

# Cradle to Cradle® Celebrating the Human Footprint – 40 years of environmental debate as the engine for innovation in quality

Keynote Lecture in the Aula of the University of Zurich

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## Michael Braungart

– 16. April 2015, 18:15

Professor at Erasmus University, Rotterdam and Founder of EPEA Hamburg

Current principles of sustainability do not sound particularly attractive to Prof. Dr. Michael Braungart; they lack real innovation, positivity and effectiveness. Cradle to Cradle is different: it designs products and production processes in a way they are completely harmless and even beneficial to both humans and nature. Nature is for Cradle to Cradle a source of inspiration which shows us how we can make things better. Only people are able to realize this transformation, so we can create additionalities and increase our positive footprint. Only then we can celebrate life and diversity.



**Michael Braungart** is founder and scientific CEO of „EPEA Internationale Umweltforschung GmbH“ in Hamburg, „McDonough Braungart Design Chemistry“ (MBDC) in Charlottesville, Virginia (USA), and of the „Hamburger Umweltinstitut“ (HUI). In 2013 he received the SEA Excellence Award for Sustainable Entrepreneurship for his contribution to the development of the Cradle-to-Cradle principle, an eco-vision and a business model for a society without waste. His most recent book with William McDonough is called ‘The Upcycle: Beyond Sustainability--Designing for Abundance’ (Intelligente Verschwendung) (New Point Press, 2013). Today he holds four academic chairs: at the Rotterdam School of Management of Erasmus University, Leuphana University Lüneburg, University Twente in Enschede and at TU Delft (visiting). In 2013, Michael was awarded an honorary professorship from TU München in the context of the federal Initiative of Excellence and also received an honorary doctorate from Hasselt University (Belgium).

## Upcoming Lectures on Sustainability and Innovation

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*Using agricultural biodiversity to face malnutrition and climate change*

**Ann Tutwiler** – 21. Mai 2015, 18:15

Director General, Bioversity International, Rome, Italy