

Cradle to Cradle® Innovations - Rethinking the way we make things – An innovation, system and business path towards a circular economy

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Cradle to Cradle® Design implies a paradigm shift in industrial production. The design and innovation process moves from the present linear thinking towards thinking in closed cycles. Materials and processes are chosen and used in a way that the resulting products become “nutrient” at the end of their life. The materials are either reintegrated into biological cycles or remain in technical cycles. Cradle to Cradle® Design does not allow waste and strives to keep resources in endless cycles.

Sample products and projects will demonstrate the concrete application and results of the design process. Design for disassembly and avoidance of problematic substances allows for a new level of quality and safety during production and use and opens new opportunities for material reuse. This can be combined with system and business models that leave the ownership with the producer. This guarantee take back and maximal reuse of resources. The radical rethinking of design and production can go even beyond towards regenerative design.

Production processes are designed according to the model of nature. No waste, no surrender, no restrictions. The right materials at the right place at the right time, in endless cycles is the key.

Case studies will cover:

- Innovations drive change
- Changes from passive to active business approach
- Business management systems + certification integration
- Dissemination, scaling up
- Creating demand, the pull effect
- Redesign from downcycling to upcycling