



CRADLE TO CRADLE

consumption without waste through intelligent products

presentation by

Nadine Kümmel

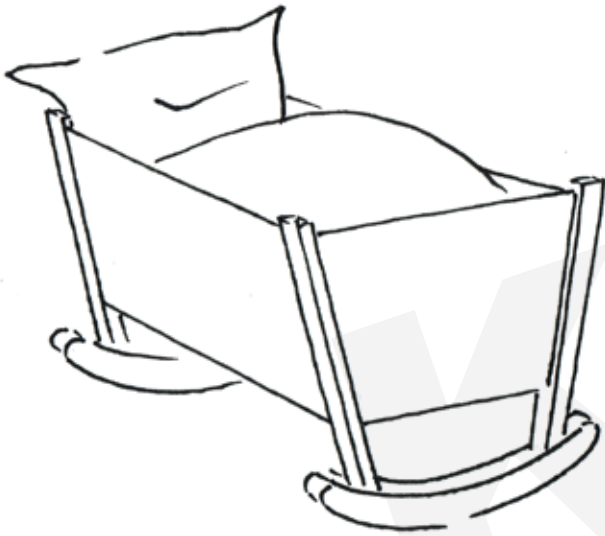
C2C e.V. Regionalgruppe Mainz

Products in a consumer society //

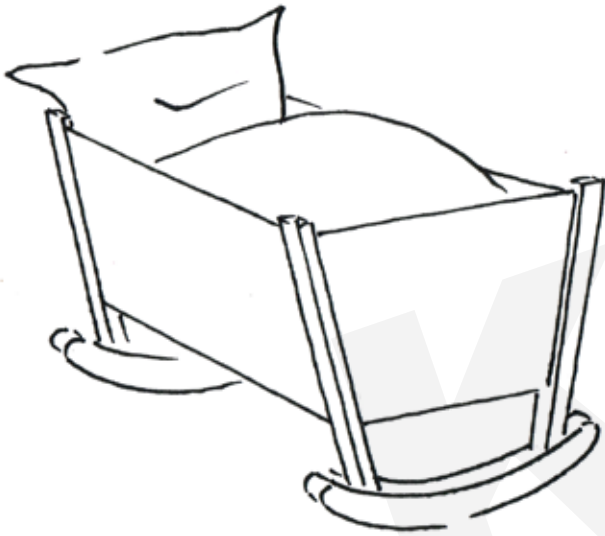


Production Today

Cradle to Grave //



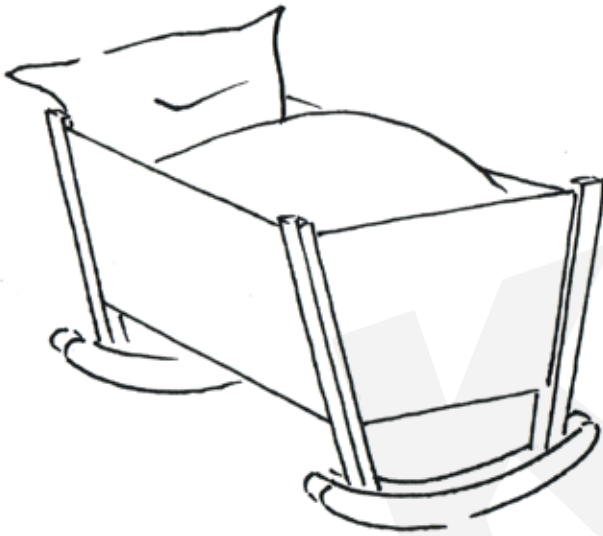
Cradle to Grave //



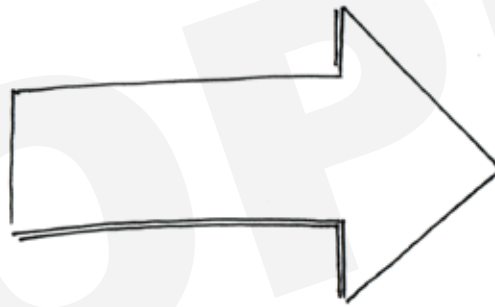
raw materials +
production



Cradle to Grave //



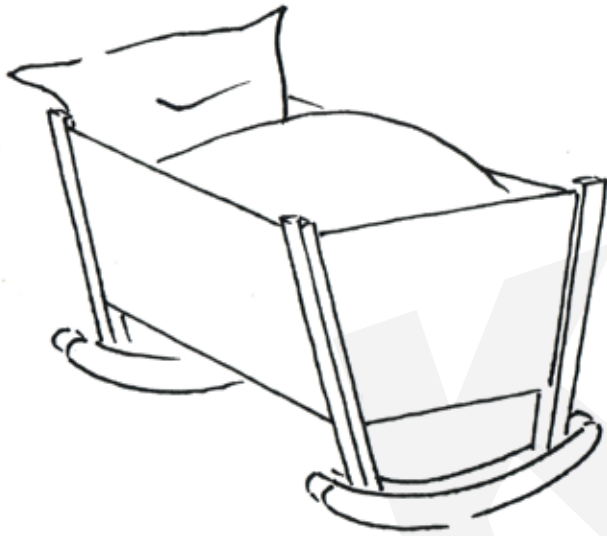
raw materials +
production



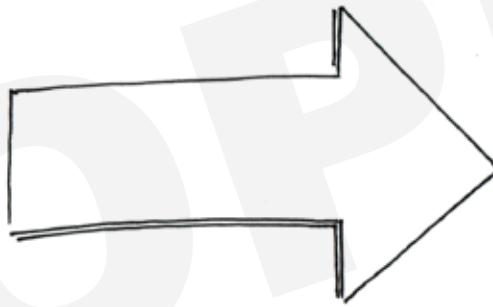
use



Cradle to Grave //



raw materials +
production

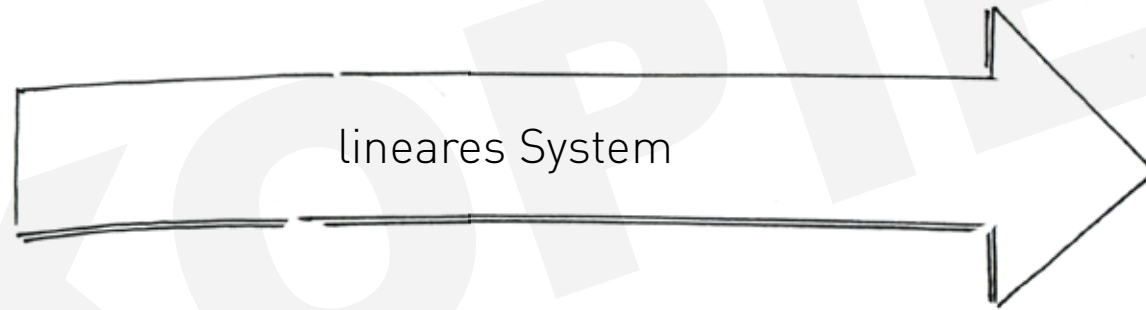


use

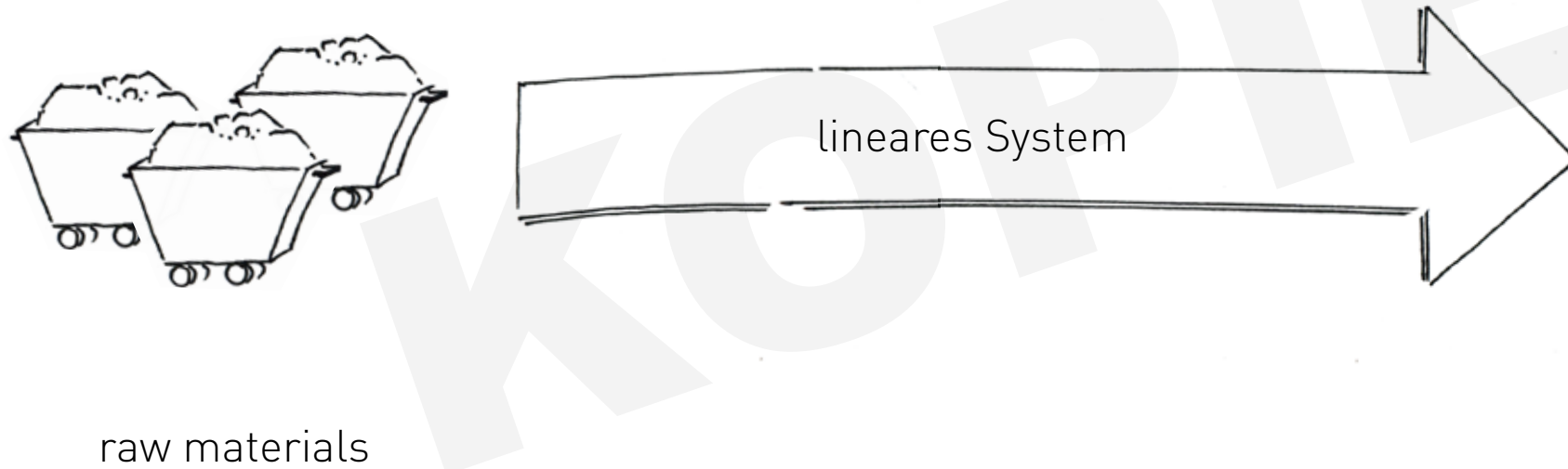


disposal

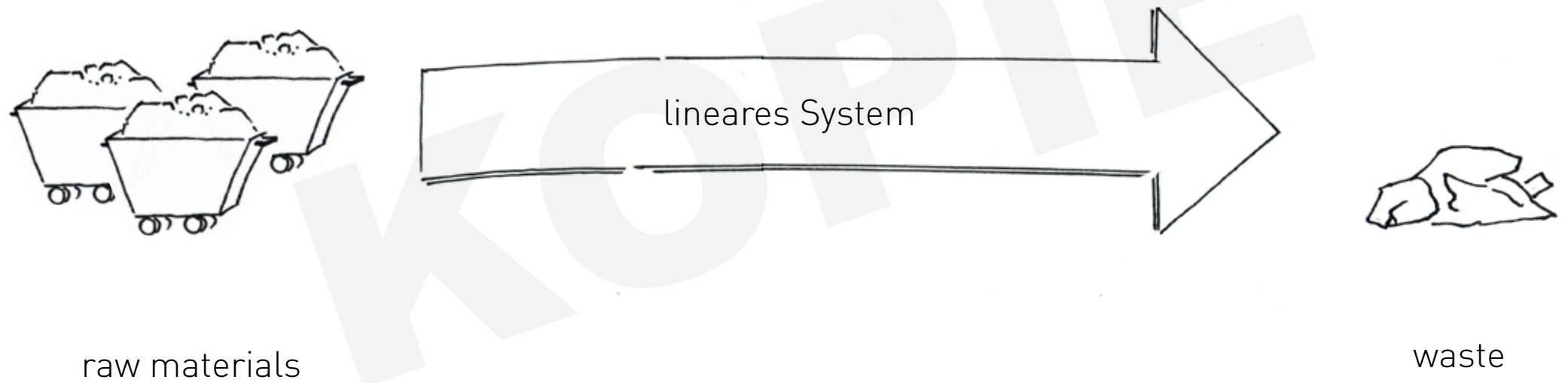
Cradle to Grave //



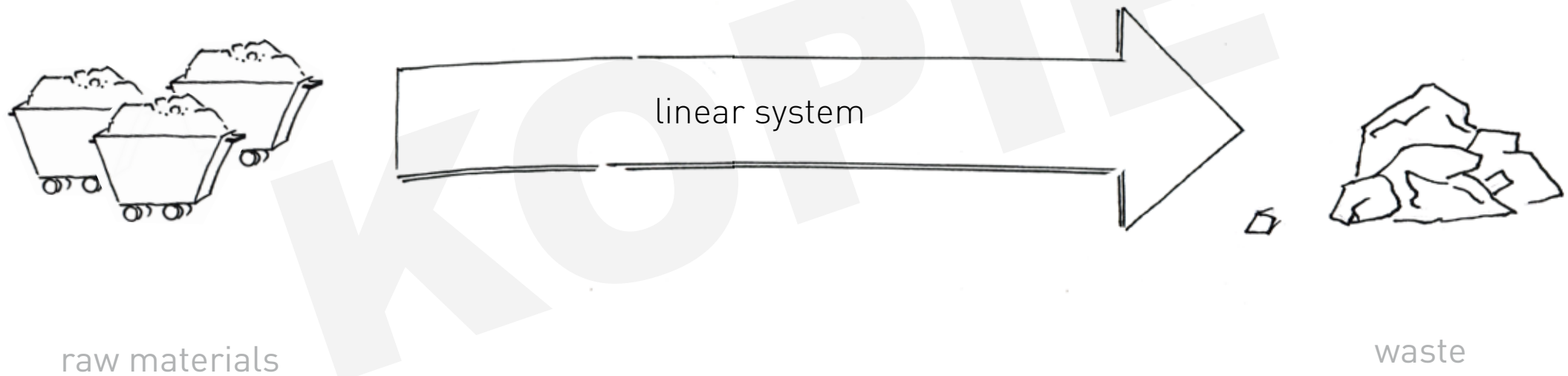
Cradle to Grave //



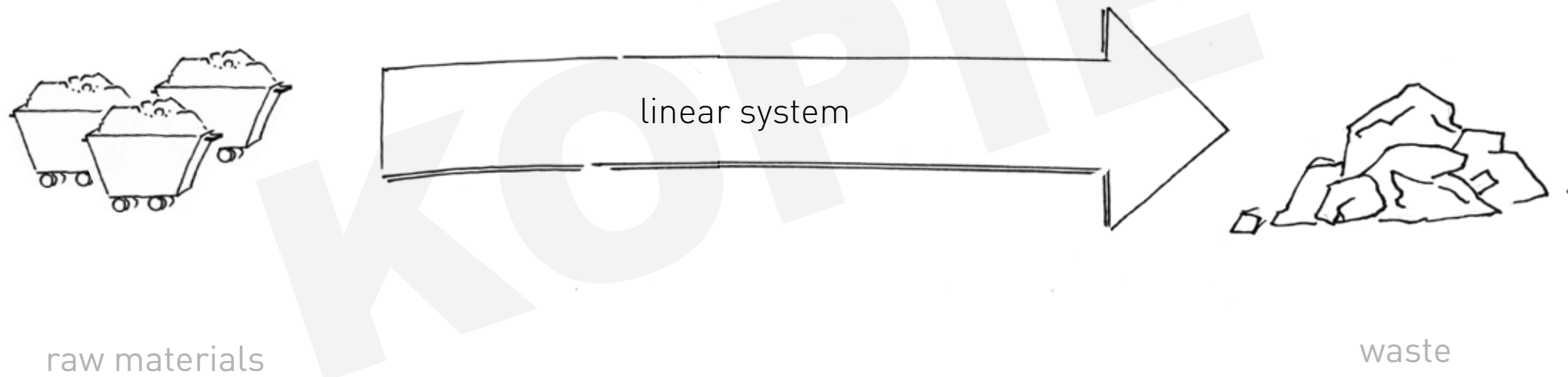
Cradle to Grave //



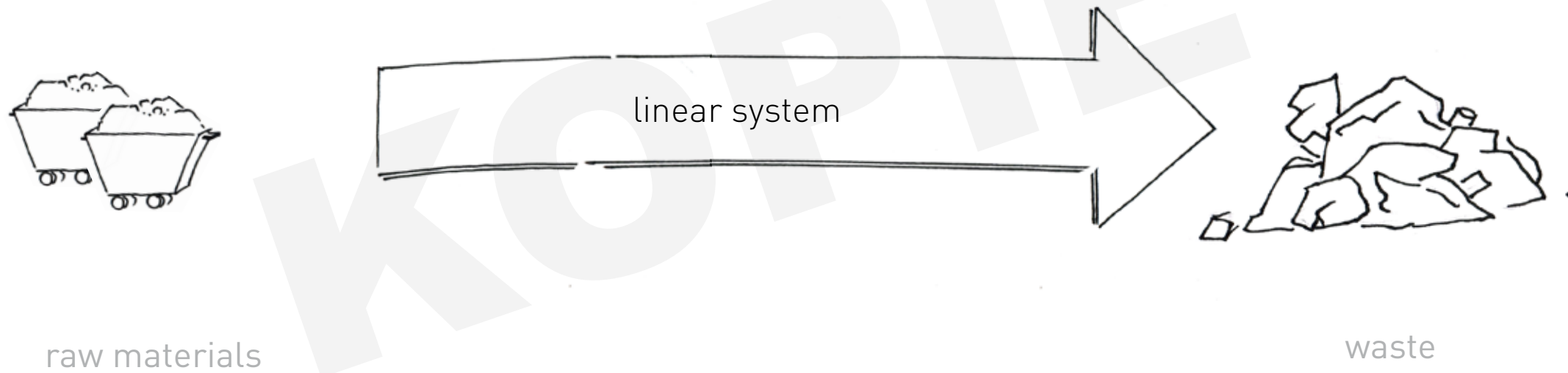
Cradle to Grave //



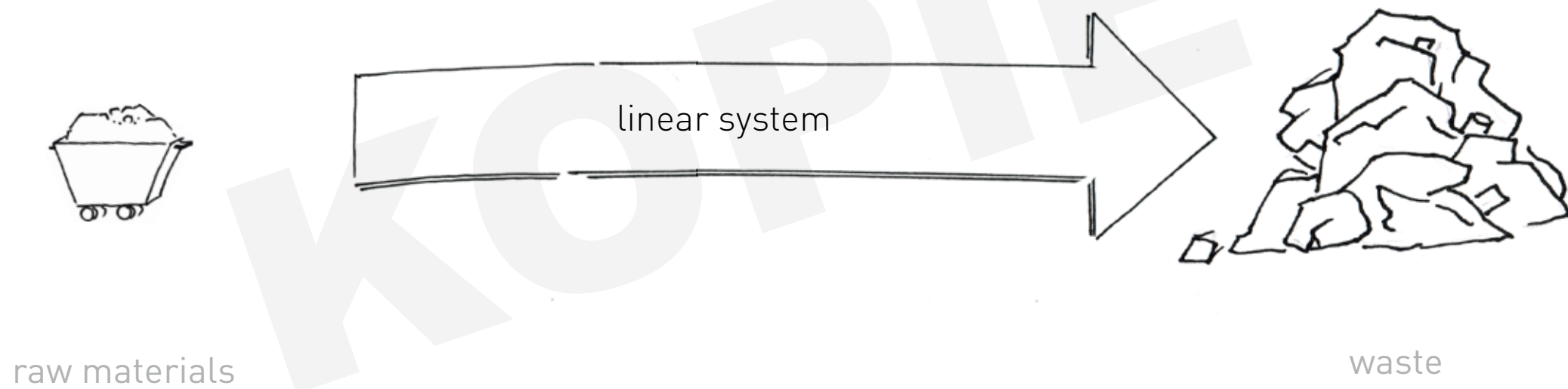
Cradle to Grave //



Cradle to Grave //



Cradle to Grave //



Cradle to Grave //



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Every German produces
614 kilograms of garbage per year.



© Caters News Agency

Cradle to Grave //



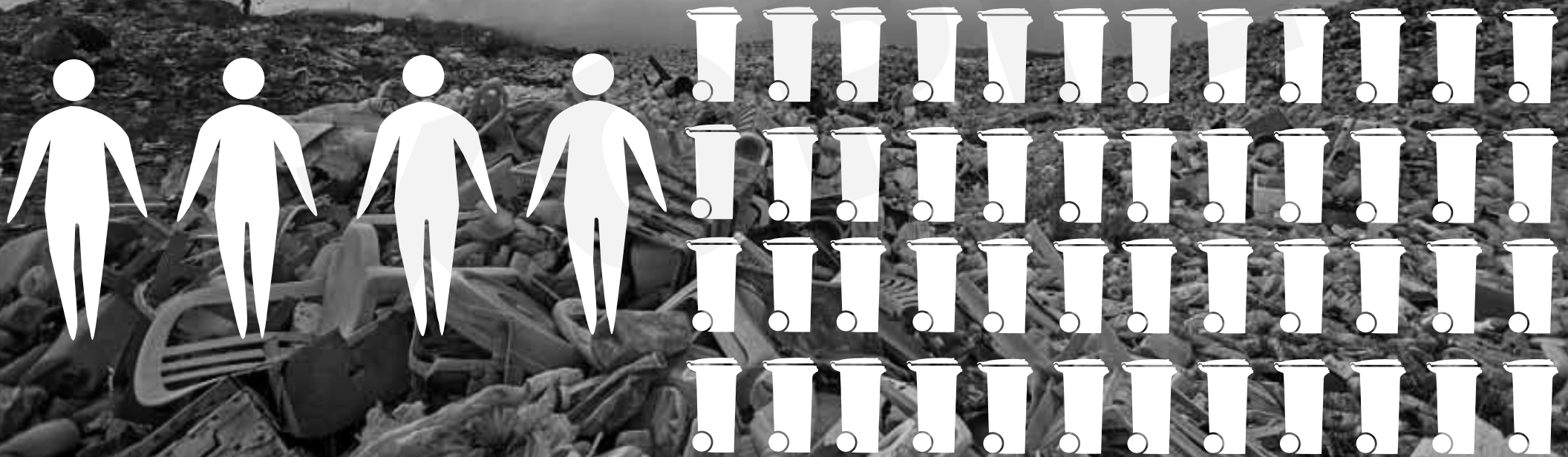
© Caters News Agency

Cradle to Grave //



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Cradle to Grave //



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What we leave behind //



<http://www.erhoehtesbewusstsein.de>

What we leave behind //



© via flickr, Sparkle Motion

What we leave behind //



-50%

© via flickr, Sparkle Motion

What we leave behind //



<http://www.erhoehstesbewusstsein.de>

Toxins in our Products //

Plasticizers (phthalates) in artificial leather, rubber and dyed textiles
dyes
Flame retardants
Organotin compounds
Perfluorinated surfactants (PFC)
aldehydes
triclosan
heavy metals

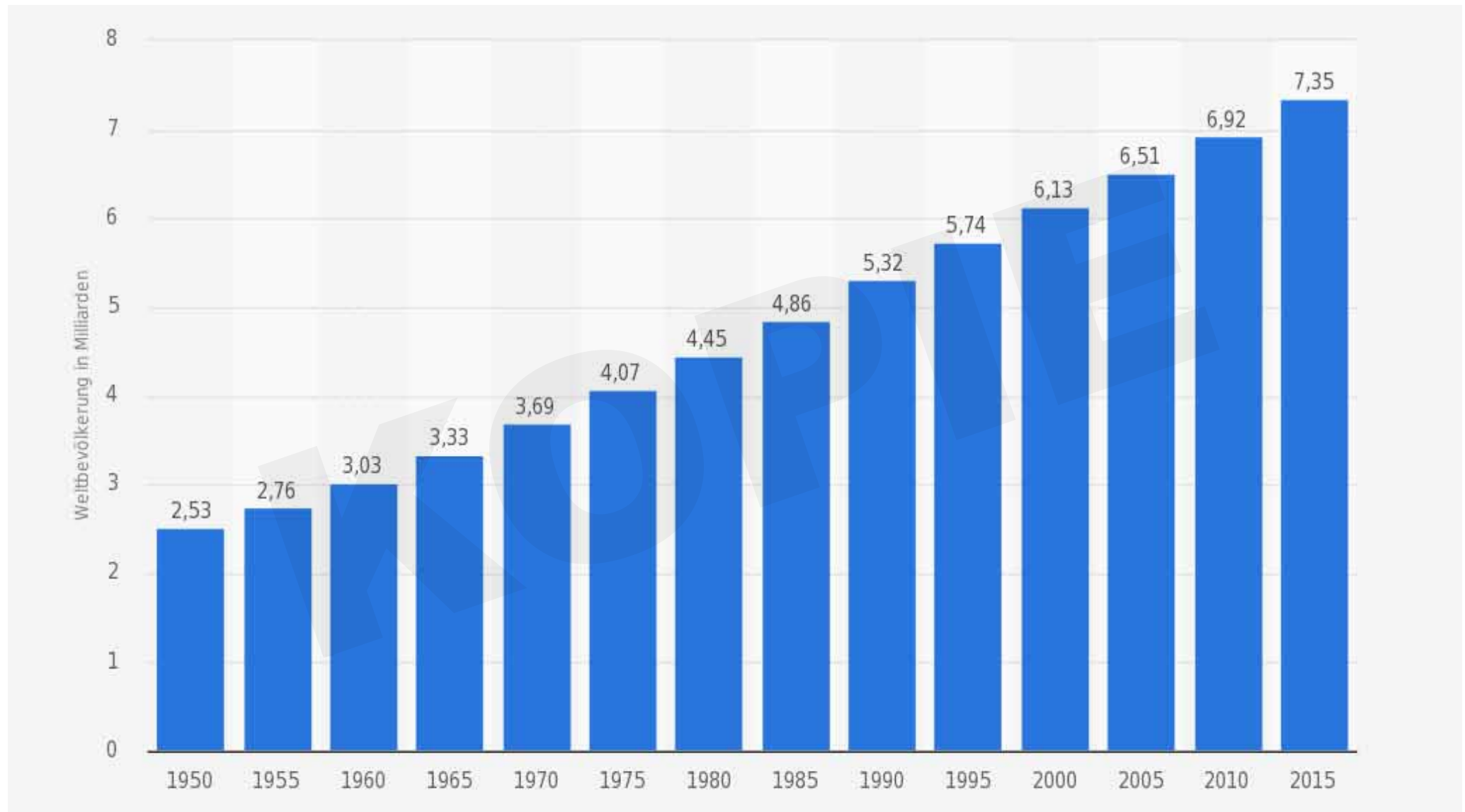
textilpflege-dinslaken.de

Toxins in our Products //



www.henkel.de

Development of the world population (in billions) //



www.statista.de



<http://www.erhoehtesbewusstsein.de>

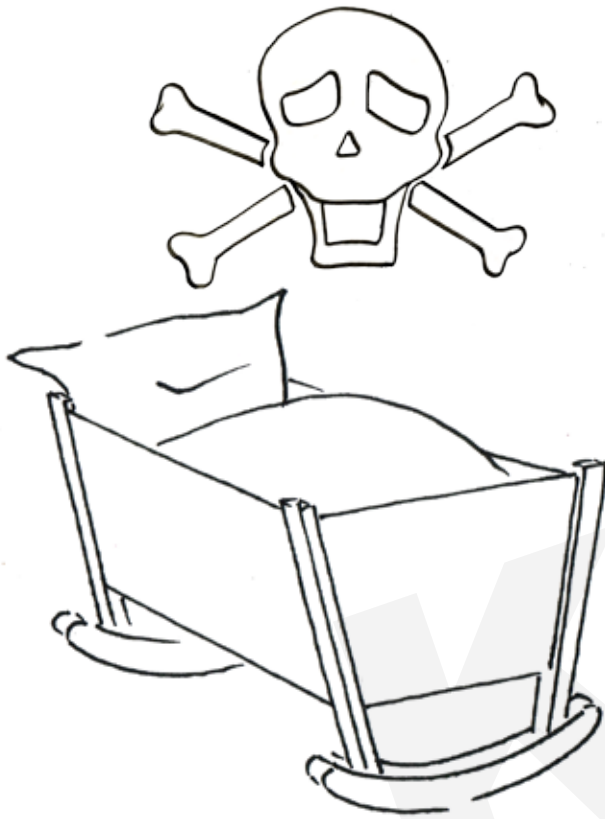


raw materials

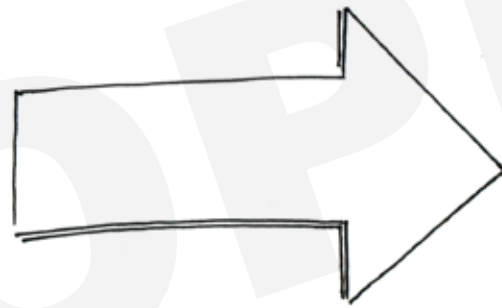
waste

toxins

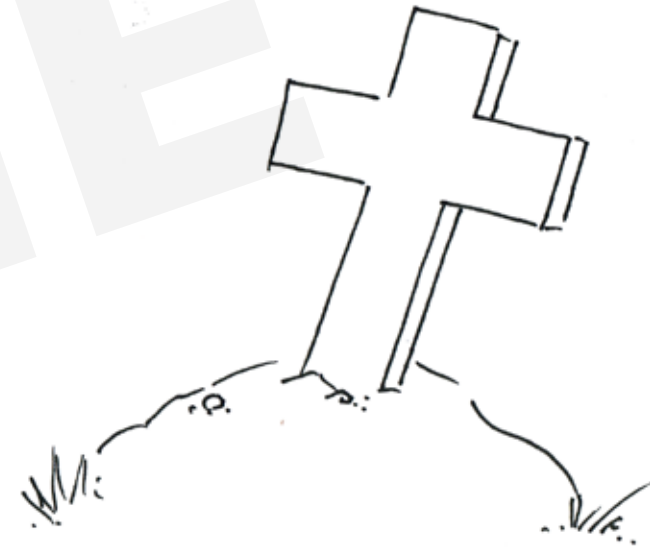
From Cradle to Grave to Cradle to Cradle //



raw materials +
production



use

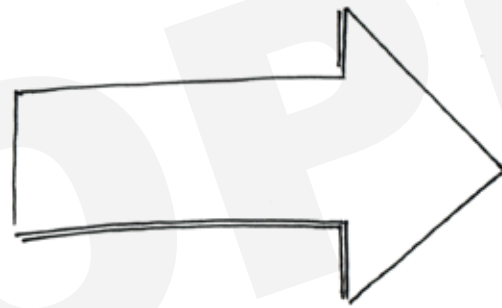


disposal

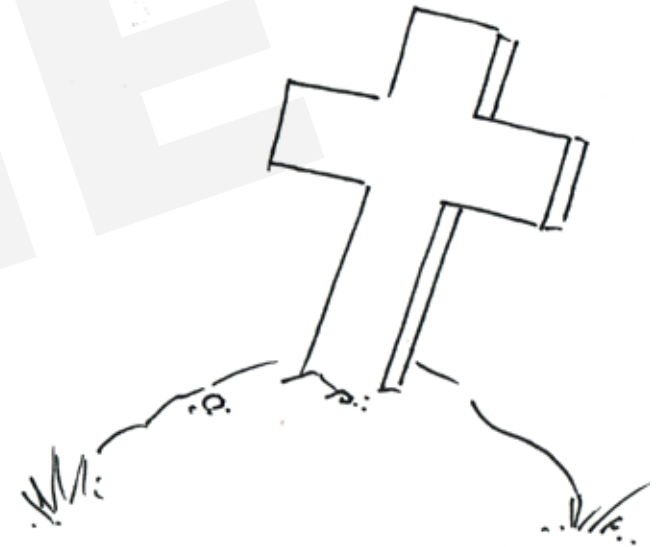
From Cradle to Grave to Cradle to Cradle //



raw materials +
production

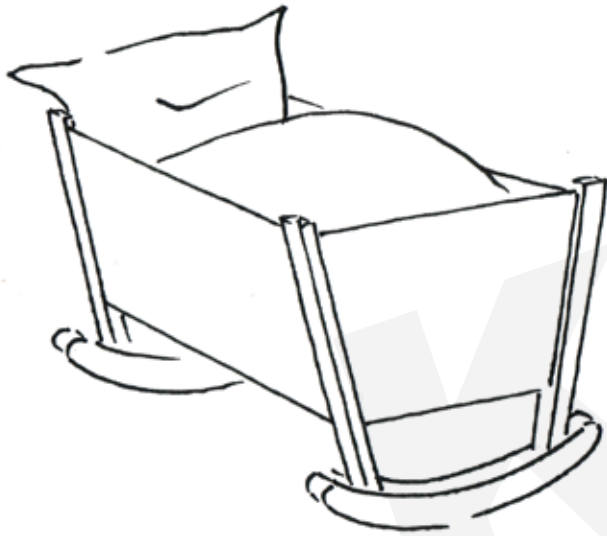


use

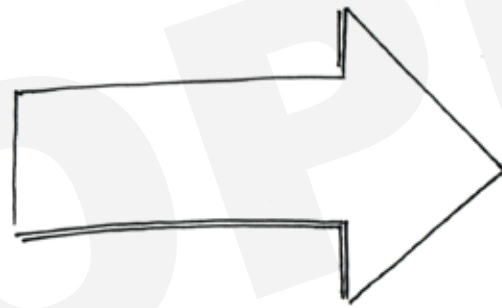


disposal

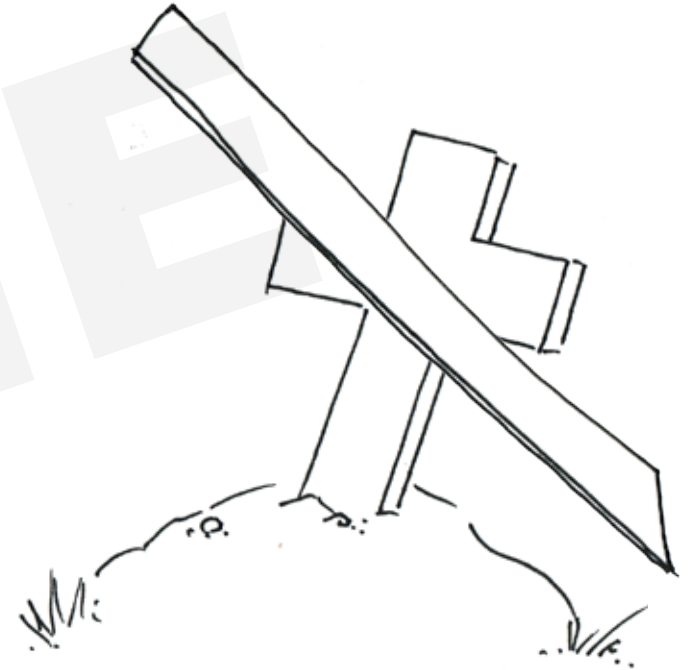
From Cradle to Grave to Cradle to Cradle //



raw materials +
production

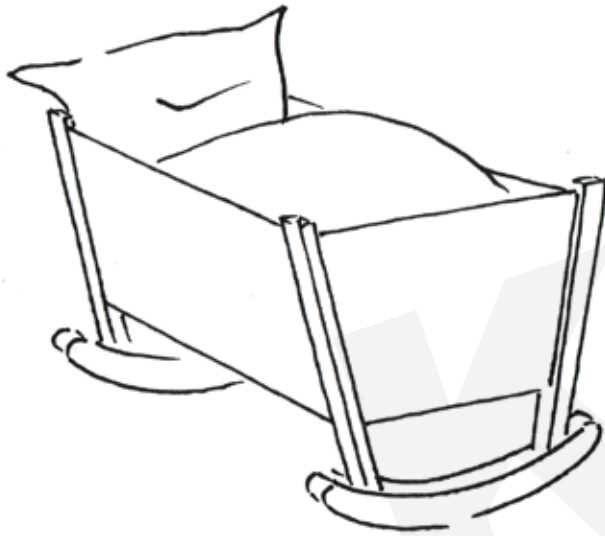


use

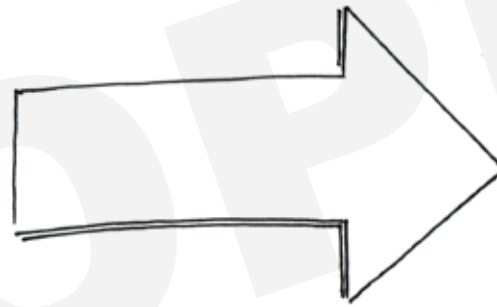


disposal

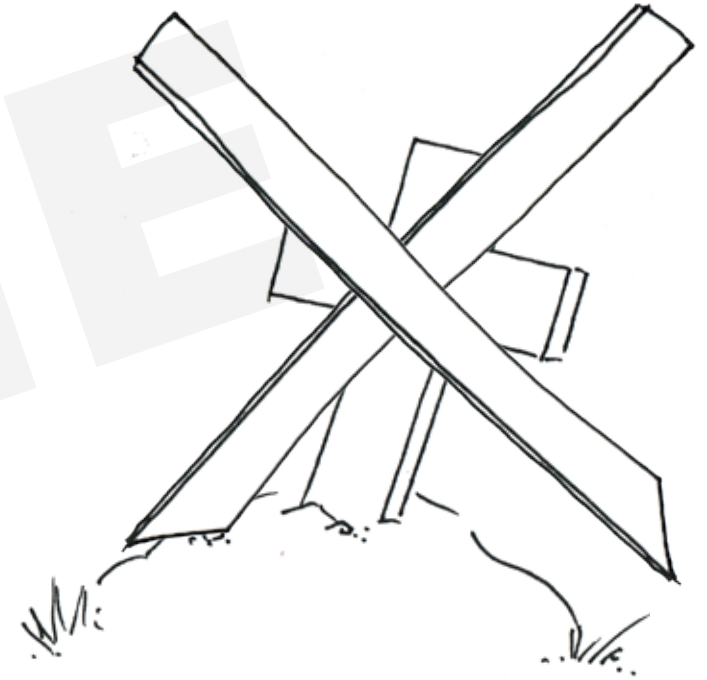
From Cradle to Grave to Cradle to Cradle //



raw materials +
production

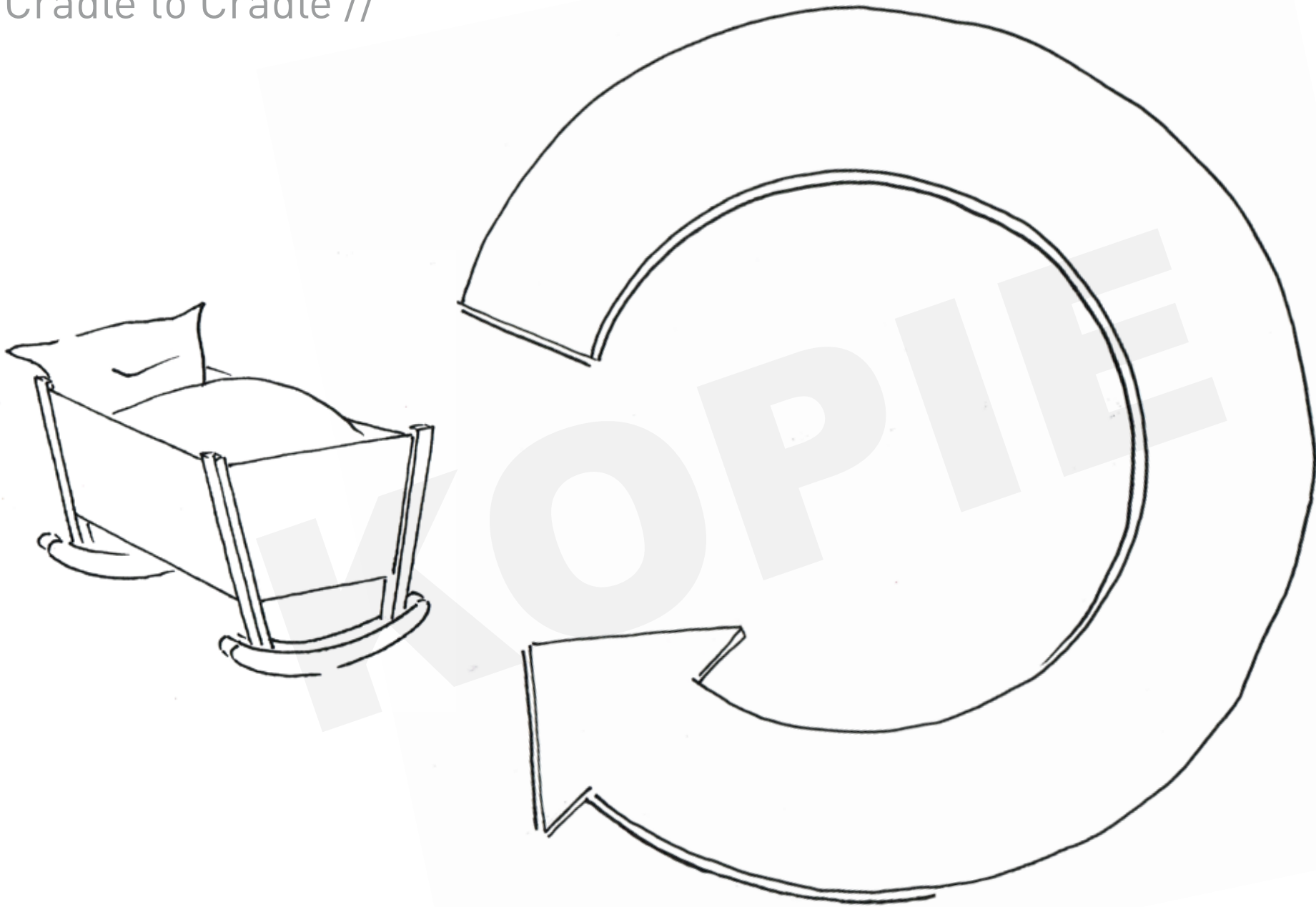


use

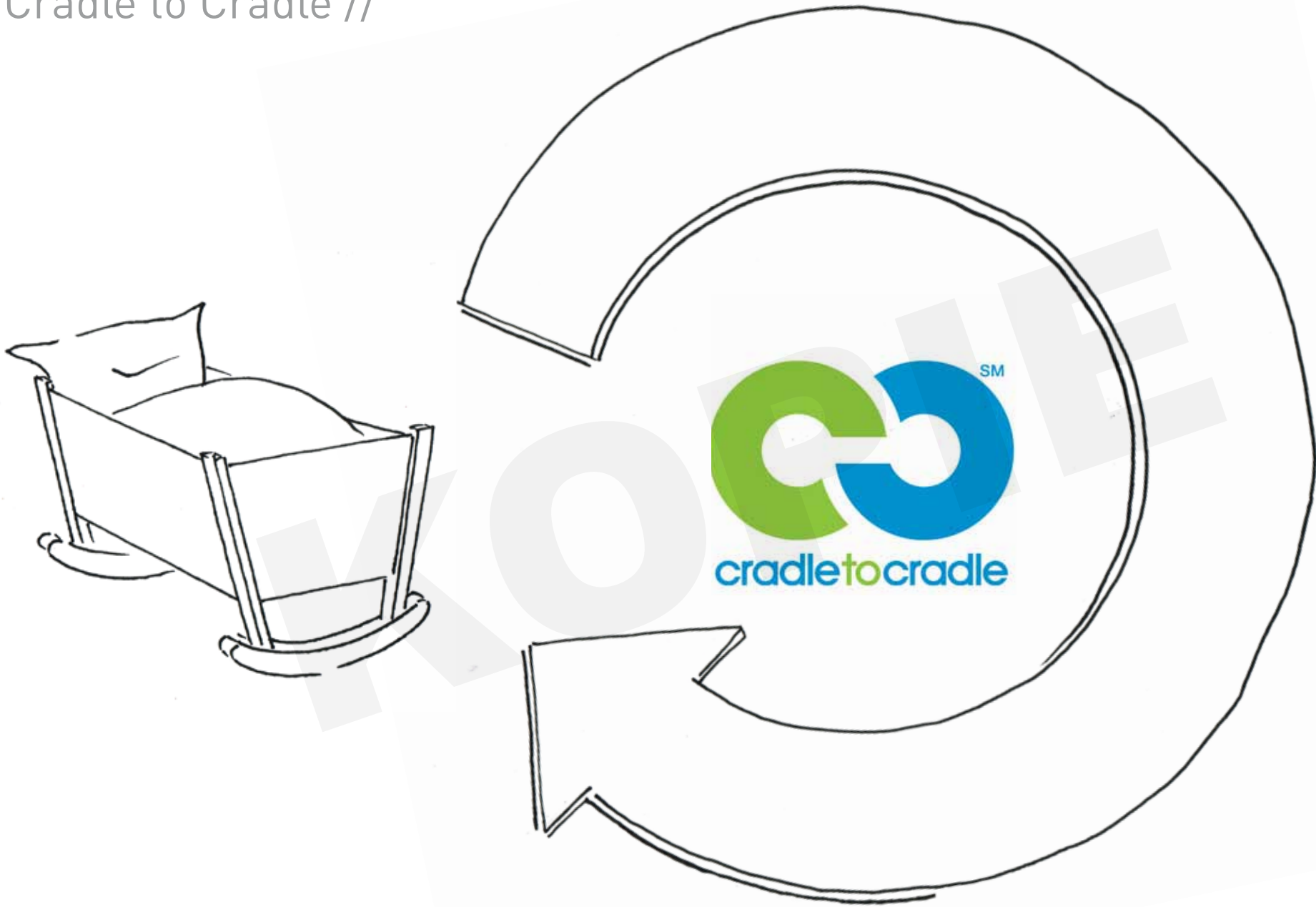


disposal

Cradle to Cradle //



Cradle to Cradle //

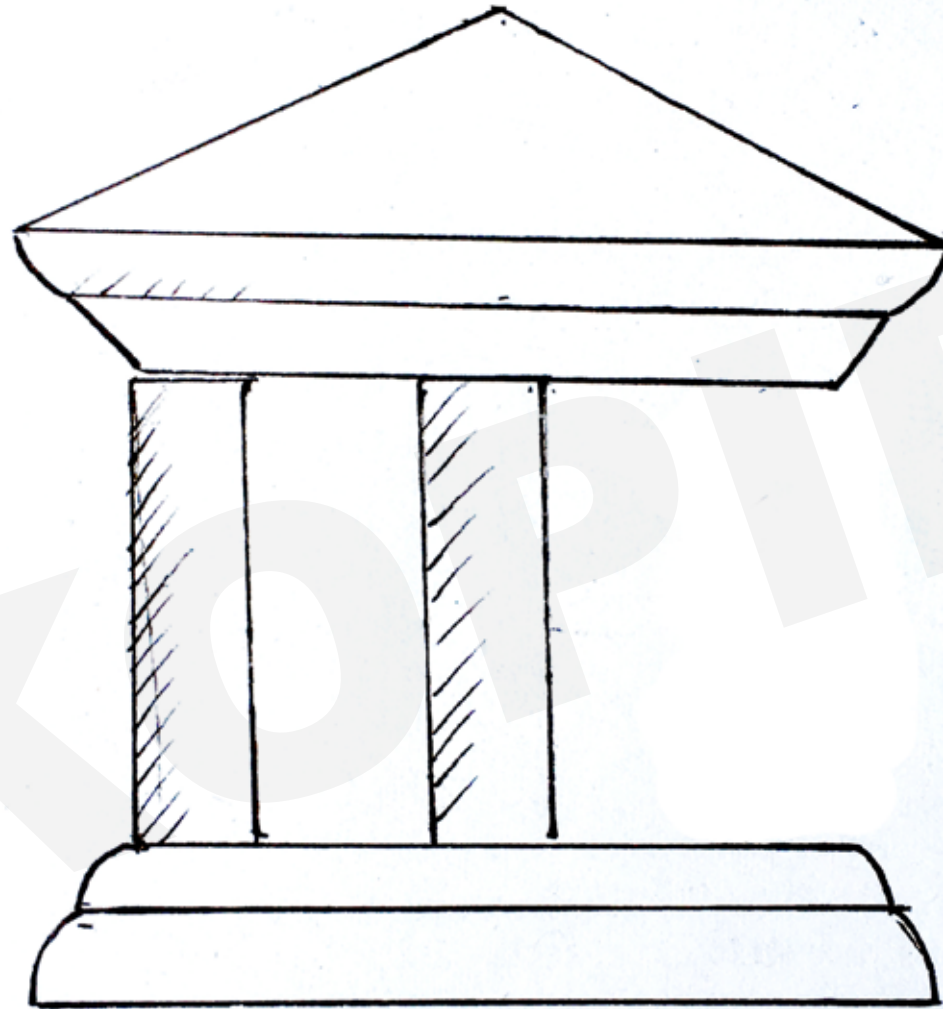




An Idea taken from Nature //

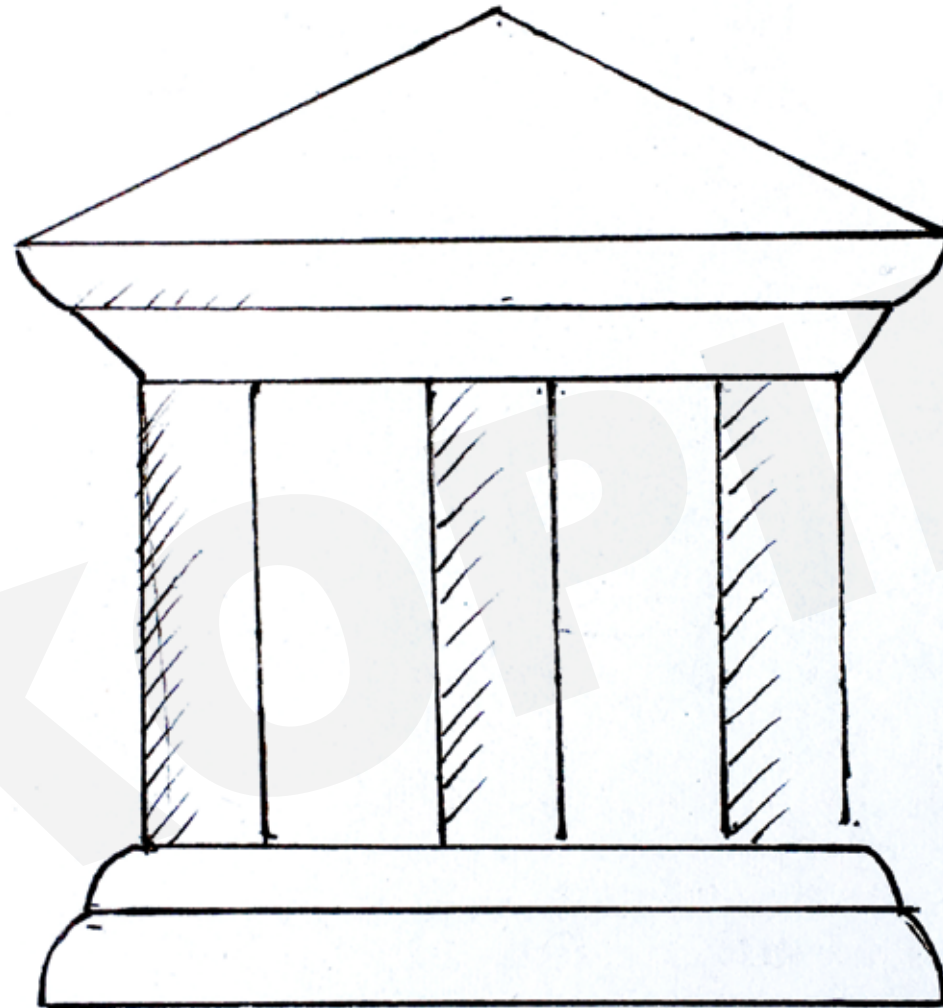
picture: Kaung Myat Min

Pillars of Sustainability //



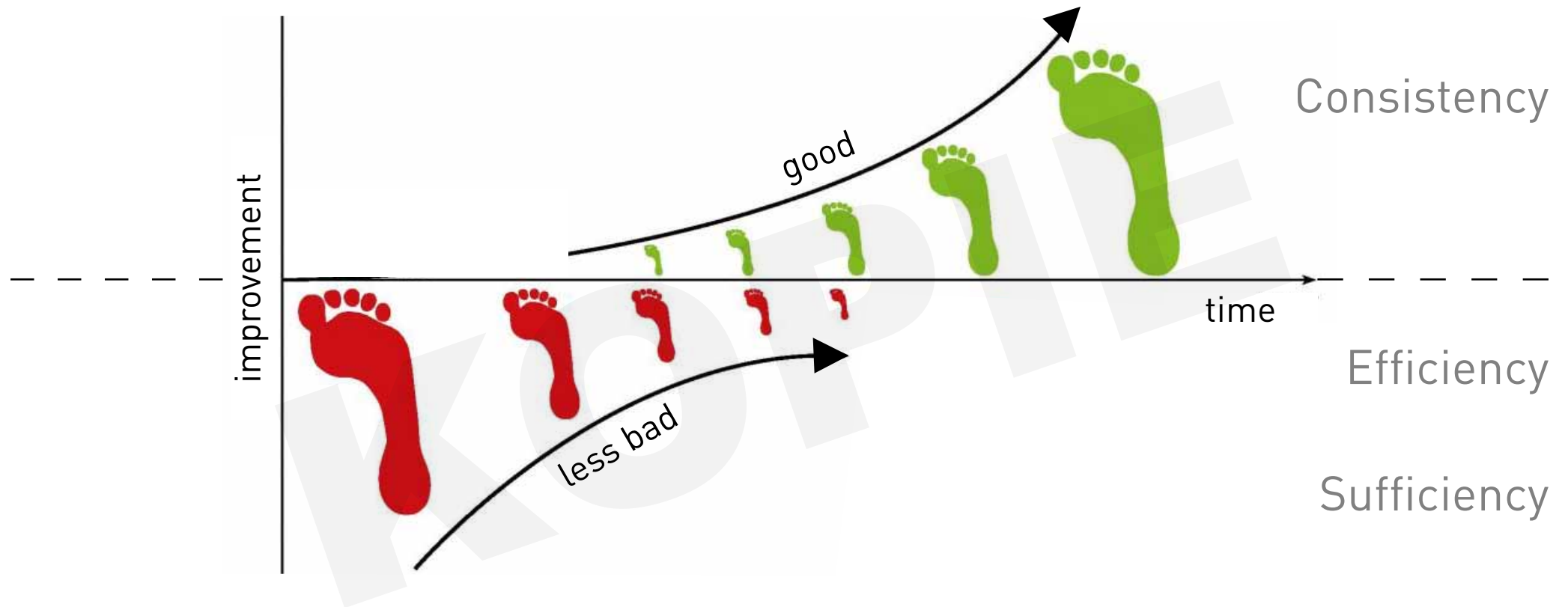
Efficiency Sufficiency
better less

Pillars of Sustainability //



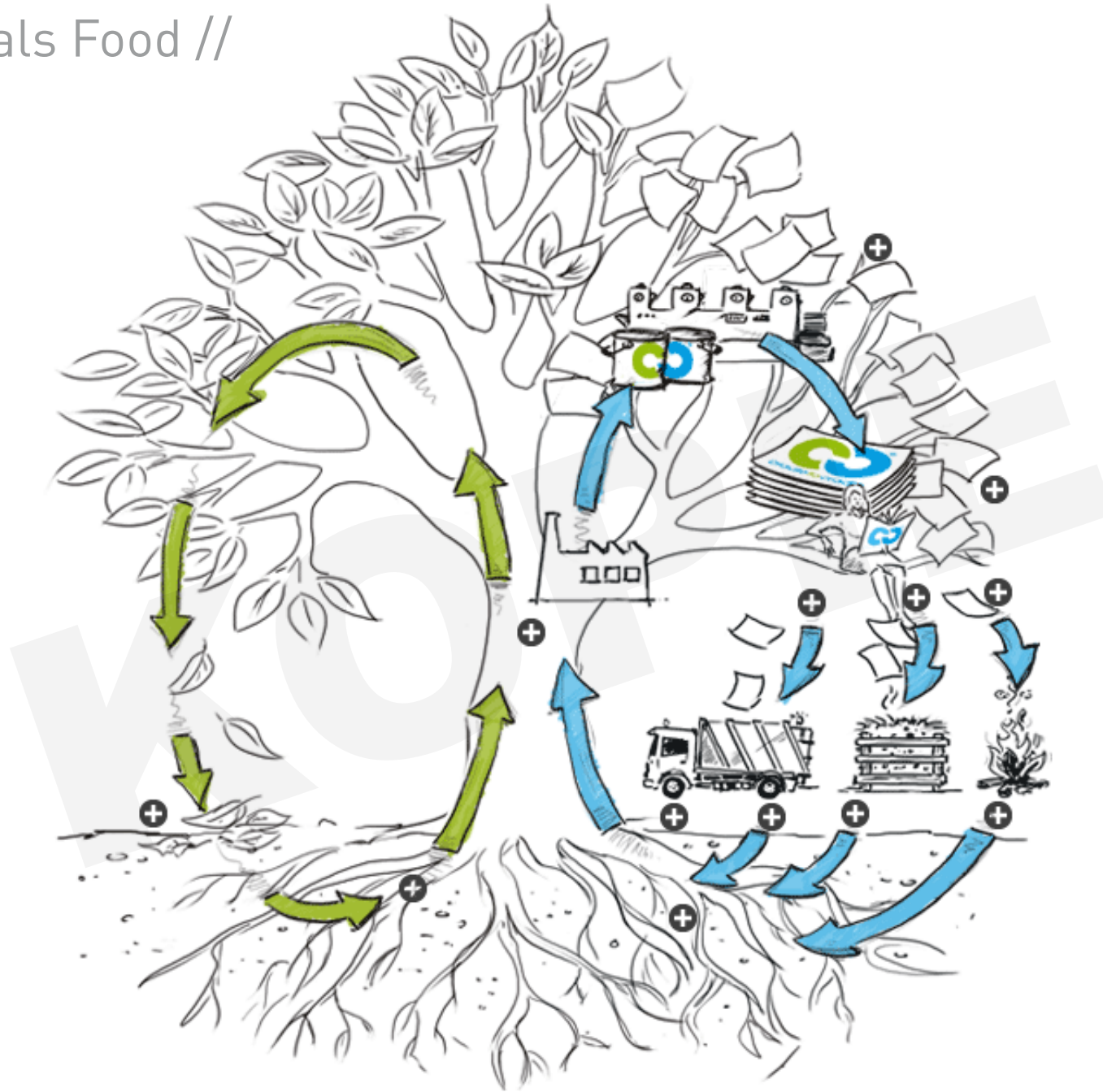
Efficiency Sufficiency Consistency
better less consistent cycle

Less Bad or Good//

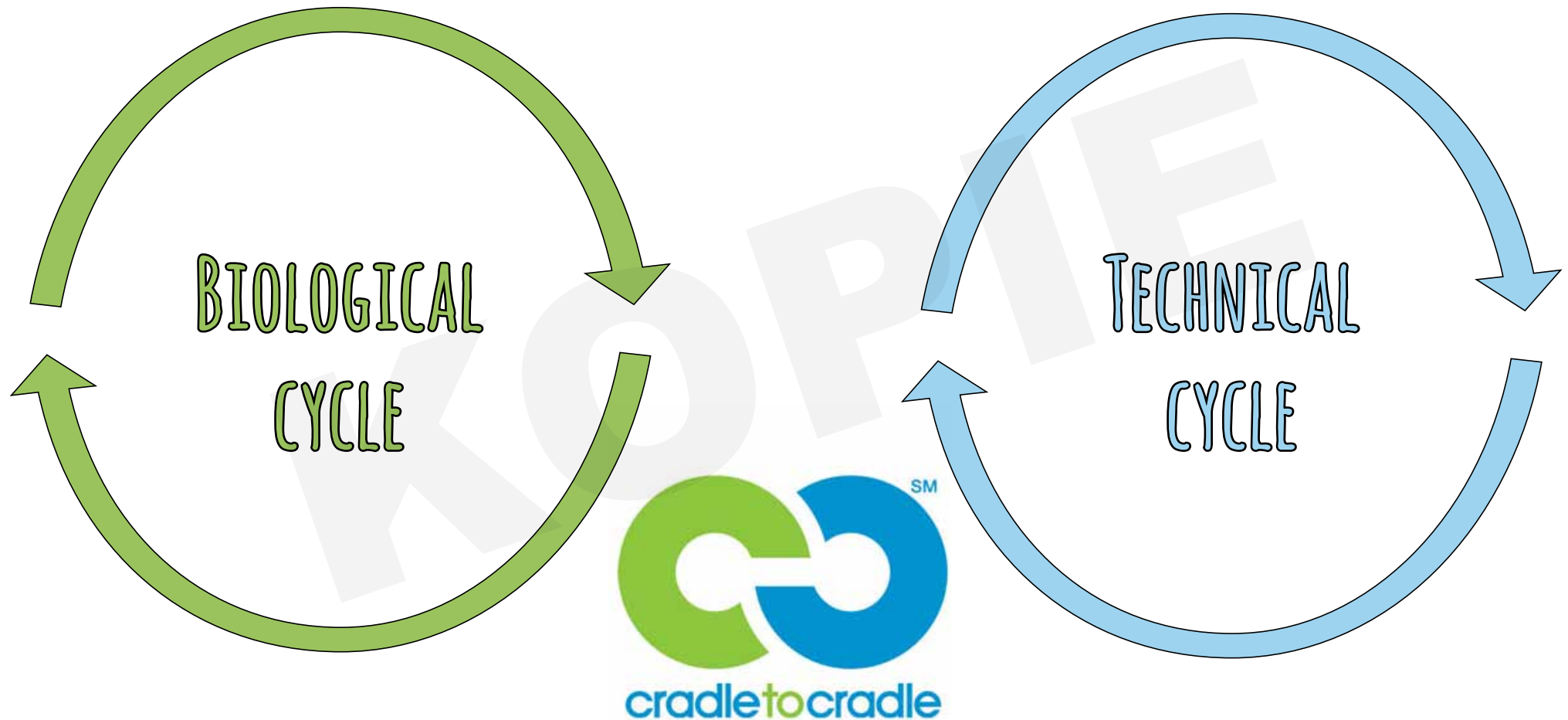




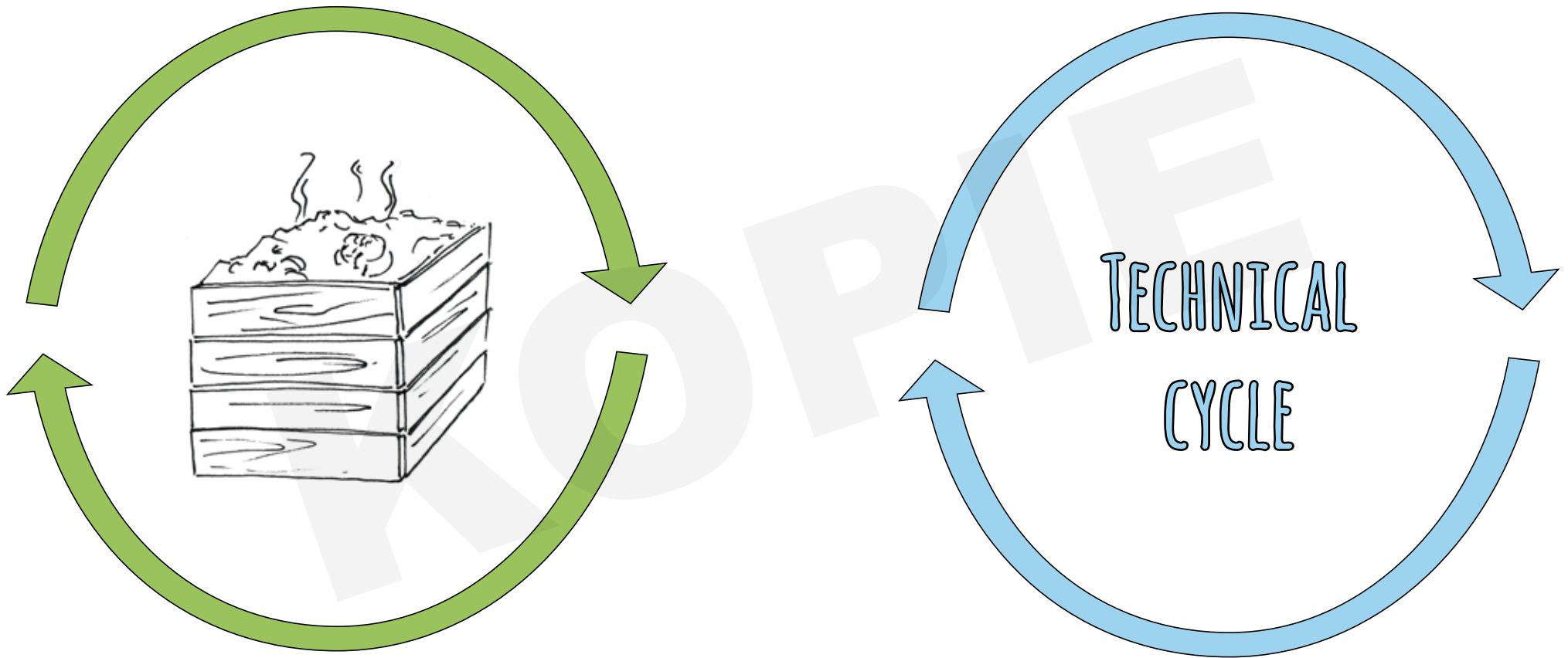
Wasted equals Food //



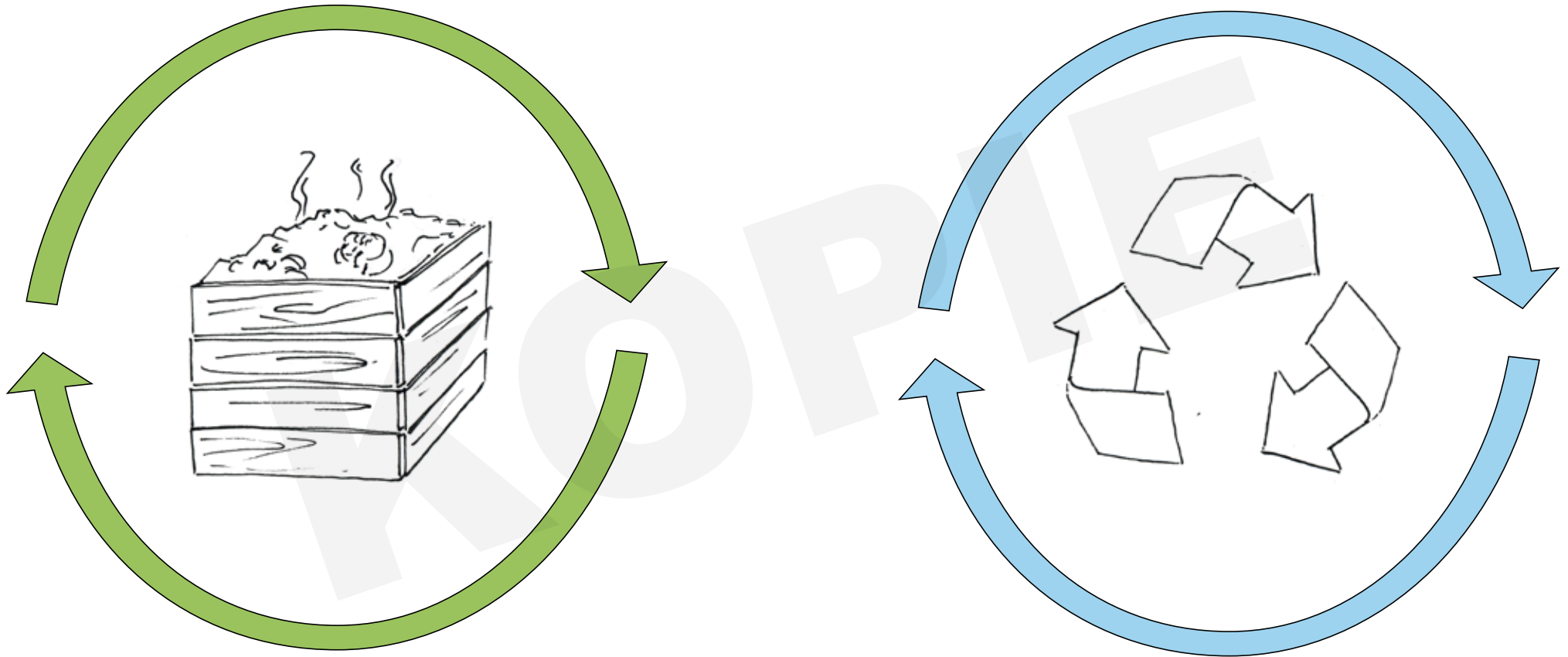
Two cycles for all materials //



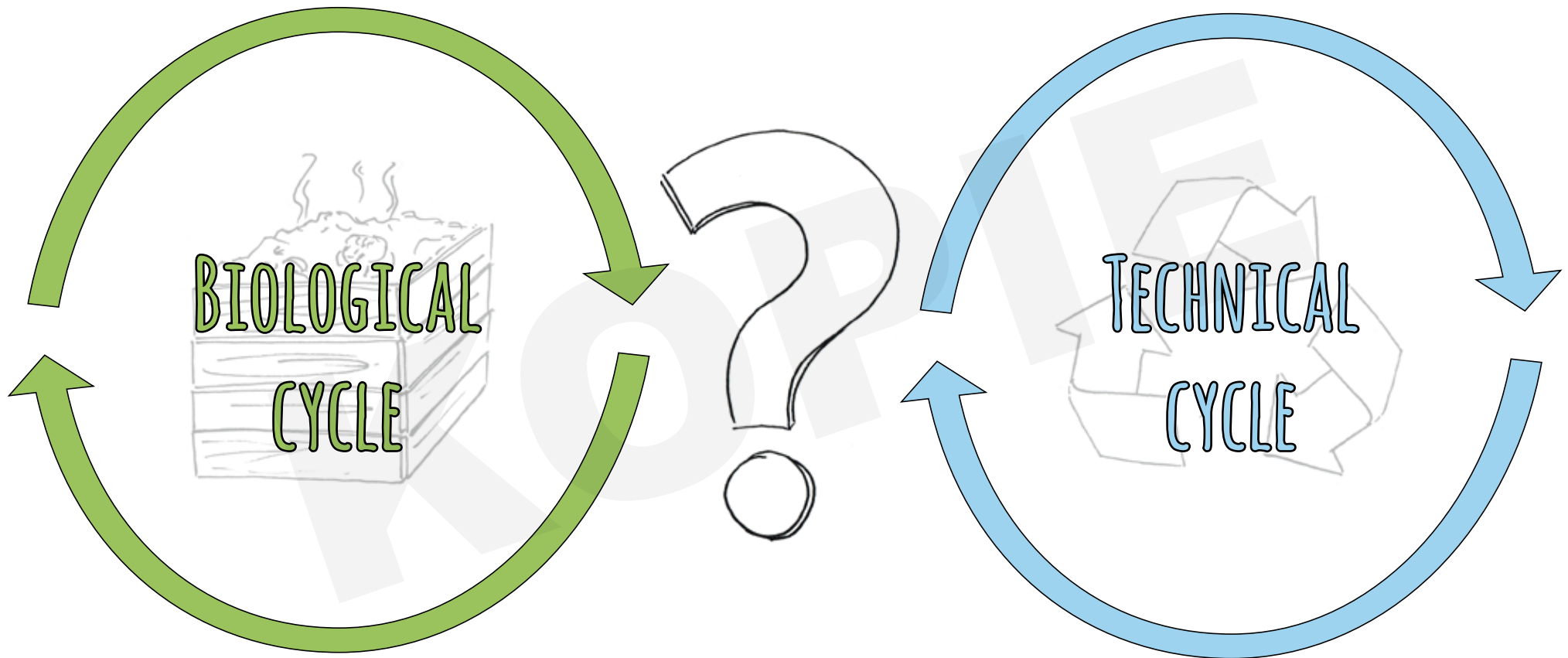
Two cycles for all materials //



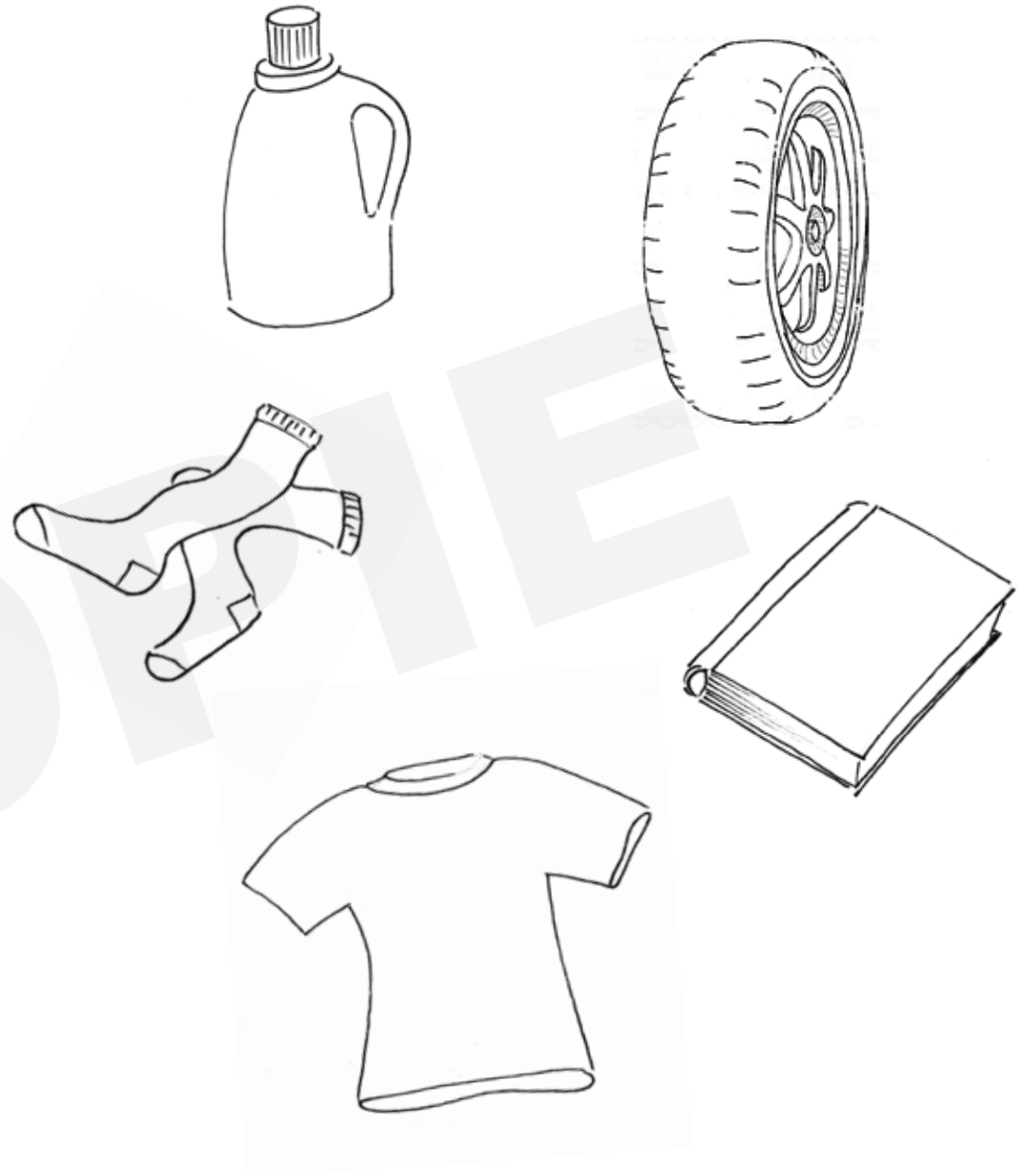
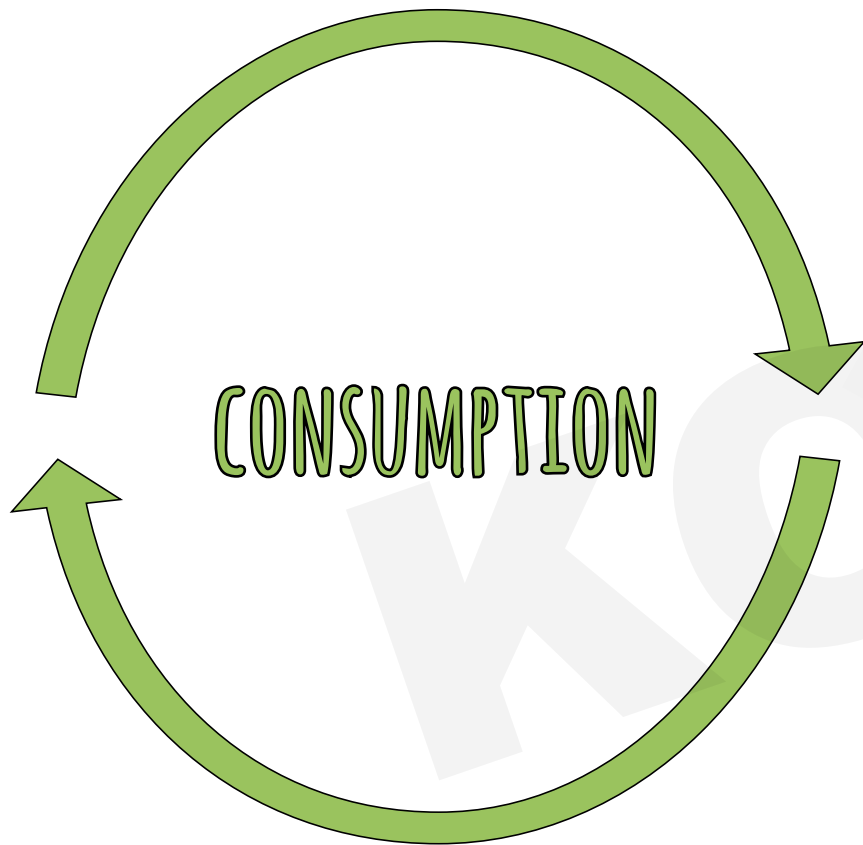
Two cycles for all materials //



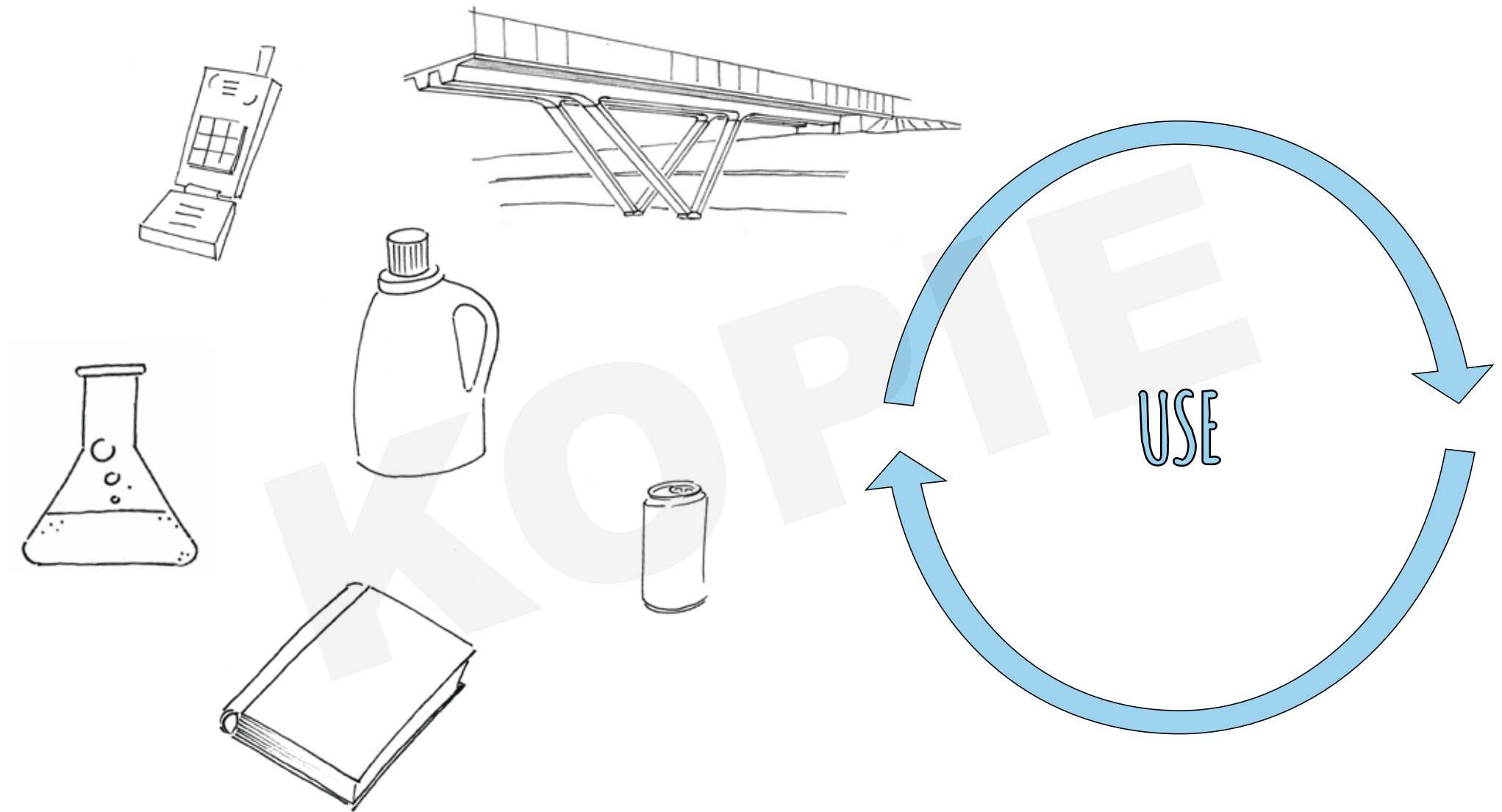
Two cycles for all materials //



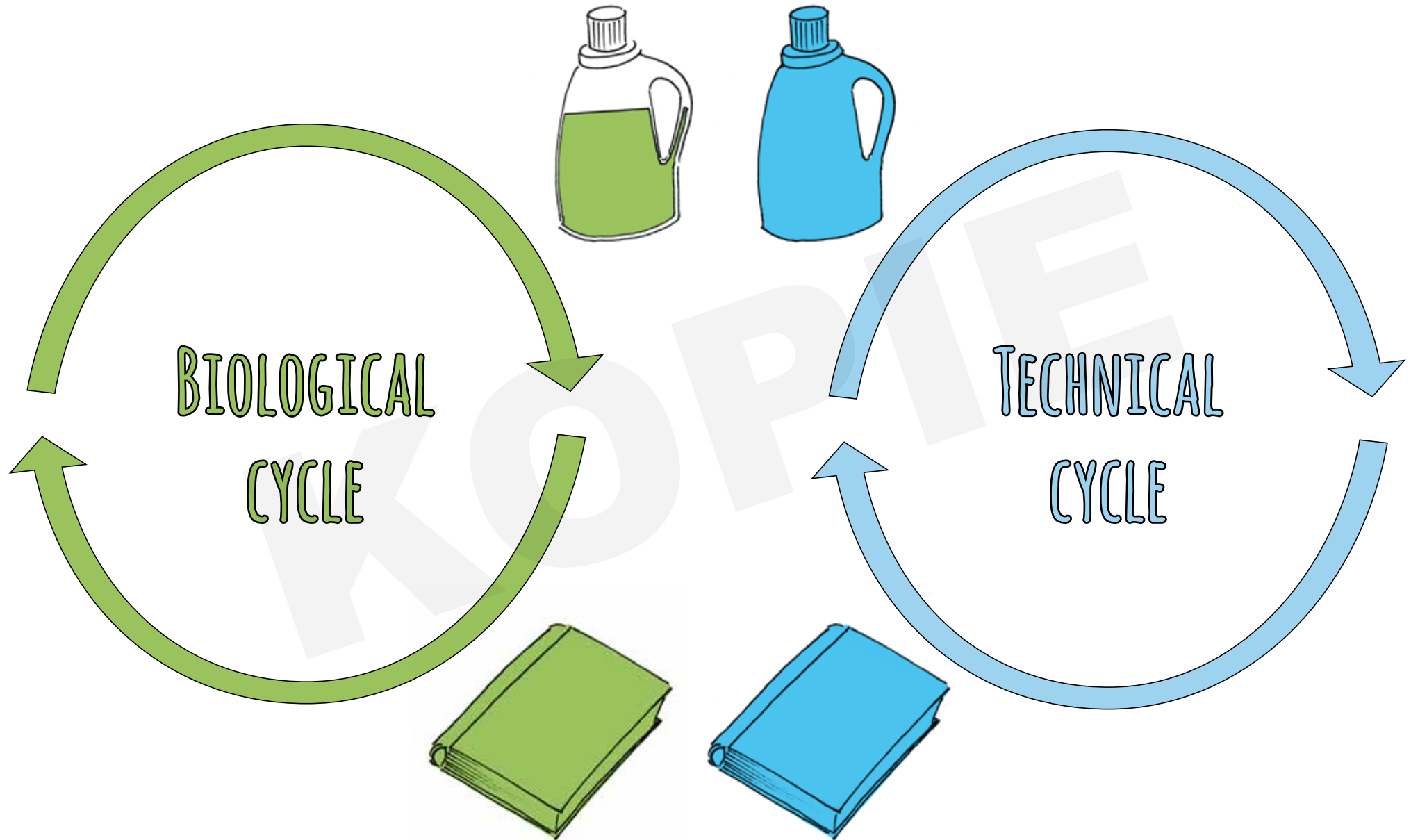
The Biological Cycle //



The Technical Cycle //



Two cycles for all materials //



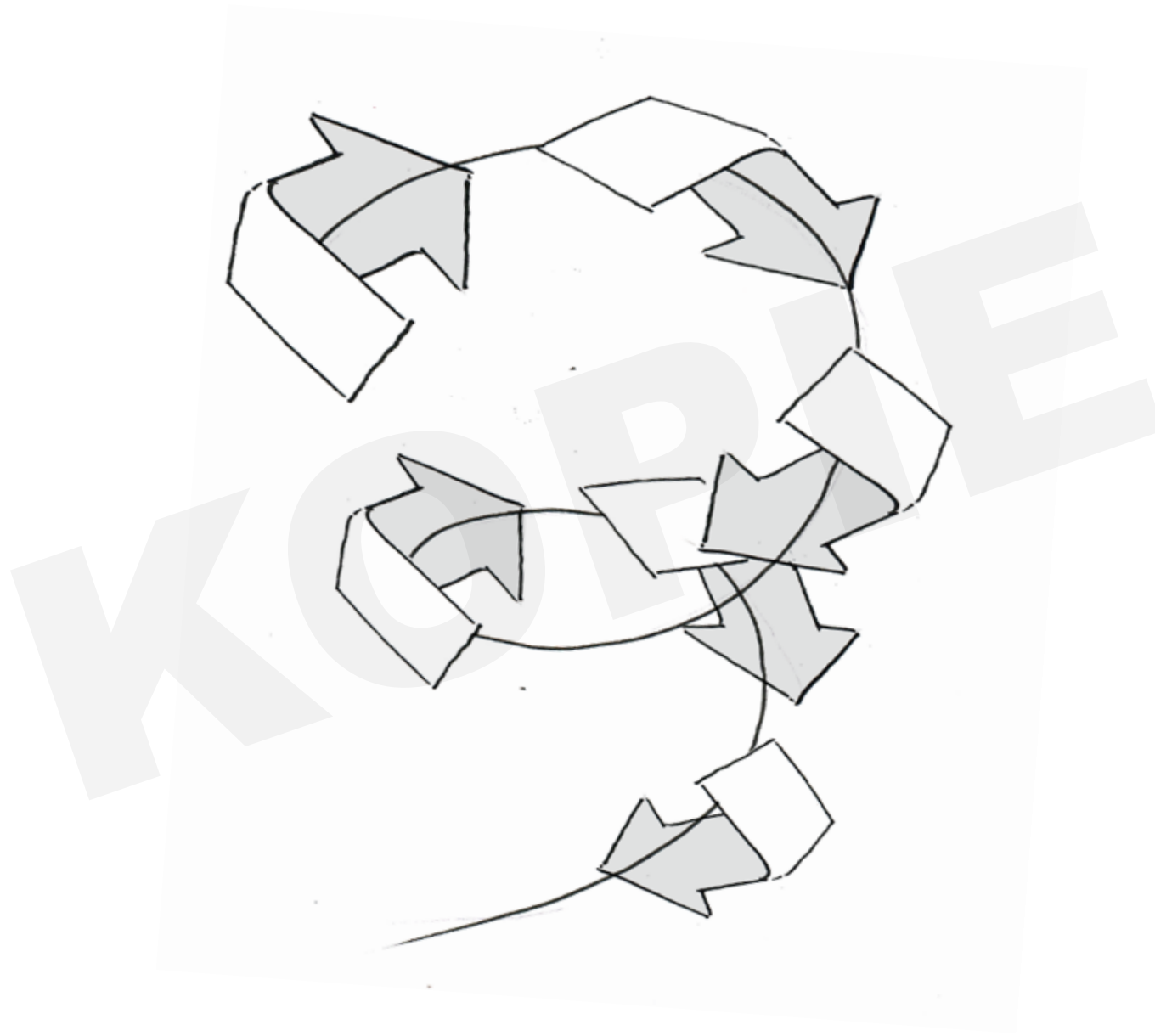
The nature of our products //





Picture: Autobild.de

Downcycling //



Today, too much is lost ...

In Germany alone, 15,000 tonnes of copper are lost annually in the recycling process.

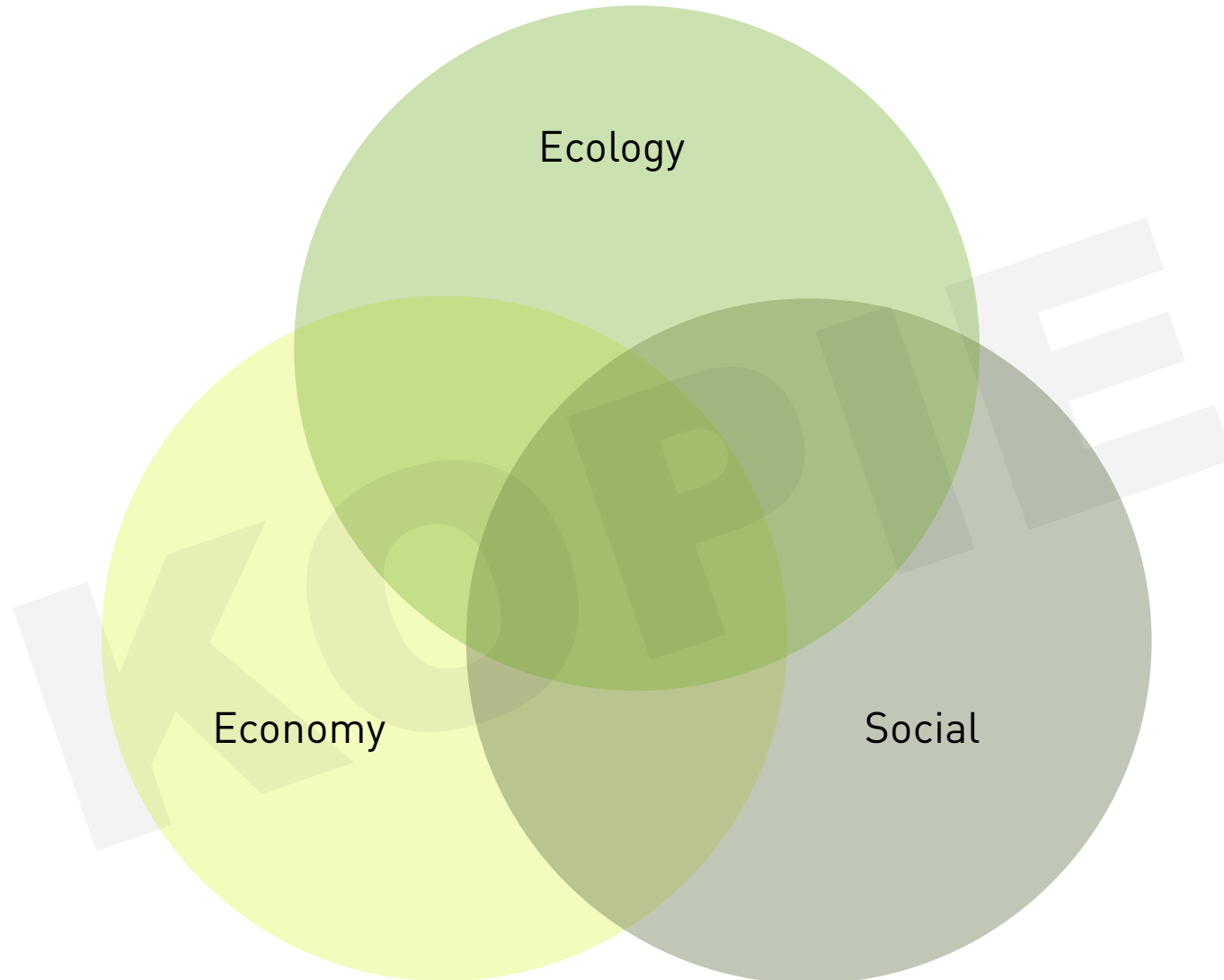
metallhandel-1

... and we leave the wrong things behind.

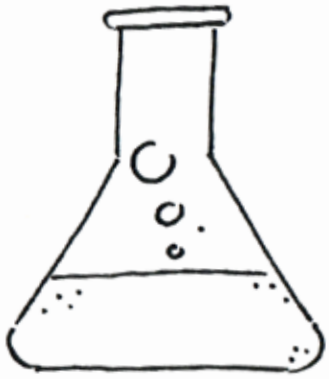
One ton of newly produced copper equals 600 to 800 tonnes of toxic production waste!

„a huge challenge but a great opportunity as well! „

Sustainability //



The criteria //



Material
Health

Material Health //



The criteria //



Recyclability

Recyclability //



The criteria //



Water Quality

Water Quality //



The criteria //

KOP



Renewable
Energie

Renewable Energie //

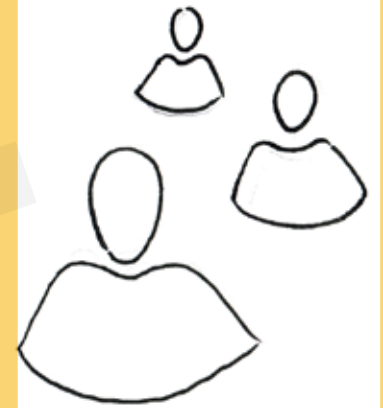


Primary School (in
Backsippans) in
Sweden



The criteria //

KOPIE

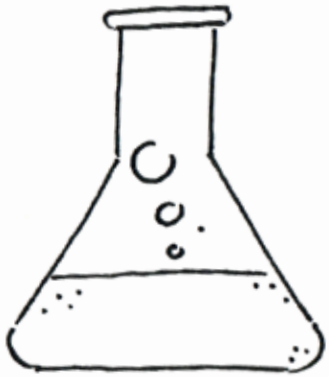


Social
Responsibility

Social Responsibility //



Die Kriterien //



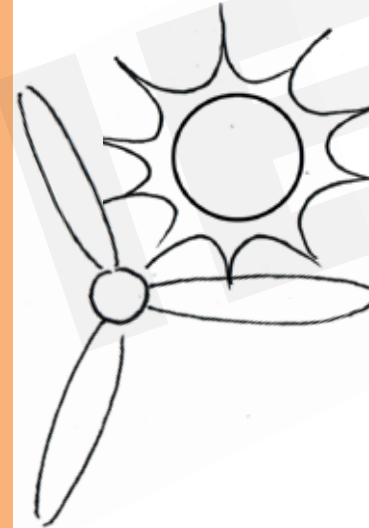
Material
Health



Recyclability



Water quality



Renewable
Energie



Social
Responsibility

It works //



There are already over 4000 C2C products worldwide.



CRADLE TO CRADLE E.V.

Vielen Dank für Ihre Aufmerksamkeit!

ein Vortrag von

nadine **kümmel**

Produktdesign - Konzeption - Innenraumplanung

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