


Cradle to CradleSM **de la cuna a la cuna**

Loucomeau 22 Oct. 2008

 centre català
del reciclatge

 Agència de
Residus de
Catalunya

 Departament de Medi Ambient
i Gestió de Residus

 O₂ Spain

 adi  fad

cradle to cradle

Sus creadores:

William McDonough & Michael Braungart



Rehacer la Manera en la que Hacemos las Cosas

Remaking the Way
We Make Things



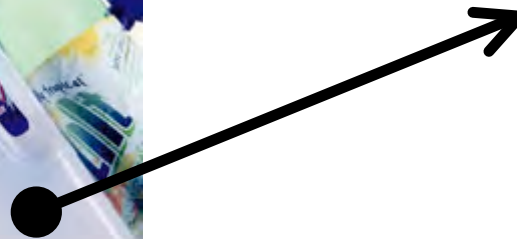
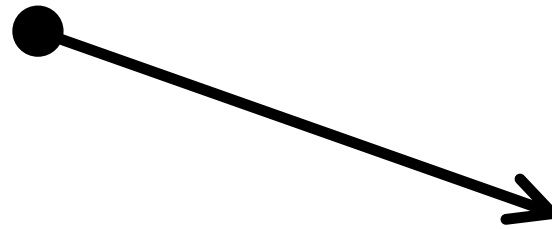
de la cuna a la cuna ...
no a la tumba

basura = comida

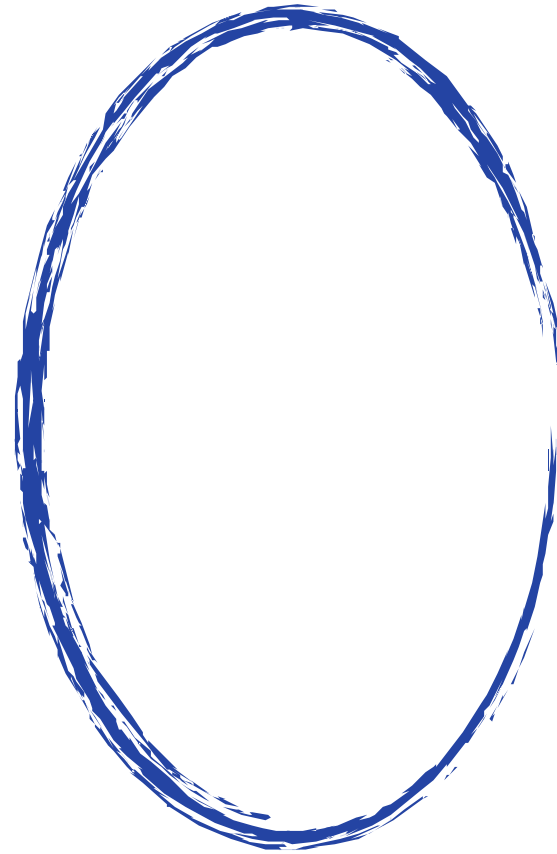
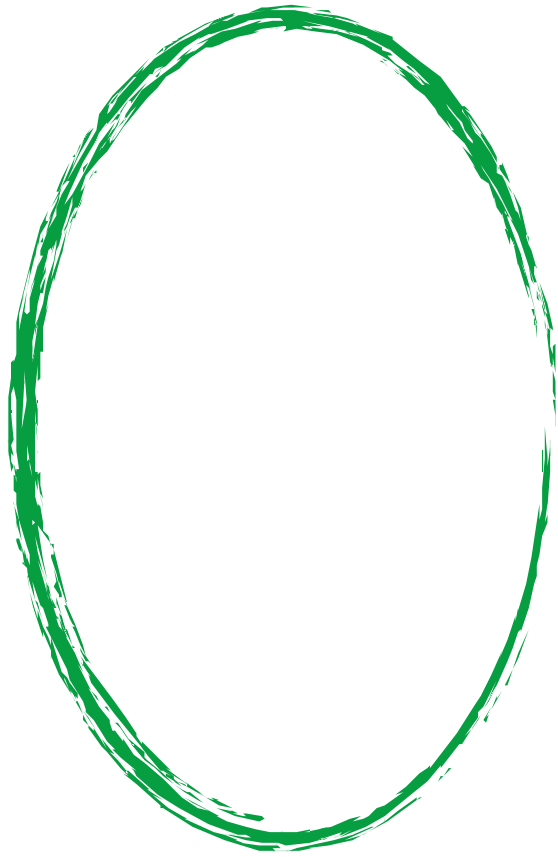
¿Como aplicar el criterio de Cradle to Cradle
a SMnuestro diseño?

- piensa más lejos que **reusar, reducir, reciclar**
- piensa: **basura = comida**
- elige solo materiales que pueden estar en **ciclos cerrados**
- **upcycling** no **downcycling** *

* Upcycling vs. downcycling

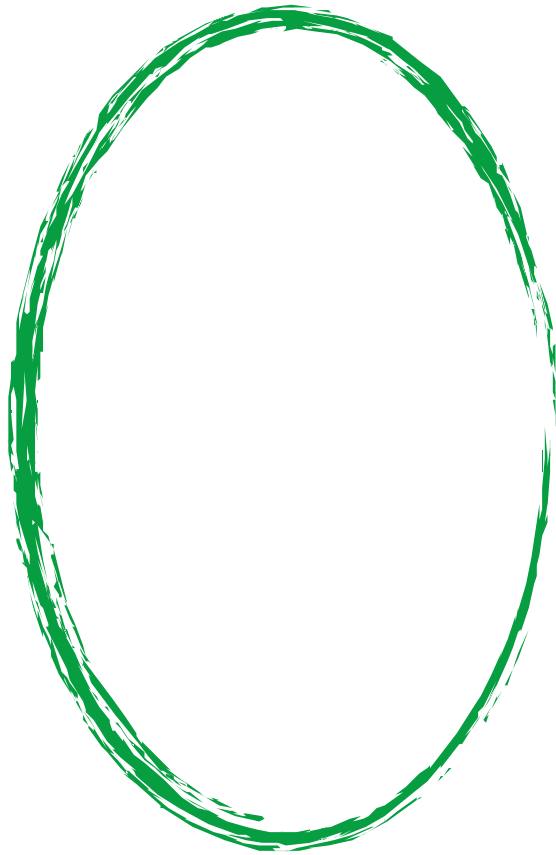


2 metabolismos:

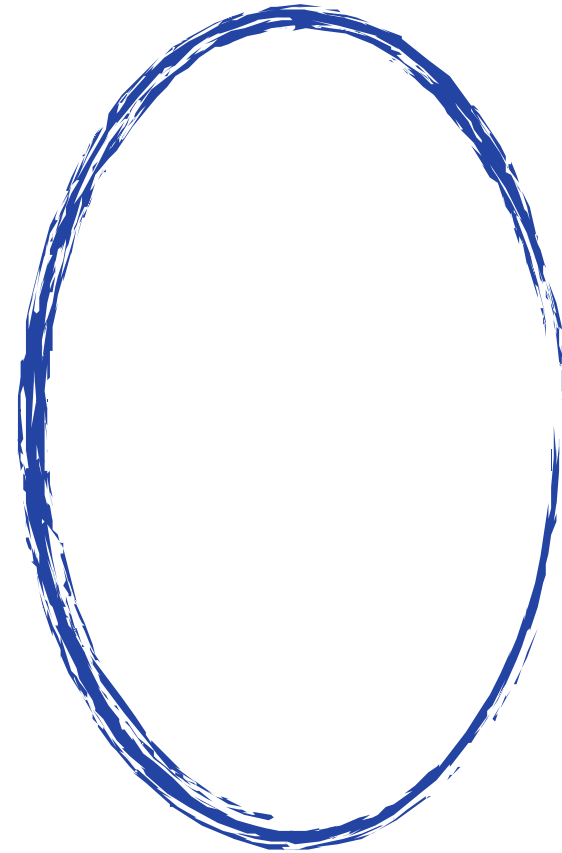


2 metabolismos:

Ciclo biológico



Ciclo tecnológico



2 metabolismos:

Ciclo biológico

Ciclo tecnológico

nutrientes biológicos

nutrientes técnicos

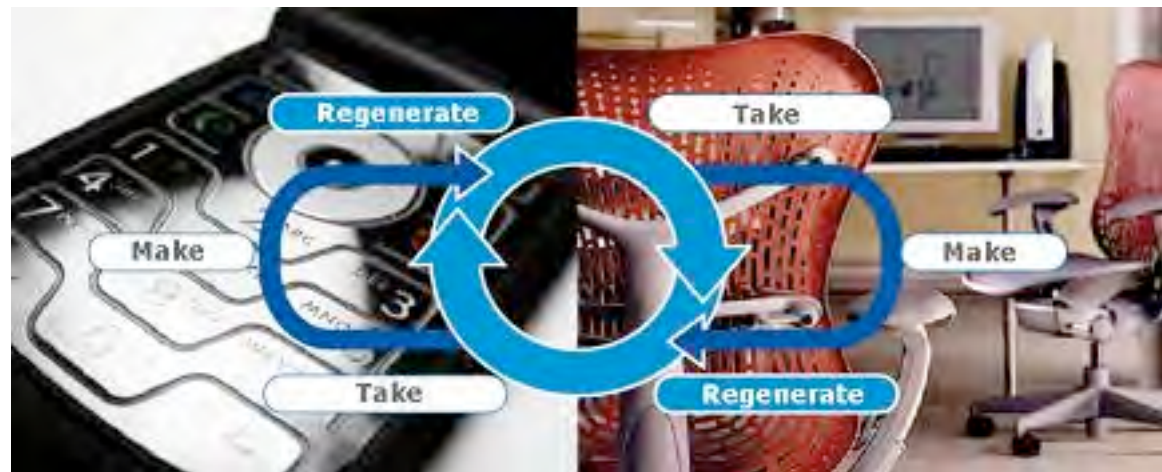
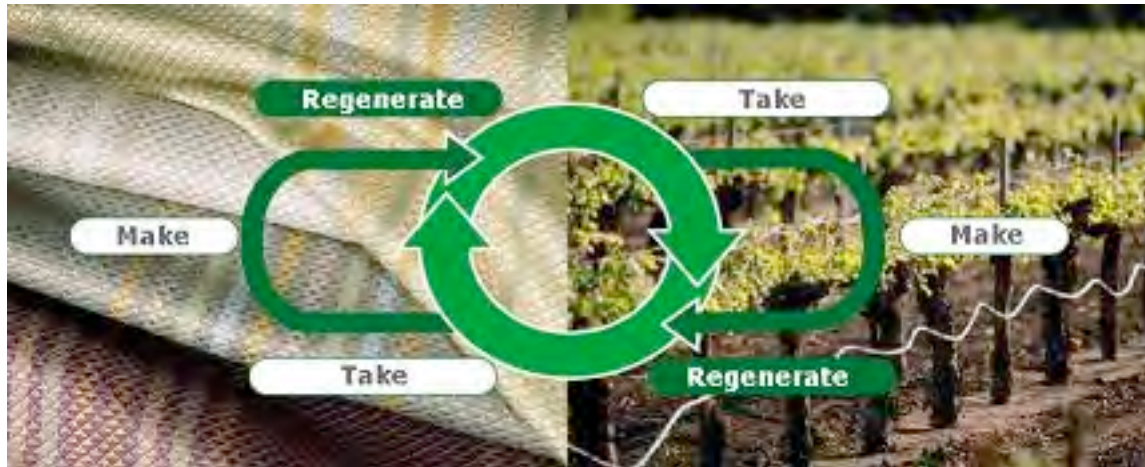
entrar agua & tierra sin
depositar materiales
sintéticos ni tóxicos

Continuamente circular un
material puro y de valor
dentro de un ciclo cerrado
(upcycling)

2 metabolismos:

Ciclo biológico

Ciclo tecnológico



DESIGN
FOR
DISASSEMBLY

ADD
INSTRUCTIONS
FOR
RECYCLING

DON'T
GLUE
BUT
SCREW

Cradle to Cradle SM, **como la naturaleza:**

- basura = comida
- energía limpia y renovable
- celebra la diversidad

Remaking the Way We Make Things

concept that goes hand in hand with the notion of a technical nutrient: the concept of a **product of service**. In other words, "products of service" are designed to be used for a **defined user period**—say, ten thousand miles, or a year, or a month. At the end of the period, or at the end of the user period, the manufacturer is responsible for the product. The manufacturer would receive the revenue from the sale of the product, and they would retain ownership of the product. In order for such a concept of service to be recycled rather than recycled—to retain high quality in a closed-loop system of "consumers," a manufacturer high-quality product, like a car part or a medical device—instead of being downcycled, a product back into raw materials. A technical nutrient is a material that is designed to be recycled back into the manufacturing process. The goal is to be able to use the same material over and over again, without the need for new raw materials. This is the goal of the circular economy. The goal is to be able to use the same material over and over again, without the need for new raw materials. This is the goal of the circular economy. The goal is to be able to use the same material over and over again, without the need for new raw materials. This is the goal of the circular economy.

cradle to cradle

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Waste = Food (An inspiring documentary on the Cradle to Cradle design concept)SM



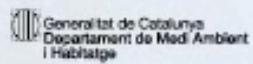
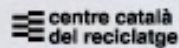
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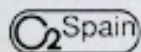
22 d'octubre de 2008 - Auditori del FAD - 18:30h



organització:



presentació:



col·laboració:

