

7. INTERNATIONALER CRADLE TO CRADLE CONGRESS

Next Industrial Revolution - Scaling Innovation

14 July 2021 in Freiburg

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Tim Janßen

Tim Janßen is executive managing director and co-founder of Cradle to Cradle NGO. He studied economics at the Leuphana University of Lüneburg and the Baden-Württemberg Cooperative State University. His focus was on start-ups, innovation management and responsible business. He spent time abroad at the Athlone Institute of Technology in Ireland and at the University of Vienna on a PROMOS scholarship from DAAD. Based on the idea of bringing the Cradle to Cradle school of thought and design concept to the center of society, Janßen co-founded C2C NGO in 2012 and has been co-managing it ever since. He develops strategies to maximize the organization's impact on society and actively shapes the growth of this young, ever-growing movement. Tim Janßen is a speaker at national and international conferences and symposia. Furthermore, he teaches as a university lecturer at the Duale Hochschule Baden-Württemberg (DHBW), Leuphana University Lüneburg, HS Mittweida as well as TU Berlin.

Nora Sophie Griefahn

Nora Sophie Griefahn is executive managing director and co-founder of Cradle to Cradle NGO. She majored in Environmental Sciences at Leuphana University Lüneburg and Goethe University Frankfurt with stays at University of Natural Resources and Life Sciences in Vienna and University of Copenhagen. As the only German, she was elected as a GreenBiz' 30 Under 30 inspiring young leader in 2018. In 2012, she co-founded Cradle to Cradle NGO (C2C NGO) with Tim Janssen in order to establish Cradle to Cradle principles in economy and politics. C2C NGO connects the fields of business, education, politics, and civil society by creating networking platforms and educational formats. As co-executive director, Nora coordinates the NGOs scientific, political and educational work and actively shapes a new understanding of material health and circularity. Nora is a sought-after expert, speaker and panelist on Circular Economy and Cradle to Cradle with a broad expertise in chemical construction, healthy product design, and the coherences between climate change and resource scarcity. Furthermore, she is a member of various scientific advisory councils and a lecturer at the Technical University of Berlin.

Svenja Schulze

Svenja Schulze has been Federal Minister for the Environment and Nature Conservation since March 2018. She was previously Minister for Innovation, Science and Research in the state of North Rhine-Westphalia and a member of the state parliament there. In previous positions, she was chairwoman of the Münster subdistrict and state chairwoman of the Jusos in NRW. From 2000 to 2004, she also worked as a management consultant. Schulze has been a member of the SPD since 1988 and a member of the North Rhine-Westphalia state executive board since 2017. In 2021, she will be patron of the International Cradle to Cradle Congress for the second time.

Martin Horn

Martin W. W. Horn has been Lord Mayor of Freiburg im Breisgau since July 2018. He studied International Social Work at the University of Applied Sciences in Ludwigsburg and then completed a master's degree in "European and World Politics." Until taking office in Freiburg, Horn was European and Development Coordinator for the city of Sindelfingen and, among other things, Executive Director of the European city network Eurotowns.

Prof. Dr. Claudia Kemfert

Prof. Dr. Claudia Kemfert has headed the Energy, Transport, Environment Department at the German Institute for Economic Research (DIW Berlin) since April 2004 and is Professor of Energy Economics and Energy Policy at Leuphana University. Until 2009, she was Professor of Energy Economics and Sustainability at the Hertie School of Governance (HSoG). From

2004 to 2009, she held the professorship of environmental economics at Humboldt University. In 2016, she was appointed to the German government's Council of Experts on the Environment. She was an advisor to EU President José Manuel Barroso and serves on advisory boards of various research institutions as well as federal and state ministries and the EU Commission. Kemfert has received numerous awards for her research, including the B.A.U.M Environmental Award in the science category and the Adam Smith Award for Market-Based Environmental Policy. She has published several books on energy and environmental topics, including „Mondays for Future - Freitags demonstrieren, Samstags diskutieren und am Montag anpacken und umsetzen“ in spring 2020.

Holger Lösch

Holger Lösch has been a member of the BDI's Executive Board since July 2011 and Deputy Chief Executive Officer since April 2017. Previously, he was Head of Communications and Marketing at BDI, and from 2009 also a member of the Executive Board. Previously, he held management positions at Arabella Hotel-Holding and the Schörghuber Group of Companies. Lösch also worked for several years at Bayerischer Rundfunk.

Prof. Dr. Martin R. Stuchtey

Martin Stuchtey is Professor of Resource Strategies and Management at the University of Innsbruck. He is founder and managing partner of SYSTEMIQ, a company that acts as a think tank and investor in the fields of sustainable land use, circular industrial systems and renewable energy systems to transform market dynamics and business models. Stuchtey spent 20 years as a consultant at McKinsey, most recently as director of the Centre for Business and the Environment. In 2006, he founded McKinsey's sustainability division. He is an initiator of the 2030 Water Resources Group and a long-time strategic advisor to the World Economic Forum. Stuchtey is co-initiator of the International Society for the Circular Economy, initiator of the Mainstream project at the World Economic Forum, and author of numerous publications and books, including "Towards the Circular Economy" and "A Good Disruption - Redefining Growth in the Twenty-first Century". Stuchtey received his PhD in regional economics from the Technical University of Dresden.

Thomas Fuhr

Thomas Fuhr has been Co-CEO of Grohe AG since July 2019 and has additionally been Leader Fittings at the Grohe parent company LIXIL International since April 2020. In this role, he is responsible for research & development, production and the supply chain for the fittings segment worldwide, including the GROHE brand, which launched products as Cradle to Cradle certified variants in 2021. Prior to joining Grohe in 2012, he was Vice President Mercedes-Benz USA, where he was responsible for quality, purchasing and logistics. He was also Director of Manufacturing and Quality at McLaren Automotive in the UK and General Manager Production in India. In 2019, Fuhr was awarded the Environment and Sustainability Prize of the B.A.U.M. business network in the "Large Companies" category.

Dr. Michael Karrer

Dr. Michael Karrer has been Senior Vice President Sustainability and is responsible for Environment, Health and Safety (EHS) at ZF Group since 2021. He has been with the technology and automotive supplier group since 2006 and has worked in various leadership positions for supply chain management, localization projects, and supplier management. After studying international economics at the University of Innsbruck and the Université de Louvain (Brussels), he earned his doctorate in supply chain performance management at the University of Duisburg-Essen.

Arnaud Marquis

Arnaud Marquis joined flooring manufacturer Tarkett as Vice President Hardflooring EMEA in July 2016. Previously, he worked for more than 20 years at Ahlstrom Group, a leading supplier of fiber products, in various international business functions in sales, marketing and operations. He is a graduate of Grenoble Engineering School (INPG) - Pagora and holds an Executive MBA from EM Lyon Business School.

Wilhelm Mauß

Wilhelm Mauß has been Managing Director of Lorenz GmbH & Co. KG, a leading manufacturer of measurement and pioneer of the circular economy. The smart water meters of the Swabian family-owned company enable the operation and monitoring of public supply networks and are used to control industrial plants. The mechanical and industrial engineer served for twelve years in the German armed forces. In 1994, he moved into the private sector, becoming head of sales at ZwickRoell, and in 2000 was appointed Managing Director Asia in Singapore. In 2019, Mauß was appointed to the expert panel of the "Networked Infrastructure" cluster at the Federal Environment Ministry's Water Dialogue.

Dr. Albert Dürr

Dr. Albert Dürr is Managing Partner of the Wolff & Müller Group. As the grandson of the company's founder Gottlob Müller, he is the third generation to lead the Stuttgart-based construction company. Dürr has also been President of the German Institute for Standardization (DIN) since November 2015. He is a member of the Federal Executive Committee of the CDU's Economic Council and holds various executive and supervisory board positions.

Benjamin Hein

Benjamin Hein has been Head of Circular Economy Business Unit Development at the German Institute for Standardization (DIN) since 2019. He has worked at DIN since 2005, among others, as senior team coordinator in the DIN Standards Committee for Materials Technology (NWT) and most recently coordinated the cross-cutting topic of "Additive Manufacturing" across all standards committees.

Lars Baumgürtel

Lars Baumgürtel has been the sole managing partner of the metalworking ZINQ Group (formerly Voigt & Schweitzer) since 2008. He was a member of the management board since 1992 and managing partner of Voigt & Schweitzer since 1998. He is also co-initiator of the "Power2Metal" energy project, which aims to explore the potential of hydrogen as a substitute for natural gas in metal finishing.

Dr. Patrick Bergmann

Dr. Patrick Bergmann has been Managing Director of Madaster Germany GmbH since 2020. Madaster is a global online platform that enables the circular use of products and materials in the construction industry. After studying Politics and Administrative Science at the University of Konstanz and Urban Environmental Management at Wageningen University, as well as a research stay at the University of Virginia, he wrote his dissertation on "Life Cycle Management in the Built Environment" at the Chair of Sustainability Management and Operational Environmental Economics at the Technical University of Dresden. Subsequently, he worked in the field of real estate and business valuation at PwC in Berlin and Brussels.

Dr. Anna Braune

Anna Braune initiated the German Sustainable Building Council (DGNB) in 2007 and was its founding managing director until the end of 2008. Since September 2015, she has been working for the DGNB again as Head of Research and Development and is also a DGNB auditor. In the meantime, Braune worked at the sustainability consulting and software company PE International, renamed thinkstep in 2014. As Principal Consultant, she was responsible for the "Sustainable Construction" team. From 2004 to 2007, she was a research assistant at the University of Stuttgart at the Chair of Building Physics in the department of Life Cycle Engineering. Braune studied Technical Environmental Protection at the Technical University of Berlin and wrote her diploma thesis on life cycle assessments of wastewater plants in cooperation with the École Polytechnique Fédérale de Lausanne (Switzerland).

Dipl.-Ing. Architekt Antonino Vultaggio

Antonino Vultaggio has been a partner of HPP Architekten GmbH since 2021. He is currently in charge of, among other things, the pioneering wood hybrid project "The Cradle" in Düsseldorf. Vultaggio has been with HPP since 2010, where he initially became head of design and was appointed project partner of HPP Architekten GmbH in 2012. He has been a partner since 2018. Previously, he worked at KSP Jürgen Engel Architekten, initially handling competitions, and from 2007 as deputy head.

Prof. Dr. Iris Belle

Prof. Dr. Iris Belle has been a Leading Consultant at Drees & Sommer since 2019, where she develops smart city solutions for municipalities and neighbourhood developers. She oversees the Smart City Demonstrator, a platform for vendor-independent and cross-system smart city concepts. Belle also holds a professorship at the Stuttgart University of Applied Sciences in the Smart City Solutions master's program. Prior to joining Drees & Sommer, Belle conducted research on innovation and governance in architecture and urban planning and taught as an assistant professor in Shanghai at Tongji University. She was a PostDoc at ETH Zurich and the Future Cities Lab in Singapore, where she researched material flows. Previously, Belle worked as a design architect at various architecture firms in Beijing, and as Event Director of the Beijing Architectural Design Institute. Belle holds a PhD in Geography from the University of Heidelberg and a Diploma in Architecture from the Karlsruhe Institute of Technology.

Lorena Zangl

Lorena Zangl has been working for C2C NGO since 2017. Since 2020, she has been responsible for the Urban Development department of the NGO and, in this capacity, oversees the "C2C Regions Network". She is also responsible for the development of a guide for municipal procurement and C2C. She studied "Political & Social Studies" and "Public Law" at the University of Würzburg and completed a Master's degree in Global Change Management at the University for Sustainable Development in Eberswalde. Previously, she gained work experience in the foundation sector, various environmental and social NGOs and federal politics.

Gerald Babel-Sutter

Gerald Babel-Sutter is CEO of the Urban Future Global Conference, which he founded in 2014. The annual event is the largest European conference on sustainable cities. Previously, Babel-Sutter initiated and accompanied change processes for various companies in Germany, the USA, India and China, including Deutsche Post, Steiner Optik and Thyssen

Elevators. He studied at Karl Franzens University in Graz, Montclair State University, New York University and Harvard Business School in the USA.

Ashleigh McLennan

Ashleigh McLennan has worked for ICLEI - Local Governments for Sustainability since 2016, where she works directly with cities, governments and European institutions to support the transition to a sustainable, circular economy. The focus of her work is on using public procurement as a tool to achieve policy goals and incentivize market change. She has authored several EU Commission guidance documents on public procurement, including "Buying Social", "Making Socially Responsible Public Procurement Work", and "Public Procurement for a Circular Economy". Prior to joining ICLEI, McLennan worked for the Scottish Council for Development and Industry focusing on the circular economy, skills development and procurement reform.

Dr. Klaus von Zahn

Klaus von Zahn has been Head of the Environmental Protection Agency of the City of Freiburg and 1st Operations Manager of the waste management company since 2014. The Environmental Protection Agency is involved in all environmentally relevant issues of the city of Freiburg, initiates projects and manages the cross-cutting task of climate protection for the entire city. Previously, von Zahn worked for more than twenty years in the environmental and planning administration of the state capital Düsseldorf. After working in the environmental regulatory authority, he was active in the field of environmental planning, where he coordinated environmental impact assessments (EIA) for planning and projects in particular. After completing a part-time doctorate at the Technical University of Dortmund in the field of "spatial planning" and moving to the Düsseldorf city planning office, he headed the "urban development" department there and then the Environmental Office of the city of Düsseldorf with responsibility for climate protection, environmental planning and the waste management sector.

Stephan Ketterer

Stephan Ketterer has been responsible for Business Development at Deutsche Lichtmiete AG since 2019. The company from Oldenburg in Lower Saxony is a pioneer and market leader for Light as a Service in German-speaking countries. The graduate architect has been working for internationally renowned innovative companies for more than 15 years, including system provider Schüco and Vorarlberg-based lighting specialist Zumtobel.

Marcel Gröpler

Since 2009, Marcel Gröpler has been head of the Green Building department at the Lindner Group, which manufactures, among other things, Cradle to Cradle-certified products for interior construction. Before that, the graduate civil engineer gained several years of professional experience in construction site controlling and site management.

Mansoor Bilal

Mansoor Bilal serves as Vice President Marketing, Research & Innovation for the Pakistani textile company Soorty Enterprises Pvt.Ltd. Prior to joining Soorty in 2007, he served as General Manager Marketing at Attires Marketing. With Soorty Enterprises, Bilal is now advancing Cradle to Cradle in the textile industry. The manufacturer's denim products are Cradle to Cradle Gold certified.

Dr. Susanne Kadner

Susanne Kadner initiated the Circular Economy Initiative Germany (CEID) at acatech (German Academy of Science and Engineering). She is the Managing Director of the publicly and industrially funded initiative, which aims to demonstrate the transition to a resource-efficient and digitally supported circular economy. Prior to CEID, Kadner worked for 10 years at the Potsdam Institute for Climate Impact Research as scientific director and as deputy director of the UN Intergovernmental Panel on Climate Change (IPCC). In this capacity, she co-authored and led, among others, the 5th Assessment Report, which provided the scientific basis for the Paris Agreement of the United Nations Framework Convention on Climate Change. Kadner studied oceanography at the University of Southampton and received her PhD in analytical chemistry and marine microbiology from the University of East Anglia.

Dr. Henning Wilts

Henning Wilts has been head of the Circular Economy Department at the Wuppertal Institute for Climate, Environment and Energy since 2018. He has been working there, with a short interruption, since 2009 and focuses on transformation processes towards a circular economy as well as resource efficiency. Wilts also teaches Resource Economics at the University of Wuppertal and has held a lectureship at the Technical University of Darmstadt in the fields of Sustainable Infrastructures and Urban and Regional Environmental Planning. He is on the List of Academic Experts of the Science and Technology Options Assessment (STOA) Committee of the European Parliament and is part of the Expert List of the European Topic Centre on Waste and Materials in a Green Economy. He also serves as an expert reviewer for OECD, GIZ and OVAM. Wilts received his PhD in waste management infrastructure planning from the Technical University of Darmstadt.

Rita Schwarzelühr-Sutter, MDB

Rita Schwarzelühr-Sutter was Parliamentary State Secretary to the Federal Minister for the Environment, Nature Conservation, Building and Nuclear Safety from 2013 to 2018 and was reappointed as Parliamentary State Secretary to the Federal Minister for the Environment, Nature Conservation and Nuclear Safety in March 2018. Since 2014, she has also been Chairwoman of the Board of Trustees of the Deutsche Bundesstiftung Umwelt, a member of the SME Council of the Kreditanstalt für Wiederaufbau (KfW) and Chairwoman of the Supervisory Board of the Gesellschaft für Anlagen- und Reaktorsicherheit (GRS mbH). She previously worked as a management consultant and from 2008 to 2009 headed the "Sustainable Mobility" working group of the SPD party executive committee. Schwarzelühr-Sutter has been a member of the Baden-Württemberg SPD state executive board since September 2007 and has been a member of the German Bundestag since 2005.

Anna Cavazzini

Anna Cavazzini was elected to the European Parliament in 2019 for Bündnis 90/Die Grünen. Since November 2020, she has been the Chair of the Internal Market and Consumer Protection Committee, and is also a substitute member of the International Trade Committee. In the European Parliament, she advocates for fair globalization and fair world trade, and in the Internal Market Committee she campaigns for high social-ecological product standards on the European market. Cavazzini has previously worked for various organizations, such as Brot für die Welt, Campact, the German Foreign Office and the UN on the topics of fair globalization, trade policy and sustainable development.

Michael Braungart

Michael Braungart is Professor of Cradle to Cradle & Eco-Effectiveness at Leuphana University Lüneburg. Together with William McDonough, he developed the Cradle to Cradle concept in the late 1990s. Together they published the book *Cradle to Cradle: Remaking the Way We Make Things* in 2002. Braungart studied chemistry and process engineering and earned his doctorate in chemistry at the University of Hanover. In the 1980s, he became involved with the environmental organization Greenpeace and helped to set up its chemistry department in 1982, which he headed in 1985. Braungart is managing director of the Environmental Protection Encouragement Agency Internationale Umweltforschung GmbH in Hamburg (EPEA) and scientific director of the Hamburg Environmental Institute. He also sits on the advisory board of C2C NGO.