

BEYOND SUSTAINABILITY: FROM LIMITS... TO GROWTH

UNITED NATIONS OPEN WORKING GROUP ON SUSTAINABLE DEVELOPMENT GOALS

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WILLIAM McDONOUGH

THEN NOW NEXT

THEN

Glance at the sun. See the moon and the stars.
Gaze at the beauty of earth's greenings.
Now, think.



What delight God gives to humankind with all these things. . . .

All nature is at the disposal of humankind.

We are to work with it.

For without we cannot survive.

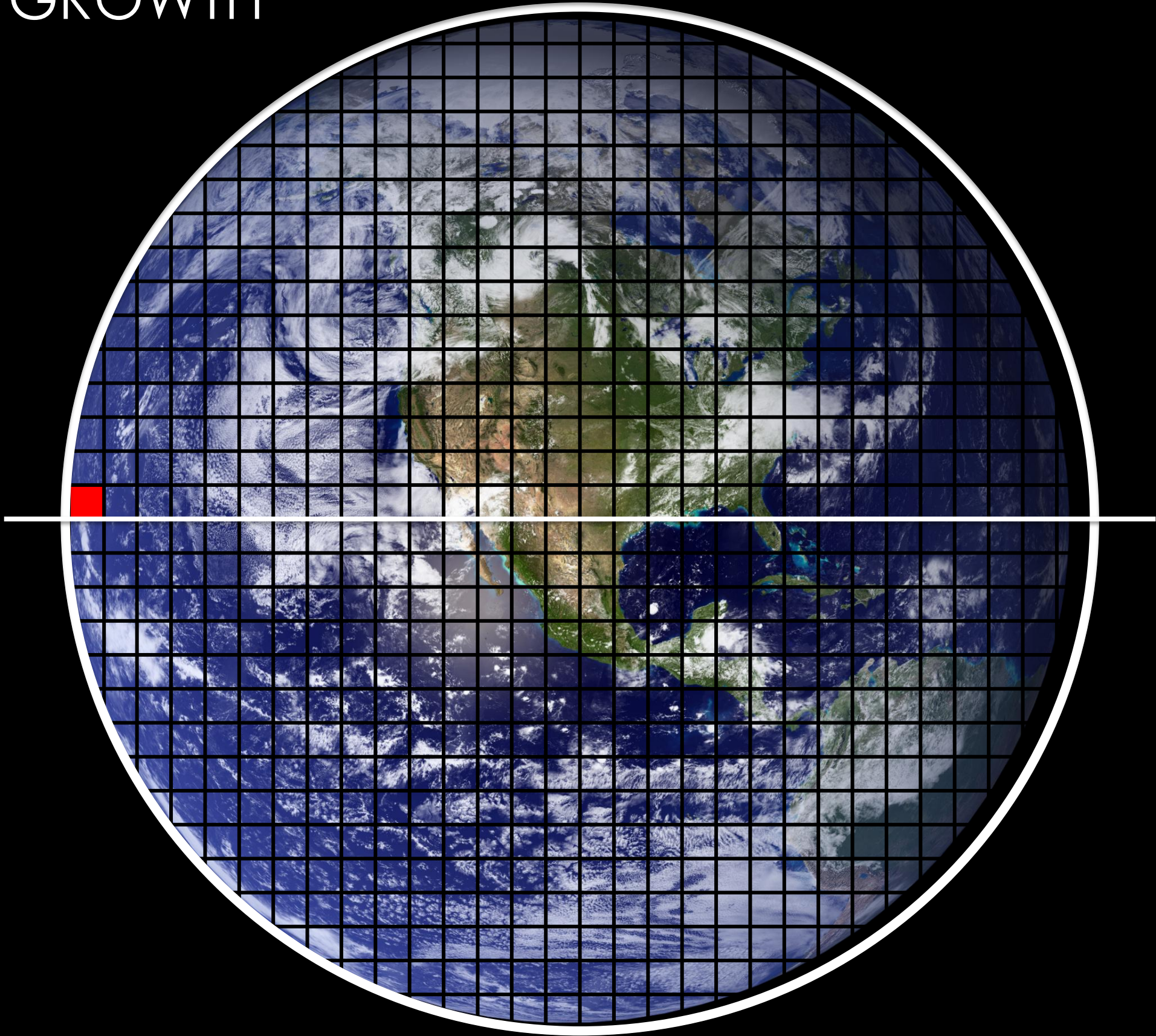
HILDEGARD von BINGEN (1098 – 1179)

Nature, in the common sense, refers to essences unchanged by man; space, the air, the river, the leaf.

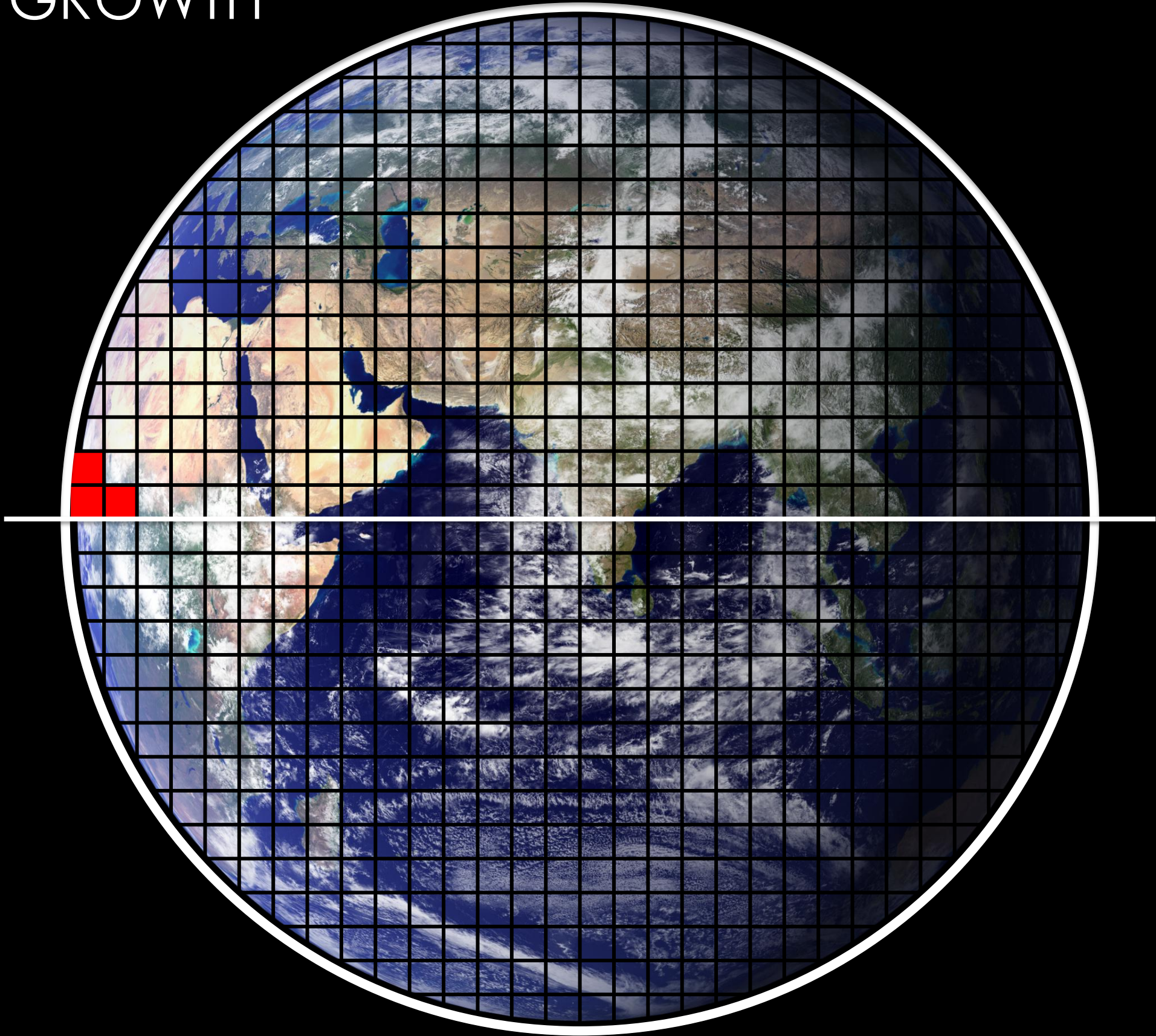


RALPH WALDO EMERSON (1836)

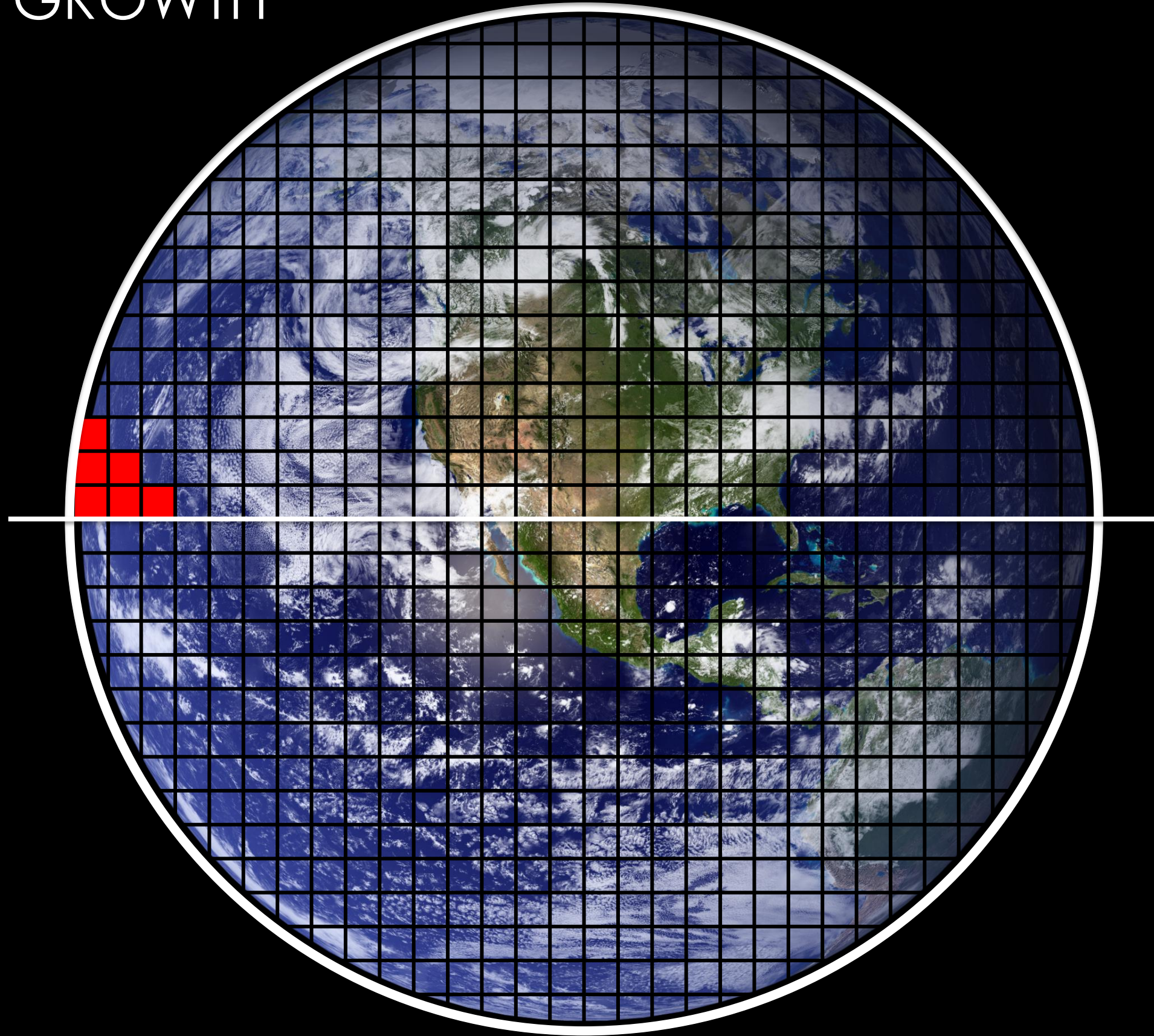
1972: LIMITS TO GROWTH



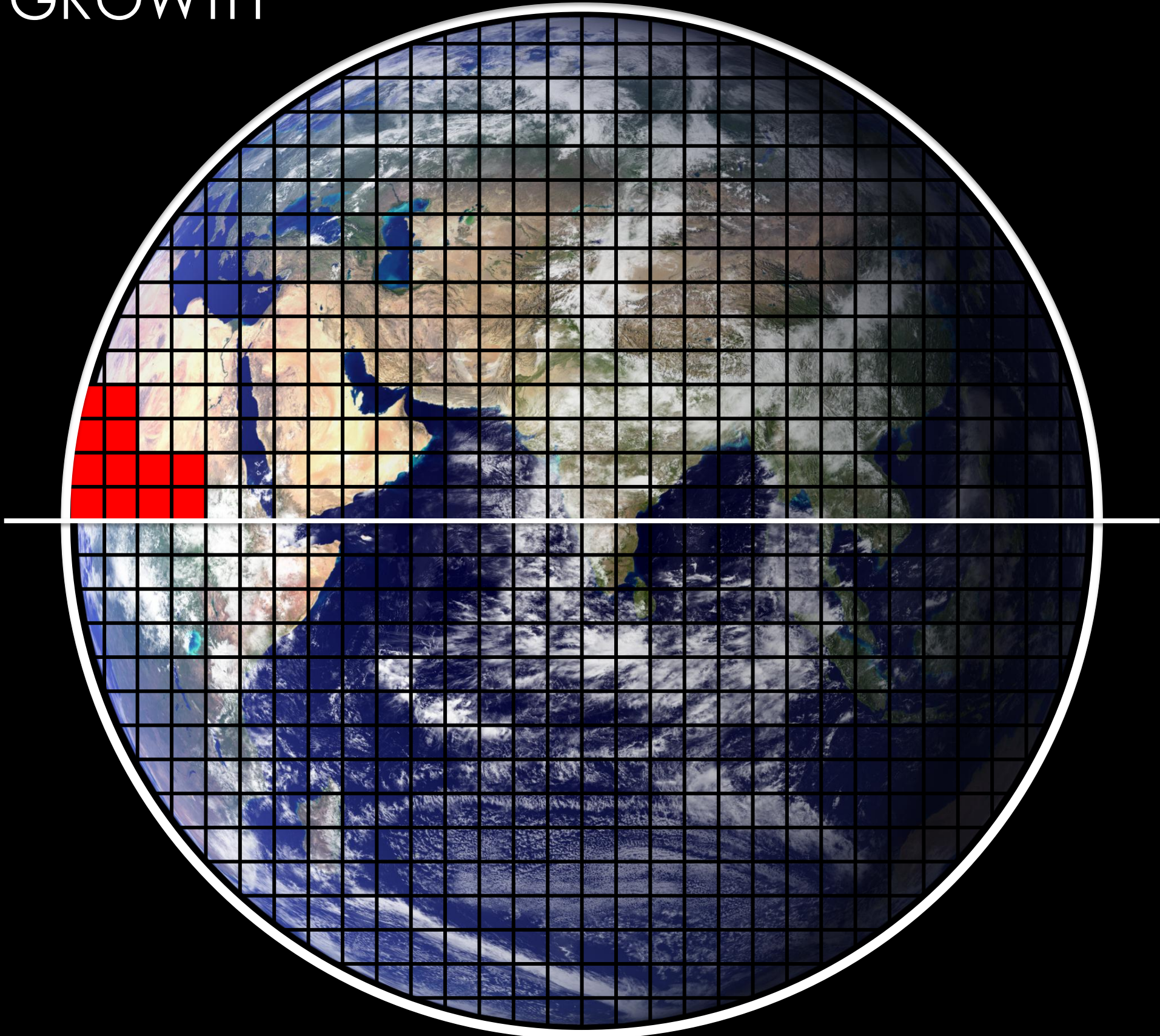
1972: LIMITS TO GROWTH



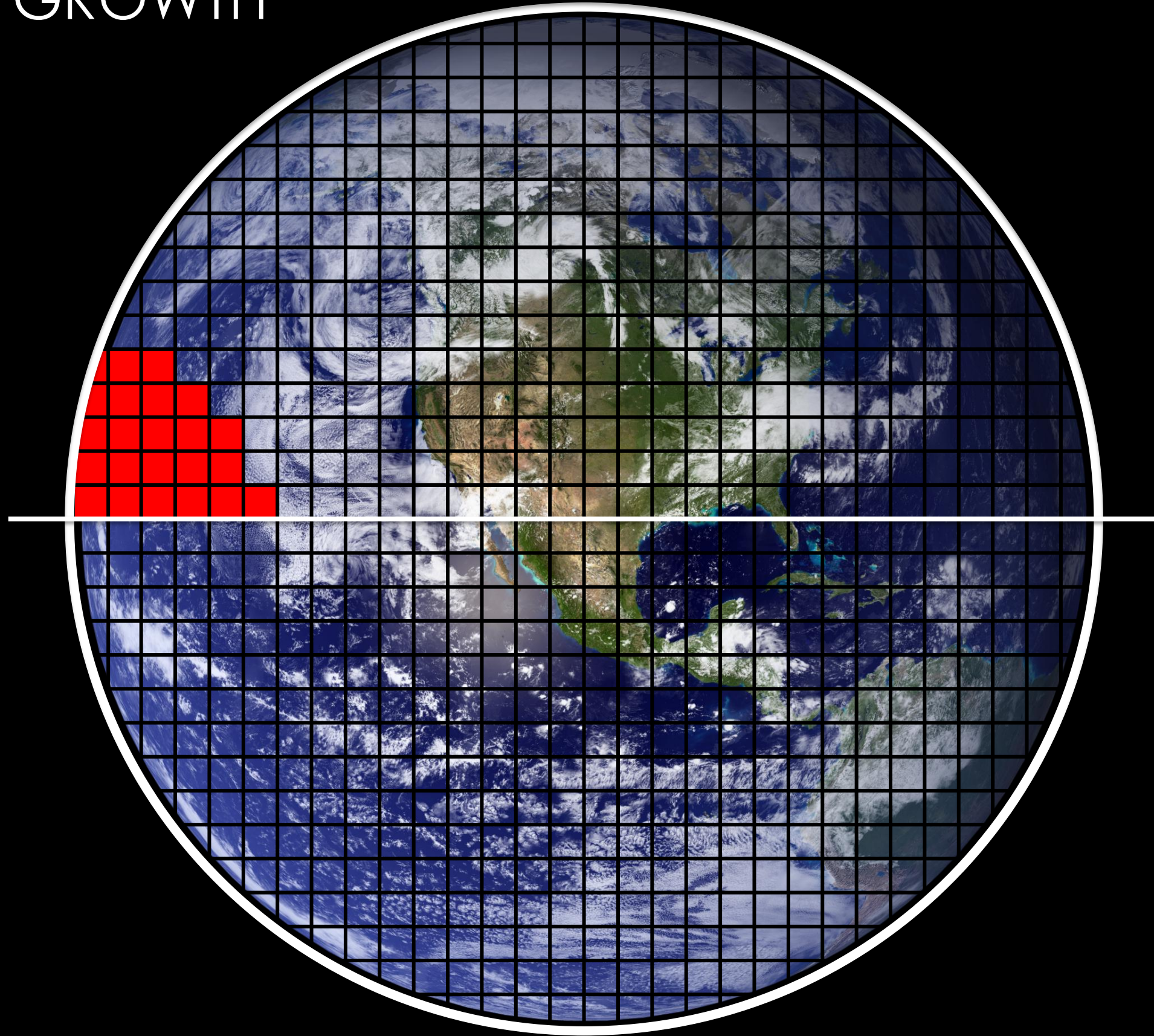
1972: LIMITS TO GROWTH



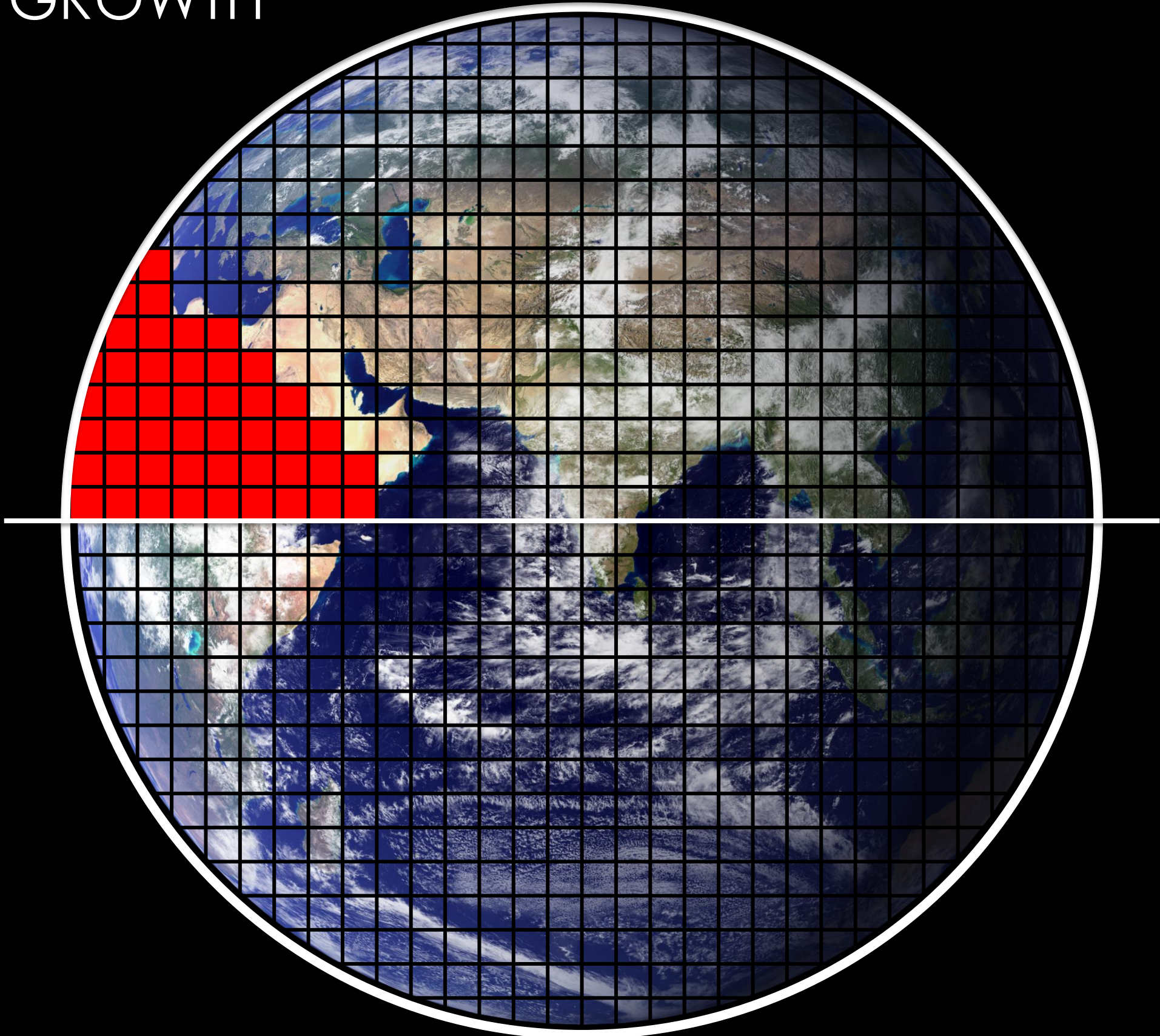
1972: LIMITS TO GROWTH



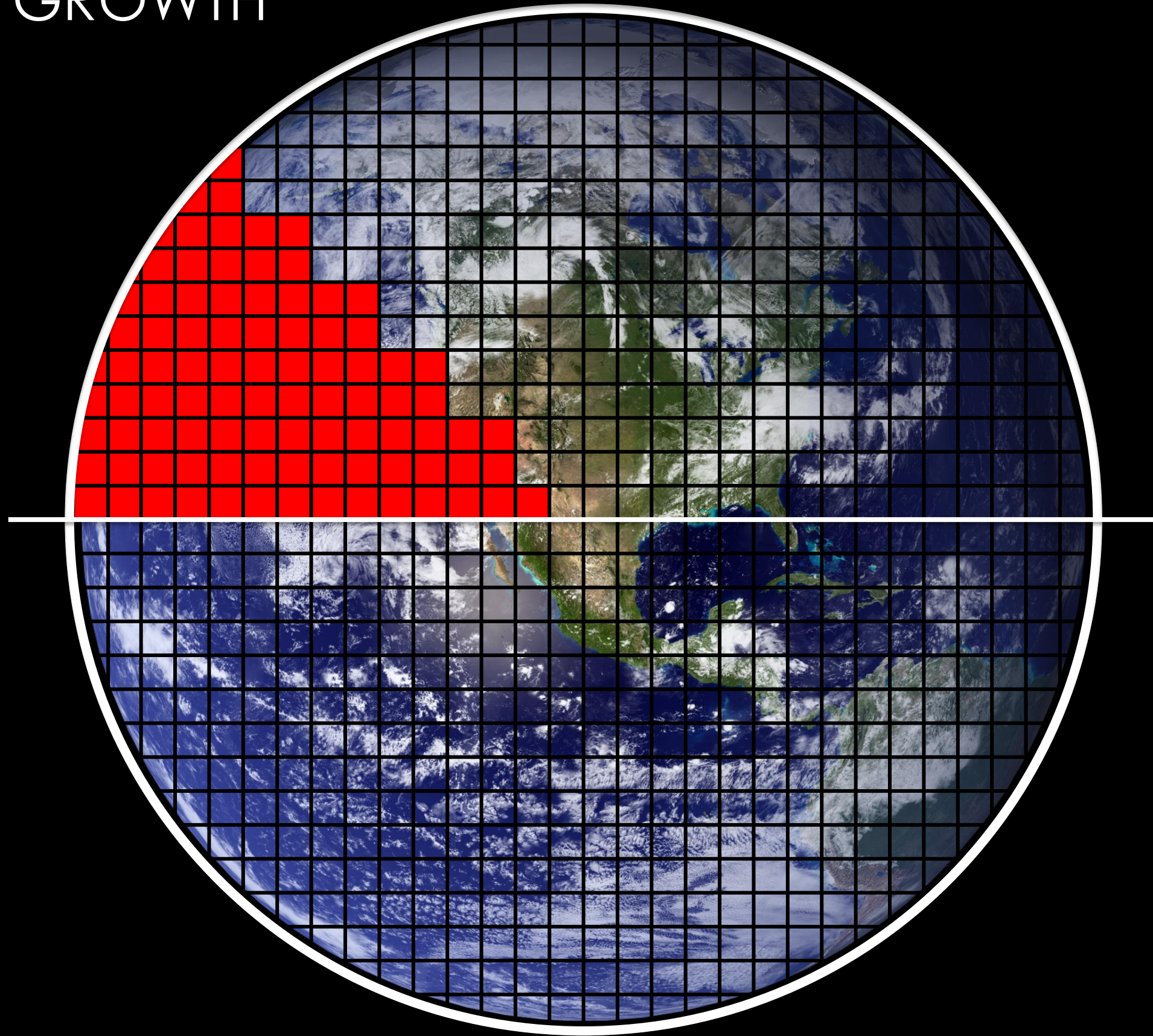
1972: LIMITS TO GROWTH



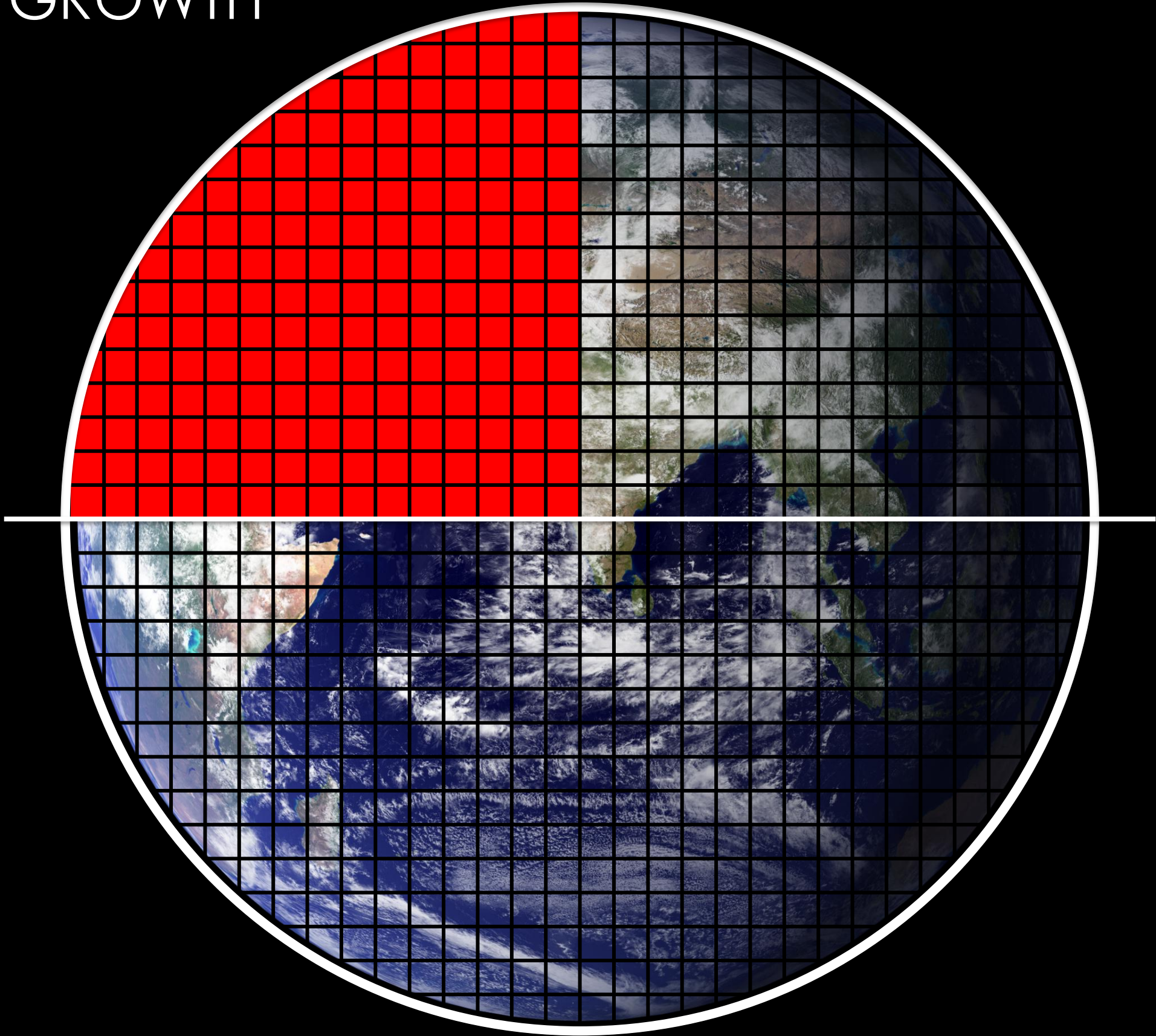
1972: LIMITS TO GROWTH



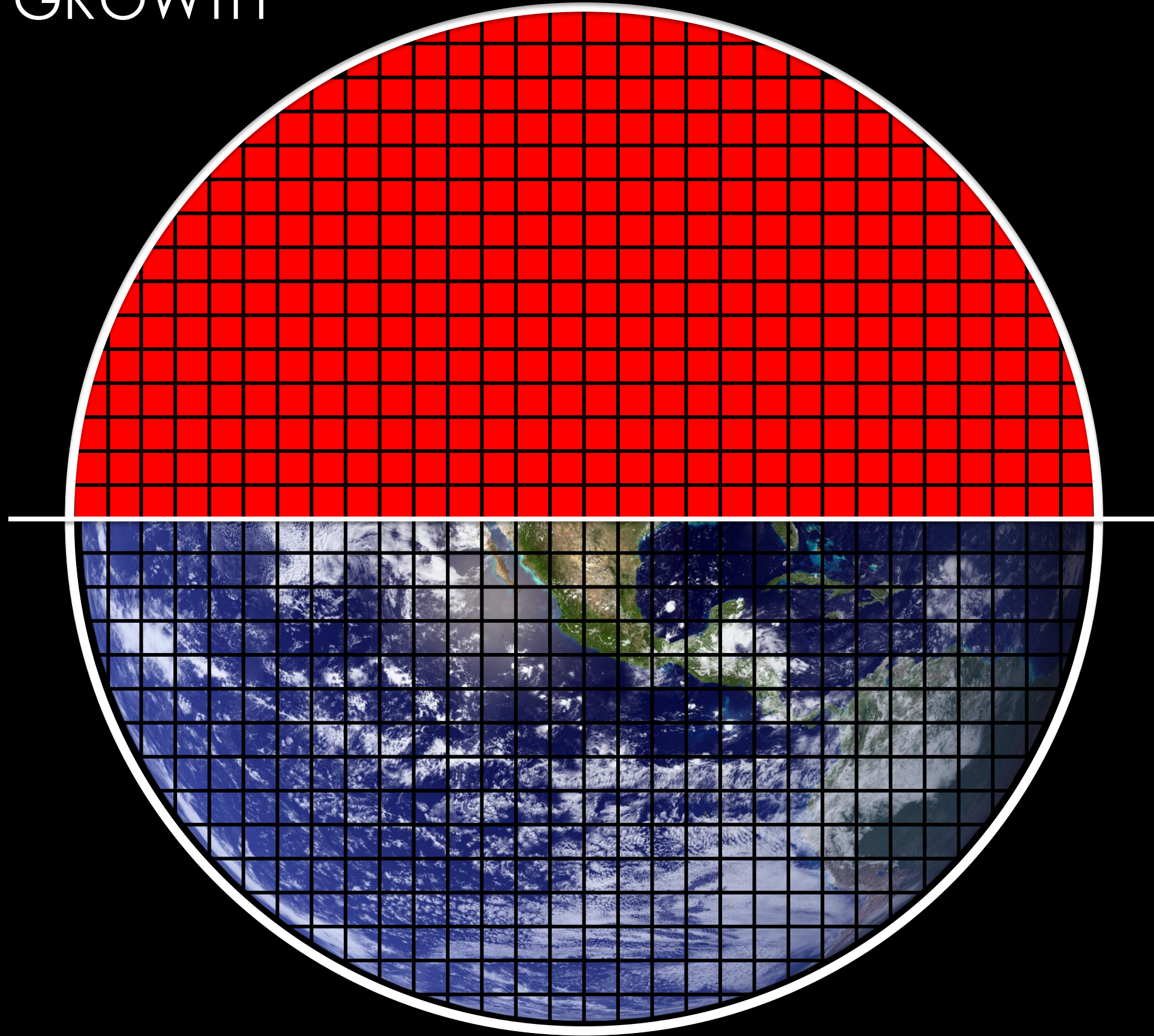
1972: LIMITS TO GROWTH



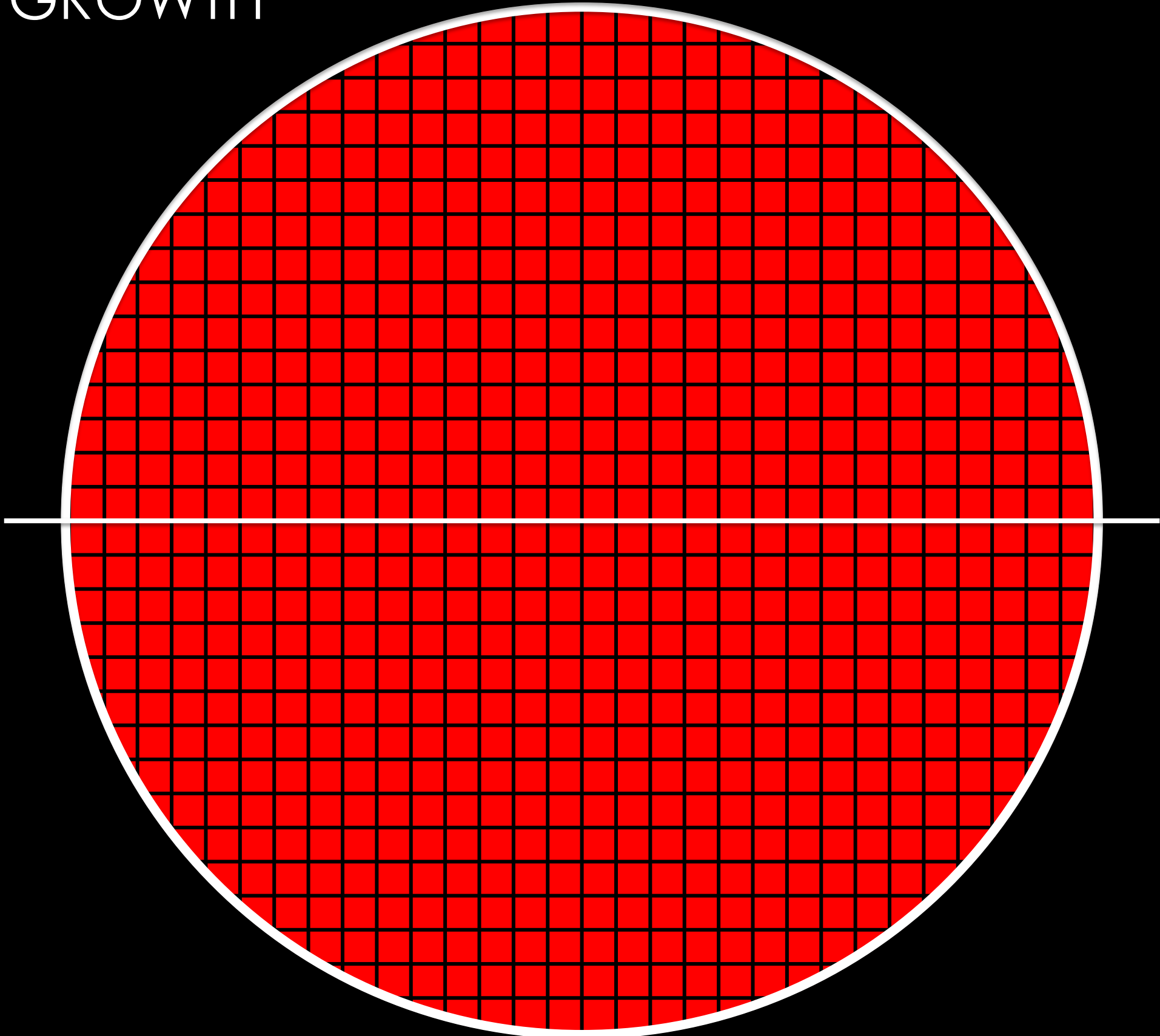
1972: LIMITS TO GROWTH



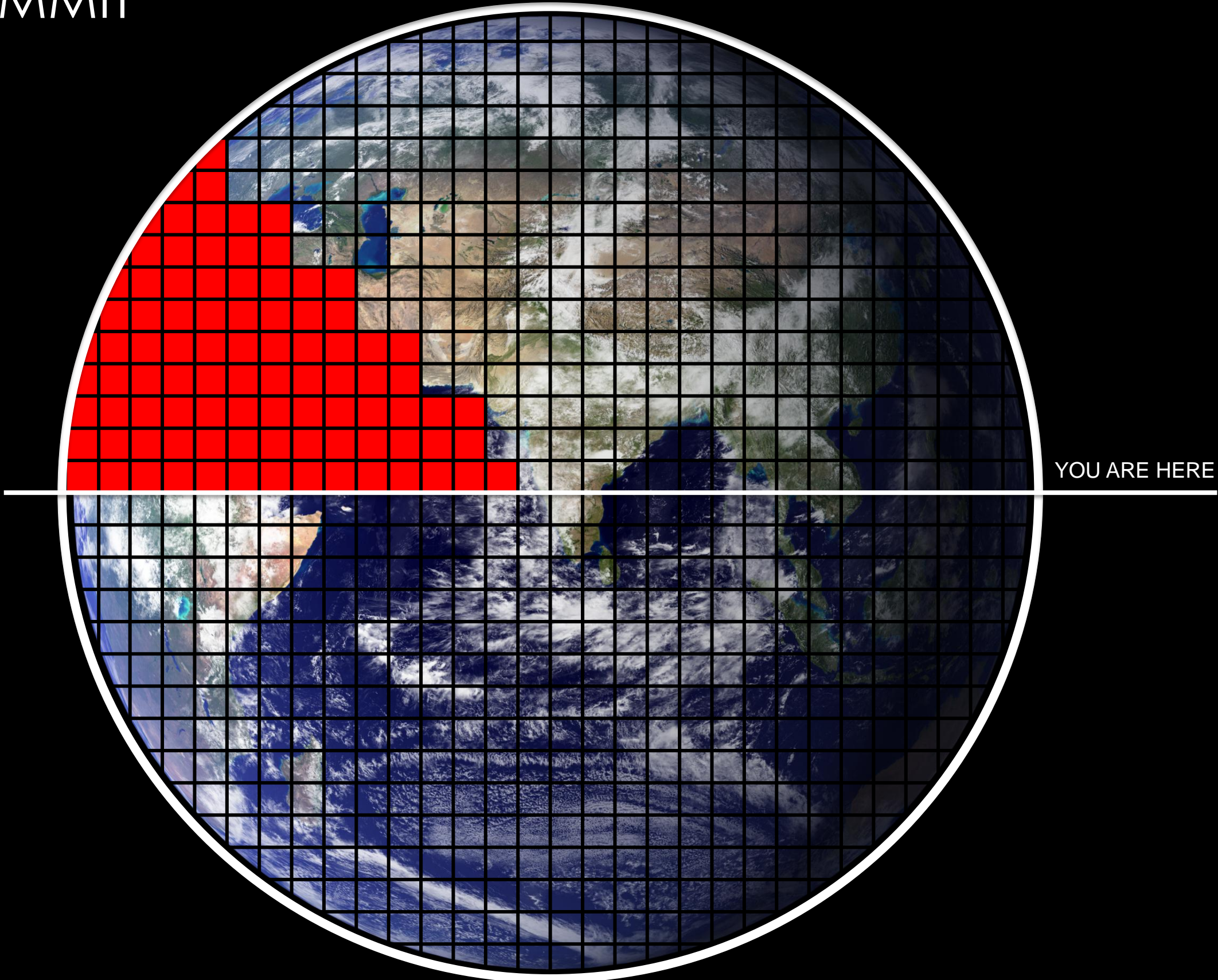
1972: LIMITS TO GROWTH



1972: LIMITS TO GROWTH



1992: EARTH SUMMIT



YOU ARE HERE

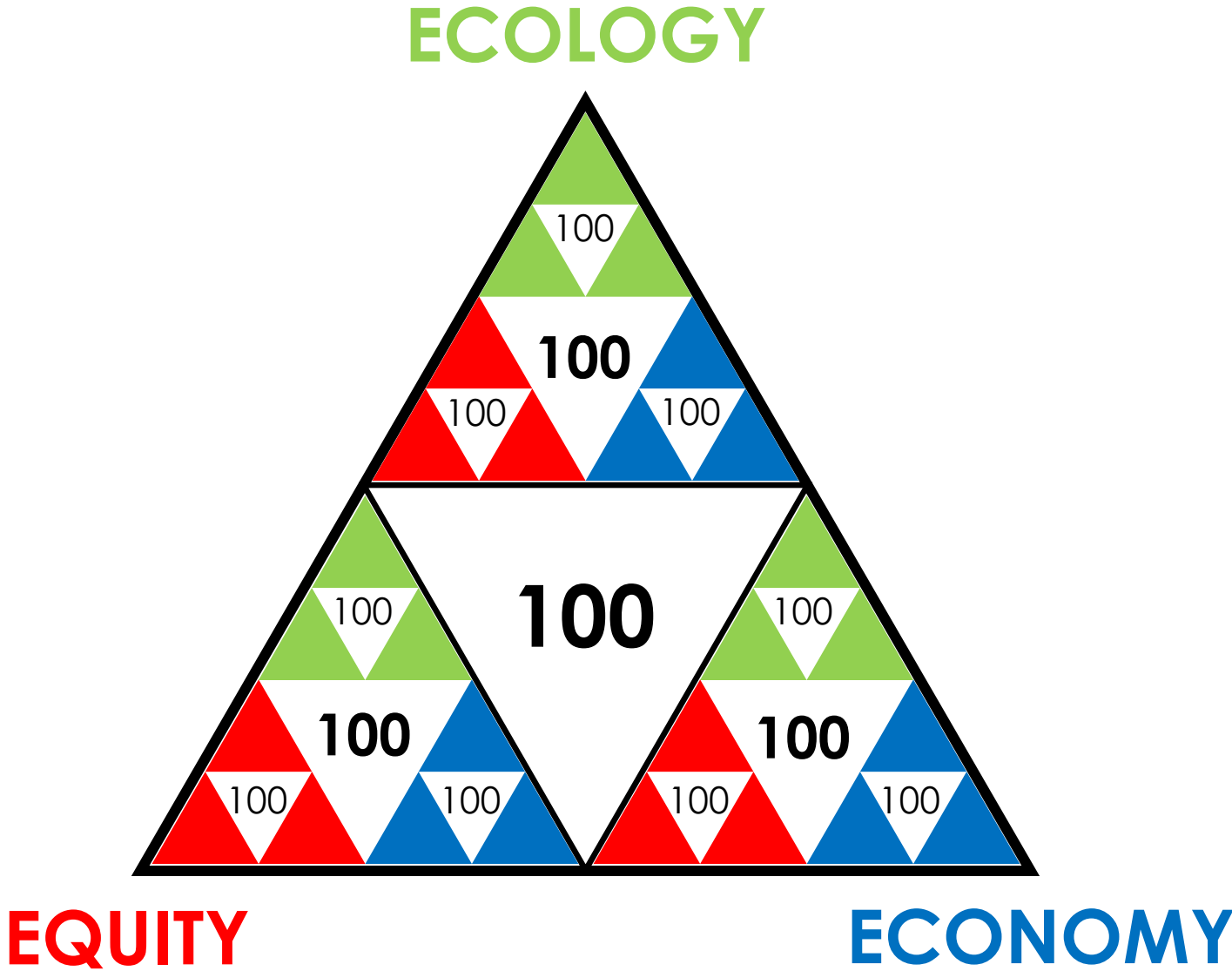
BRUNTLAND COMMISSION, 1987

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Source: *Our Common Future*, UN World Commission on Environment and Development, Chapter 2

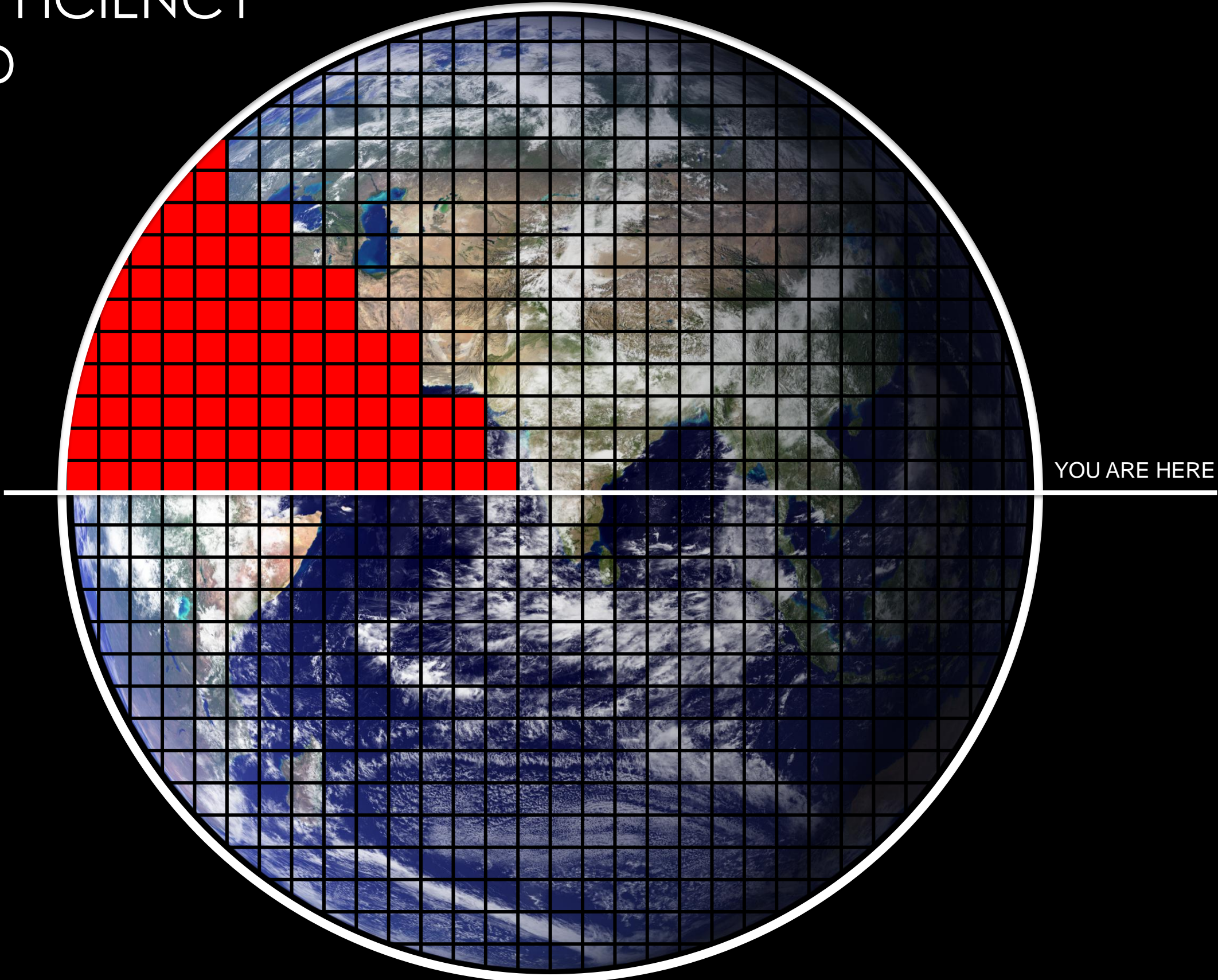
NEED WANT LOVE

THE FRACTAL DESIGN TOOL FOR TRIPLE TOP LINE GROWTH



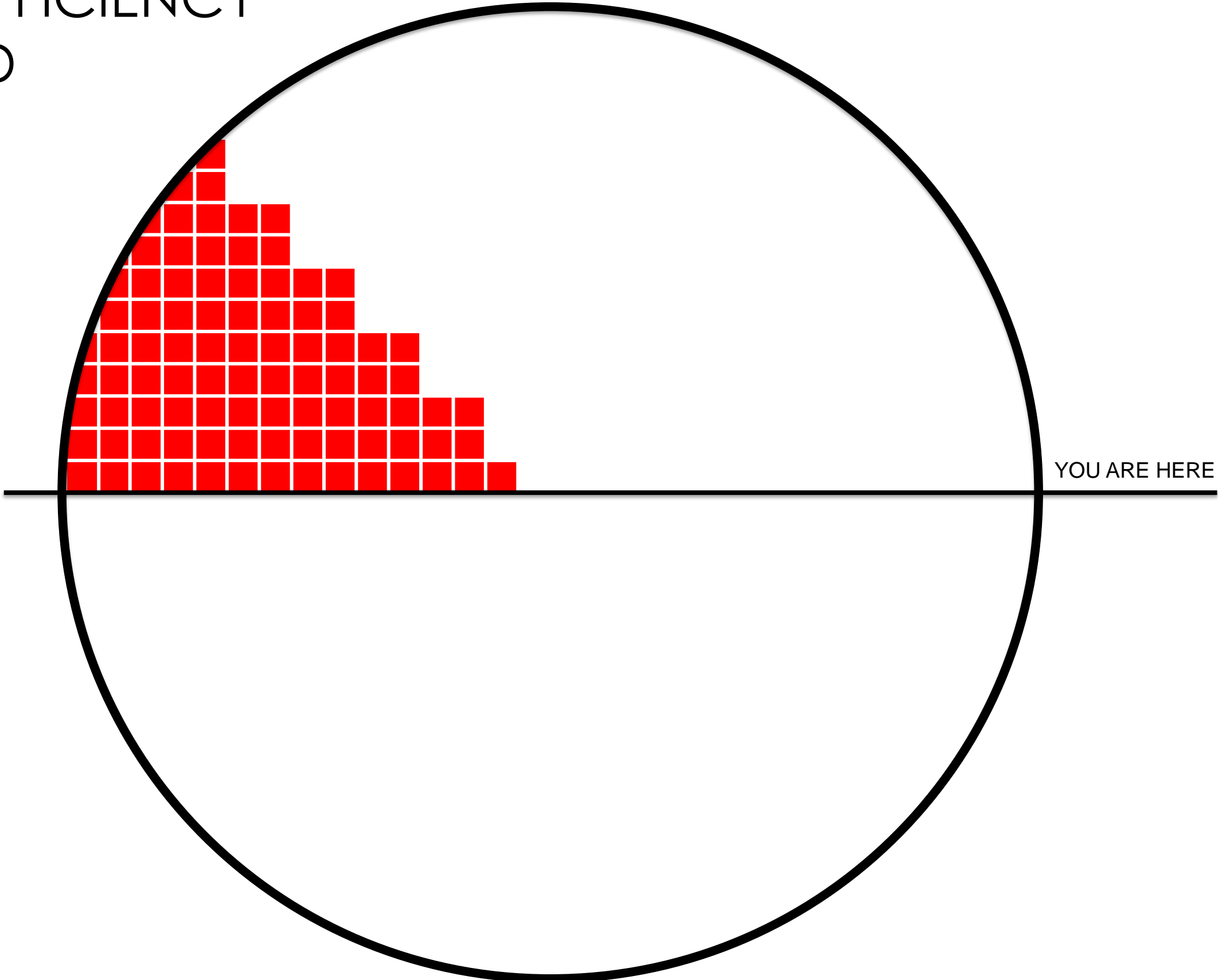
NOW

TODAY: ECO-EFFICIENCY
BEING LESS BAD



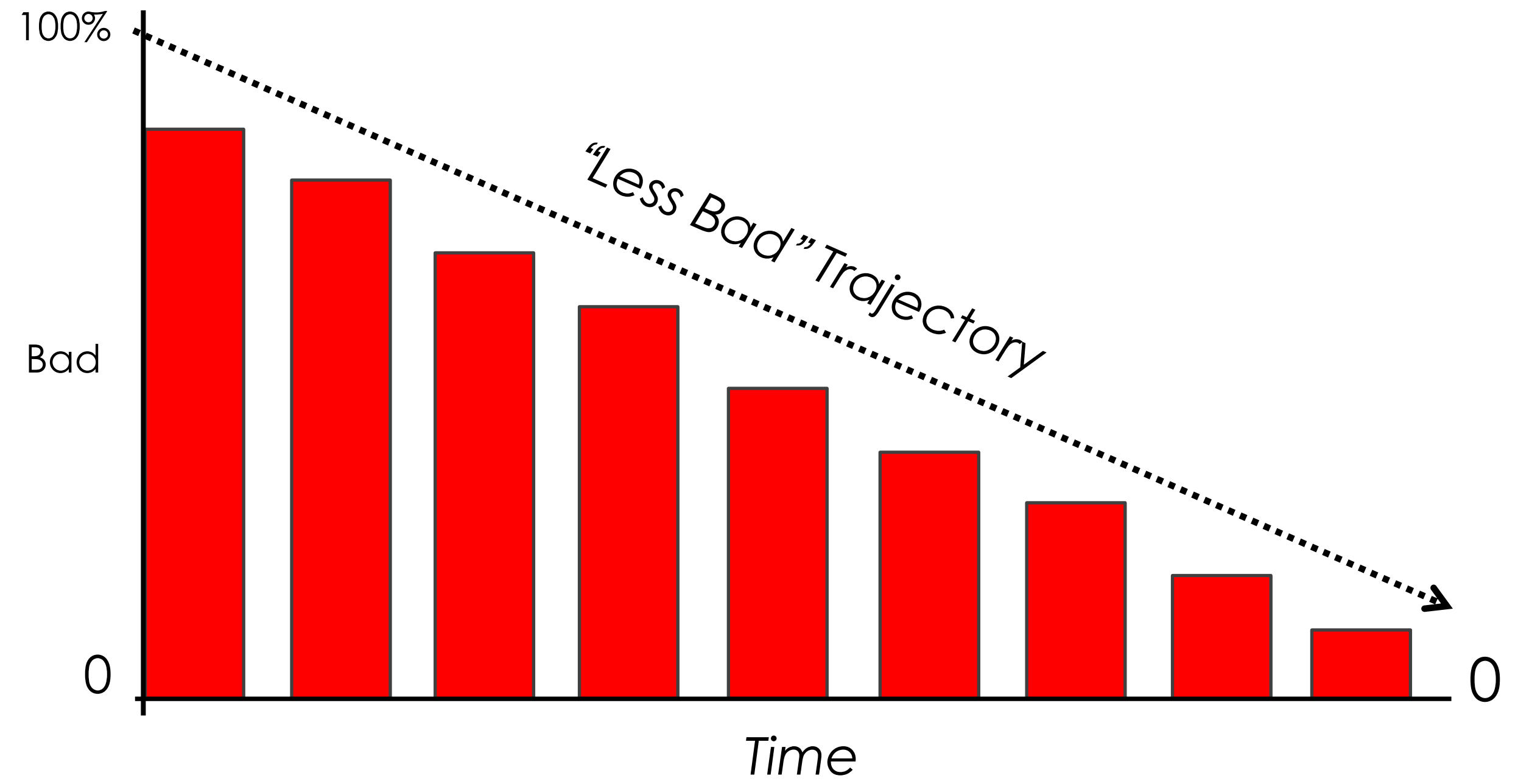
YOU ARE HERE

TODAY: ECO-EFFICIENCY
BEING LESS BAD



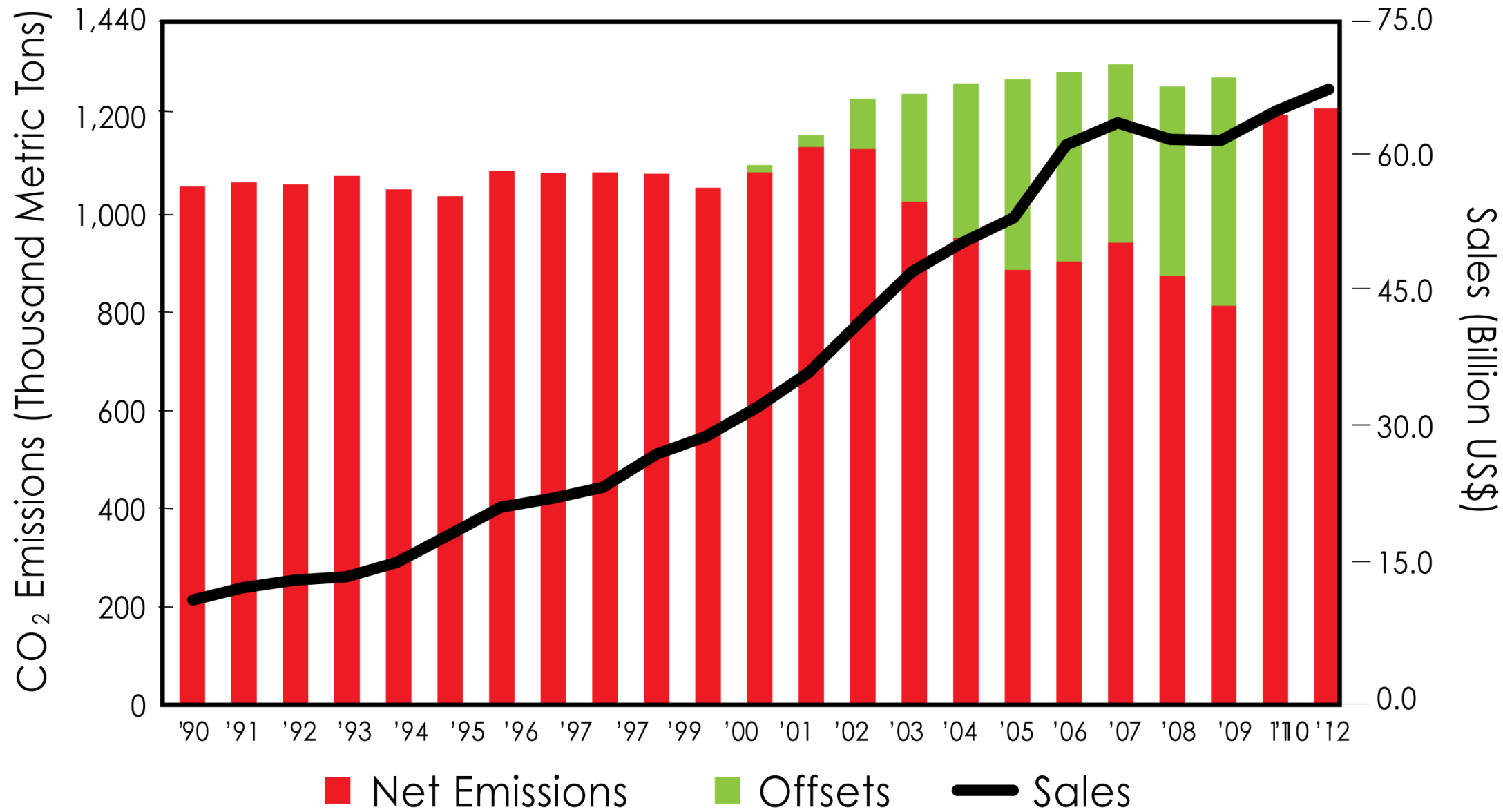
YOU ARE HERE

ECO-EFFICIENT GOAL: BEING LESS BAD (REDUCE, AVOID, MINIMIZE)



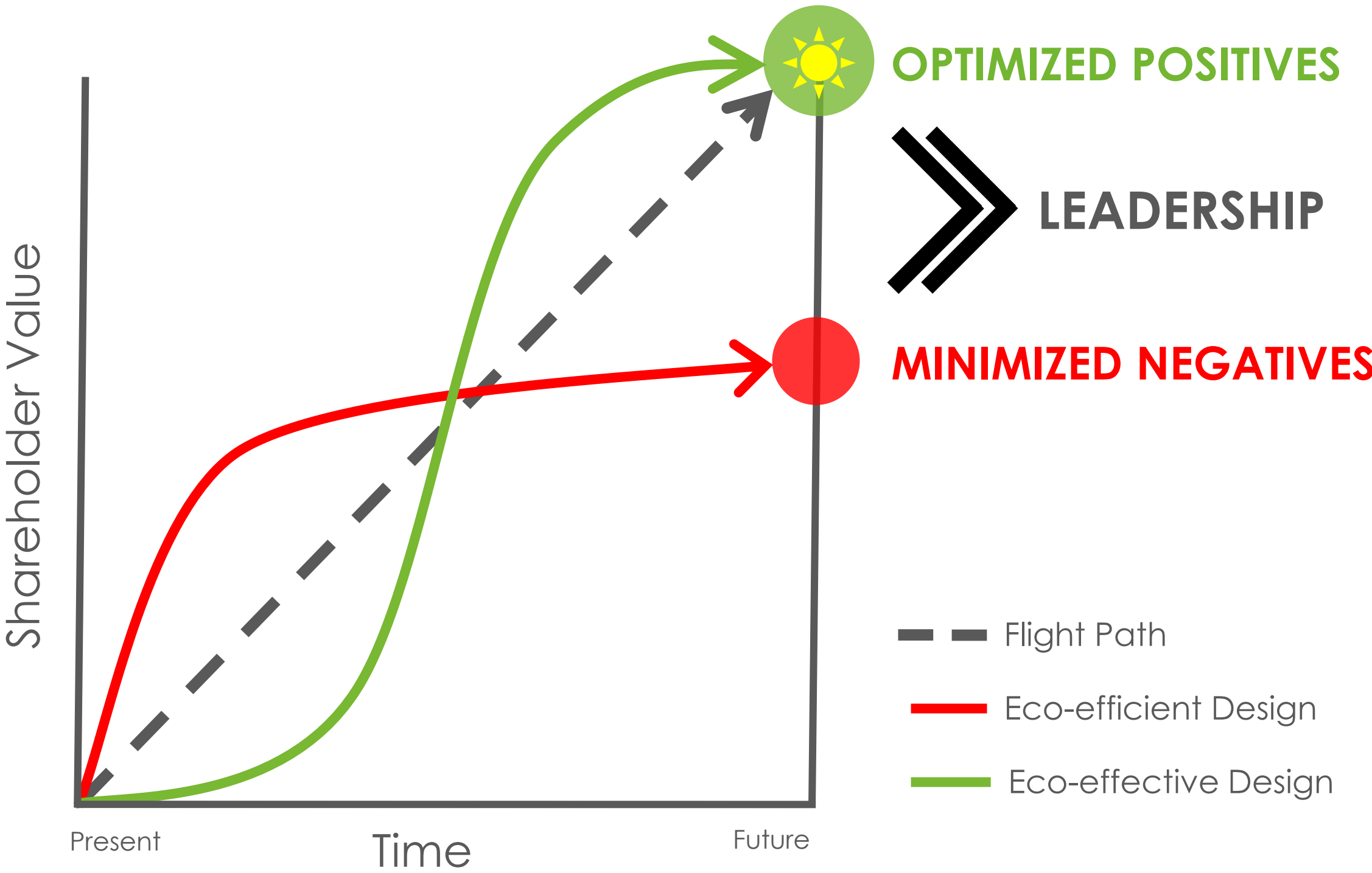
WITH BUSINESS GROWTH, EFFICIENT IS NOT SUFFICIENT

WORLDWIDE CO₂ EMISSIONS vs SALES (1990-2012)



2012 Goal vs. 2010: -4% 2012 Actual vs. 2010: -6%

ECO-EFFICIENCY + ECO-EFFECTIVENESS = INNOVATION



NEXT

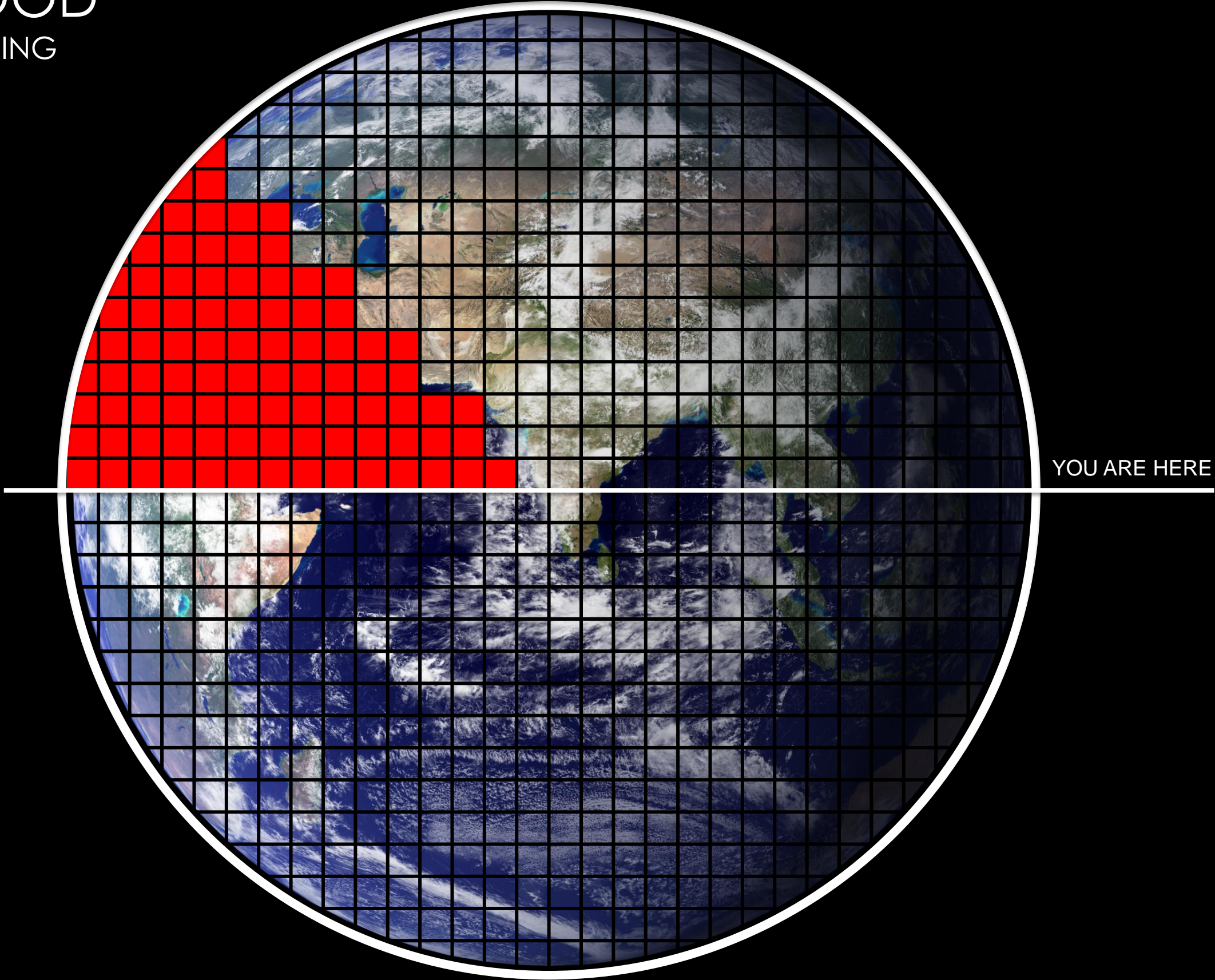
DESIGN IS THE FIRST SIGNAL
OF HUMAN INTENTION

The question is not growth / no growth...

WHAT DO WE WANT TO GROW?

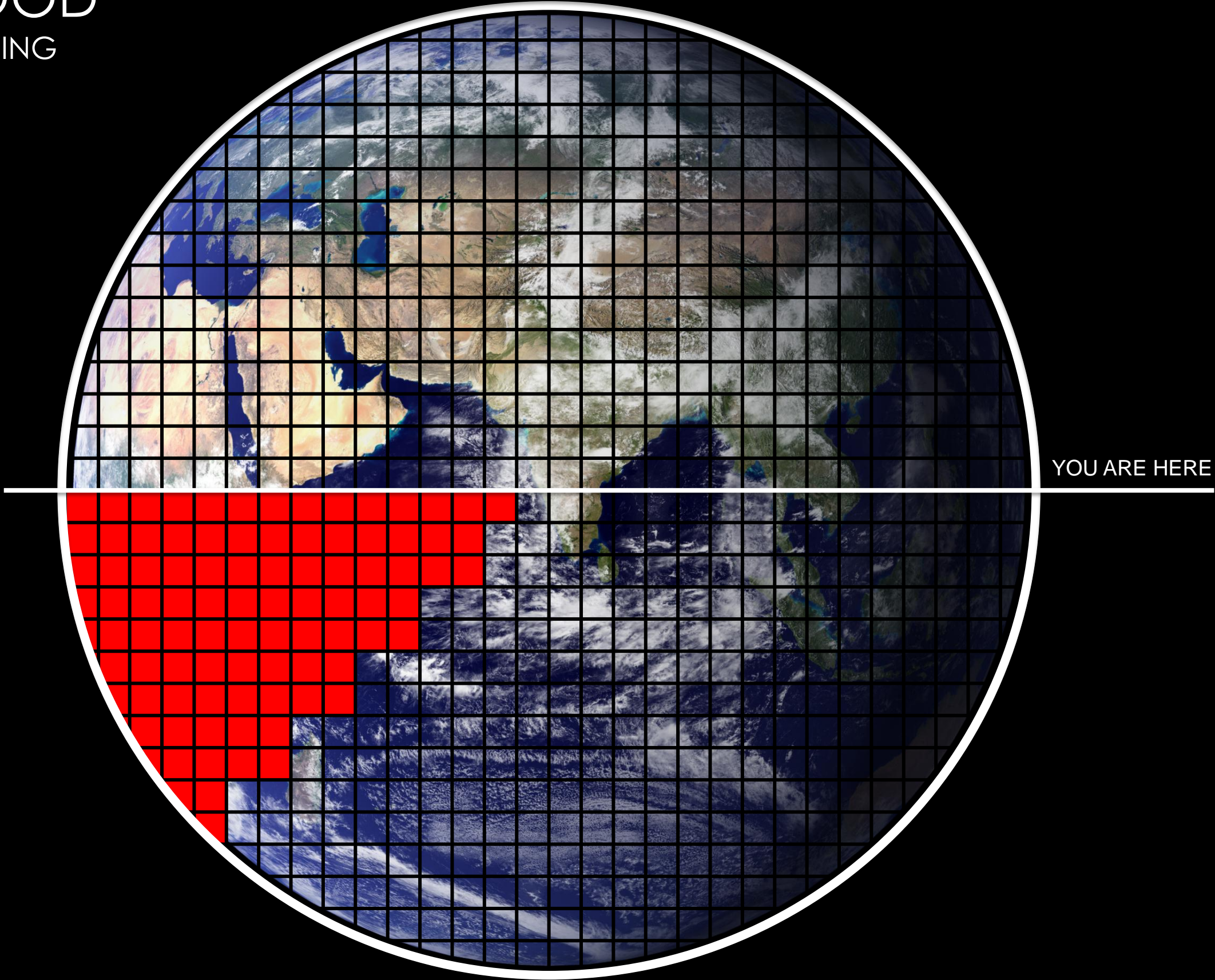


GROWTH IS GOOD
IF YOU GROW THE RIGHT THING



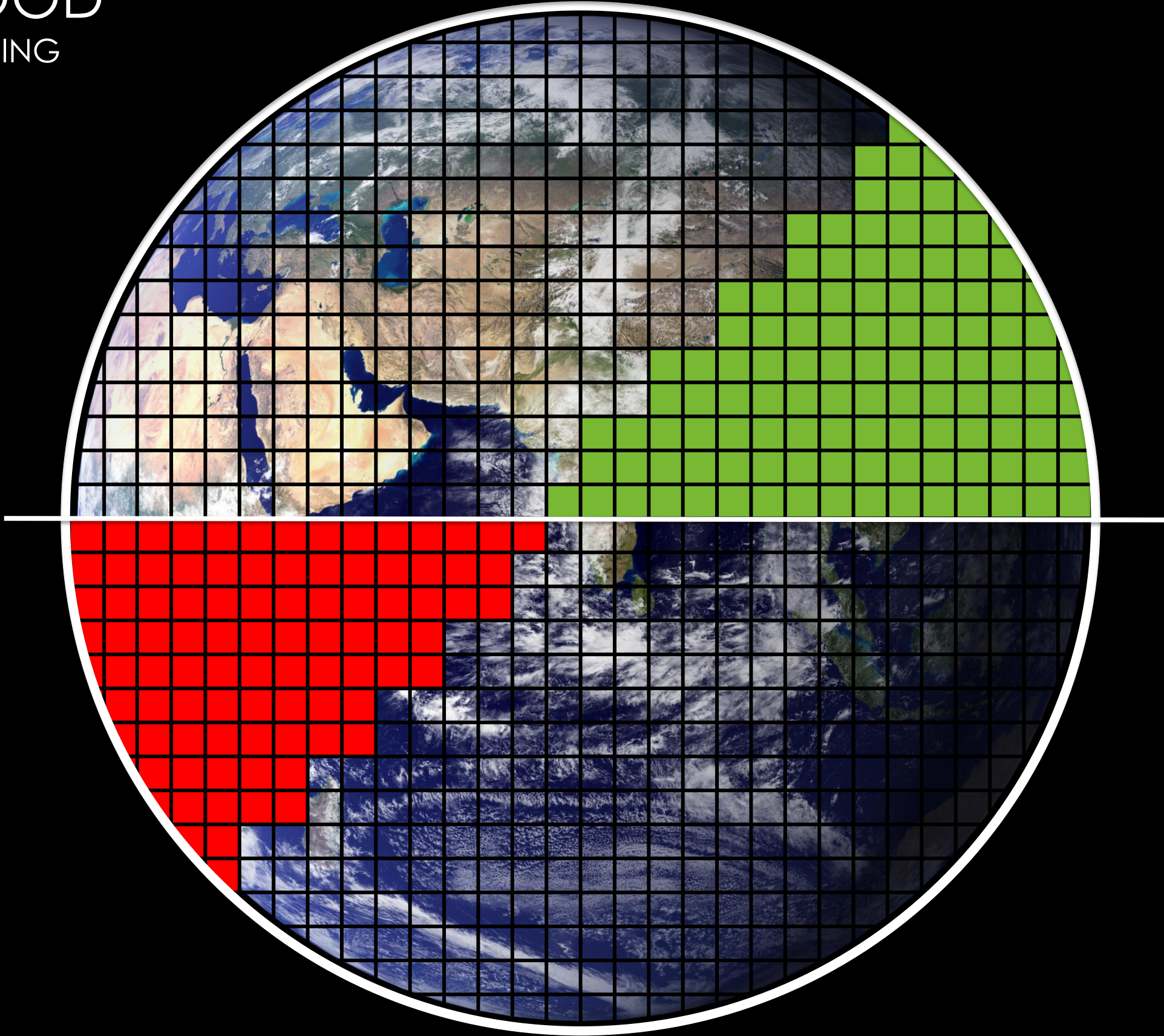
YOU ARE HERE

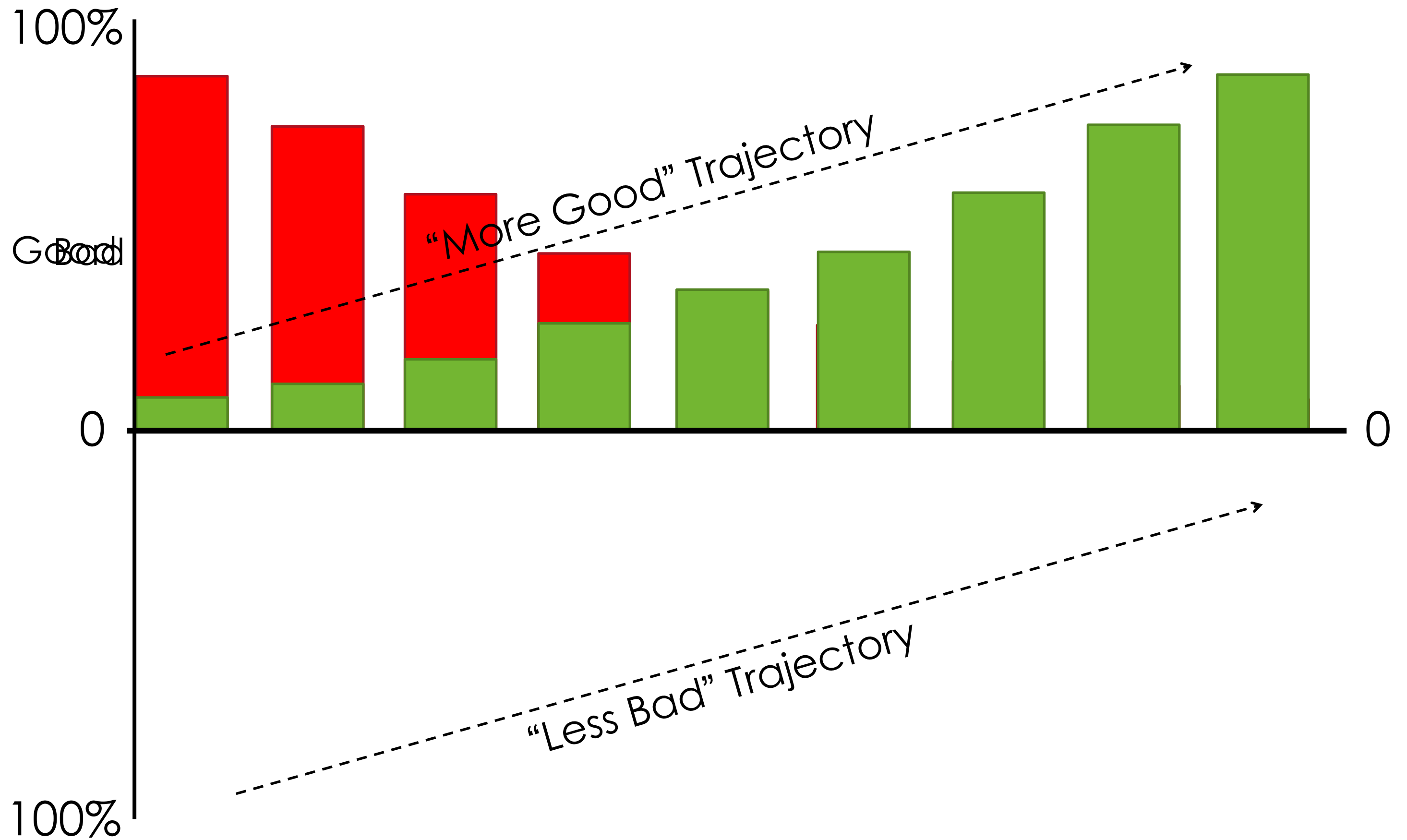
GROWTH IS GOOD
IF YOU GROW THE RIGHT THING



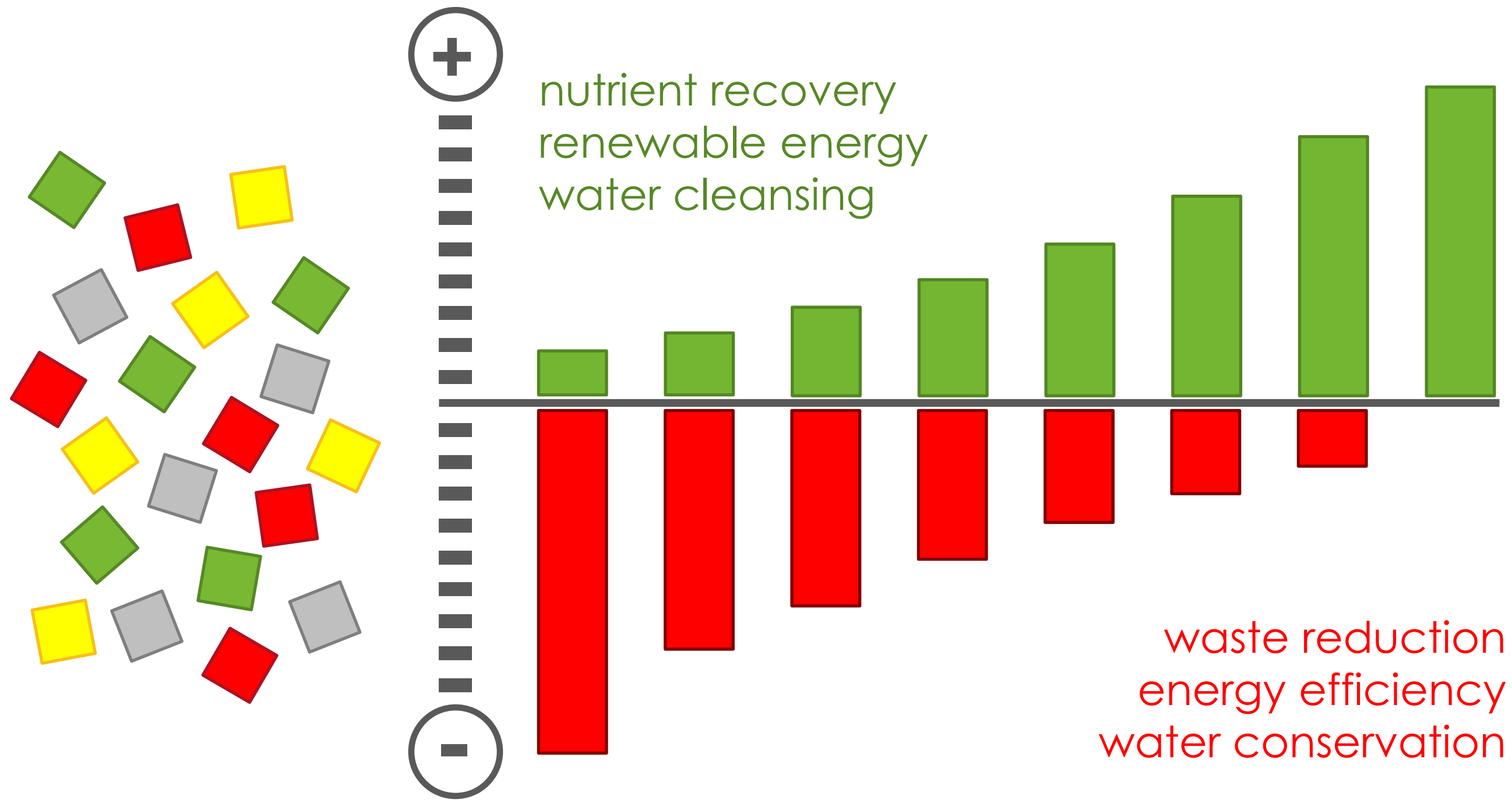
YOU ARE HERE

GROWTH IS GOOD
IF YOU GROW THE RIGHT THING





HOW DO WE ACHIEVE
MORE GOOD?





MATERIALS AS NUTRIENTS



MATERIAL REUTILIZATION



RENEWABLE ENERGY



WATER STEWARDSHIP

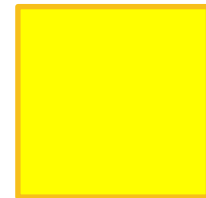


SOCIAL FAIRNESS

INVENTORY + ASSESS + OPTIMIZE



GREEN: No hazard identified for the given endpoint.



YELLOW: Borderline hazard identified for the given endpoint.

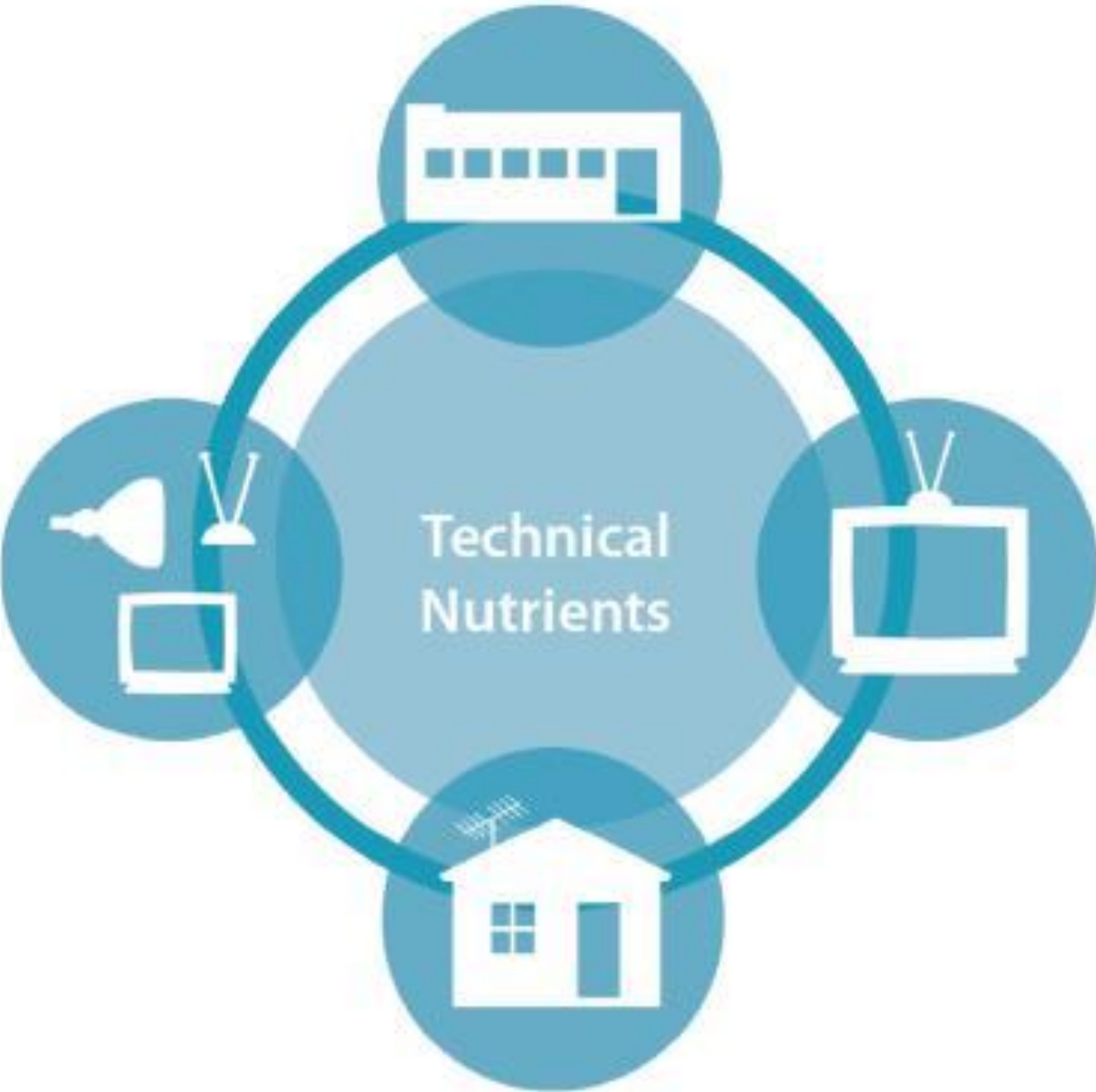
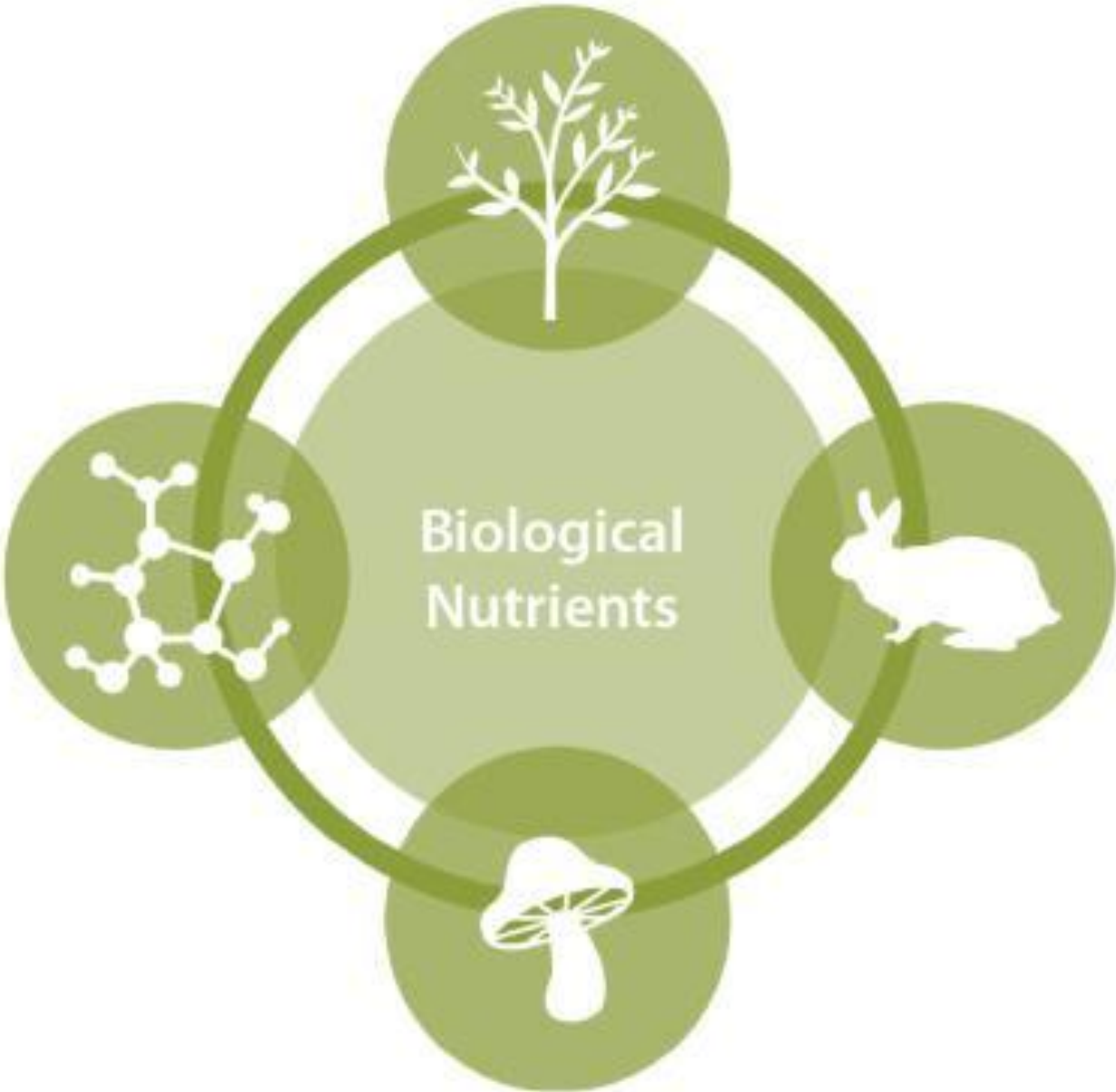


GREY: No data available to determine hazard level for this endpoint.

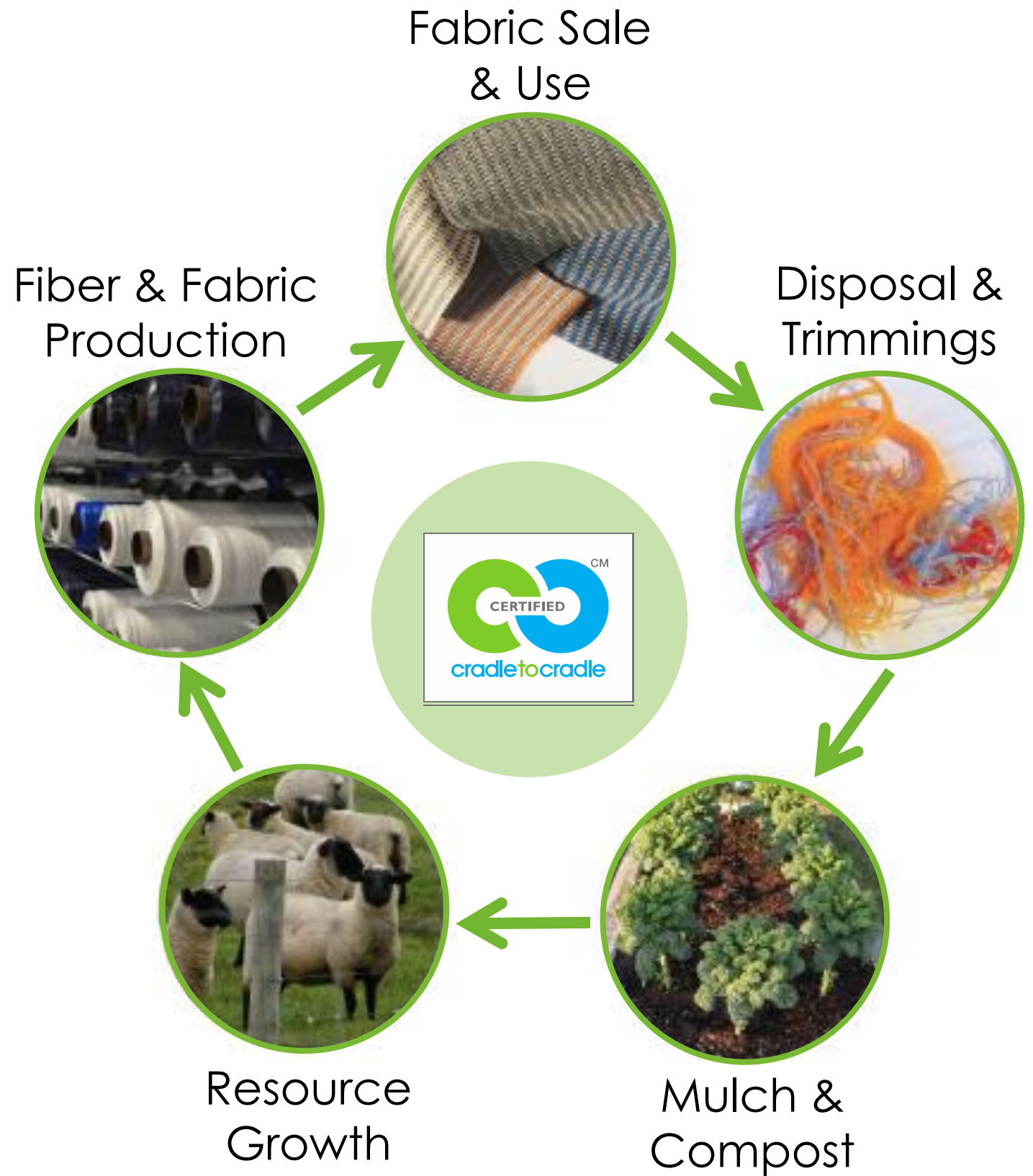


RED: Considered hazardous for this specific endpoint.

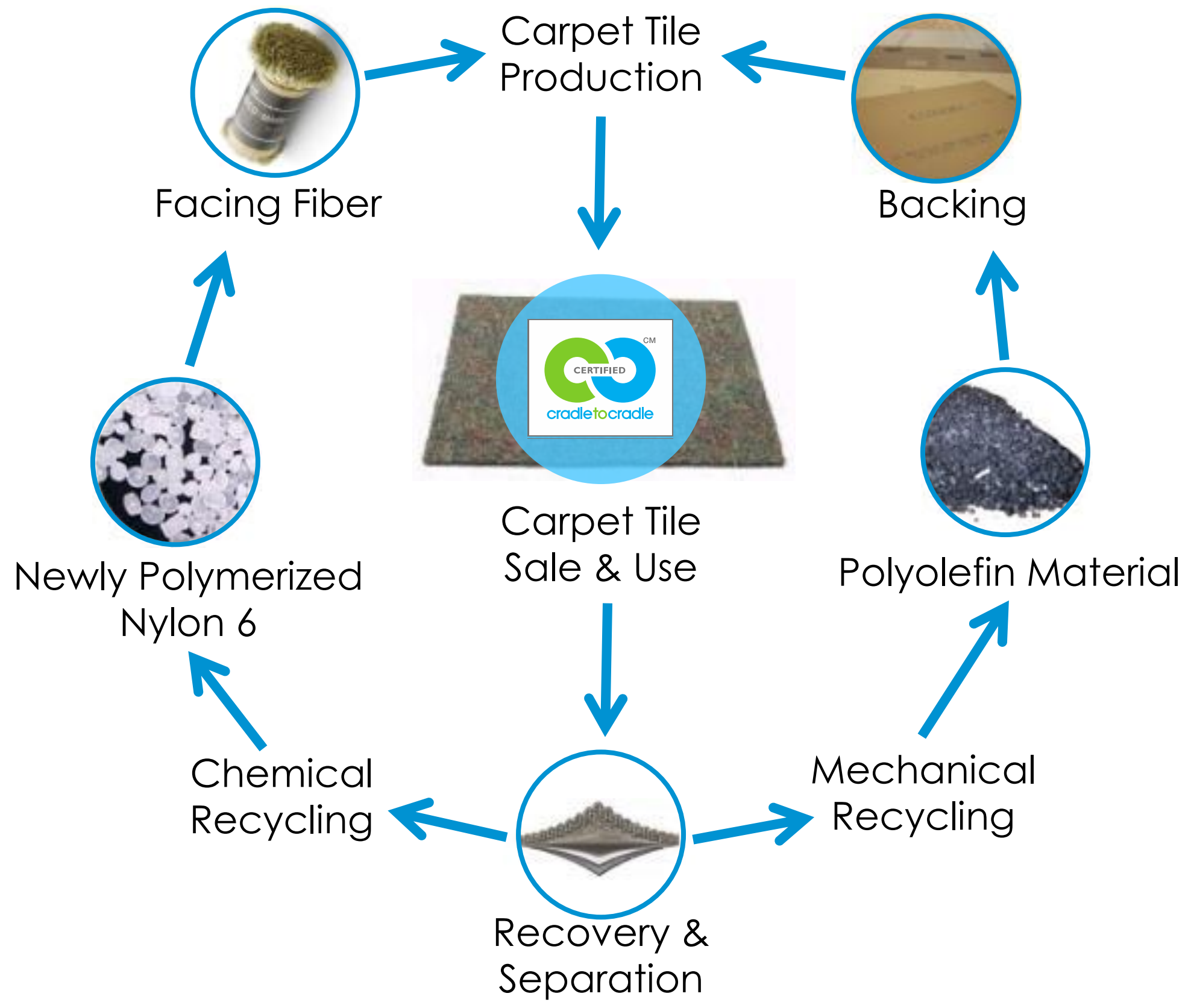
NUTRIENT METABOLISMS



BIOLOGICAL NUTRIENT TEXTILE



TECHNICAL NUTRIENT CARPET



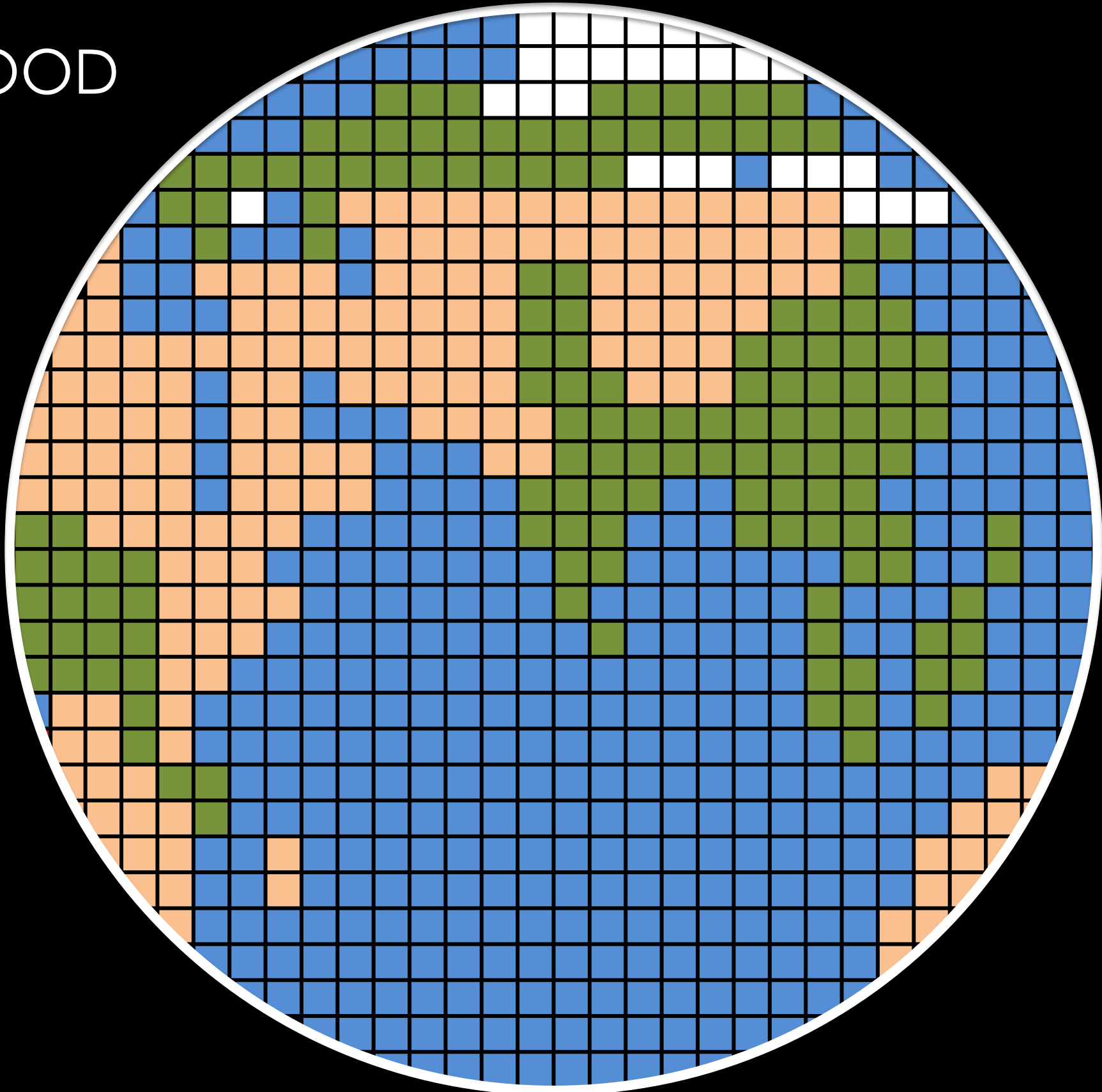
The commerce of taking:

HOW MUCH CAN I GET
FOR HOW LITTLE I GIVE?

The commerce of giving:

HOW MUCH CAN WE GIVE
FOR ALL THAT WE GET?

IN NATURE,
GROWTH IS GOOD



FROM LIMITS...
TO GROWTH

