



Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Cradle to Cradle

Since the Industrial Revolution, the lives of many people around the world have been greatly improved. Although modern methods of manufacturing goods have helped many people to get out of poverty, they also damage the environment. As people have become more aware of environmental issues, they have begun to look for better ways of making things. What people are searching for is an approach to producing goods that will also help us to live in harmony with nature.

Two thinkers who have had a big effect on this search are William McDonough, a designer and Michael Braungart, a chemist. In a book published in 2002, they suggested an approach which they called Cradle to Cradle (C2C). With C2C, the materials used in manufacturing are limited to two types - technical and biological “nutrients.” Technical nutrients are things such as metal and plastic, but only those that can be used again and again without harming the environment. Biological nutrients, such as paper and leather, come from plants or animals and can be returned to nature.

Based on their approach, McDonough and Braungart developed a system for rating goods according to how close they come to the C2C ideal. In the system, goods are measured in various ways, including how safe they are for the environment and the amount of energy used to make them. In fact, over 400 products have been given good ratings under this system, from bricks used in buildings to baby goods. Additionally, one sportswear company has produced a whole range of C2C shoes which are 100 percent recyclable.

Now, McDonough and Braungart have come up with a new approach which uses “upcycling.” This refers to recycling goods into new and better products. In this approach, the newly created goods would also help make the environment better. One example is a carpet made in Holland which can both be recycled and help clean the air. McDonough’s architecture company has also designed a building which creates more energy than it uses. The authors believe upcycling will help correct some of the damage that we have already done to the environment.



Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Cradle to Cradle

1. The introduction of modern methods of manufacturing has
  - a. made the lives of many people all over the world better.
  - b. led to inventions that help people solve environmental issues.
  - c. helped some people to get rich and caused others to become poor.
  - d. caused more people to search for ways to live without buying goods
  
2. What is one thing William McDonough and Michael Braungart say in their book?
  - a. Designers should limit the number of technical nutrients used in their products to two.
  - b. Publishers should try to plant new trees to replace the ones they cut down to make paper.
  - c. People should only buy products that are biological and can be returned to nature.
  - d. Metals and plastics should only be used if they can be recycled without damaging the environment.
  
3. What is one way in which the Cradle to Cradle system measures goods?
  - a. It tries to figure out how safe they are for use in buildings.
  - b. It considers how much energy is needed to create them.
  - c. It looks at the price of the materials from which they are made.
  - d. It compares them with similar products and chooses the best one.
  
4. In the new approach, “upcycling” should be used to
  - a. build houses and offices entirely from recycled materials
  - b. create products that have a positive effect on the environment.
  - c. find items that do not cause any air pollution when they are made.
  - d. make sure that we only buy items that have been previously used.