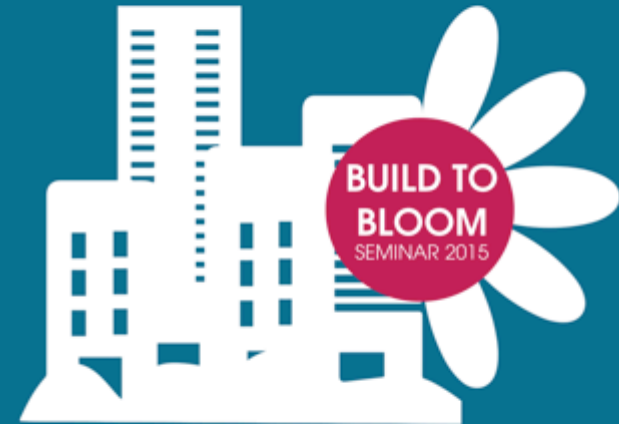


# BUILD TO BLOOM

## SEMINAR 2015



JUNE 17, 2015 1PM - 6PM  
FOX THEATER  
PARK 20 | 20 HOOFFDORP



CRADLE TO CRADLE  
PRODUCTS  
INNOVATION  
INSTITUTE



## **ROY VERCOULEN**

**CRADLE TO CRADLE  
PRODUCTS INNOVATIONS INSTITUTE**

Roy Vercoulen is the Institute's Vice President and head of European Operations. Prior to joining the Cradle to Cradle Products Innovation Institute in 2012, Roy established the C2C ExpoLAB Foundation, leading a team of specialty advisors enabling clients to accelerate innovations through implementing the vision of Cradle to Cradle.

## PROGRAM

14:00

### Welcome & Agenda

Roy Vercoulen, C2C Pll Vice President & Head of European Operations

14:15 - 14:45

### The importance of health and safety in buildings

Bridgett Luther, President C2C Pll

Annemarie van Doorn, Director Dutch Green Building Council

Stacy Glass, Vice President Built Environment C2C Pll



14:45 - 15:15

### Google's Healthy Materials Program

Anthony Ravitz, Green Teamlead,

Real Estate & Workplace Services Google



- BREAK -

15:30 - 16:00

### Innovation Story: Roma Paint "Changing the world of paint"

Christopher Lewis, President/CTO Roma Paint



16:00 - 16:30

### Creating business parks of the future: the key role of health and safety

Coert Zachariasse, CEO Delta Development Group

16:30 - 17:00

### Closing remarks & panel discussion

17:00-18:00 Drinks





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MAKING URBAN  
ENVIRONMENTS  
SUSTAINABLE

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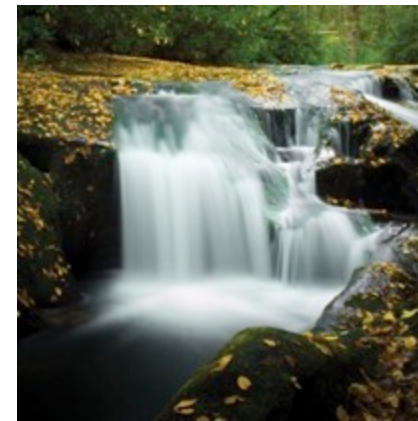
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TURN THE MAKING  
OF THINGS INTO A  
POSITIVE FORCE  
FOR PEOPLE AND  
THE PLANET

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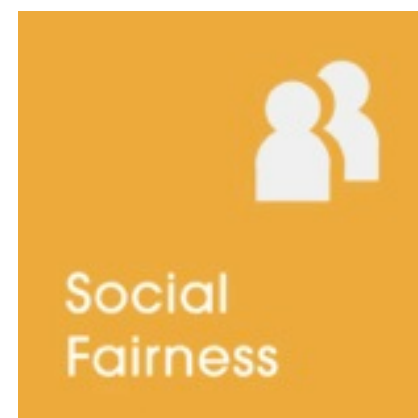
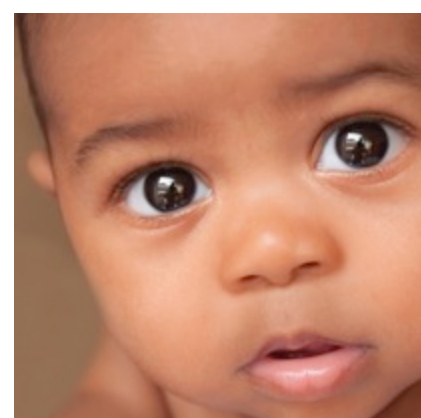


# MULTI-ATTRIBUTE ASSESSMENT & CERTIFICATION



## DESIGN

- CLEAN INGREDIENTS PERPETUALLY CYCLED



## MANUFACTURE

- RESPECT FOR HUMANS AND THE ENVIRONMENT



## **STACY GLASS**

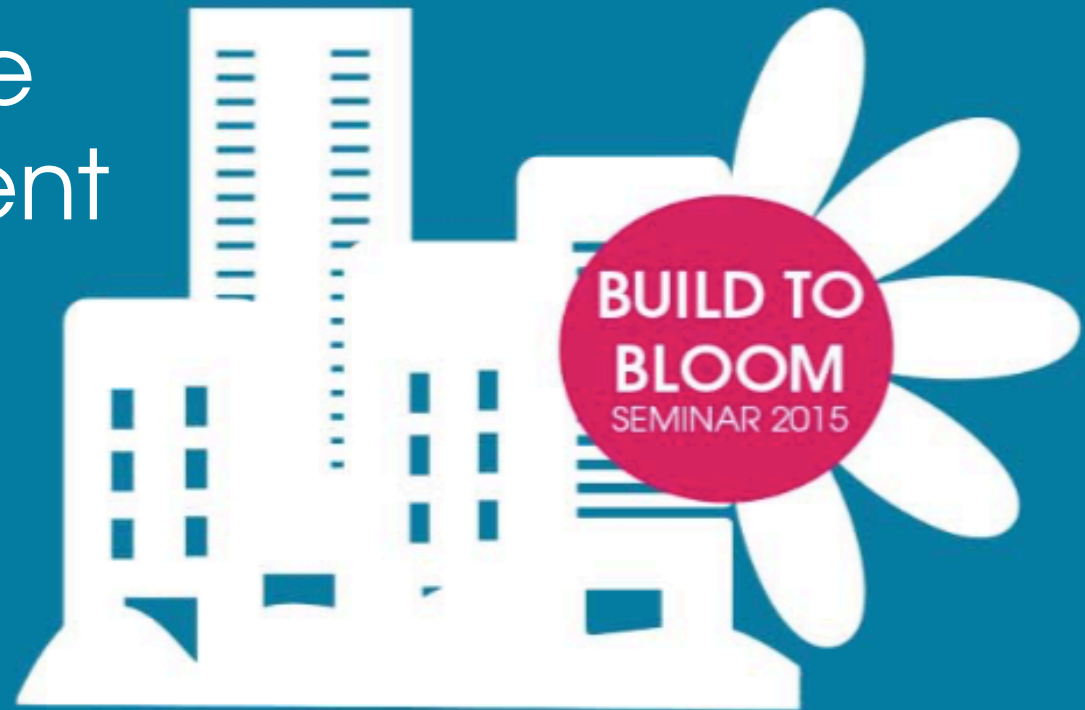
**CRADLE TO CRADLE**

**PRODUCTS INNOVATIONS INSTITUTE**

Stacy Glass is the Vice President for the Built Environment, she is responsible for outreach, engagement, and education of architects, designers, manufacturers, and standards programs, such as LEED. Stacy Glass has spent the past 20 years working with private industry, the nonprofit sector and government organizations to develop and execute startup strategies for businesses and social enterprises.

# The Importance of Health in the Built Environment

A POLICY  
PERSPECTIVE







**Dan Probst, Chairman of Energy & Sustainability Services**

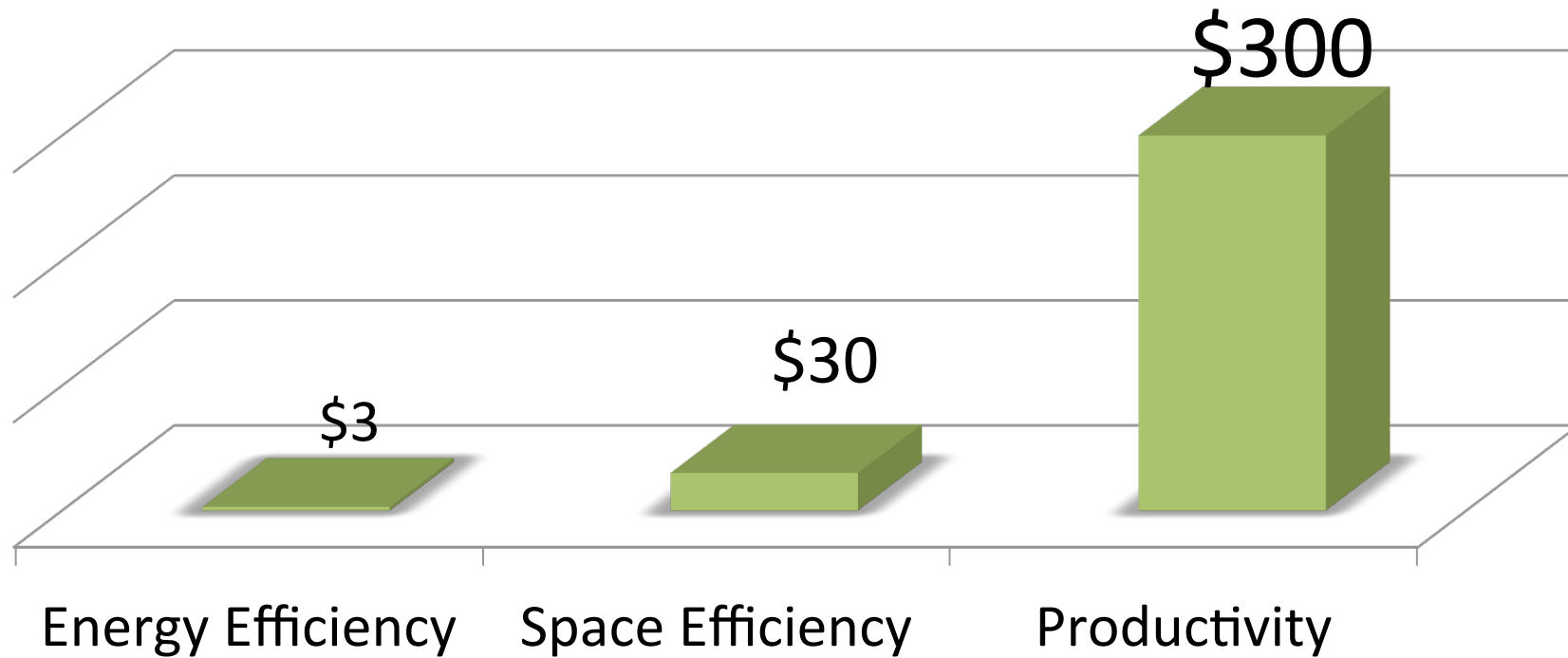
**Jones Lange LaSalle (JLL)**

3 billion sq. ft. under management

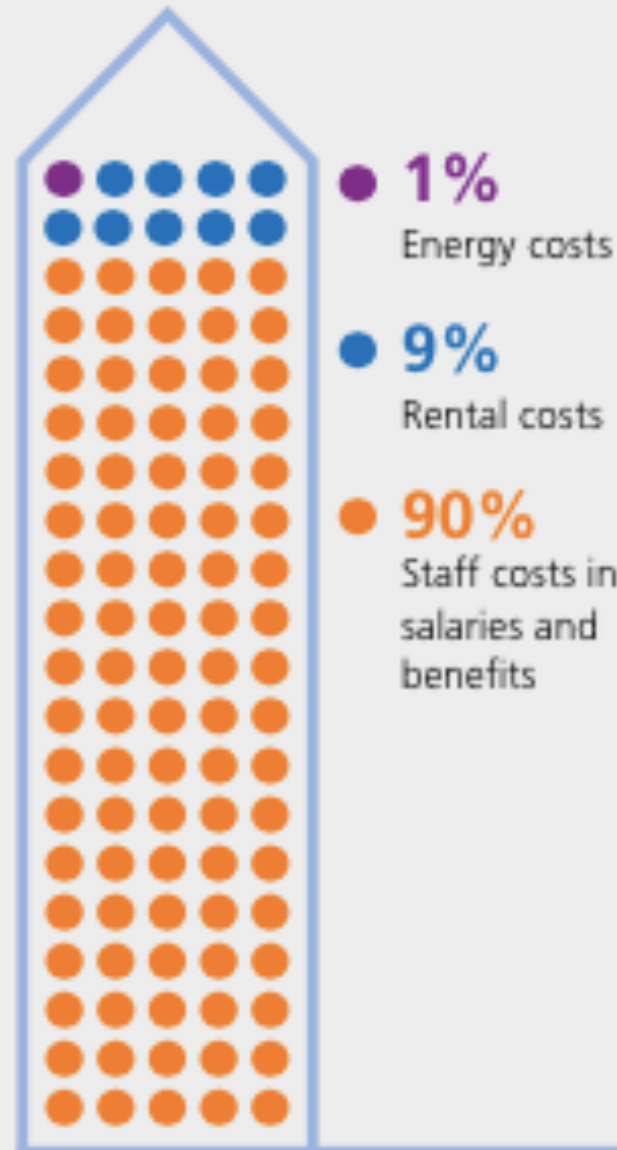
\$22 billion value

### **JLL Value Add to Clients**

per Sq.Ft.



# Typical business operating costs<sup>1</sup>



## 10% Variation

A 10% variation applied equally to each cost has a far from equal impact

**+/- 0.1%**

Energy costs

**+/- 0.9%**

Rental costs

**+/- 9.0%**

Staff costs

Health, Wellbeing &  
Productivity in Offices  
The next chapter for  
green building  
September 2014



Just because

“anything can you”

doesn't mean  
buildings should

# The Importance of Health in the Built Environment

## A POLICY PERSPECTIVE



**ANNEMARIE  
VAN DOORN**  
DUTCH GREEN  
BUILDING COUNCIL



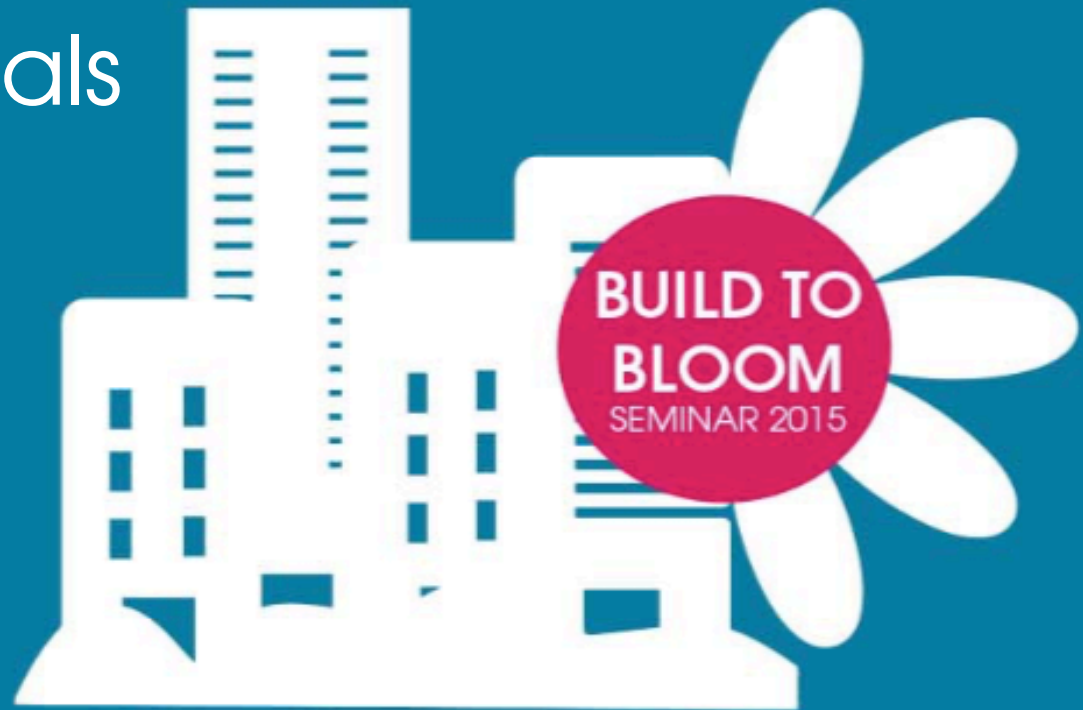
**BRIDGETT  
LUTHER**  
CRADLE TO CRADLE  
PRODUCTS  
INNOVATION INSTITUTE



**MARTIN  
MOOIJ**  
DUTCH GREEN  
BUILDING COUNCIL

# Implementing a Healthy Materials Program

THE GOOGLE  
JOURNEY





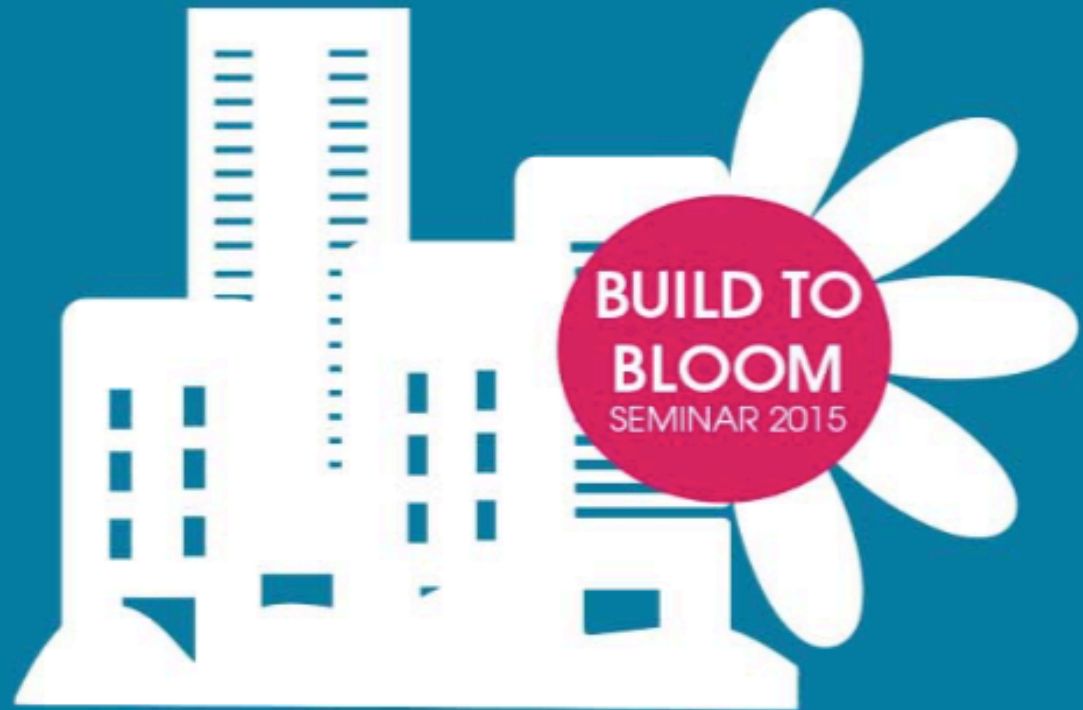
# ANTHONY RAVITZ

## GOOGLE

Anthony Ravitz leads Google's Real Estate & Workplace Services (e)Team, spearheading strategy on environments, experience and ecology across the company's global real estate portfolio. His team integrates Google's values in design, construction and operations at all scales to create places where people and planet thrive. They seek to drive learning and innovation through the organization and to bridge the gap between research and implementation in the science of healthy and high performance environments. Since joining Google in 2006, Anthony's experience includes projects ranging from renovation to master planning, facilities operations, and establishing Google's programs for creating healthier and more sustainable workplaces. Anthony earned his bachelor's degree in civil engineering from Stanford University.

Changing the  
World of Paint

THE ROMA  
INNOVATION  
STORY





INVENTORY

SCREEN

ASSESS

OPTIMIZE

- Inventory – What’s in it?
  - Depth of inventory
- Screen – What’s not in it?
  - Lists of know problematic chemicals
- Assessment – What are the impacts?
  - Human and environmental end points
  - Hazard, exposure, risk
- Optimize – designed to pose no risks
  - Redesign, reformulate, innovate

CRITICAL  
STEPS TO  
DETERMINE  
MATERIAL  
HEALTH





Volatile Organic Compounds (VOC's)



Semi-volatile Organic Compounds (SVOCs)



# CHRISTOPHER LEWIS

## ROMA

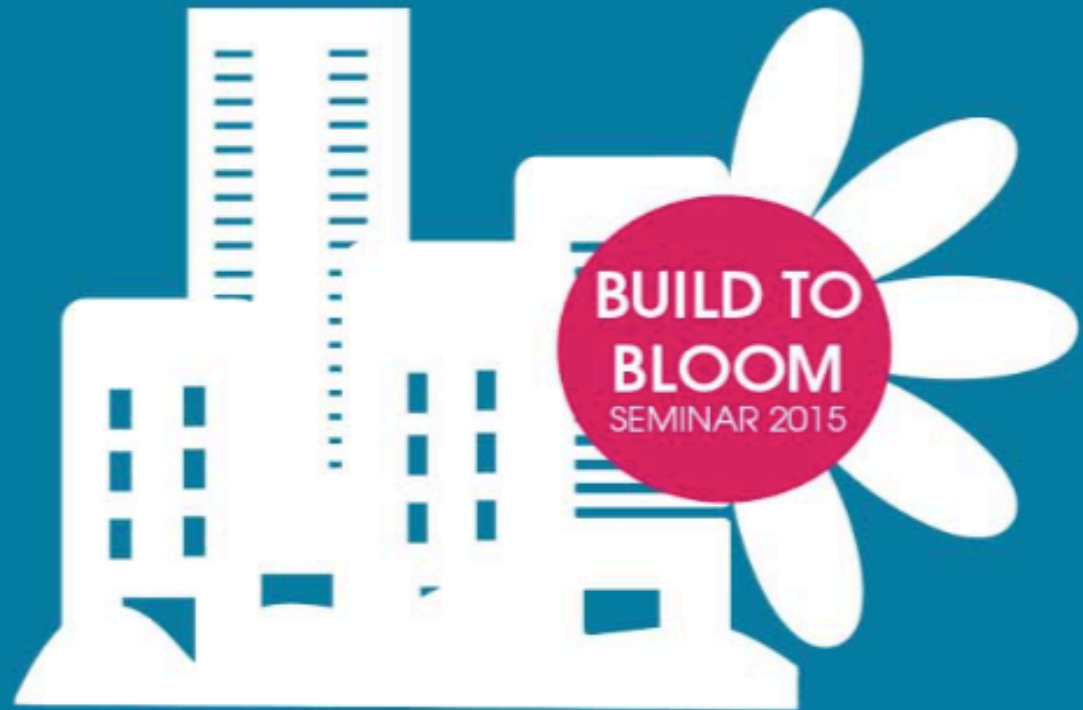
Christopher is an international serial entrepreneur, who has founded and/or exited companies in the Building, Design and Paint industries.

In Christopher's current role as President and Chief Technology Officer of Roma, he heads up the R&D for paint, plasters & cements as well as managing the Company's marketing strategy and 3rd party product certifications. He also manages the training and education of products for clients and customers.

Just prior to founding Roma Paints, Christopher served as Founder and CEO of HouseWorks Construction, a design/build firm of high end homes. He exited the company in 2008 to launch his current venture.

Creating  
business parks  
of the future

HEALTH &  
SAFETY AT  
PARK 20 | 20





## **COERT ZACHARIASSE**

### **DELTA DEVELOPMENT GROUP**

Coert Zachariasse, Owner and CEO of Delta Development Group, was selected as “the most influential person in the sustainable construction and real estate in the Netherlands” during Dutch Green Building Week 2013.

Delta Development Group is an independent, privately owned Dutch real estate development and investment company. Coert and Delta Development Group collaborated with William McDonough + Partners on the award-winning master plan design and subsequent architecture projects at Park 20 | 20, the Netherlands’ first Cradle to Cradle inspired development.