

Guideline sheet – Design/Business Case Studies

1. State your intentions

What measurable goals do you want to achieve in your project? (e.g. in house circular water systems, indoor air quality, etc.)

2. Inventory

Know what you have – Which materials are available for accomplishing your goals? Techniques? Technologies?

3. Imagineering

Raise Crazy ideas. In a perfect world, what would this project be designed to do for the customer and what additional functions could it perform?

4. Waste = Food

- Defined use: Will elements of the project fit into the *Cradle to Cradle* biosphere (biological cycle) or technosphere, or is it a combination? If it is a combination can it be separated into biosphere/technosphere?
- Defined contents: Can the contents of the elements in your project be defined?

5. Energy

Could the project measurably use or generate *Cradle to Cradle* energy?

6. Diversity

- How could your project measurably support biodiversity?
- Stakeholders: How complex is the stakeholder structure? Can partnerships be formed with these parties? Are some of them already part of the *Cradle to Cradle* community?

7. Regulations

Are there legislative barriers to improving the product/process? How could those be overcome?

8. Research & Development

What technologies would be required to improve the project? Are they available? Do they even exist? If not – innovate!

9. Internal Networks

Do you know if similar approaches or projects were done in your organization or does this still have to be investigated? Could the project link with other projects to achieve economy of scale or data consolidation?