

## **Cradle to Cradle - New Business Models**

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Thanks to 3D printing and digitalization, every machine and every product can be copied within a few months. This means that you are competing with your own product and medium-sized companies will lose their business base. In a few years, mechanical engineering will no longer take place in Europe. It is therefore necessary to change business models. Instead of selling products, the performance of these products must be offered. Nobody needs the machines, only their performance. In this way, the best and highest quality materials can be used, and the products can remain competitive at the same time.

Who needs a washing machine! Instead, it needs the washing service.

Who needs desk chairs! Instead, it needs healthy sitting.

Who needs carpeting! Instead, it needs flooring insurance.

Who needs windows! Instead, it needs see-through and thermal insulation.

Anything that cannot be composted or otherwise used as a biological nutrient must be returned to the person who produced it. So, this is not about a different form of waste management. It is about new business models in which no waste is produced in the first place.

Actual recycling currently only takes place in exceptional cases. To date, no window glass has been recycled back into window glass. No car to car. No cell phone to cell phone. Valuable materials are largely lost through downcycling processes. Rare non-ferrous metals in particular are "recycled" into primitive products and put back on the market. For example, 46 steel alloys from a Mercedes are subsequently turned into primitive reinforcing steel mats.

Objects must therefore become services. This results in products that are permanently reused. This means significantly higher added value, as all things are designed in such a way that they can be reused and recycled.

Cradle to Cradle paves the way to a new economic system in which innovation, quality and beauty are at the center, in which products are healthy for people and the environment.