

Welcome Second meeting Cradle to Cradle Islands Runde



WEDNESDAY, 7 October 2009

Location: Runde Environmental Centre

Chairman: Lise Chapman



8.00

Breakfast

9.00 – 10.00

Welcome by Lead Partner

Welcome by Runde Environmental Centre & Introduction Runde – guided tour of building

10.00-10.30

Coffee/Tea break

10.30 – 12.30

Results questionnaire development & discussion theme Energy

- Aalborg University & Delft University of Technology
- example showcases E-mobility Wadden islands & select icon projects

12.30 – 13.30

Lunch break

13.30 –
15.30

Results questionnaire development & discussion theme Materials/G2C concept

- Mrs Katja Hansen, EPEA
- example showcases Runde & select icon project

15.30 – 16.00

Coffee/Tea break

16.00 – 18.00

Miniworkshop on Sustainable Island Tourism, led by Karina Fürst

19.00

Diner (including guests)

20.30

Open C2C Film presentation with local guests Runde – islanders meet islanders

Development cluster water



- **General program**
- **Thursday, October 8, 2009**
- 9.00-9.20 Results questionnaire development theme Water
- Heleen Sombekke-Wetsus
- 9.20-9.30 General introduction workshop program (Eri Salomé-Vitens)
- 9.30-9.50 Introduction workshops by the workshop leaders (4 * 5 min)
- 1: Implementation of water saving measures (technical/behaviour) (workshop leader: Eri Salomé-Vitens)
- 2: Re use “natural” water on small scale (water butt f.e.) and large scale (hydrological scale, ASR/RRI systems) (workshop leader: Arjen Kok-Vitens)
- 3: Re use of “waste water” on small scale (separation at source/grey water/black water) and large scale (effluent WWTP) (workshop leader Silke Bucker-OOWV)
- 4: Innovative water technologies (water from wind/sea etc) (workshop leader: Heleen Sombekke-Wetsus)
- 9.50-10.00 Each participant select workshop: 1st choice and 2nd choice
- 10.00-10.30 Break
- 10.30-11.10 Continuation workshops
- 11.10-11.30 Results of workshops in plenary session, including follow-up (appointments)

Thursday, 8 October 2009

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8:00	Breakfast
9.00 – 10.00	Results questionnaire development theme Water <ul style="list-style-type: none">• Mrs. Heleen Sombekke, Wetsus Result Questionnaire• Arjen Kok, Eri Salome .technical solutions• Discussion in 3 groups next steps for each partner
10.00-10.30	Coffee/Tea break
10.30 – 11.30	<i>Session continued from above</i>
11.30 – 12.30	STEERING GROUP <i>(maybe in the morning)</i> The interreg project Lead Partner planning, organisation, finances, communication, practical information Hans, Anne, Albert Steering Group session (the coordinator of each partner is invited for this meeting to discuss the management of the project)
12.30 – 13.30	Lunch break
13.30 – 14.30	STEERING GROUP <i>continued</i>
14.30 – 18.30	Sightseeing on Runde and beyond; three suggested groups <ul style="list-style-type: none">• Walking tour: kelp 'factory' in Goksøy and Guided Hike to Bird Cliff• Boat Tour to wave power plant and bird cliff (possibly ROV demonstration) - weather permitting• Bus tour to some relevant businesses in the region (e.g. water – Jets (vacuum toilet company), energy – Rolls Royce Marine, materials – Ship owners, dockyard)
20.00	Diner with some local entertainment



- exchange visit EPEA Hamburg
- exchange visit Spiekerroog
- EPEA Rotterdam
- Congres Joint Actions Aalborg
- Annual meeting Interreg Egmond aan Zee
- exchange visit TU Delft
- Lead Beneficiair Interreg Antwerpen



- Newspoort associated press >100 Publications
- Startmeeting >30 publications



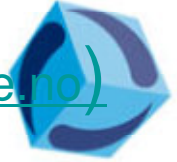
RESULT

- Islands as catalysts for new developments & testing ground for sustainable innovations
- Pilot projects C2C/water/energy/material
- Developed & implemented C2C methodology for islands
- Set-up of incubator centres on the partner islands
- Created network of islands



Thursday, 8 October 2009

Location: Runde Environmental Centre, Runde, Norway (www.rundecentre.no)



Timeschedule: 11.30 - 14.30

- **Draft Agenda Steering Group**
- Opening
- Completing the agenda
- Looking back at the event
- Financial matters
- Communication Plan
- First Progress Report
- Minutes steering group 26 February 2009
- Planning and Arrangements for the next meetings
- Any other business
- Closing



COMMUNICATIONS IS A BUSINESS TOOL

- Well communicated projects **attract [more] external funding** and **attract talent**,
- There is a strong connection between well communicated projects & successful projects.



Draft communication plan

- Spread out information
- Generate enthusiasm in several ways
- Create basis for the implementation
 - C2C, water, energy, mobility



- *The Cradle to Cradle Islands project works through the implementation of innovations to a clean and healthy future for the islands in the North Sea region.*



- The **Lead Partner** takes care of the **communication on a central level**
- **Project partners** local- and regional **target groups**



- Website (target: 1;; Lead Partner)
- Virtual Project Office ??
- Flyer (target: 8; LP, partners)
- Brochure (target: 1; LP, partners)
- Newsletter (target: 6; LP, partners)
- Web videos (target 1;
- Banners
- Press release (target: 75; partners)
- Scientific articles (target: 10; partners)
- Reporting (target 7; Lead Partner en partners)



- **NEW MEDIA IS A WIDELY USED TERM FOR WEB BASED MEDIA TOOLS AND TECHNOLOGIES.**

Key characteristics

- Digital,
- Computerised and/or, Networked.

Another important new media concept: WEB 2.0 (wikipedia)

- User-designed and/or made,
- User-controlled,
- Interactive.



First progress report

- Invitation to partners (2 september)
- Partners sends activity report to LP (before 23 October)
- Lead Partners finalize activity report
- Lead Partner send activity report to JTS (end October)



Activity report 1

1 Januari – 30 September

- **Work packages and activities**
- **ensured transnationality**
- **Knowledge transfer links**
- **promoting innovation**
- **Publicity & details**
- **Indicators**
- **Enclosures**

