From the Planners' Bookshelf...

The Upcycle: Beyond Sustainability--Designing for Abundance

William McDonough, Michael Braungart,
North Point Press, a Division of Farrar, Straus and Giroux, New York, 2013.
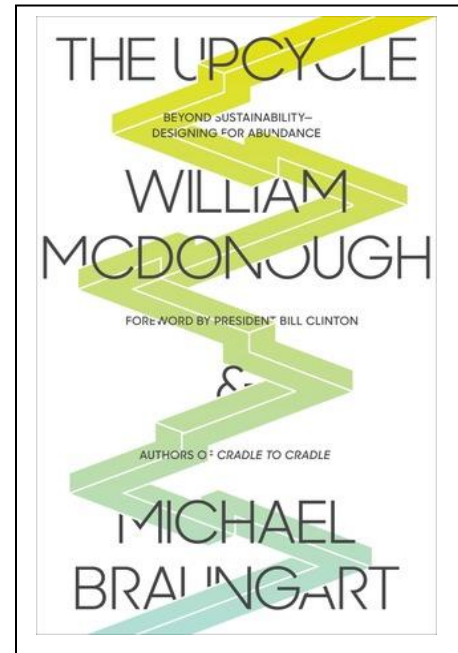
Summary

William McDonough is the best thinker and doer of our age. His work with Michael Braungart on *Cradle to Cradle* followed by this book offers an effective way to view the world and its ecosystem and economy. His creative combination of biology and technology yields practical concepts and products that don't make things better, they make things good.

His attack on "zero" as a goal is refreshing as he replaces "reduce, re-use and re-cycle" with "redesign, renew and regenerate". His intent for buildings, for example, is not to reduce their use of water but to generate water beyond what they use...the idea is not to make things less bad, but to make them re-generative.

The YouTube cited below captures his talk at Stanford University; essential viewing. His closing is the question: **What's Next?**
What's Next is a very specific inquiry about what will happen next to the product just produced? Will it be discarded? Is it too dangerous to recycle? Why not design the next stage of a product's life into its initial making. Planned obsolescence becomes meaningful by anticipating the afterlife of everything we make. Products enter a cycle that is constantly regenerated in a new form that makes the world better.

YouTube: In addition to the review cited below, check out:

"The Upcycle" A Presentation by William ... - YouTube
https://www.**youtube**.com/watch?v=d5f9blN-6jg
May 7, 2013 - Uploaded by Sonia Lee
Listen to global thought leader, designer, and sustainable growth pioneer William McDonough ...

Published Review.

The Upcycle: Beyond Sustainability—Designing for ...
www.mcdonough.com/speaking.../**the-upcycle**/
McDonough, William
The Upcycle is every bit as ambitious as such classics as Rachel Carson's Silent Spring—but its mission is very different. McDonough and Braungart want to turn ...

The Upcycle by William McDonough and Michael Braungart,