

William McDonough Cradle To Cradle

william mcdonough cradle to cradle: Cradle to Cradle William McDonough, Michael Braungart, 2010-03-01 A manifesto for a radically different philosophy and practice of manufacture and environmentalism Reduce, reuse, recycle urge environmentalists; in other words, do more with less in order to minimize damage. But as this provocative, visionary book argues, this approach perpetuates a one-way, cradle to grave manufacturing model that dates to the Industrial Revolution and casts off as much as 90 percent of the materials it uses as waste, much of it toxic. Why not challenge the notion that human industry must inevitably damage the natural world? In fact, why not take nature itself as our model? A tree produces thousands of blossoms in order to create another tree, yet we do not consider its abundance wasteful but safe, beautiful, and highly effective; hence, waste equals food is the first principle the book sets forth. Products might be designed so that, after their useful life, they provide nourishment for something new-either as biological nutrients that safely re-enter the environment or as technical nutrients that circulate within closed-loop industrial cycles, without being downcycled into low-grade uses (as most recyclables now are). Elaborating their principles from experience (re)designing everything from carpeting to corporate campuses, William McDonough and Michael Braungart make an exciting and viable case for change.

william mcdonough cradle to cradle: Cradle to Cradle Michael Braungart, William McDonough, 2009-01-29 Recycling is good, isn't it? In this visionary book, chemist Michael Braungart and architect William McDonough challenge this status quo and put forward a manifesto for an intriguing and radically different philosophy of environmentalism. Reduce, reuse, recycle". This is the standard "cradle to grave" manufacturing model dating back to the Industrial Revolution that we still follow today. In this thought-provoking read, the authors propose that instead of minimising waste, we should be striving to create value. This is the essence of Cradle to Cradle: waste need not to exist at all. By providing a framework of redesign of everything from carpets to corporate campuses, McDonough and Braungart make a revolutionary yet viable case for change and for remaking the way we make things.

william mcdonough cradle to cradle: The Upcycle William McDonough, Michael Braungart, 2013-04-16 From the authors Cradle to Cradle, the next step, in how society must change the way it uses resources. Drawing on the lessons gained from 10 years of using the cradle-to-cradle concept, McDonough and Braungart envision the next step in the solution to our ecological crisis.

william mcdonough cradle to cradle: Environmentally Responsible Design Louise Jones, 2012-07-19 At last, there's an authoritative guide to help interior designers apply green- building and sustainability applications to their environments. Sustainable Interior Design expertly introduces the principles of environmentally responsible design for interior environments. This useful reference provides beginning designers and experienced professionals alike with a comprehensive survey that coverers everything from theoretical approaches to current practices. It helps designers understand the environmentally responsible approach and make design decisions that are ethical and do not harm the world?s environment.

william mcdonough cradle to cradle: The Shape of Green Lance Hosey, 2012-06-11 Does going green change the face of design or only its content? The first book to outline principles for the aesthetics of sustainable design, The Shape of Green argues that beauty is inherent to sustainability, for how things look and feel is as important as how they're made. In addition to examining what makes something attractive or emotionally pleasing, Hosey connects these questions with practical design challenges. Can the shape of a car make it more aerodynamic and more attractive at the same time? Could buildings be constructed of porous materials that simultaneously clean the air and soothe the skin? Can cities become verdant, productive landscapes instead of wastelands of concrete? Drawing from a wealth of scientific research, Hosey demonstrates that form and image

can enhance conservation, comfort, and community at every scale of design, from products to buildings to cities. Fully embracing the principles of ecology could revolutionize every aspect of design, in substance and in style. Aesthetic attraction isn't a superficial concern — it's an environmental imperative. Beauty could save the planet.

william mcdonough cradle to cradle: The Philosophy of Sustainable Design Jason F. McLennan, 2004 The author outlines the major ideas and issues that have emerged in the growing movement of green architecture and sustainable design over the last thirty years. The book asks individuals to understand how the philosophy of sustainable design can affect their own work.

william mcdonough cradle to cradle: Merchants of Virtue Bill Birchard, 2011-09-13 *Merchants of Virtue* is about a band of people who determined to make their company a good global citizen. Herman Miller has been looking at some of the critical questions of our time—for the past 35 years. Is sustainable business sustainable? In an age where sustainability is key to future success, businesses must incorporate new strategies towards sustainability in order to give them the competitive edge. But, can employees in global companies make great products, take care of the environment, benefit society, and make good money—all at the same time? The answer, as in so many stories of people working together, comes down to a principle of management. At Herman Miller, sustainability triumphs because people commit and recommit themselves to the guiding light of company values and in turn changed the world of business. Here author Bill Birchard goes deep inside the organization to find out how Herman Miller has been accomplishing this goal—from the individuals who have become passionate about this topic—to the designers who incorporate ideas of sustainability into every product they create. Birchard shares not only the stories—but the details of how every this remarkable effort has been accomplished.

william mcdonough cradle to cradle: A Primer on Sustainable Building Dianna Lopez Barnett, William D. Browning, 1995 Written for architects, developers, general contractors, landscapers, and home owners, this book demonstrates how a holistic approach to design can result in a building even better than the sum of its parts. Topics include site and habitat restoration, transportation integration, edible landscapes, energy-efficient design, materials selection, indoor air quality, and cost implications, plus an extensive bibliography and source lists.

william mcdonough cradle to cradle: The Upcycle William McDonough, Michael Braungart, 2013-04-16 From the authors of *Cradle to Cradle*, we learn what's next: *The Upcycle* The *Upcycle* is the eagerly awaited follow-up to *Cradle to Cradle*, one of the most consequential ecological manifestoes of our time. Now, drawing on the green living lessons gained from 10 years of putting the *Cradle to Cradle* concept into practice with businesses, governments, and ordinary people, William McDonough and Michael Braungart envision the next step in the solution to our ecological crisis: We don't just use or reuse and recycle resources with greater effectiveness, we actually improve the natural world as we live, create, and build. For McDonough and Braungart, the questions of resource scarcity and sustainability are questions of design. They are practical-minded visionaries: They envision beneficial designs of products, buildings, and business practices—and they show us these ideas being put to use around the world as everyday objects like chairs, cars, and factories are being reimagined not just to sustain life on the planet but to grow it. It is an eye-opening, inspiring tour of our green future as it unfolds in front of us. *The Upcycle* is as ambitious as such classics as Rachel Carson's *Silent Spring*—but its mission is very different. McDonough and Braungart want to turn on its head our very understanding of the human role on earth: Instead of protecting the planet from human impact, why not redesign our activity to improve the environment? We can have a beneficial, sustainable footprint. Abundance for all. The goal is within our reach.

william mcdonough cradle to cradle: Building a Win-Win World Hazel Henderson, 1997-10-09 World-renowned futurist Hazel Henderson extends her twenty-five years of work in economics to examine the havoc the current economic system is creating at the global level. *Building a Win-Win World* examines how jobs, education, health care, human rights, democratic participation, socially responsible business, and environmental protection are all sacrificed to global

competitiveness and outlines a new economic architecture based on positive, sustainable systems.

william mcdonough cradle to cradle: *Walking the Talk* Charles O. Holliday, Stephan Schmidheiny, Philip Watts, 2002-08-16 Report by the World Business Council for Sustainable Development.

william mcdonough cradle to cradle: *Emotionally Durable Design* Jonathan Chapman, 2015-04-10 *Emotionally Durable Design* presents counterpoints to our 'throwaway society' by developing powerful design tools, methods and frameworks that build resilience into relationships between people and things. The book takes us beyond the sustainable design field's established focus on energy and materials, to engage the underlying psychological phenomena that shape patterns of consumption and waste. In fluid and accessible writing, the author asks: why do we discard products that still work? He then moves forward to define strategies for the design of products that people want to keep for longer. Along the way we are introduced to over twenty examples of emotional durability in smart phones, shoes, chairs, clocks, teacups, toasters, boats and other material experiences. *Emotionally Durable Design* transcends the prevailing doom and gloom rhetoric of sustainability discourse, to pioneer a more hopeful, meaningful and resilient form of material culture. This second edition features pull-out quotes, illustrated product examples, a running glossary and comprehensive stand firsts; this book can be read cover to cover, or dipped in-and-out of. It is a daring call to arms for professional designers, educators, researchers and students from in a range of disciplines from product design to architecture; framing an alternative genre of design that reduces the consumption and waste of resources by increasing the durability of relationships between people and things.

william mcdonough cradle to cradle: *Cradle* James Jackson, 2017-11-02 For fans of Conn Iggulden and Bernard Cornwell, a pulse-racing and dramatic new thriller from Sunday Times bestselling author James Jackson about the founding of America's first colony. American was born in blood. 1607. With King James on the throne, thousands of miles away, in Virginia, the English have established Jamestown, a tiny foothold on a vast, untamed continent and a powerful symbol of their colonial ambition. But trouble is stirring. The settlement has the support of Prince Henry, but is despised by his jealous father, the King, who seeks to destroy it. Meanwhile, a ship arrives, harbouring Hardy's arch-enemy: the deadly renegade Realm. The battle for America has begun . . .

william mcdonough cradle to cradle: *Responsible Consumption and Production* Walter Leal Filho, Anabela Marisa Azul, Luciana Brandli, Pinar Gökcin Özuyar, Tony Wall, 2020-03-04 The problems related to the process of industrialisation such as biodiversity depletion, climate change and a worsening of health and living conditions, especially but not only in developing countries, intensify. Therefore, there is an increasing need to search for integrated solutions to make development more sustainable. The United Nations has acknowledged the problem and approved the "2030 Agenda for Sustainable Development". On 1st January 2016, the 17 Sustainable Development Goals (SDGs) of the Agenda officially came into force. These goals cover the three dimensions of sustainable development: economic growth, social inclusion and environmental protection. The Encyclopedia of the UN Sustainable Development Goals comprehensively addresses the SDGs in an integrated way. It encompasses 17 volumes, each one devoted to one of the 17 SDGs. This volume addresses SDG 12, namely Ensure sustainable consumption and production patterns and contains the description of a range of terms, which allows a better understanding and fosters knowledge. Concretely, the defined targets are: Implement the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries Achieve the sustainable management and efficient use of natural resources Halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses Achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment Substantially reduce waste generation

through prevention, reduction, recycling and reuse Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle Promote public procurement practices that are sustainable, in accordance with national policies and priorities Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities Editorial Board Medani P. Bhandari, Luciana Londero Brandli, Morgane M. C. Fritz, Ulla A. Saari, Leonardo L. Sta Romana

william mcdonough cradle to cradle: *Radical Matter* Kate Franklin, Caroline Till, 2018 A road map for product design professionals and students to ten Big Ideas in material innovation

william mcdonough cradle to cradle: *Second Nature Urban Agriculture* André Viljoen, Katrin Bohn, 2014-07-25 Winner of the 2015 RIBA President's Award for Outstanding University Located Research This book is the long awaited sequel to Continuous Productive Urban Landscapes: Designing Urban Agriculture for Sustainable Cities. Second Nature Urban Agriculture updates and extends the authors' concept for introducing productive urban landscapes, including urban agriculture, into cities as essential elements of sustainable urban infrastructure. It reviews recent research and projects on the subject and presents concrete actions aimed at making urban agriculture happen. As pioneering thinkers in this area, the authors bring a unique overview to contemporary developments and have the experience to judge opportunities and challenges facing those who wish to create more equitable, resilient, desirable and beautiful cities.

william mcdonough cradle to cradle: *Waterscapes* Amita Baviskar, 2007 Contributed articles; with reference to India.

william mcdonough cradle to cradle: *Circular Economy For Dummies* Ritchie, Eric Corey Freed, 2021-04-01 Circular Economy Re-imagine the future of economics and society Are you excited about a regenerative, efficient, and waste-free future? You should be! The circular economy is making short work of old-school (and wasteful) ways of thinking. Players in the circular economy are re-imagining business processes and material lifecycles to reduce waste, improve efficiency, and make their families' futures brighter and more prosperous. You'll learn to transform the way you live and work and feel great about being part of the solution to many of the world's energy and environmental problems. Inside... Why Take-Make-Waste is outdated Finding opportunity in ecology The 6 R's of circular economies Rethinking material lifecycles Turn trash into treasure Creating careers in circularity Why circular ideas are healthier Make, use, reuse, repair and recycle

william mcdonough cradle to cradle: *Flourish* Michael Pawlyn, Sarah Ichioka, 2021-09-07

william mcdonough cradle to cradle: *Building a Circular Future* Kasper Guldager Jensen, John Sommer, 2016 About the way we use and reuse the resources in the building industry and ultimately eliminate the concept of waste. The book seeks to provide inspiration for 'building a circular future' by providing a set of principles and bringing forward the best practices from in and outside the building industry. This book presents findings, case studies, background and context for the project ?Building a Circular Future?, and consist of three main chapters: Design for Disassembly, Material Passport and Circular Economy. All content comes from extensive research and through workshops with partners across industries. The book furthermore provides 15 principles for Building a Circular Future and a thoroughly calculated business case, which documents that a demolition, that today would cost ?2.151.249,56 can be turned into a ?4.705.858,41 business upside in a future circular building industry.

william mcdonough cradle to cradle: The Natural Advantage of Nations Michael Harrison Smith, 2013-06-17 This book is more than just a 'palliative care' guide for the planet - it is about innovation, solutions, competitiveness and profitability. At work, at home and as members of society, our generation has an opportunity - to be part of the obligation - and an exciting solution in restoring the balance. The authors present a bold vision for the future and demonstrate how we can get there, drawing on lessons of competitive advantage theory and the latest in sustainability, economics, innovation, business and governance theory and practice. The result is nothing less than the most authoritative and comprehensive guide to date, to building the new ecologically sustainable economy. For further information about The Natural Edge Project and to view the book's online companion, visit www.naturaledgeproject.net.

william mcdonough cradle to cradle: Encyclopedia of Corporate Social Responsibility Samuel O. Idowu, Nicholas Capaldi, Liangrong Zu, Ananda Das Gupta, 2013-01-27 The role of Corporate Social Responsibility in the business world has developed from a fig leaf marketing front into an important aspect of corporate behavior over the past several years. Sustainable strategies are valued, desired and deployed more and more by relevant players in many industries all over the world. Both research and corporate practice therefore see CSR as a guiding principle for business success. The "Encyclopedia of Corporate Social Responsibility" has been conceived to assist researchers and practitioners to align business and societal objectives. All actors in the field will find reliable and up to date definitions and explanations of the key terms of CSR in this authoritative and comprehensive reference work. Leading experts from the global CSR community have contributed to make the "Encyclopedia of Corporate Social Responsibility" the definitive resource for this field of research and practice.

william mcdonough cradle to cradle: Urbanism in the Age of Climate Change Peter Calthorpe, 2013-10-21

william mcdonough cradle to cradle: Innovation Tournaments Christian Terwiesch, Karl Ulrich, 2009-06-09 Managers, entrepreneurs, and venture capitalists all seek to maximize the financial returns from innovation, and profits are driven largely by the quality of the opportunities they pursue. Based on a structured and process-driven approach this book demonstrates how to systematically identify exceptional opportunities for innovation. An innovation tournament, just like its counterpart in sports, starts with a large number of candidates, with opportunities as the players. These opportunities are pitted against each other until only the exceptional survive. This book provides a principled approach for the effective management of innovation tournaments - identifying a wealth of promising opportunities and then evaluating and filtering them intelligently for greatest profitability. With a set of practical tools for creating and identifying new opportunities, it guides the reader in evaluating and screening opportunities. The book demonstrates how to construct an innovation portfolio and how to align the innovation process with an organization's competitive strategy. Innovation Tournaments employs quirky, fresh examples ranging from movies to medical devices. The authors' tool kit is built on their extensive research, their entrepreneurial backgrounds, and their teaching and consulting work with many highly innovative organizations.

william mcdonough cradle to cradle: Waste to Wealth Peter Lacy, Jakob Rutqvist, 2016-04-30 Waste to Wealth proves that 'green' and 'growth' need not be binary alternatives. The book examines five new business models that provide circular growth from deploying sustainable resources to the sharing economy before setting out what business leaders need to do to implement the models successfully.

william mcdonough cradle to cradle: Mobilizing the Green Imagination Anthony Weston, 2012-05-01 Elegant and audacious possibilities that push the boundaries of contemporary environmentalism

william mcdonough cradle to cradle: The Circular Economy Walter R Stahel, 2019-06-03 A Circular Economy seeks to rebuild capital, whether this is financial, manufactured, human, social or natural, and offers opportunities and solutions for all organisations. This book, written by Walter Stahel, who is widely recognised as one of the key people who formulated the concept of the

Circular Economy, is the perfect introduction for anyone wanting to quickly get up to speed with this vitally important topic for ensuring sustainable development. It sets out a new framework that refines the concept of a Circular Economy and how it can be applied at industrial levels. This concise book presents the key themes for busy managers and policymakers and some of the newest thinking on the topic of the Circular Economy from one of the leading thinkers in the field. Practical examples and case studies with real-life data are used to elucidate the ideas presented within the book.

william mcdonough cradle to cradle: *How to Grow Fresh Air* Kamal Meattle, Barun Aggarwal, 2018-10

william mcdonough cradle to cradle: *Business Lessons from a Radical Industrialist* Ray Anderson, 2011-03-29 “America’s greenest CEO” and the hero from the award-winning documentary *The Corporation* makes the urgent, compelling case that sustainable business pays. His story is now legend. In 1994, after reading *The Ecology of Commerce* by Paul Hawken, Ray Anderson felt a “spear in the chest”: the founder of Interface, Inc., a billion-dollar carpeting manufacturer, realized that his company was plundering the environment and he needed to steer it on a new course. Since then, Interface has cut its greenhouse gas emissions by 82%, and the goal is to reach zero environmental footprint by 2020. Thoughtful and winning, *Confessions of a Radical Industrialist* shows how Anderson revolutionized his company, in the process bringing costs down, improving quality, making it one of Fortune’s “100 Best Companies to Work For” — and driving up profits. *The publisher has aimed for sustainability in all aspects of this book’s production, from the inks and glues to the trim size. The interior paper is 100% post-consumer recycled, certified by the Forest Stewardship Council, and ancient-forest friendly. Instead of a jacket, the cover boards are wrapped in 100% recycled paper stock coated in a biodegradable varnish – and these are just two examples among many.

william mcdonough cradle to cradle: *The Future of Packaging* Tom Szaky, 2019-02-05 Outstanding Book of the Year gold medalist and “Most Likely to Save the Planet” from the Independent Book Publisher Awards. Tom Szaky sets out to do the impossible – eliminate all waste. This book paints a future of a “circular economy” that relies on responsible reuse and recycling to propel the world towards eradicating overconsumption and waste. Only 35 percent of the 240 million metric tons of waste generated in the United States alone gets recycled, according to the Environmental Protection Agency. This extraordinary collection shows how manufacturers can move from a one-way take-make-waste economy that is burying the world in waste to a circular, make-use-recycle economy. Steered by Tom Szaky, recycling pioneer, eco-capitalist, and founder and CEO of TerraCycle, each chapter is coauthored by an expert in his or her field. From the distinct perspectives of government leaders, consumer packaged goods companies, waste management firms, and more, the book explores current issues of production and consumption, practical steps for improving packaging and reducing waste today, and big ideas and concepts that can be carried forward. Intended to help every business from a small start-up to a large established consumer product company, this book serves as a source of knowledge and inspiration. The message from these pioneers is not to scale back but to innovate upward. They offer nothing less than a guide to designing ourselves out of waste and into abundance.

william mcdonough cradle to cradle: *Design Is The Problem* Nathan Shedroff, 2009-02-01 Design makes a tremendous impact on the produced world in terms of usability, resources, understanding, and priorities. What we produce, how we serve customers and other stakeholders, and even how we understand how the world works is all affected by the design of models and solutions. Designers have an unprecedented opportunity to use their skills to make meaningful, sustainable change in the world—if they know how to focus their skills, time, and agendas. In *Design is the Problem: The Future of Design Must be Sustainable*, Nathan Shedroff examines how the endemic culture of design often creates unsustainable solutions, and shows how designers can bake sustainability into their design processes in order to produce more sustainable solutions.

william mcdonough cradle to cradle: *From Global to Local* Finbarr Livesey, 2017-09-19 This brilliantly original book dismantles the underlying assumptions that drive the decisions made by

companies and governments throughout the world, to show that our shared narrative of the global economy is deeply flawed. If left unexamined, they will lead corporations and countries astray, with dire consequences for us all. For the past fifty years or so, the global economy has been run on three big assumptions: that globalization will continue to spread, that trade is the engine of growth and development, and that economic power is moving from the West to the East. More recently, it has also been taken as a given that our interconnectedness—both physical and digital—will increase without limit. But what if all these ideas are wrong? What if everything is about to change? What if it has already begun to change but we just haven't noticed? Increased automation, the advent of additive manufacturing (3D printing, for example), and changes in shipping and environmental pressures, among other factors, are coming together to create a fast-changing global economic landscape in which the rules are being rewritten—at once a challenge and an opportunity for companies and countries alike.

william mcdonough cradle to cradle: Circular Fashion Peggy Blum, 2021-05-06 Creating sustainable fashion has never been more important. Circular Fashion provides an accessible, practical, and holistic approach to this key topic for anyone studying fashion. This introductory text to sustainability in fashion includes best practice case studies and profiles of key companies such as Patagonia, Veja, Christopher Raeburn, and Stella McCartney. It begins with an overview of the fashion business, tackling the issues of the linear production model of make, use, dispose, before introducing the idea of the circular supply chain. Circular Fashion is the must-have book for fashion students, creatives and anyone passionate about sustainability and fashion.

william mcdonough cradle to cradle: Doughnut Economics Kate Raworth, 2018-03-08 Economics is the mother tongue of public policy. It dominates our decision-making for the future, guides multi-billion-dollar investments, and shapes our responses to climate change, inequality, and other environmental and social challenges that define our times. Pity then, or more like disaster, that its fundamental ideas are centuries out of date yet are still taught in college courses worldwide and still used to address critical issues in government and business alike. That's why it is time, says renegade economist Kate Raworth, to revise our economic thinking for the 21st century. In *Doughnut Economics*, she sets out seven key ways to fundamentally reframe our understanding of what economics is and does. Along the way, she points out how we can break our addiction to growth; redesign money, finance, and business to be in service to people; and create economies that are regenerative and distributive by design. Named after the now-iconic "doughnut" image that Raworth first drew to depict a sweet spot of human prosperity (an image that appealed to the Occupy Movement, the United Nations, eco-activists, and business leaders alike), *Doughnut Economics* offers a radically new compass for guiding global development, government policy, and corporate strategy, and sets new standards for what economic success looks like. Raworth handpicks the best emergent ideas—from ecological, behavioral, feminist, and institutional economics to complexity thinking and Earth-systems science—to address this question: How can we turn economies that need to grow, whether or not they make us thrive, into economies that make us thrive, whether or not they grow? Simple, playful, and eloquent, *Doughnut Economics* offers game-changing analysis and inspiration for a new generation of economic thinkers.

william mcdonough cradle to cradle: Nature's Fortune Mark R Tercek, Jonathan S Adams, 2013-04-09 What is nature worth? The answer to this question -- which traditionally has been framed in environmental terms -- is revolutionizing the way we do business. In *Nature's Fortune*, Mark Tercek, CEO of The Nature Conservancy and former investment banker, and science writer Jonathan Adams argue that nature is not only the foundation of human well-being, but also the smartest commercial investment any business or government can make. The forests, floodplains, and oyster reefs often seen simply as raw materials or as obstacles to be cleared in the name of progress are, in fact as important to our future prosperity as technology or law or business innovation. Who invests in nature, and why? What rates of return can it produce? When is protecting nature a good investment? With stories from the South Pacific to the California coast, from the Andes to the Gulf of Mexico and even to New York City, *Nature's Fortune* shows how viewing nature as green

infrastructure allows for breakthroughs not only in conservation -- protecting water supplies; enhancing the health of fisheries; making cities more sustainable, livable and safe; and dealing with unavoidable climate change -- but in economic progress, as well. Organizations obviously depend on the environment for key resources -- water, trees, and land. But they can also reap substantial commercial benefits in the form of risk mitigation, cost reduction, new investment opportunities, and the protection of assets. Once leaders learn how to account for nature in financial terms, they can incorporate that value into the organization's decisions and activities, just as habitually as they consider cost, revenue, and ROI. A must-read for business leaders, CEOs, investors, and environmentalists alike, Nature's Fortune offers an essential guide to the world's economic -- and environmental -- well-being.

william mcdonough cradle to cradle: Leading Change toward Sustainability Bob Doppelt, 2017-09-08 As the world struggles to cope with the growing threat of a global carbon crisis, Doppelt has revised one of the best books ever written about change management, leadership and sustainability to focus on de-carbonisation. Doppelt's research, presented in this hugely readable book, demystify the sustainability-change process by providing a theoretical framework and a methodology that managers can use to successfully transform their organisations to embrace sustainable development. Filled with case examples, interviews and checklists on how to move corporate and governmental cultures toward sustainability, the book argues that the key factors that facilitate change appear in the successful efforts at companies such as AstraZeneca, Nike, Starbucks, IKEA, Chiquita, Interface, Swisscom and Norm Thompson and in governmental efforts such as those in the Netherlands and Santa Monica in California. For these and other cutting-edge organisations, leading change is a philosophy for success. Leading Change toward Sustainability has been used by change leaders around the world to guide their internal global warming and sustainability organisational change initiatives. This new edition is essential reading for leaders from all types of organisations.

william mcdonough cradle to cradle: The Cradle Patrick Somerville, 2009-03-09 Early one summer morning, Matthew Bishop kisses his still-sleeping wife Marissa, gets dressed and eases his truck through Milwaukee, bound for the highway. His wife, pregnant with their first child, has asked him to find the antique cradle taken years before by her mother Caroline when she abandoned Marissa, never to contact her daughter again. Soon to be a mother herself, Marissa now dreams of nothing else but bringing her baby home to the cradle she herself slept in. His wife does not know -- does not want to know -- where her mother lives, but Matt has an address for Caroline's sister near by and with any luck, he will be home in time for dinner. Only as Matt tries to track down his wife's mother, he discovers that Caroline, upon leaving Marissa, has led a life increasingly plagued by impulse and irrationality, a mysterious life that grows more inexplicable with each new lead Matt gains, and door he enters. As hours turn into days and Caroline's trail takes Matt from Wisconsin to Minnesota, Illinois, and beyond in search of the cradle, Matt makes a discovery that will forever change Marissa's life, and faces a decision that will challenge everything he has ever known. Elegant and astonishing, Patrick Somerville tells the story of one man's journey into the heart of marriage, parenthood, and what it means to be a family. Confirming the arrival of an exuberantly talented writer, The Cradle is an uniquely imaginative debut novel that radiates with wisdom and wonder.

william mcdonough cradle to cradle: Just Enough Azby Brown, 2022-06-28 How the mindset of traditional Japanese society can guide our own efforts to lead a green lifestyle today. If we want to live sustainably, how should we feel about nature? About waste? About our forests and rivers? About food? Just Enough is a book of stories and sketches that give valuable insight into what it is like to live in a sustainable society by describing life in Japan some two hundred years ago, during the late Edo period, when cities and villages faced many of the same environmental challenges we do today and met them beautifully and inventively.

william mcdonough cradle to cradle: Living Homes Suzi Moore, Suzi Moore McGregor, Nora Burba Trulsson, 2008-02-06 Profiles more than twenty residences and other structures built in natural design style with adobe, rammed earth, straw bale, and reinvented materials, presenting

color photos and the stories of their architects and owners.

william mcdonough cradle to cradle: *The Answer to How Is Yes* Peter Block, 2003-11-01
Modern culture's worship of "how-to" pragmatism has turned us into instruments of efficiency and commerce—but we're doing more and more about things that mean less and less. We constantly ask "how?" and still struggle to find purpose and act on what matters. Instead of acting on what we know to be of importance, we wait for bosses to change, we seek the latest fad, we invest in one more degree. Asking how keeps us safe—instead of being led by our hearts into uncharted territory, we keep our heads down and stick to the rules. But we are gaining the world and losing our souls. Peter Block puts the "how-to" craze in perspective and presents a guide to the difficult and life-granting journey of bringing what we know is of personal value into an indifferent or even hostile corporate and cultural landscape. He raises our awareness of the trade-offs we've made in the name of practicality and expediency, and offers hope for a way of life in which we're motivated not by what "works," but by the things that truly matter in life—idealism, intimacy, depth and engagement.

William Mcdonough Cradle To Cradle Introduction

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This paper is about the cradle to cradle (C2C) concept that is correlated with circular economy (CE). The C2C notion means; products should be without producing any waste. It is considered as a biometric procedure to design the products and materials in healthy ways. The C2C model is sustainable for present and future generations.

William McDonough Cradle To Cradle (Download Only)

Cradle to Cradle William McDonough, Michael Braungart, 2010-03-01 A manifesto for a radically different philosophy and practice of manufacture and environmentalism Reduce reuse recycle urge environmentalists in other words do more with

CRADLE TO CRADLE - AGC Yourglass

Cradle to Cradle and a future of abundance. William McDonough, co-founder of Cradle to Cradle Thermobel Stopray Vision-50 and 50T, Umicore, Belgium

William McDonough partners

Cradle® thinking developed by William McDonough and German chemist Michael Braungart in their 2002 book, *Cradle to Cradle: Remaking the Way We Make Things* (North Point Press). It refocuses product development from a process aimed at limiting end-of-pipe liabilities to one geared to creating safe, healthful, high-

WILLIAM McDONOUGH

24 Feb 2024 · McDonough is co-creator of the Cradle to Cradle Design™ framework and led the founding of the Cradle to Cradle Certified™ Products Program, a global standard for the design of safe, healthy products.

NET-POSITIVE: WAGING PEACE THROUGH COMMERCE BY DESIGN

In their 2002 book, *Cradle to Cradle: Remaking the Way We Make Things*, architect William McDonough and chemist Michael Braungart presented a science-based design framework that eliminates the

Closed-Loop Supply Chains for Cradle to Cradle Products

Based on the general theory of circular economy, the US-American architect William McDonough and the German chemist Michael Braungart introduced a multiple attribute environmental sustainability philosophy called "Cradle to Cradle" (C2C) through their book "Cradle to Cradle - Remaking the way we make things" (2002).

BEYOND SUSTAINABILITY—DESIGN FOR ABUNDANCE - William McDonough

In their 2002 book *Cradle to Cradle: Remaking the Way We Make Things*, architect William McDonough and chemist Dr. Michael Braungart presented an integration of design and science that provides enduring benefits for society from safe materials, water and energy in circular economies and eliminates the concept of waste. The book put

WILLIAM McDONOUGH

In 2002 he co-authored *Cradle to Cradle: Remaking the Way We Make Things*, widely acknowledged as a seminal text of the sustainability movement, which was followed by *The Upcycle: Beyond Sustainability— Designing for Abundance* (2013).

Park 20/20: a cradle to cradle inspired Master Plan

Park 20/20 is the first large-scale urban development project in the Netherlands that adopts the “Cradle to Cradle” design philosophy, introduced by William McDonough, to guide master planning. This approach to sustainable development essentially models the processes and organization of healthy, natural ecosystems.

Biography - Environment - Ecology

William McDonough + Partners was an overall adviser to the Make It Right project, bringing the Cradle to Cradle philosophy into designs by all firms involved with advising on standards by the firm.

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William McDonough, Faia, int. FRiBa

Cradle to Cradle: Remaking the Way We Make Things, which is widely acknowledged as a seminal text of the sustainability movement. Their much-anticipated new book, *The Upcycle: Beyond Sustainability--Designing for Abundance* was released in April 2013. Mr. McDonough advises commercial and governmental leaders worldwide through McDonough Advisors.

Quarterly review N°7 — 2023

The term “Triple Top Line” was coined in the book *Cradle to Cradle* to describe the rich opportunities for revenue and growth inherent in sustainable design.

William McDonough BIOGRAPHY

In 2002, McDonough and the German chemist Michael Braungart co-authored *Cradle to Cradle: Remaking the Way We Make Things* (North Point Press, 2002), which is widely acknowledged as a seminal text of the sustainability movement. Their latest book is *The Upcycle: Beyond Sustainability--Designing for Abundance* (North Point Press, 2013).

BOOK REVIEW: Cradle to Cradle: Remaking the Way We Make Things. William ...

BOOK REVIEW: *Cradle to Cradle: Remaking the Way We Make Things*. William McDonough and Michael Braungart. 2002. North Point Press, New York. 208 pp. \$27.50 paperback (978-0-86547-587-8)