

WILLIAM McDONOUGH



William McDonough ©DuHon Photography

William McDonough is an architect, yet he works at scales from the global to the molecular. McDonough has written and lectured extensively on design as the first signal of human intention. He was commissioned to write The Hannover Principles: Design for Sustainability as guidelines for the City of Hannover's EXPO 2000, and he is co-author of Cradle to Cradle: Remaking the Way We Make Things (2002), and its follow up, The Upcycle: Beyond Sustainability- Designing for Abundance (2013).

McDonough advises leaders through McDonough Innovation; he is active with William McDonough + Partners (WM+P), Architects; and MBDC, the Cradle to Cradle® consulting firm. He has co-founded two not-for-profit organizations: GreenBlue and the Cradle to Cradle Products Innovation Institute. Recently, he co-founded Fashion for Good, a joint-industry initiative aiming to transform the global apparel chain into a force for good.

Notable awards include: the Presidential Award for Sustainable Development (1996), the first U.S. EPA Presidential Green Chemistry Challenge Award (2004), and the National Design Award (2004). More recently, he received the 2017 Fortune Award for Circular Economy Leadership in Davos, where he was introduced as "the father of the circular economy."