

THE RSI FOUNDATION

A New Approach to Innovation and Quality in the Building Industry



STICHTING ROTTERDAM
SUSTAINABILITY INITIATIVE

ABOUT US...

Stichting Rotterdam Sustainability Initiative (RSI) is a non-profit foundation established to stimulate sustainability primarily through education and research in the field of Cradle to Cradle[®], energy and CO₂ management. Its mandate and membership reach far beyond the city of Rotterdam and has potentially European eradiation.

MISSION, GOALS AND STRATEGIES

The mission of the RSI Foundation is to promote sustainability primarily through education and research in the fields of Cradle to Cradle®, exergy and CO₂ management.

RSI has set a number of institutional goals: *i)* establishing a university chair in cooperation with universities in The Netherlands, *ii)* contributing to Master of Science programmes at Erasmus and Delft University of Technology in which Cradle to Cradle® plays a crucial role and *iii)* promoting exergy research at the Delft University of Technology.

Furthermore RSI wants to stimulate the formation of a knowledge base for Cradle to Cradle® criteria and methods in the built environment within the Netherlands with potentially a European eradication.

To achieve its mission RSI is using these strategies:

Quality Assurance Strategy: Develop a set of quality assurance criteria that can be used by auditors and are narrowly designed to allow auditors to verify that Cradle to Cradle® certified activities are accurately implemented.

Innovation Strategy: Keep Cradle to Cradle® innovation methods practical and dynamic yet consistent by working with governments, companies, architects, engineers and suppliers and other stakeholders.

Independence Strategy: To prevent conflict of interest, RSI works through the academic community to develop, optimise and maintain Cradle to Cradle® criteria and methods.

Stakeholders: The knowledge base is intended for use by 1) auditing organisations who are verifying claims about Cradle to Cradle® products and processes, 2) companies and governments working in the built environment who want reliable information on Cradle to Cradle®. The knowledge base is distinct from Cradle to Cradle® certification criteria. RSI does not certify products or services.

OPERATIONAL STRUCTURE

RSI has no staff and instead its resources go into supporting defined Cradle to Cradle® work at other institutions. To achieve the mission and goals along the stated strategies, RSI focuses on these mechanisms:

- 2008-09: Implementation of a University Chair. Prof. Dr. Michael Braungart has been appointed by RSI to the position of Chair for Cradle to Cradle® in relation to sustainable system innovations and transitions in theory and in practice. The Chair is currently based at the Dutch Research Institute for Transitions (DRIFT) at Erasmus University, and collaborates with the Technical University at Delft as well as other academic institutions. Start of research activities as defined under Programme Goals.
- 2008-09: RSI board representing top management of government and companies, which itself helps to accelerate innovation across sectors.
- 2009-10: Scientific and Technical Working Group chaired by Cradle to Cradle® founders and comprised of advisory board experts from the building, landscaping, materials, energy, water, infrastructure, and chemicals sectors. This is the “work horse” of the RSI programme.
- 2009-11: Technical round tables for companies and governments. A first round table is scheduled for the role of algae in high performance systems for wastewater, CO₂ management, biofuels, and biopolymers.
- 2009-11: Internships for students who actively participate in developing Cradle to Cradle® methods. Many internships have already been established and students have been placed in the floor coverings, recycling, furniture and other industries.
- 2010-11: Web-based interactive knowledge base of Cradle to Cradle® methods and criteria.

UNIVERSITY PROGRAMME

In order to pursue the mission and goals of the RSI foundation, the following programme goals of the university Chair have been established in accordance with the defined strategies.

Programme Goals:

- 2009 priority: Cradle to Cradle® quality assurance auditing criteria such as Key Performance Indicators that let auditors help companies make sure Cradle to Cradle® is applied as intended. Deliverable; Provide various European-based auditing firms with criteria that let them verify Cradle to Cradle® activities in organisations.
- 2009-10 priority: Cradle to Cradle® principles for buildings, area development and infrastructure & transport. Emphasis on Total cost of ownership/LCC approaches. Deliverables; Describe how LCC enhances Cradle to Cradle® in new or renovated buildings. Apply Cradle to Cradle® to a road construction project.
- 2009-11: Cradle to Cradle® procurement and purchasing criteria for products frequently used in the built environment, with an early focus on government procurement. Deliverable; evaluate Dutch government criteria for procuring products.
- 2009-10: Cradle to Cradle® systems for biodiversity, biomass and topsoil production in the built environment. Deliverable; Round Table on algae for CO₂ capture, biomass production and topsoil preservation.
- 2010: Cradle to Cradle® criteria for “defined use periods” so recycled raw materials have dependable availability for their users. Deliverable; Describe defined use periods for structure, exterior skin, and moveable contents.
- 2010: Inventory of Cradle to Cradle® systems to make sites and structures positive generators of energy, clean air and water. Deliverables; Describe exergy as a way to improve effectiveness of energy generation and use. Describe Cradle to Cradle® systems integration for energy, clean air and water.
- 2010-11: Supply chain management criteria for Cradle to Cradle® building products and movables. Deliverable; case study on supply chain management innovations in construction materials recycling.



BENEFITS TO JOINING

RSI is the only organisation with a mix of government, corporate and academic players focussed on Cradle to Cradle® in the built environment.

Due to its special mix RSI has the capacity to work closely with the industry and government on practical Cradle to Cradle® criteria. Due to those benefits, organisations that join RSI gain early access to these important developments:

- Being on the cutting edge of Cradle to Cradle® criteria for the built environment.
- Being part of a network that integrates criteria across industries, resulting in new partnerships.
- Getting regular briefings on new technologies being considered for Cradle to Cradle® applications. And copies of articles being submitted for publication. Accessibility to Cradle to Cradle® founders who collaborate with RSI.
- Early warning of new risks in the built environment.
- Protecting your organisation's interest in Cradle to Cradle® quality assurance, so the methodology will stay strong and not be diluted by imitations.
- RSI has appointed to its academic Chair one of the founders of the Cradle to Cradle® methodology

HOW TO JOIN

RSI wants you! Only through a co-operation is it possible to accelerate eco-effective buildings and sites.

All listed benefits to joining are obtained through a 10 K€/year flat membership fee.

If you have specific R&D questions regarding Cradle to Cradle® or you want to influence the research programme, RSI can make a tailor-made package based on your needs, requirements and financial possibilities.

RSI is looking for European organisations who want to be winners in the new paradigm by using Cradle to Cradle® innovation and quality.

For more information: RSI invites top management representatives to contact RSI Chairman Jan Bout (j.bout@royalhaskoning.com)

LAUNCHING MEMBERS:



**Cradle to Cradle® is a registered mark of McDonough Braungart Design Chemistry.*