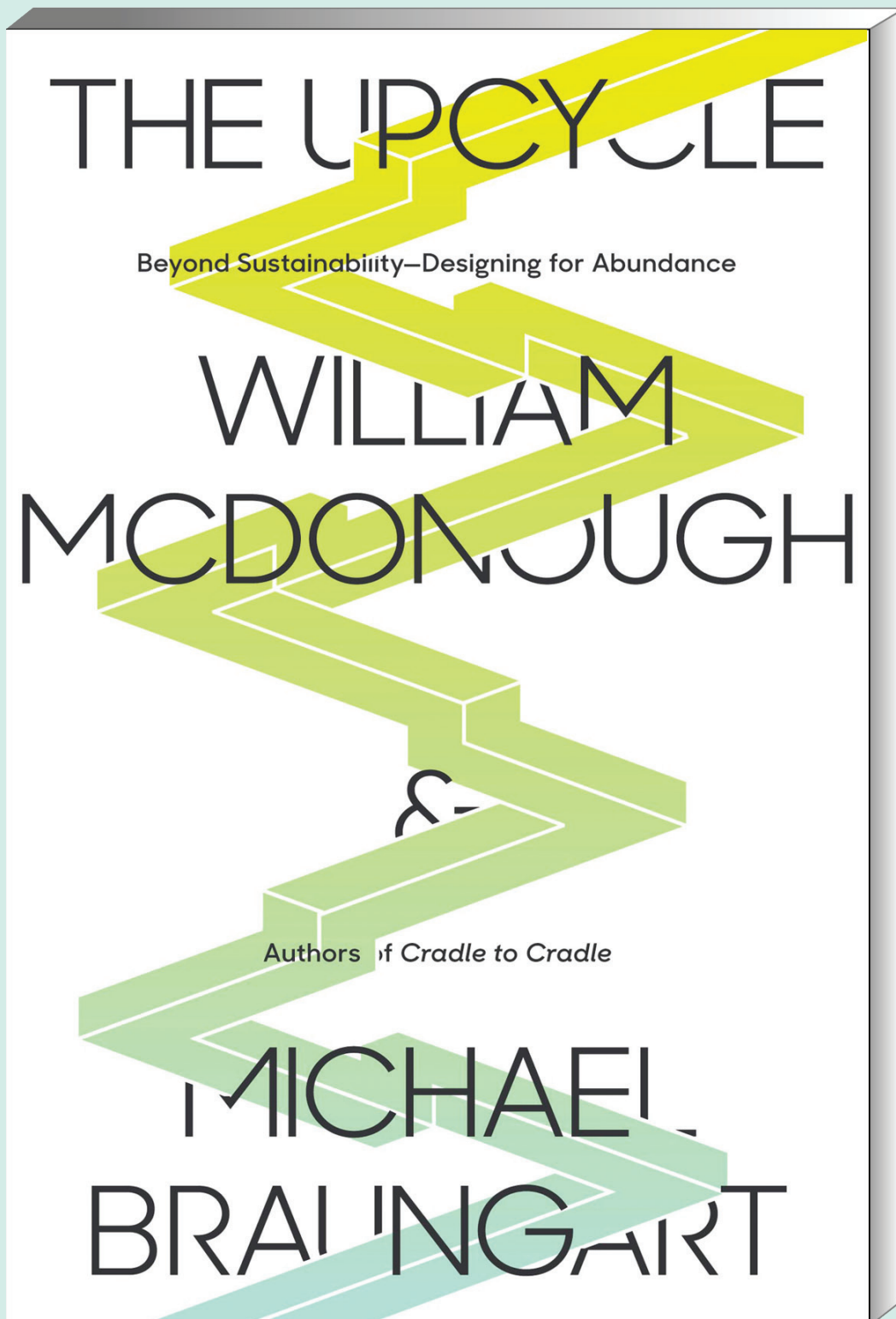


The eagerly awaited follow-up
to the most consequential
ecological manifesto of our time



In *The Upcycle: Beyond Sustainability—Designing for Abundance*, William McDonough and Michael Braungart invite readers to imagine how human society might begin, at last, to rewrite its role in the history of the natural world. Evocative and provocative as ever, McDonough and Braungart present a series of gently incendiary meditations on air, water, and soil; on energy and economies; on equality and generosity—in short, on life on earth. In the upcycle, where “waste equals food,” societies can stop writing rules and regulations to protect the environment and instead join in with it as co-creators of the simplest invention ever: abundance. Using design as a tool for positive impact, industry can do better than “Do No Harm”: it can actively improve everything with which it comes into contact.

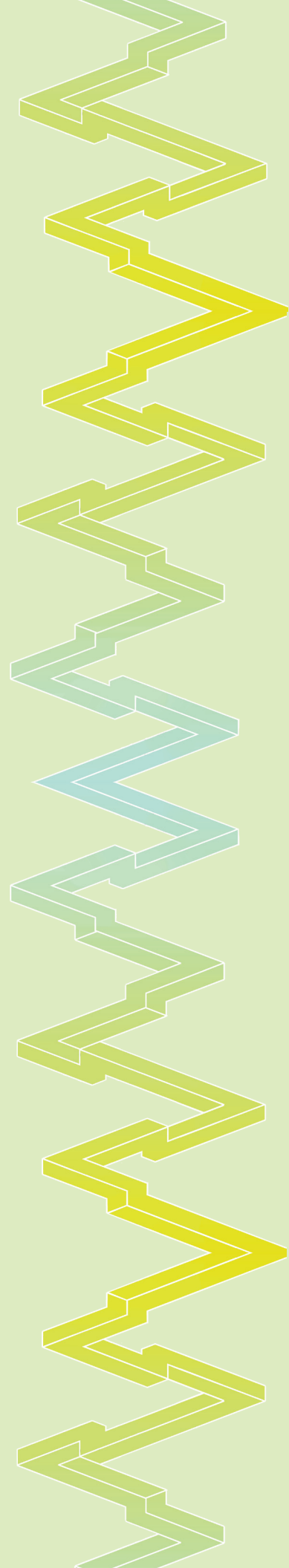
Drawing on a decade of lessons in putting Cradle to Cradle concepts into practice with businesses, governments, and ordinary people, McDonough and Braungart show us how to reimagine everything from chairs and doorknobs to the Hoover Dam and Amtrak. *The Upcycle* will inspire readers to see opportunities for re-design, renewal, and regeneration everywhere they look.

From *The Upcycle*

The goal of the upcycle is a delightfully diverse, safe, healthy, and just world with clean air, water, soil, and power, economically, equitably, ecologically, and elegantly enjoyed.

- ***We Don't Have an Energy Problem. We Have a Materials-in-the-Wrong-Place Problem***

Carbon is perfect. It is crucial to human life. We need it on Earth. Unfortunately, there is now too much of it in our air and water, where we cannot utilize its strengths. We



need to reconfigure our systems to keep carbon earth-bound. Fortunately, there are many ways we can do this.

- ***Get "Out of Sight" Out of Mind***

Next time you want to use the word "waste," bite your tongue. Worms consume food and, through the system of their bodies, produce richer nutrients. You, through the system of your intelligence, can create richer nutrients too.

- ***Always Be Asking What's Next***

We want you to think of every component of your design as being borrowed. It will be returned one day to the biosphere or technosphere. It is your role to return it in as good a condition as you found it, as a good neighbor would.

- ***You Are Alive. Your Toaster Is Not***

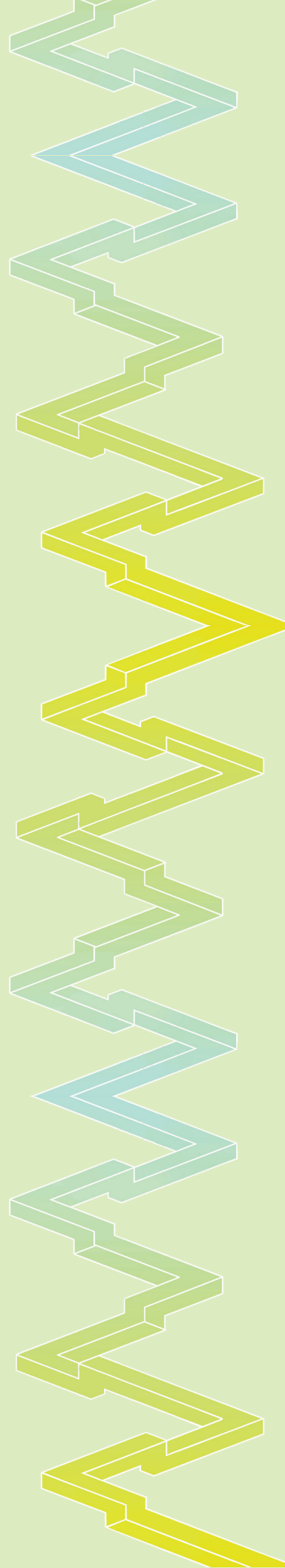
We have been in this work for decades, and still . . . still we stop every time a company mentions a technical product as having a product life or life cycle. But technical products don't die and vanish. This is the problem and the opportunity.

- ***Optimize, Optimize, Optimize***

Speak to the world in positives. You are doing good. Enjoy it. Say it. This is a joyful project before us. Let's speak that way too.

- ***Add Good on Top of Subtracting Bad***

We can find ways to honor people's intentions. Think small, think big, think adding good on top of subtracting bad. There is always room for more additionality. We can add on, not just pile on.



• ***Gaze at the World Right Around You . . . Then Begin***

Get specific about your locality. You will arrive at more ingeniously indigenous solutions if you let the locality guide you. Some solutions can have global benefits and applications, but remember to start where you are.

• ***The Time Is Now***

We—all of us—have a lot to do. We know that this work requires all of us and it will take forever, but some of this work is urgent. Let's start now.

• ***Go Forward Beneficially***

You have one life and, like a tree, you can create abundance, a profusion. Every year of your life, you are accumulating more potential for good for the world. We know that with your intelligence, your talents, your intent, you will make life for your contemporaries and for future generations better. You are a known positive. Accept that deep in your heart and mind. Then go forward. Be successful. We hope to enjoy all that you share. Talk to the children. Tell them that we are all working on what's next for them. And that things are starting to look up.

If human beings upcycle, they can all live productively on one planet. In other words, at this point in history, after so much damage has been done, people don't need to have less of a negative environmental footprint: they can have a positive footprint.

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