

Inspirations from Cradle to Cradle (2008 Edition)

One of the first books on regenerative business I read was “*Cradle to Cradle. Remaking the Way We Make Things*” by William McDonough & Michael Braungart. But not everyone I met got as excited as I did for some reason. Re-reading it, I wondered whether their great ideas were getting lost in their detailed descriptions of key challenges such as the hazards of modern materials.

The book has a wealth of information fundamental in learning to do regenerative business. But if you’ve got it and you’re having trouble getting started, here’s a guide to the inspirations and good news stories, based on the first edition:

Chapter	Starting Point	Up To
Chapter Three: Eco-Effectiveness	p. 72, para 2 “Once we set about designing with such missions in mind...”	p. 72, para 2 “...effective with respect to a rich mix of considerations and desires.”
	p. 73, para 4 “Here’s how we imaging the cherry tree would do it...”	p. 76, para 1 “...and had never worked in a ‘normal’ factory before.”
	p. 78, para 3 “The key is not to make human industries smaller...”	p. 78, para 3 “...for this generation of inhabitants on the planet and for generations to come.”
	p. 83, para 2 “We have been working with a kind of roofing that responds...”	p. 83, para 2 “...it can even be engineered to produce solar-generated electricity.”
	p. 87, para 3 “This affirmation does not mean...”	p. 88, para 1 “...can exist alongside factories, to their mutual benefit and delight.”
	p. 90, para 3 “We would like to suggest a new design assignment...”	p. 91, para 5 “...a world of abundance, not one of limits, pollution and waste.”
Chapter 4: Waste Equals Food	p. 105, para 2 “A <i>biological nutrient</i> is a material or product...”	p. 109, para 3 “... giving a guilt-free gift to the natural world is an incomparable pleasure.”
	p. 111, para 2 “In order for such a scenario to be practical...”	p. 112, para 1 “...grow and develop while retaining ownership of their materials.”
	p. 114, para 1 “Under this scenario, people could indulge...”	p. 114, para 1 “...continually enrich the industry itself with industrial ‘food’.”
Chapter 5: Respect Diversity	p. 127, para 2 “A community we are working with...”	p. 127, para 2 “... a living example of biodiversity.”

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	p. 134, para 2 “A similar focus on diversity...”	p. 136, para 1 “...instead of a machine for living in, a machine that’s alive.”
	p. 138, para 3 “Working with a team assembled...”	p. 139, para 2 “Imagine a building, like a tree, a city like a forest.”
	p. 140, para 2 “In China, Styrofoam packaging...”	p. 141, para 1 “... We could even plant signs that say ‘Please Litter’.”
	p. 142, para 2 “Why not make soap the way the ants...”	p. 143, para 1 “...is actually consumed in a typical laundry cycle.”
	p. 145, para 2 “If that laundry detergent...”	p. 145, para 2 “...designed to nourish a diverse world.”
	p. 145, para 3 “Working with a major European soap manufacturer...”	p. 147, para 1 “... leaching into the soap.”
	p. 155, para 3 “Natural systems take from their...”	p. 156, para 1 “...and, like the ants, we will be ‘effective’.”
Chapter Six: Putting Eco-Effectiveness into Practice	p. 158, para 3 “Ford Motor Company easily could have decided to ...”	p. 163, para 1 “...saves the company a great deal of money – as much as \$35 million by 1 estimation.”
	p. 178, para 3 “Now we are doing more than designing for biological and ...”	p. 180, para 3 “...the car itself was a fanciful notion in a world of horse and carriage.”
	p. 183, para 3 “Restore. Strive for ‘good growth’, not just economic growth...”	p. 184, para 1 “...design products that are restorative, as biological and technical nutrients.”
	p. 186, para 2 “The context is different, but the logic is beautiful...”	p. 186, para 2 “...Imagine what a world of prosperity and health in the future would look like, and begin designing for it right now...that’s the point.”

If you’re as inspired as I was, now you’ll have the energy and interest to read the whole book.

Happy reading.

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