



03/01/2012

# Press release

## FEMCIDI: Cradling Ecuador's production sector to sustainability



**Closed Loop Cycle Production**  
in the Americas

**Ecuador** has a very vibrant economic sector whereby more than 50% of economic activities are performed by Small and Medium Size enterprises, which represent a significant fraction of the labor force in the country. The Organization of American States Partnership for Development Fund (FEMCIDI) served as a critical step for the launch of the **"Closed Loop Cycle Production in the Americas Initiative"**, where an innovative business development instrument, known as the Cradle-to-Cradle (C2C) design, is introduced to facilitate the transition towards sustainable production in the manufacturing sectors in the Americas.

**Consumption Products**  
.Biological Nutrients.

**Service Products**  
.Technical Nutrients.



**The seed funding** received from FEMCIDI led to joint efforts with the Energy and Climate Partnership of the Americas (ECPA) in aiding the Ministry for Coordination of Production, Employment and Competitiveness (MCPEC) of Ecuador in establishing a foundation for long term productive development where Ecuadorian SMEs become and remain competitive by applying the **C2C design philosophy** in their manufacturing activities.



**The idea behind the C2C product design** and manufacturing methodology is to focus on designing products in such a way that through the complete lifecycle they do not lose their value or functionality. C2C rationalizes the use of materials and resources to increase the potential for a product to be used again and to re enter the production cycle with a greater or comparable value to the original.

**According to the Production Agenda** by the Ministry of Industries and Production of Ecuador, SMEs have significantly lower productivity in comparison

to larger enterprises. Therefore, given the Initiative's objectives in creating awareness and building capacity in the field of C2C to increase productivity of SMEs, these smaller enterprises in Ecuador will be able to increase profits through structural cost savings and enhanced marketability of their products.



The parts of the C2C Certified Celle chair can be easily split to bring them back to the biosphere and the techno sphere (Source: <http://www.bluehaired.com/2009/12/cradle-to-cradle-hype-or-hope/>)