Towards Sustainability: *The Economic Challenges …*

Production: we need a "remaking of the way we make things"

Currently production:

- puts billions of pounds of toxic material into air, water and soil every year;
- produces material so dangerous they will require constant vigilance;
- results in gigantic amounts of waste;
- puts valuable materials irretrievably in holes all over the planet;
- requires thousands of complex regulations to keep people from being poisoned too quickly;
- measures productivity by how few people are working;
- creates prosperity by degrading natural resources;
- erodes the diversity of species and cultural practices.

(*modified from McDonough and Baumgart, 2002*)

Future "Good" Design would includes:

- Something we can use with clear consciences;
- Free of guilt about how it was made or sold, and how we get rid of it;
- Longevity of products;
- "Cradle to cradle" instead of "cradle to death".