

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

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cradle to cradle

Sus creadores:

William McDonough & Michael Braungart



Rehacer la Manera en la que Hacemos las Cosas

Remaking the Way
We Make Things



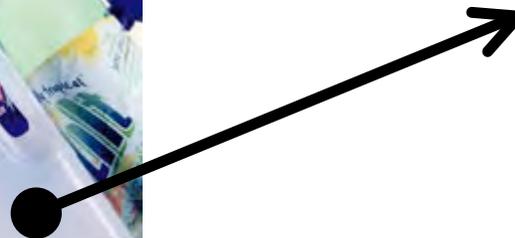
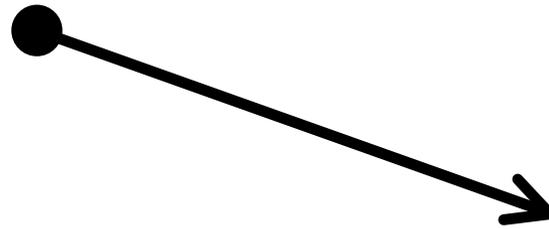
de la cuna a la cuna ...
no a la tumba

basura = comida

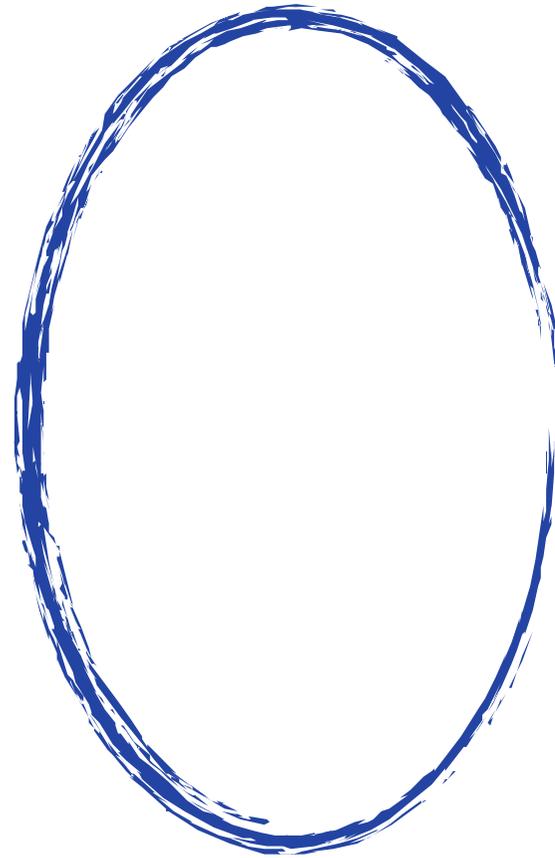
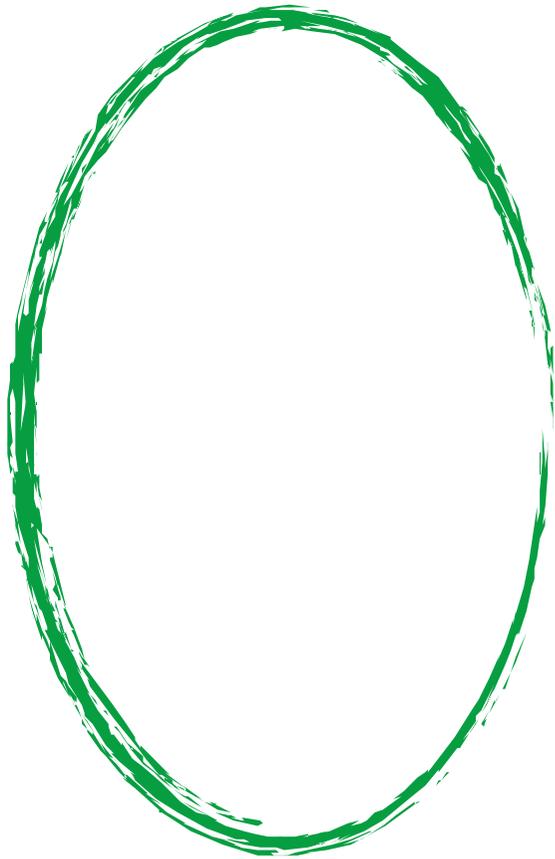
¿Como aplicar el criterio de Cradle to Cradle
a SMnuestro diseño?

- 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

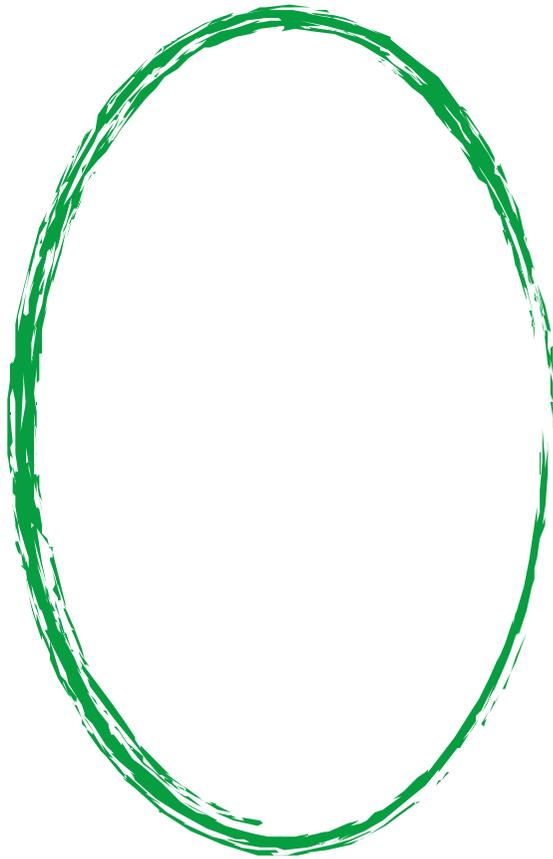


2 metabolismos:

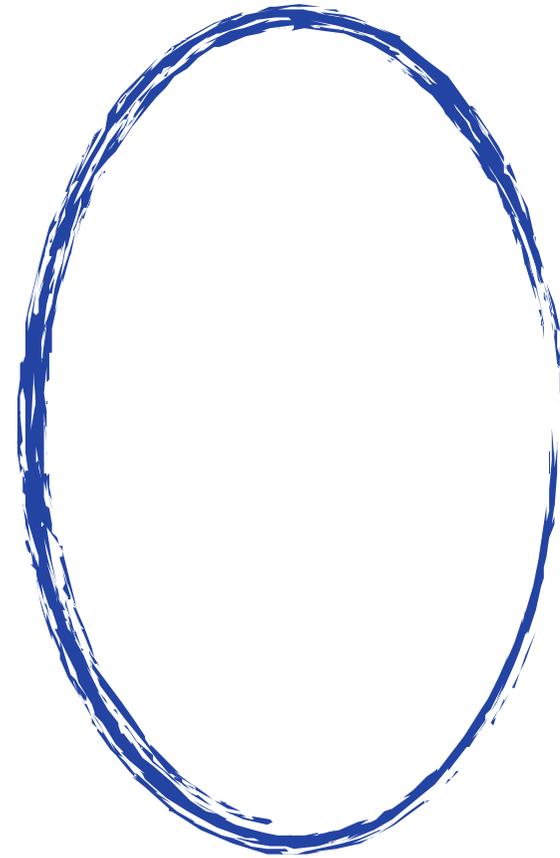


2 metabolismos:

Ciclo biológico



Ciclo tecnológico



2 metabolismos:

Ciclo biológico

Ciclo tecnológico

nutrientes biológicos

nutrientes técnicos

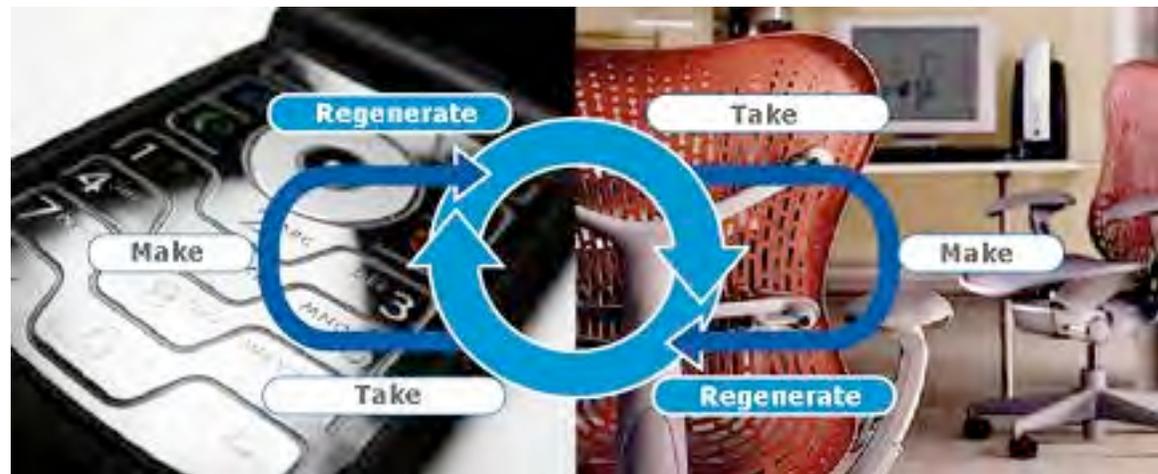
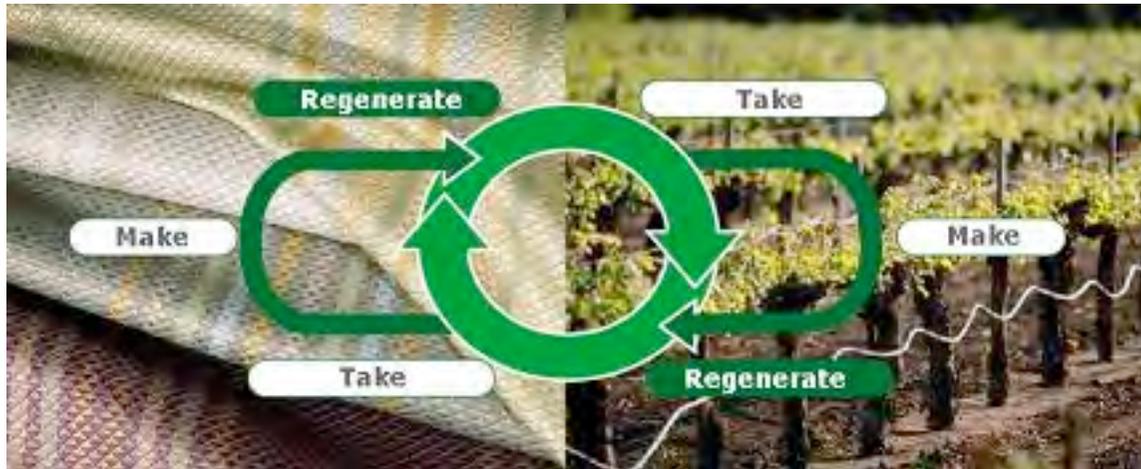
entrar agua & tierra sin
depositar materiales
sintéticos ni tóxicos

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:**

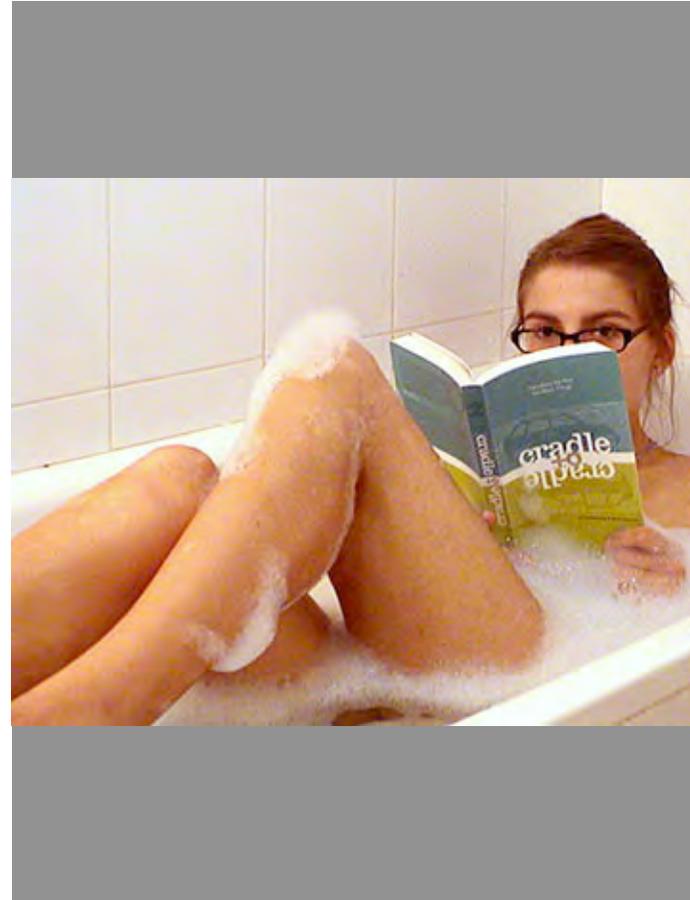
- basura = comida
- energía limpia y renovable
- celebra la diversidad

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 certain number of hours of use. After that time, the user would be expected to return the product to the manufacturer, who would then recycle it into a new product. The manufacturer would receive the revenue from the sale of the product, and the user would receive a number of the manufacturer's services. 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," it would require high-quality products, like a car part or a medical device—instead of being downcycled, a product that is broken down into raw materials. A technical nutrient is a material that is designed to be recycled into a new product of service. The manufacturer would be paid for the service, not for the product. The user would be paid for the service, not for the product. The manufacturer would be paid for the service, not for the product. The user would be paid for the service, not for the product.

cradle to cradle

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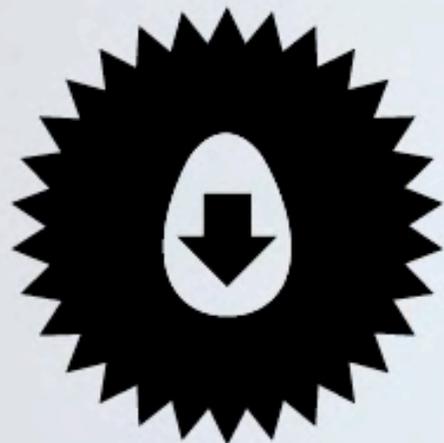
Waste = Food (An inspiring documentary on the Cradle to Cradle design concept)SM



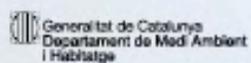
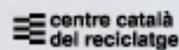
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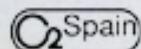
22 d'octubre de 2008 - Auditori del FAD - 18:30h



organització:



presentació:



col·laboració:

