

blue design

Key Principles

The Performance Requirements

- Zero Fossil Fuels
- Zero NEW Non-Renewable Resources
- Non-Depleting Use of Renewable Resources

The Qualities

- Conserves all renewable and non-renewable resources in lifecycle loops.
- Energy is provided by renewable or perpetual sources.
- Creates technology that conforms to the conservation principles of nature.
- Creates a complementary relationship between technology and nature.

The Keys

- System over component
- Changing the definition of conservation:
 - From the industrial paradigm: Doing Less with Less
 - To the natural paradigm: Keeping energy and resources within the system.

The Solution Framework

- Interdependencies: Systems thinking - relationships.
- Practices: Change the processes and value hierarchies of design.
- Sparks: Related leaps toward a different paradigm.

ZERO is not a product of efficiency - It is a new paradigm...