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PRESS RELEASE

C2C LAB – INNOVATION. EDUCATION. INSPIRATION.

#CradleToCradle #LoveYourFootprint #InnovationMeetsPlattenbau
#BuildingsLikeTrees #CitiesLikeForrests

Summary

- The C2C LAB in Berlin is the world's first comprehensive inventory renovation by Cradle to Cradle criteria and makes C2C as an educational center, NGO office and living lab experienceable. C2C stands for the use of healthy materials optimized for deconstruction and cycles. During the one-year construction phase, an East-Berlin prefabricated building unit was refurbished for this purpose. The C2C LAB was inaugurated with a double event (10th and 11th of September 2019).
- The ceremonial opening (09.10.) was attended by 100 high-ranking guests: Regine Günther (Berlin Senator for the Environment) and Canan Bayram (Member of the Parliament) gave opening speeches; Florian Pronold (Parliamentary State Secretary, BMU) and Klaus Mindrup (Member of the Parliament) gave keynote speeches and Matthias Horx (trend researcher and futurologist) gave the festive speech.
- The C2C Summit on building and architecture: Katrin Lompscher (Berlin Building Senator) opened with welcome remarks; all-day event with 150 experts attending. Focus: Which challenges does the construction industry face when implementing Cradle to Cradle concepts? In which ways is innovative building already possible? This is how buildings can be conceived and implemented as material banks!

Cradle to Cradle NGO is a non-profit organization with more than 700 volunteers in more than 50 initiatives. Through educational work and network building Cradle to Cradle encourages a new way of thinking and connects C2C actors from business, science, education, politics, and society. **The idea of a positive image of humanity with a positive footprint** goes public in the annual international Cradle to Cradle Congress (1000 participants) and is completed by the newly opened C2C LAB training center. As a driver for

quality and innovation in Berlin, Cradle to Cradle NGO and C2C LAB set new standards for healthy and circulatory innovations with a positive footprint:

C2C LAB in Berlin is the world's first comprehensive refurbishment of an existing building in accordance with Cradle to Cradle-Principles and makes it possible to experience its 400m² in theory and practice as an educational center, NGO office and living lab. In order to implement this project, a rental unit in need of major refurbishment was selected in an East-Berlin prefabricated building made of municipal housing: innovation through building in existing buildings meets reinforced concrete of East Berlin.

C2C LAB connects C2C changemakers and accelerates the transition to a C2C future. It offers **workshops, lectures, panel discussions**, etc. for all age groups and all levels of knowledge.

Against the background of the **construction sector now accounting for more than 50 % of waste generated in Germany**, C2C LAB shows how to meet this challenge. It is equipped with many of the most innovative solutions already available in the construction sector. The refurbishment project is therefore **educational work that is tangible and, as a living lab, a place for experimentation**. The products and materials used cannot only be limited to renovation, but also provide **important impulses for the initial construction and new building**.

Today, the renovation of existing buildings is an enormous challenge for many cities and municipalities. They hold great potential and are **essential given the acute shortage of housing in large cities**. It is crucial that **healthy and recyclable materials are also chosen for refurbishment projects**. **Habitats and workplaces** are made for people, they should not be renovated with a mere focus on energy efficiency or economic cost pressure.

C2C LAB is thus a **lighthouse project and blueprint for innovative and future-oriented construction**. With a view to modern workspaces, C2C LAB benefits employees and visitors alike: air improving **carpets, wall paint** that does not outgas, **lamps** with biodynamic light which contribute to well-being, **acoustic ceiling solutions** that are fully recyclable, **plant walls** that improve air quality and create a natural cover, seating that is optimized for skin contact, and much more.

Many of these points were underlined in the **opening speeches** by **Katrin Lompscher** (Senator for urban development and housing in Berlin) and **Regine Günther** (Senator for environment, transport and climate protection in Berlin).

Building Senator Lompscher expressed a clear demand: "Technical building regulations have to change – It must be easier to renovate existing buildings and structures in accordance with Cradle to Cradle criteria!"

Senator Lompscher continued with stating, that the C2C NGO could lay the groundwork for this change with its educational work and network building. **Environmental Senator Regine Günther** pointed out, that the C2C LAB in Berlin is the realization of the Cradle to Cradle concept and a flagship project that will influence economy and politics in Germany and even beyond.

The foundation of C2C LAB offers many long-term perspectives: **The vision of C2C school of thought and C2C design concept and thus of healthy and recyclable products will be discussed more continuously and concretely between business, society, and politics in future.** The urgent challenge of increasingly scarce resources requires immediate political action. **Already today buildings can be built as material banks for tomorrow.** Service concepts form the basis for materials flowing back into the production process. **Circularity and the options for easy disassembly in the building industry is the future** – the transformation of valuable materials into hazardous waste, on the other hand, cannot be a solution.

Florian Pronold, Parliamentary State Secretary at the Federal Ministry for the Environment, underlined these topics in his keynote speech and presented: "It is necessary, that we think about usage scenarios during the design process of products. It is not enough to think about how to best dispose it afterwards."

Klaus Mindrup, member of the parliament, also confirmed this view. He stated that the federal government can learn a lot from the Cradle to Cradle concept, for example thinking "outside the box in a holistic manner."

Tarkett, one of the most important manufacturers of carpets and hard floors worldwide, also commits itself to the idea of a positive footprint.

In his keynote at the C2C Summit Tarkett CEO Fabrice Barthélemy stated: "Cradle to Cradle is already the 'North Star' in our company's strategy. The Cradle to Cradle design concept has to be the clear directive in the building materials sector."

Co-founder of the Cradle to Cradle concept, **Prof. Dr. Michael Braungart**, emphasized, that examples of how the future could look are very much needed – the C2C LAB as a living lab represents such an example.

The C2C LAB is given the **character of a showroom** by the extensive use of materials and systems defined in accordance with C2C, from hard floors and carpets to acoustic ceilings, windows and doors. The C2C NGO was faced with exciting challenges in its role as building owner, including the question of connecting the trades.

*Nora Sophie Griefahn, managing director of C2C NGO stated afterwards: "It is not enough to just think about one's own product. **We need integrated solutions** that go beyond the manufacturer's own field of expertise. This requires planning groups in which waste disposal companies are involved equally along with craftsmen and designers – we need a **stakeholder dialogue 2.0!**"*

The C2C LAB will contribute to this as a **central event location**. Due to the increasing demand for events and formats on Cradle to Cradle from business, politics, and society, The C2C LAB will offer a **wide range of educational opportunities** in the future. The goal is set: transforming the challenges into solutions!

*Tim Janßen, managing director of C2C NGO states: "With the C2C LAB we will also grow as an organization, and we look forward to it! We have established an educational center **which will help us extend our impact in Germany and the world.** This is our invitation to the C2C community: Let us grow together!"*

Photos of C2C LAB, the opening ceremony (09.10.) as well as the C2C Summit: Building & Architecture (09.11.) can be found here:

c2c-lab.org/pressefotos

You will find the **floor plan** and designation of the individual C2C product groups following the link:

c2c-lab.org/plan

C2C LAB was implemented with the support of more than 40 partners of the C2C community.

Drees & Sommer, an internationally active consulting company in the construction and real estate sector, supported the project with planning and professional competence.

Dr. Peter Möhle, Partner at Drees & Sommer, added:

"The C2C LAB is the proof that building with circular and healthy products does not have to remain an exception. The project shows examples for Cradle to Cradle-solutions that can be used in already existing buildings and encourages others to take further steps. Contributing to the realization of the C2C LAB makes us very proud."

The supporters also include, among others: Accoya, Adler Lacke, AGC Interpane, Baufachfrauen, Bito, Building Material Scout, Busch-Jäger, C+P, Desso, Drees & Sommer, EWS Schönau, Giroflex, GarvILLED Graphenstone, Grohe, Hans Timm Fensterbau, Herman Miller, Innovaphone, JAB Anstoetz, Lebensbaum, Lindner, Loll Design, Mosa, Neptutherm, Net-Brain, RBS Group, Schüco, Shift, Steelcase, Strähle, Tana Professional, Tarkett, Troldekt, UNDKRAUSS, UZIN, Waldmann, Werkhaus, Wini Möbel, WMF, Worlée, ZINQ (Voigt & Schweitzer).