

Cradle to Cradle



Cradle to Cradle is a groundbreaking model for production systems and architecture, developed by chemist **Michael Braungart** and architect **William McDonough**. Cradle to Cradle proposes that with the right design, materials can be recovered and reused in new processes endlessly, eliminating waste from production systems altogether. In Sweden, the network *Vagga till vagga* was formed in early 2009 with the goal of bringing information about Cradle to Cradle design to Swedish industry and society. Indeed, with an innovative climate of design and technology, Sweden has the potential of being a global leader in the exciting transition to the waste-free society.