

CALL FOR CONTRIBUTIONS CRADLE TO CRADLE INNOVATION RESEARCH COMMUNITY

KICK OFF EVENT ON 20TH OCTOBER 2017
@ LÜNEBURG, GERMANY



Present your latest research



Map the current cradle to cradle research landscape



Define future research questions & find collaborators

Submission deadline: 20th September 2017 [extended]

Notification of acceptance: 27th September 2017

We are inviting researchers who have engaged in scholarly research on the cradle to cradle (c2c) product certification standard. Our aim is to connect relevant researchers from the areas of innovation management, product design, quality management and sustainability management in order to build a platform for scientific exchange. Our goal is to contribute to the scientific progress of c2c as an emerging research field with particular emphasis on related product design processes, innovation processes in organisations and value networks, business modelling (incl. product service systems) and sustainability management practices (e.g. eco-labelling). We are especially interested in empirical research (quantitative, qualitative, case studies) to advance these goals.

Submission details:

- Please hand in a 1-page summary of your current research using [our poster template](#)
- Submit the [online registration form](#)

Academic lead: Prof. Dr. Cornelius Herstatt, Prof. Dr. Erik G. Hansen, Prof. Dr. Dominik Walcher. Organisational team: Susanne Mira Heinz, Viktoria Drabe

*The cradle to cradle Congress 2017 organised by the cradle to cradle association takes place on the next day, 21. October 2017 at Leuphana University of Lüneburg: Separate registration and [ticket](#) required.

PRELIMINARY SCHEDULE

- 12:30
– arrival and joint lunch
- 13:30
– get to know each other
- poster trail with interactive presentations
- workshop on potential future research and competencies map
- 17:30
- 18:00
– *optional (c2c Congress*)*: keynote speech by Prince Carlos, Dutch Royal Family
- 20:15
– get together dinner in the old town
- optional: c2c Congress* on 21. Oct 2017*

[APPLY HERE](#)



Technology and
Innovation Management
at Hamburg University
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In coordination with*

