been crucial in the way you have been communicating the issue or project?

Of course, you can also write a story that has not been successful, a story that shows that you did not achieve what you wanted to achieve; even though your good intension. Inspiration to your story can come from a conversation with one or two people or from communicating your story to a large group of people.

Why do we want to hear your stories? The answer can be short: your stories will help us to find out what we should be aware of when we tell our story: communicating Cradle to Cradle to ordinary people on the islands.

On the basis of Samsø as Denmark’s Renewable Energy Island, we would like to invite all partners in the Cradle to Cradle project into a process in which we will examine both effective and ineffective communication. In this...
process, we will also use experiences from the Energy Academy; in their communication, the Energy Academy has always had a great focus on the good story. Telling the good story has been successful on Samsø, because we still could remember all stories that had been less successful... Based on this experience the people on Samsø started to work on the energy project on the island. One of the cornerstones of the Energy Academy has been to continue to tell the good story.

Your story should:
...contain maximum of 200 characters
...should be written in English
...write your name and country in the bottom right corner

All stories will be printed out and hung up in the Energy Academy. The stories create a framework for knowledge sharing and to learn from the strength of a good story (“good“ communication).

Now an example of a story Malene has from her daily work at Energy Camp at the Energy Academy:

“At the moment, I tell about Cradle to Cradle both to children and adults. The story might not be totally true, but it is good as it encourages both children and adults to ask questions. The story stimulates their imagination. The story is successful in the sense that many people now have heard about Cradle to Cradle and search the Internet to find more information about it. The Cradle to Cradle story has launched a new kind of ice cream packaging. When the ice gets out of the freezer, the packaging can be thrown on the floor directly, because it is made of stone mold. The packaging stays in the biological cycle by means of sunbeams. In some special ice, the producer has put small flower seed in the packaging. When the packaging is given back to nature, the seed will sprout and new flowers will come”.

→
Before the seminar, we asked all the participants to write a little story about their own experiences with solidly communication an issue or a project to others. The stories could be from the participants work or their private life. We also asked the participants to reflect on why the way of communication the issue or project was successful or unsuccessful.

Why do we want to hear your stories?

Your stories will help us to find what we should be aware of when we communicate our Cradle to Cradle Islands stories to ordinary people on the islands.

The stories will create a framework for knowledge sharing and they will enable us to learn the strength of good communication.

“When dealing with various nationalities, use body language, speak in simple sentences and only use easy-to-understand words”

The winning Good Story
by Frans van Hoogstraten, Delft University of Technology

A few years ago, I had a job as a snowboard teacher in Switzerland. This meant that I often had to teach basic snowboarding skills to groups of around 10 people, of various nationalities. At that time, my English skills were fluent and my French skills were good.

During that time, I noticed something that has always stuck with me. This might sound trivial, but it is human nature to (when speaking in a foreign language) show off language skills and use most elaborate sentence structures known to that person.

So, even when you are fluent in a language, it is sometimes best to speak in “infantile language” for the common sake of understandability.

Frans van Hoogstraten, Delft University of Technology

Speak in simple sentences”
"In light of this, we have decided to create a video, which will clearly explain the programme and aid in its wider dissemination.

The runner up Good Story
by Karen Twatt, Scotland

I work on a European Programme that aims to protect and enhance groundwater reserves for future generations across Europe. As groundwater is out of view, it is not possible to physically observe all of the processes occurring underground. In light of this, we have decided to create a video, which will clearly explain the programme and aid in its wider dissemination. Through the use of multimedia graphics it will be possible to display and explain ground water processes to a wider audience. The video will be circulated amongst all of the programme partners for further dissemination and will be posted on various websites and social networking sites. As this is a future project, it cannot be deemed a success yet; however we have created a similar video/DVD for a separate project which was very successful in communicating the

Third price goes to three Good Stories by Katja Hansen, EPEA, Germany

1Story: I talk about Cradle to Cradle all the time, it’s my job. But I don’t think I could do my job well, if I told people a story I didn’t believe myself. I have worked with C2C for many, many years, and yet there are still so many things to learn. I especially enjoy the moment when someone else “gets it” - the realization that we humans are not doing something to our environment and should have a smaller footprint, but that we are part of the whole system and we can contribute with a big beneficial footprint!

2Story: When the earthquake struck Haiti this year, it caused much destruction, pain and suffering. But there are also stories of success: O Instituto Ambiental from Brazil which I co-founded and trained when I worked there in the 1990s had build a biomass nutrient recycling facility in Haiti just months before the earthquake. The

“He showed that “successes” in this technology can be measured in terms of the environment, as well as economically.”
facility survived the quake and continues to clean waste water and produce biogas for cooking! Many international news and aid agencies picked up the story and are now supporting the construction of more facilities. One of the best examples of social fairness in a C2C project.

3Story: During one of the warmer days of our not so warm summer this year, I had an icecream which was really innovative: The stick which carries the icecream was made from licorice. When I took the icecream from the freezer the licorice was nice and stable, then it softened while I was eating the icecream so when I got to the stick it was perfect to eat! A nice example of product innovation for the biological metabolism - and it didn’t even use the term “Cradle to Cradle”!

Katja Hansen, EPEA, Germany

A good story by Lise Chapman, Runde Environmental Centre

In August, we organised a seminar about “Integrated Aquaculture” at Runde. Our goal was to raise interest for a type of marine farming which is based on C2C principles: using waste from one species (fish faeces) to be food for another (nutrient for seaweeds). In addition to having a water-cleaning effect, this kind of aquaculture also has other benefits, e.g. having a new product (seaweed) which can be used as food, medicine or energy.

We addressed all people in our region who already are, or could be involved in this farming method in the future, especially the fish farmers.

We were successful in that people understood the concept as it was told by someone who had much experience and was a good story teller – we had invited the integrated aquaculture ‘guru’ from Eastern Canada. He showed that “successes” in this technology can be measured in terms of the environment, as well as economically.
And finally we gave the meeting participants a concrete experience to take home: a potential new marine farming product can also taste good, especially in combination with the salmon it was grown together with. We served our guests a delicious local seaweed salad and some sushi.

**My success story**

*A good story by Brigitte Pomme*

In general, I try to listen to my audience (pref. one on one discussion). What are their concerns, their worries, listen carefully and find out. From this point I try to bend the discussion into a direction that leads to sustainable solutions. I discuss the optimum situation (IST) and we see what kind of milestones can direct us from the SOLL situation into the desired state. What can we do NOW in order to get THERE. Giving them a helping hand into becoming more sustainable or more C2C.
During the 4th partner meeting on the island of Samsø (Denmark): Tuesday 5th and Wednesday 6th of October 2010, the participants were asked 5 central questions regarding the Cradle to Cradle Island project.

Why did you join the Cradle to Cradle Island project? I was asked by the head of the Energy academy. They asked if I would try to investigate if there were possibilities to develop one or more projects on the basis of the energy island project.

What have you achieved so far with the Cradle to Cradle Island project? I have achieved a greater understanding of an impressive concept. I have got a common understanding but I lack understanding the philosophy and practicality of the project.

What has been the greatest challenge for you? To learn a new language and the good stories I need to tell my networks about, when they ask what C2C is all about. I need learning and experiences with C2C. I need projects outside of the conference rooms and flashy power points.

What would you like to achieve with the Cradle to Cradle Island project in the future?
I would like to see demonstrations of products and places to visit like Runde in Norway.
How do you see the future for the Cradle to Cradle Island project?
The future of the C2C project is good if we all in the project has the courage act much more simple and practical in our attempt to learn which small steps can lead to greater and greater successes for C2C. This must be defined in a longer perspective than the three years the project originally is

Why did you join the Cradle to Cradle Islands project?
A main reason for me to join the C2CI-project is to meet other people willing to make a difference for the sake of the environment. A public-private-academic partnership is in my opinion a good way to combine theory and praxis.

What have you so far achieved with the Cradle to Cradle Islands project?
Besides the concrete results, an energy model for most of the participating islands, a decent network of enthusiastic people willing to make a difference.

What has been the greatest challenge for you?
In the first place, to get to learn all partners in the project and to “sell” the SWOT tool (Interactive SWOT Energy Tool) to the other partners in the project. In the second place, it is still a challenge to find a balance between Cradle-to-Cradle and Sustainability. If Cradle-to-Cradle is the goal, sustainability could be the road to Cradle-to-Cradle Islands. It might be that we – in the time span of the C2CI-project – won’t be able to have any certified C2CI-projects on the islands. Even though we have not achieved any tangible C2C-projects, mentally we have achieved a lot. People know more about Cradle-to-Cradle and might implement this later. For the sake of the environment we have achieved a lot.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
That the islands in the C2CI-project, with the help of universities, will be able to have implemented as many Cradle-to-Cradle projects as possible. But it will be even more important that we can show the rest of the world how we can implement C2C-projects in praxis.

How do you see the future for the Cradle to Cradle Islands project?
It could be really nice to continue (parts of) the project in one way or the other. AAU has developed, among other things, the Interactive SWOT Energy Tool. The Tool can be
used by the islands to examine various options to achieve their objective of becoming self-sufficient with energy. The objectives of most islands are in the future (2020 or even later), we will not be able to verify whether or not the model has been useful or not. By continuing the project we might be able to optimize the model even further.

Why did you join the Cradle to Cradle Island project? My major is Sustainable Energy Planning and I found it’s exciting to combine my knowledge of renewable energy and energy modeling with practical case. C2CI is such a good platform.

What have you so far achieved with the Cradle to Cradle Island project? We (Aalborg University) have developed an interactive SWOT energy tool for island, including Samso, Spikeroog and Rundt. Other islands such as Anholt and Ameland are on our future working agenda.

What has been the greatest challenge for you? Reality is always more complicated than models. We need a lot of efforts for better modeling the reality.

What would you like to achieve with the Cradle to Cradle Island project in the future? We would like to develop SWOT energy models for more islands, maybe islands outside the EU such as USA and China. Also we hope to develop similar models for water and material clusters.

How do you see the future for the Cradle to Cradle Island project? I think C2CI project is very inspiring and would be a good world-wide demonstration project when it is finished in 2012.
What has been the greatest challenge for you?
To accept the “ideology” of C2C, which gives little room for gradual development of sustainable energy systems, and seems to neglect the context of technological development.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
I would like to see, on one of the islands, the full process of actually implementing e.g. wind power, from idea to overcoming resistance, to building a locally owned and accepted plant.

How do you see the future for the Cradle to Cradle Islands project?
It is hard for me to say, as I have not been involved in the project for the past 6 months. But I am afraid that the project needs more focus and aims to achieved its goals.

Why did you join the Cradle to Cradle Islands project?
Our municipality was invited to join the project.

What have you so far achieved with the Cradle to Cradle Islands project?
I have met a lot of fine and inspirational people who work in new and interesting ways. My own personal interest has been met and I now consider C2C in many new ways and it gives me arguments that I did not see before.

I have made a lot of new thinking with my colleagues and business associates.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
I like to see the concept idea role out in full length so we can. Go to the next level of a 100% sustainable society.

How do you see the future for the Cradle to Cradle Islands project?
I think we need to see and understand the potential with our politicians and decisionmakers. Then I believe we can meet the future and make some real changes.

Why did you join the Cradle to Cradle Islands project?
The municipality of Tjörn.

What have you so far achieved with the Cradle to Cradle Islands project?
...
Why did you join the Cradle to Cradle Islands project?
In my master thesis, the C2C project will be included since I’m doing a roadmap on how islands can be self sufficient on energy, with Tjörn as a case study.

What have you so far achieved with the Cradle to Cradle Islands project?
My classmates and I have done an overview of Tjörn's potential in the C2C project.

What has been the greatest challenge for you?
The local work and the local understanding for the work.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
A first step to the future. Make good studies who can start the process for new impacts.

How do you see the future for the Cradle to Cradle Islands project?
Hard work during next year and the hopefully a good continue in the future.

IDA STRÖM
Lund University

Why did you join the Cradle to Cradle Islands project?
Cause my boss told me so. And it seems to be an very interesting platform for exchange of new ways of problem solving. It is very educational to participate.

What have you so far achieved with the Cradle to Cradle Islands project?
Better contacts and more facts about other Islands with similar problems.

What has been the greatest challenge for you?
The local work and the local understanding for the work.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
To show the rest of the world that it is possible with decentralized energy systems and I would like to try to implement it in cities on land.

How do you see the future for the Cradle to Cradle Islands project?
The C2C should encourage pilot projects and communicate to the world that we care for a sustainable future.

MARIAN SANDBERG
Trafic engineer, County of Tjörn, Sweden

Five different projects are going on and the ambition is that they are a start for a more sustainable society.

What has been the greatest challenge for you?
The local work and the local understanding for the work.

What would you like to achieve with the Cradle to Cradle Island project in the future?
A first step to the future. Make good studies who can start the process for new impacts.

How do you see the future for the Cradle to Cradle Island project?
Hard work during next year and the hopefully a good continue in the future.
To be able to understand and get information about all the projects that is going on.
What would you like to achieve with the Cradle to Cradle Islands project in the future?
Better environmental infrastructure for our county.
How do you see the future for the Cradle to Cradle Islands project?
Very bright future.

Why did you join the Cradle to Cradle Island project?
Because the concept and project application unifies many ideas and visions of REC that we hoped we could work towards in this group of partners.
What have you achieved so fare with the Cradle to Cradle Island project?
We have put several project activities on the island of Runde into a C2C perspective (environmental building - water conservation and on the way to various sanitary solutions ; using the building as a demonstration example, information on Integrated Multitrophic Aquaculture Seminar)

What has been the greatest challenge for you?
Getting locals (islanders) on board
What would you like to achieve with the Cradle to Cradle Island project in the future?
Getting the locals (islanders) on board – implementing more C2C in the building, communicating C2C on the island and beyond
How do you see the future for the Cradle to Cradle Island project?
Rosy-green, if we work together more also in between meetings; I am hoping for more concrete (practical) exchange and input from other partners....

Why did you join the Cradle to Cradle Island project?
Because the concept and project application unifies many ideas and visions of REC that we hoped we could work towards in this group of partners.
What have you achieved so fare with the Cradle to Cradle Island project?
We have put several project activities on the island of Runde into a C2C perspective (environmental building – water con-
Why did you join the Cradle to Cradle Island project?
Wetterskip Fryslân is partner. Therefore I want to get more information about the project.

What have you achieved so far with the Cradle to Cradle Island project?
I just started so, so far I have nothing achieved.

What has been the greatest challenge for you?
I want to make the project ‘a living thing’ inside our organisation.

What would you like to achieve with the Cradle to Cradle Island project in the future?
Spread it out to the other Frisian (Dutch) islands.

How do you see the future for the Cradle to Cradle Island project?
As far as I can see it now; I expect less partners, but more projects. We learned a lot from the past and can use it for the future. Probably the project goals are clearer, because we learn from the past.

---

Why did you join the Cradle to Cradle Island project?
Because the C2C concept is new and exciting subject and could contribute largely to the goals we have set for the urban water cycle.

What have you achieved so far with the Cradle to Cradle Island project?
We have made a project plan for the eternal holiday.
house and already implemented a part of the plan in the holiday house. Next to that we have exchanged a lot of knowledge about C2CI.

What has been the greatest challenge for you?
To make time for this project in my busy agenda.

What would you like to achieve with the Cradle to Cradle Island project in the future?
I would like that we could solve part of the phosphate problem by recovering the phosphate from wastewater sludge.

How do you see the future for the Cradle to Cradle Island project?
I think that the project will end in 2012 as planned and after that I hope C2CI thinking will be used by the different organisations by their new projects and that other organisations have learned from our project and also apply C2C in their projects/work

Why did you join the Cradle to Cradle Islands project?
Interreg IVB projects like the project Cradle to Cradle Islands (C2CI) offer the possibility of a transnational partnership. On Spiekeroog and on the other islands the protection of resources has a very high valence. That is why the implementation of the Cradle to Cradle® concept is a great chance for the islands.

What have you so far achieved with the Cradle to Cradle Islands project?
The Municipality of Spiekeroog started the cooperation with several project partners as well as local and regional partners. For example, Spiekeroog has worked together with the University of Aalborg, the TU Delft and the University of Lund. The municipality of Spiekeroog has participated in a meeting with all German project beneficiaries and stakeholders of the islands. Spiekeroog has also presented an energy exhibition on the island within the scope of the C2C-Islands project. Complimentary to the exhibition a mixed program of events referring to the subject energy saving and renewable energy with expert lectures as well as individual informative talks and advises were offered. At the boarding school a research work group was founded. The work group research will be in charge of the subject areas sustainability, sustainable energy economics, the C2C® concept, sustainable water management, etc. Actually the Municipality of Spiekeroog is elaborating an energy and climate-protection concept for the island. The C2C-Islands work results of all expert opinions, investigations, work meetings and
talks as well as the inquiries which took place during the phase of process, organization and development in project C2C-Islands were elaborated by the Municipality of Spiekeroog and its work partners have been revised by the Municipality administration.

What has been the greatest challenge for you?
One of the particularities on Spiekeroog is that 2/3 of the island is left in its natural state and is preserved by National, European and International nature protection directives. Spiekeroog has a very historic townscape and a lot of buildings are protected as monuments. Due to the existence of a sweat water lens under the island the water supply on Spiekeroog is self-sufficient and independent from the mainland. Moreover, cars are prohibited from the island. For that reason the effective possibilities to realize the goals of the project C2C-Islands are very limited and at the same time a great challenge.

At the same time, especially the limited possibilities and the special features on Spiekeroog are a great challenge for other project partners to find innovative and special solutions for the island. Because the comprehension of difficulties and the way to solve problems in the different regions and within the transnational partnership are very diverse, it is a great challenge for the island.

What would you like to achieve with the Cradle to Cradle Islands project in the future?

The Municipality of Spiekeroog as well as the other project partners develops within the project C2C-Islands a lot of professional strategies and concepts to obtain innovative and sustainable solutions in the fields of energy, water and materials. To realize these strategies and concept is the main goal of the Municipality. Especially the energy and climate-protection concept can be shown that sustainable energy management and active climate-protection are also possible in areas containing sensitive nature and cultural areas. Another target within the work in the project C2C-Islands is to intensify the involvement of inhabitants and tourists in the process of the project.

How do you see the future for the Cradle to Cradle Islands project?
To develop strategies and concepts to obtain innovative and sustainable solutions within the project C2C-Islands can only be the beginning. Through politics and the population a process of discussion could be started. This discussion will be continued, intensified, evaluated and constantly evolved. Furthermore, the Municipality has started the cooperation with several project partners as well as local and regional partners within the project. Some of it will be continued after the end of the project. Maybe other projects will be based on the project C2C-Islands results from this cooperation. Moreover, it is desir-
able that the C2C® concept will be established on Spiekerkoog to strengthen the preservation of the resources.

Why did you join the Cradle to Cradle Island project? The local government of Ameland joined the C2CIsland-project as an extra topping of the cake called sustainability. We have a goal of being sustainable and self-sufficient in the year 2020. C2-islands helps us in a good direction!

What have you achieved so far with the Cradle to Cradle Island project? We have several projects and studies on our island now and we see more and more people are getting interested.

What has been the greatest challenge for you? My greatest challenge in this project is the internal organisation and how to keep them in touch with all the good things that are happening on the island and also how to show them that small steps are also steps.

What would you like to achieve with the Cradle to Cradle Island project in the future? I would like to achieve knowledge of Cradle to Cradle and tell and spread the good story. By telling is and showing some good examples on one of the islands we can spread and tell.

How do you see the future for the Cradle to Cradle Island project? Learning in an international state of mind and learning from each other and broaden your horizon, and not only for a good cause, making new friends and experience and inspire!

Why did you join the Cradle to Cradle Islands project? I wanted to work within my field (architecture) on projects that would make the world a better place to live in, in the long run. So I chose only to look for jobs that would make me gain more knowledge of how to create this more sustainable vision of the world that I have, like the one I have now.

What have you so far achieved with the Cradle to Cradle Islands project? We made progress with the Eternal Holoday House, where we installed energy meters, a new toilet and soon...
Why did you join the Cradle to Cradle Islands project?
I took the initiative because of our ambitions to stimulate sustainable innovation in relation to decentralized solutions for water and energy supply. Cradle to Cradle came on our path as a challenge to bring those solutions a step forwards toward real sustainability.

What have you so far achieved with the Cradle to Cradle Islands project?
- A great partnership with a lot of enthusiasm, knowledge and important players in the field of the project subjects.
- Several concrete pilots and studies on the islands
- A project extension with involvement of Oulo University in Finland and Roosevelt Island in New York and more financial room to develop and use communication tools
- World wide interest for the project

What has been the greatest challenge for you?
Being patient, because we are working with a lot of different organisations which all take their own time in doing things. This makes it challenging to not only talk, but also ‘do’.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
I would like to be able to see the Eternal Holiday House contribute more to the future of sustainable living in small homes on an island. Also, I would like it if we can create a lively and vibrate new website, on which people can share knowledge and information about similar projects, so we are not inventing things that have already been done before somewhere else.

How do you see the future for the Cradle to Cradle Islands project?
Hopefully we can extend the project beyond the year 2012, because I see this project as very important and would feel that a lot of knowledge might not find its way into the public sphere if we abandon it while we are just getting started. As for as I can see it now; I expect less partners, but more projects. We learned a lot from the past and can use it for the future. Probably the project goals are clearer, because we learn from the past.
Still the biggest challenge: to keep the partnership looking in the same direction and develop pilot projects on their islands. To deal with the possibilities and present impossibilities of the C2C-approach.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
- C2C-Islands as an example for sustainable decentralized use of our resources like water and energy.
- C2C-Islands as motors of sustainable innovations.
- To develop concrete projects and implementation of the project results.
- A world-wide network of C2C-Islands.

How do you see the future for the Cradle to Cradle Islands project?
- Hopefully continuation under the flag of Interreg or another programme.
Further see the previous question.

Why did you join the Cradle to Cradle Islands project?
I study environmental science. I found this project very interesting.

What have you so far achieved with the Cradle to Cradle Islands project?
More personal understanding. And we made already changes in the holidayhouse Bambi at Ameland.

What has been the greatest challenge for you?
That the Bambi house become cradle to cradle without losing comfort efforts. And that the guests of the house are well informed what is going on there.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
I hope C2C become a common thought in people’s minds.

How do you see the future for the Cradle to Cradle Islands project?
That more people and companies join this thought and spread all the world.

Why did you join the Cradle to Cradle Islands project?
Because of the topic. The challenge to make islands self providing in water taking C2C in account.
What have you so far achieved with the Cradle to Cradle Islands project?
We are rebuilding an existing holiday house in an eternal one. We are half way with implementing new technologies.

What has been the greatest challenge for you?
Greatest challenge still has to come. The rebuilding of the house is not the most difficult. I’m curious about the findings of the tenants. Do they appreciate it? Are we indeed using less water etc. Can we communicate the message/story of C2C

What would you like to achieve with the Cradle to Cradle Islands project in the future?
More understanding for the public of the importance of water, showing that using less water is possible without reducing level of comfort. For the (commercial) companies involved we create a possibility to show their products and create a new market. Nice about the EHH is the close relation between the topics water, energy and materials.

How do you see the future for the Cradle to Cradle Islands project?
There will surely be a follow up. More islands who are interested in the results achieved, more islands with pilots in the field of water, energy and materials.

Why did you join the Cradle to Cradle Islands project?
In order to realize C2C projects and to help to create more c2c pilots. Also it creates much more momentum to concrete, easier to obtain and share knowledge and funding and is much more fun too.

What have you so far achieved with the Cradle to Cradle Islands project?
The marina project is now in the design phase and hopefully to be realized the coming year.

What has been the greatest challenge for you?
To create an energy project within c2c islands and to create involvement and get funding for this.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
I would like to create a complete c2c island in zeeland.

How do you see the future for the Cradle to Cradle Islands project?
Maybe a focus on c2c tourism on the islands. So more focus.
Why did you join the Cradle to Cradle Islands project? It provided the context of my masters thesis project.

What have you so far achieved with the Cradle to Cradle Islands project?
The calculation and visualization of the energy flows in the swimming pool on Spiekeroog.

What has been the greatest challenge for you?
Achieving a high accuracy of the energy flow calculations and simulations.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
With the created mathematical model, I would like to advise more swimming pools on how to increase their energy efficiency. Next to this, I would like to help islands become energy self-sufficient.

How do you see the future for the Cradle to Cradle Islands project?
The future should be bright, as more and more people are learning the cradle-to-cradle body of thought.

Why did you join the Cradle to Cradle Islands project?
From the start

What have you so far achieved with the Cradle to Cradle Islands project?
Bringing more island around the world together. In the way we achieve a string of island around the world which will katalyst for sustainable innovations

What would you like to achieve with the Cradle to Cradle Islands project in the future?
See above

How do you see the future for the Cradle to Cradle Islands project?
I see possibilities to unite islands around the world cooperating in the different themes and function as scource for sustainable innovations
Why did you join the Cradle to Cradle Islands project?
I joined the project because the province of Fryslân is the lead beneficiary and I’m the finance manager for the project.

What have you so far achieved with the Cradle to Cradle Islands project?
I’ve learnt a lot about the project, water, energy and materials, for my work, I achieved two good reports.

What has been the greatest challenge for you?
To handle the programme rules smartly.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
I would like to have follow up projects, projects with real investments people can see and learn oh... that’s about it.

How do you see the future for the Cradle to Cradle Islands project?
I think the cooperation must go on and we will find each other in several other projects were we bring into practice we have learnt now.
Why did you join the Cradle to Cradle Islands project?
I believe we can make the difference and make a step forwards to sustainable c2c future starting with islands
What have you so far achieved with the Cradle to Cradle Islands project?
There is a good partnership realized in which partner working on their regional project and make use of the knowledge that is available in the partnership, their al-ready some good practices developed, weight/cargo bike the Eternal holiday house on Ameland, the swot energy model is done for Samso, Runde, Anholt, Spiekeroog.. and much more ...
What has been the greatest challenge for you?
That all the expert and islands community will support each other and steps will be taken for self sufficient sustainable c2c islands and this will be example or islands communities for all over the world
What would you like to achieve with the Cradle to Cradle Islands project in the future?
The research and feasibilities will be realized in concrete pilot project make use of European/ regional/national funding investment program’s.

How do you see the future for the Cradle to Cradle Islands project?
Positive there is a lot of working to done and we have inspiring group of people wanting to get the best of the project.

Why did you join the Cradle to Cradle Islands project?
I’m participating the C2CI to be the link between two departments of the province
What have you so far achieved with the Cradle to Cradle Islands project?
I’m part of the project team for the province and work on the communication
What has been the greatest challenge for you?
Spread the message of sustainability so my children and grandchildren and their children and so on can live on the planet as well (not the same way) as we did and now do and so we as human beings will survive
What would you like to achieve with the Cradle to Cradle Islands project in the future?
Why did you join the Cradle to Cradle Islands project?
I was interested in the topic of the Eternal Holiday House and my supervisor prof. Han Brezet suggested it.

What have you so far achieved with the Cradle to Cradle Islands project?
I completed my master thesis, developing a renovation strategy for the energy optimization of holiday houses inspired by Cradle to Cradle and consulted the partners of the Eternal Holiday House project on the energy aspects of the Bambi house.

What has been the greatest challenge for you?
Trying to figure out how to practically apply Cradle to Cradle in my strategy and how things in general function in an international multi-partnered project as the C2Cslands.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
I have graduated now but maybe there would be space for me to work for a short-term into creating a website of my strategy so that it can be more practically-useful and accessible within and beyond the project.

How do you see the future for the Cradle to Cradle Islands project?
I hope that it will help to solve some of the problems on the North Sea islands for the long-term, although I am skeptical if it moves effectively towards that direction. I believe that a common goal needs to be adopted essentially from all the partners involved and not only when it concurs with the more individual ones.

More projects like the bambihouse or blue energy, innovation, but also getting more, more people aware of the need of sustainability.

Why did you join the Cradle to Cradle Islands project?
Our organization has a motto which is providing sustainable solutions to communities and this project fits perfectly. We have been working with communities for years...
and it is a huge opportunity for us to have the chance for knowledge transfer and to find out more about the various solutions other islands have found.

What have you achieved so far with the Cradle to Cradle Islands project?
This project has enabled us to assist more communities and has also given us the opportunity to implement some solutions and to look at the Shetland picture as a whole and try to move many organizations and groups forward with this sustainable solutions.

What has been the greatest challenge for you?
Probably finding the best way to deliver, in a manner that will be useful, the C2C concept to islanders. This concept was not known at all when we started.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
We are working towards have many projects either in progress or finalized. This is a huge challenge as many of the people and organizations we are speaking to are at very early stages and funding is always an issue.

How do you see the future for the Cradle to Cradle Islands project?
Communities are finding this an incredibly helpful project and I would like to see the services provided and skills utilized continue to be working together in this impressive mix of organizations, delivering a well needed service.
working with in C2CI, IRRI’s greatest challenge has been in connecting and maintaining communication with the various communities we are working with in Shetland.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
The Scottish partners in the project are looking to initiate a new C2CI project in Shetland which will utilize fish waste as a fertilizing resource. The new venture will work in collaboration with the fishing industry in Shetland. IRRI would like to see this new project up and running successfully in the near future.

How do you see the future for the Cradle to Cradle Islands project?
IRRI sees the Cradle to Cradle Islands project gaining momentum and spreading to other islands which would like to adopt similar initiatives, and thereafter to mainland communities striving for self-sufficiency. Connections are already being fostered in the C2CI project with other sustainable island groups such as ISLE-PACT.

Why did you join the Cradle to Cradle Island project?
Many reasons. Firstly an interest in islands – I started to put an Interreg project idea together 6-7 years ago on making issues such as recycling, public transport and other issues sustainable in an island context. It was also a chance to work with Fryslan – we’d had a good experience of working with Fryslan before. And from IRRI’s view it helps us to develop our organisation increasing exposure and credibility in Scotland.

What have you achieved so far with the Cradle to Cradle Island project?
Difficult to say. It’s been a good experience working with an excellent and inspiring team and we’ve made a start with working on some small community projects in Shetland, but we maybe haven’t achieved the project development and transnational impact that we’d hoped – so far!

What has been the greatest challenge for you?
Linking ourselves into the Shetland Islands projects. Developing true transnational aspects, expressing C2C concept in a country which has developed similar but
alternative paradigms and theories
What would you like to achieve with the Cradle to Cradle Island project in the future?
Still much to be achieved. Would like to develop projects in Shetland and other parts of Scotland which truly integrate ideas from our partners
How do you see the future for the Cradle to Cradle Island project?
Rosy. I hope we can stay together as a team after the official project has finished.

Why did you join the Cradle to Cradle Islands project?
I hope I can help, from my side, this project to reach beautiful results we can show the world.
What have you so far achieved with the Cradle to Cradle Islands project?
Bring people together within the group to talk about a subject and cooperate. Tell people that are not involved in the project about it.
What has been the greatest challenge for you?
The distance. Email is a very cold way to communicate, it’s much nicer to be able to see someone in the eye.
What would you like to achieve with the Cradle to Cradle Islands project in the future?
Bring more people together, see more cooperations take place.
How do you see the future for the Cradle to Cradle Islands project?
It will need a ‘part 2’.

Why did you join the Cradle to Cradle Islands project?
- due to interest in activities on cradle to cradle in Scandinavian countries, especially in this case on islands and communities like these, how they act and can act together in future, in cooperation
What have you so far achieved with the Cradle to Cradle Islands project?
- connection building, networking, inspiration by new ideas and contacts
What has been the greatest challenge for you?
- to become part of this special kind of community, inspired motivated engaged people – working together
Why did you join the Cradle to Cradle Islands project?
We joined because the idea of Cradle to Cradle seems to us something really new and some steps more than “only” sustainability.

What have you so far achieved with the Cradle to Cradle Islands project?
We have done a lot about informing the members of Insel- und Halligkonferenz (26 Communities) and the Inhabitants on our 5 Islands and 4 Halligen about this approach and at least a lot of people know now what Cradle to Cradle means.

What has been the greatest challenge for you?
To get a short and understandable Description of “what is Cradle to Cradle” and how do we want to use it.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
We would like to get Islanders to think more about what they are in praxis doing themselves and change thinking about materials, water and energy. In addition we like to get our Communities to live good Examples in Cradle to Cradle way.

How do you see the future for the Cradle to Cradle Islands project?
I think there is still a lot of work to do to settle this approach in the head of Islanders and Politicians, and the work will just start, when the project time is over in 2012.
can show on small scale what is possible.

What have you so far achieved with the Cradle to Cradle Islands project?
Introducing the idea and principles of Cradle to Cradle to an international community and starting implementation in various groups.

What has been the greatest challenge for you?
Communicating what is different in the C2C approach compared to the traditional sustainable approach.

What would you like to achieve with the Cradle to Cradle Islands project in the future?
Have local island communities benefit from C2C.

How do you see the future for the Cradle to Cradle Islands project?
Continue growing the seed and partnership created and also spread it to other communities, islands and others.
THE PLAY LIST FROM SAMSØ

1. Soul Rebel/Bob Marley
2. I Skovens Dybe stille Ro/ Niels Henning Ørsted
3. The Daily Growl/Lambchop
4. In My Secret Life/ Leonard Cohen
5. Indian Summer Time / Irene Becker
6. She / Elvis Costello
7. Be./Common
8. Upside Down/Jack Johnson
9. Kiss of Life / Sade
10. The Say/Common
11. Goin’ up the Country /Canned Heat
12. Is This Love / Bob Marley
13. Aint’ t No Sunshine / Chilled Jazz Masters
14. Circlesong Seven /Bobby McFerrin
15. Georgia On My Mind
16. It Ain’t Over Til It’s Over / Lenny Kravitz
**WEDNESDAY, 6 OCTOBER 2010**

*Location: Energy Academy ➔ Chair: Søren Hermansen*

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:00</td>
<td>Breakfast</td>
</tr>
</tbody>
</table>
| **08.30 – 09.00** | Welcome Malene Lundén  
C2C on the Geographical Map Carla Smink |
| **09.30-09.45** | Coffee/Tea break - pictures are taken                             |
| **09.45-10.30** | The Circle Malene Lundén  
Values in Good Communication  
Søren Hermansen |
| **10.30-11.15** | Coffee/Tea break – pictures are taken |
| **11.15-11.45** | SWOT: a tool to communicate Carla Smink |
| 11.45-13.00 | Lunch break |
| **13.00-14.15** | Various exercises & food samples  
Samsø Landkøkken Malene Lundén  
& Søren Hermansen |
| **14:15-15:00** | Samsø Landkøkken:  
how can they become C2C certified?  
Kim Breedsdorf & Annelise Buur Rasmussen |
| **15:00 16:30** | Study tour to the north island.  
Meet the strange north island energy people.  
Malene Lundén and Søren Hermansen |
| 19.30  | Dinner party in Skipperly                                           |