

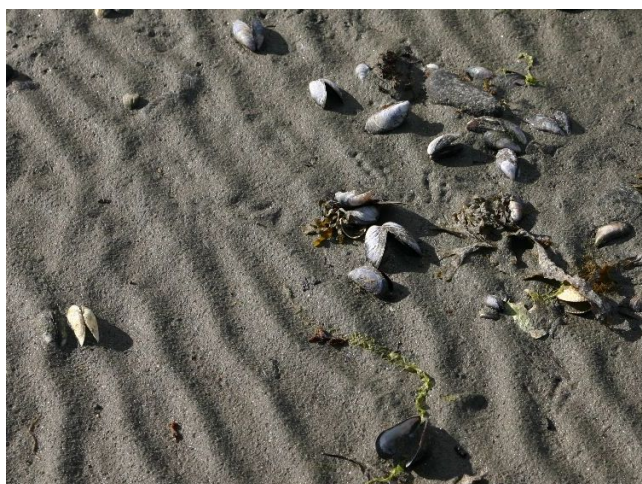


Cradle to Cradle[®] :
an innovative design concept inspired by nature

Dr. Sonja Eser
EPEA Akademie München

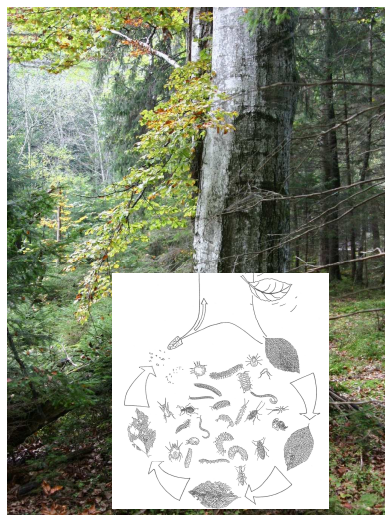
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Learning from Nature



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There is no waste – everything is a nutrient

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Energy originate from the sun

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- World population grows rapidly
- Increasing CO₂ emissions
- Shortage of raw materials
- Peak Oil
- Peak P (phosphorous)



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- 7 Bill. People
- World population rapidly growing
- More and more want european standard of living

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Energy saving lamp

- = Mercury in household waste
- = outgassing of phenol (Sick-Building-Syndrom) und tetrahydrofuran (carcinogenic) during operation



Energy saving lamp

= Mercury in household waste

= Outgassing of phenol (Sick-Building-Syndrom)

= Dioxin and furan (carcinogenic) during incineration

Think more about



Backpack from old tyres – a sustainable idea?

= skin contact with approx. 500 toxic substances



Backpack from old tyres –
a sustainable idea?

= skin contact with approx.
500 toxic substances

Think more about

Cradle to Cradle is an
innovation platform
for improving quality and
good business





Herman Miller

