

# WILLIAM MCDONOUGH

Sustainable Design Guru, thought leader, architect and Time Magazine "Hero for the Planet"

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- Chair of the World Economic Forum’s Meta-Council on Circular Economy
- The Cradle to Cradle® design framework that William McDonough co-developed is an underpinning philosophy of the circular economy

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William McDonough is an advisor, designer, thought leader, and author. Trained as an ar-chitect, his interests and influence range widely, and he works at scales from the global to

the molecular. He is recognized globally as a leader in sustainable development. His vision for a future of abundance for all is helping companies and communities think differently. Together they are changing the world.

William McDonough is leading us into the Next Industrial Revolution—an Earth-friendly, economically-robust new stage of human industry. He has changed the way we think about the design and construction of everything, from books to buildings to entire cities, showing us—he's a doer, not a preacher—that total sustainability and economic success are one and the same.

Time magazine recognized him in 1999 as a “Hero for the Planet,” stating that “his utopianism is grounded in a unified philosophy that-in demonstrable and practical ways-is changing the design of the world.” In 1996, McDonough received the Presidential Award for Sustainable Development, the nation's highest environmental honor, and in 2003 he earned the first U.S. EPA Presidential Green Chemistry Challenge Award for his work with Shaw Industries, the carpet division of Berkshire Hathaway. In 2004 he received the National Design Award for exemplary achievement in the field of environmental design. McDonough is the architect of many of the recognized flagships of sustainable design, including the Ford Rouge truck plant in Dearborn, Michigan; the Adam Joseph Lewis Center for Environmental Studies at Oberlin College; and NASA’s new space station on Earth, Sustainability Base, completed in 2011.

Chair of the World Economic Forum’s Meta-Council on Circular Economy. The newly formed Council represents the Forum’s multi-sector initiative to accelerate business-driven innovation to scale the circular economy. As stated in the charge to McDonough: “The Meta-Council on Circular Economy, which will be comprised of members from other Global Agenda Councils and have its own mandate and outputs, will focus on the redesign of policy ecosystems needed to allow systems-level change and widespread adoption of circular models—in developed, emerging and developing regions.” The Cradle to Cradle® design framework that William McDonough co-developed is an underpinning philosophy of the circular economy and the new Council.

He has written and lectured extensively on design as the first signal of human intention. He was commissioned in 1991 to write The Hannover Principles: Design for Sustainability as

guidelines for the City of Hannover's EXPO 2000, still recognized two decades after publication as a touchstone of sustainable design. In 2002, McDonough and the German chemist Dr. Michael Braungart co-authored Cradle to Cradle: Remaking the Way We Make Things, which is widely acknowledged as a seminal text of the sustainability movement.

McDonough advises major enterprises including commercial and governmental leaders worldwide through McDonough Advisors. He also is active with William McDonough + Partners, his architecture practice with offices in Charlottesville, VA and San Francisco, CA, as well as McDonough Braungart Design Chemistry, the Cradle to Cradle consulting firm co-founded with Braungart. He has co-founded, with Braungart, not for profit organiza-tions to allow public accessibility to Cradle to Cradle thinking. These include GreenBlue (2000), to convene industry groups around Cradle to Cradle issues and the Cradle to Crad-le Products Innovation Institute (2009), founded at the invitation of California Governor Ar-nold Schwarzenegger to create a global standard for the development of safe and healthy products. He and Braungart contributed the Cradle to Cradle certification program to the Institute. McDonough also co-founded Make It Right (2006) with Brad Pitt to bring affordable Cradle to Cradle-inspired homes to the New Orleans Lower 9th Ward after Hurricane Katrina.

## TEMAS

- Sustainable Development
- Green Building
- Innovation
- Urban Design
- Product Design

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## PROGRAMAS

**Cradle to Cradle: Remaking the Way We Make Things**

In an eye-opening and provocative presentation based on the book he co-authored with

German chemist Michael Braungart, Cradle to Cradle: Remaking the Way We Make Things, American architect William McDonough challenges the way we think about waste, recycling and designing for a planet approaching nine billion. He explains that the widely accepted goals of sustainability and eco-efficiency actually create unbelievable amounts of waste and pollution—they simply won't be enough. Instead of focusing on reducing footprint, McDonough urges that products be designed to continuously travel in nutrient cycles—biological (they go back to the soil) or technical (they stay in the use and production cycle safely forever). With this Cradle to Cradle framework in mind, McDonough has shaped the design of everything from carpet to corporate campuses. He shows audiences that:

- Design is the first signal of human intention and the key to solving the planet's most pressing problems.
- Recycling is ineffective – it is really just a process of "downcycling" products into low-grade materials that will eventually become waste.
- Anyone involved in making anything can put eco-effectiveness into practice.
- Businesses can lead the way on climate change with velocity and scale.
- If revolutionized, human industry does not have to damage the natural world - products can be designed in a way that they will actually act as revitalizing nutrients for the environment when they are no longer needed.

**Putting Eco-Effectiveness into Practice for a Cradle to Cradle World**

Internationally recognized for his innovative and groundbreaking design ideas, William McDonough explains how we can change the impact of human industry on the environment while encouraging economic success. He takes audiences on a captivating journey, describing how we can all become thoughtfully engaged in a magnificent design assignment that can be understood on a personal level. Audiences gain an understanding of this powerful paradigm for viewing the world for positive impact at all levels as an individual, a professional, and a citizen of the global community. In his stimulating and innovative presentation, McDonough describes:

- The best and worst in the history of human design from Thomas Jefferson to Thomas Edison.
- Puts to rest myths and misconceptions surrounding the effectiveness of banning materials and explain the importance of separating the organic cycle

from the tech-nical cycle.
- Explains the importance of enterprise large and the transformative nature of commerce itself, acting in society's best interest based on the simple notion that the first job of business is keep your customers alive and thriving.
- Presents new strategies of change for eco-intelligence to help guide our endeavors at every level from the making of molecules to the planning of regions.

**Create More Good, Rather Than Do Less Bad**

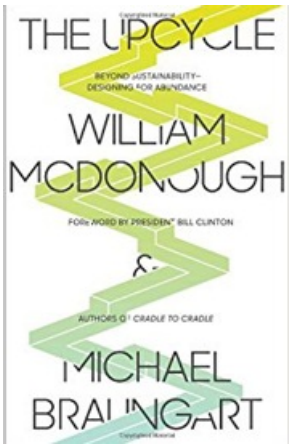
William McDonough believes that we can create a delightfully diverse, safe, healthy, and just world, with clean air, soil, water, and power--economically, equitably, ecologically, and elegantly enjoyed. Why not? McDonough discusses why efficiency alone is not going to solve the problems we face as a planet--efficiency, sustainability, and the reduction of car-bon-footprint only slow the inevitable. Rather than striving to do “less bad,” McDonough advocates for a new paradigm geared towards increasing positive impacts. Through his illuminating discussion, McDonough maps out:

- What it means to build like a tree and rethink design to create products, industries and processes with positive impacts.
- How modern businesses and communities are accepting the challenge of improving the planet by moving beyond efficiency with the protocols of eco-effectiveness.
- How companies can leverage efficiency to become 100% renewably powered.
- Why we are faced with a materials problem rather than an energy problem and what that means for industry.

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## PUBLICACIONES

Libros




THE UPCYCLE: BEYOND SUSTAINABILITY




CRADLE TO CRADLE

## CONDICIONES

- **Travels from:** Washington D.C., USA
- **Fee Range:** Please Inquire