

# Bill McDonough's Ecological Design Principles

Waste = Food

Use only available solar income

Respect diversity

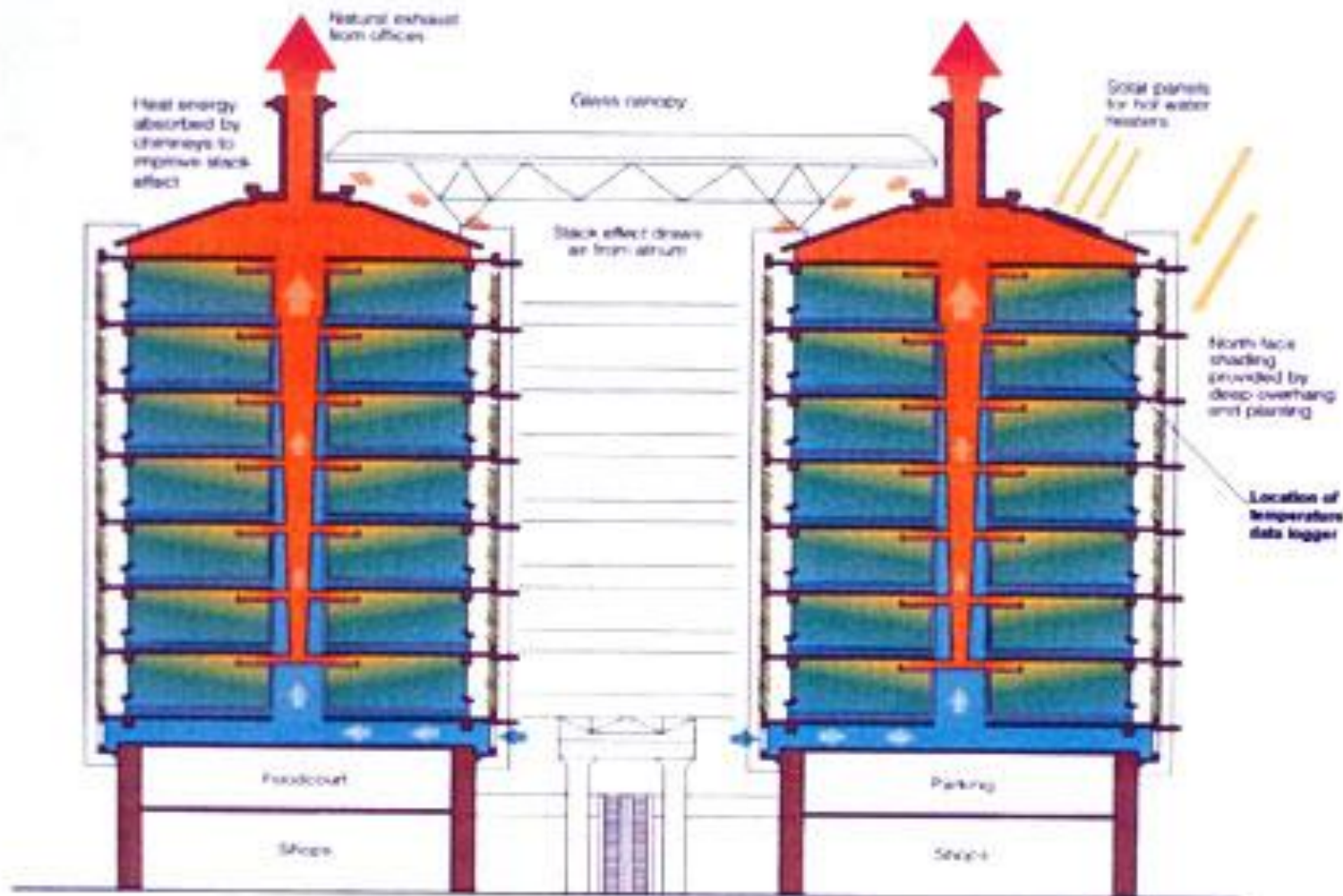
Love all the children

# Cast of a termite mound



# Building modeled on termite mound air and humidity control

**Eastgate, Harare**  
- 'a breath of fresh air'



This is an ecological waste treatment system



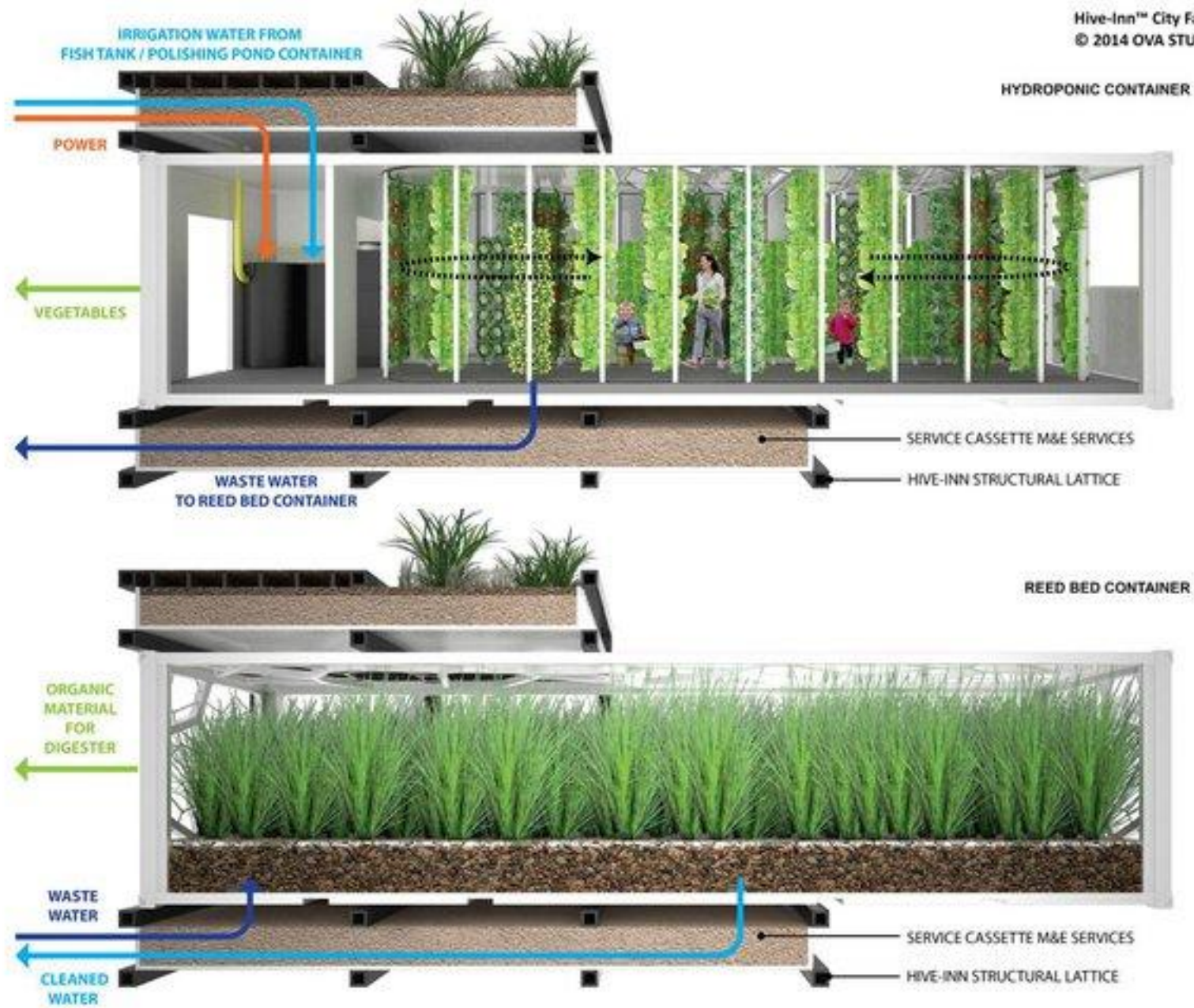














# Milan's Bosco Verticale



# Singapore's Gardens by the Bay















© Purdue Agricultural/Tom Campbell







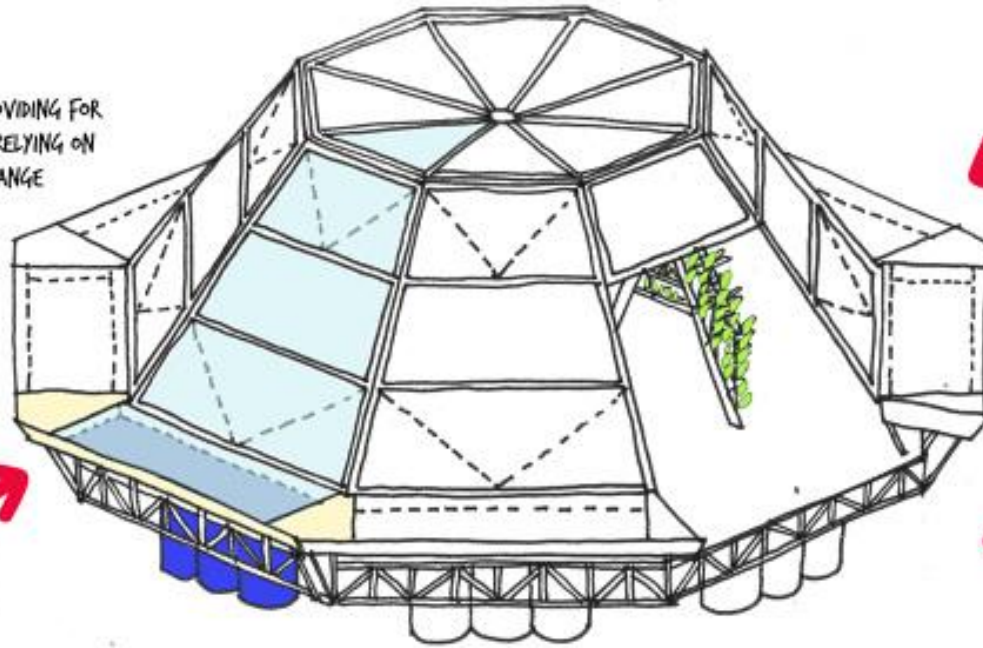


# JELLYFISH BARGE

## AGRICULTURE WITH NO BEARING ON EXISTING RESOURCES

### Ø LAND USE

JFB IS A FLOATING STRUCTURE PROVIDING FOR NEW CULTIVABLE LAND WITHOUT RELYING ON DEFORESTATION OR LAND USE CHANGE



- SEA WATER
- BREAKISH WATER
- RAIN WATER

### Ø SUPPLIED WATER

JFB USES SOLAR DISTILLATION TO PROVIDE PURE WATER FROM ALMOST ANY SOURCE. PURE WATER CAN BE MIXED WITH 15% SEAWATER TO GET EVEN MORE RESOURCES




### To LOCAL MARKET

JFB CAN BE USED IN COASTAL CITIES TO PRODUCE LOCAL FOOD. IT CAN ENHANCE FOOD SECURITY OF COMMUNITIES, AS WELL AS REDUCING GREENHOUSE EMISSIONS DUE TO FOOD TRANSPORTATION AND REFRIGERATION

### Ø NON RENEWABLE ENERGY

FEW ENERGY IS NEEDED TO RUN JFB, MOSTLY FOR PUMPS AND FANS USE. ENERGY NEED IS PROVIDED BY EXPLOITING SUN, WIND AND SEA

WIND ENERGY 

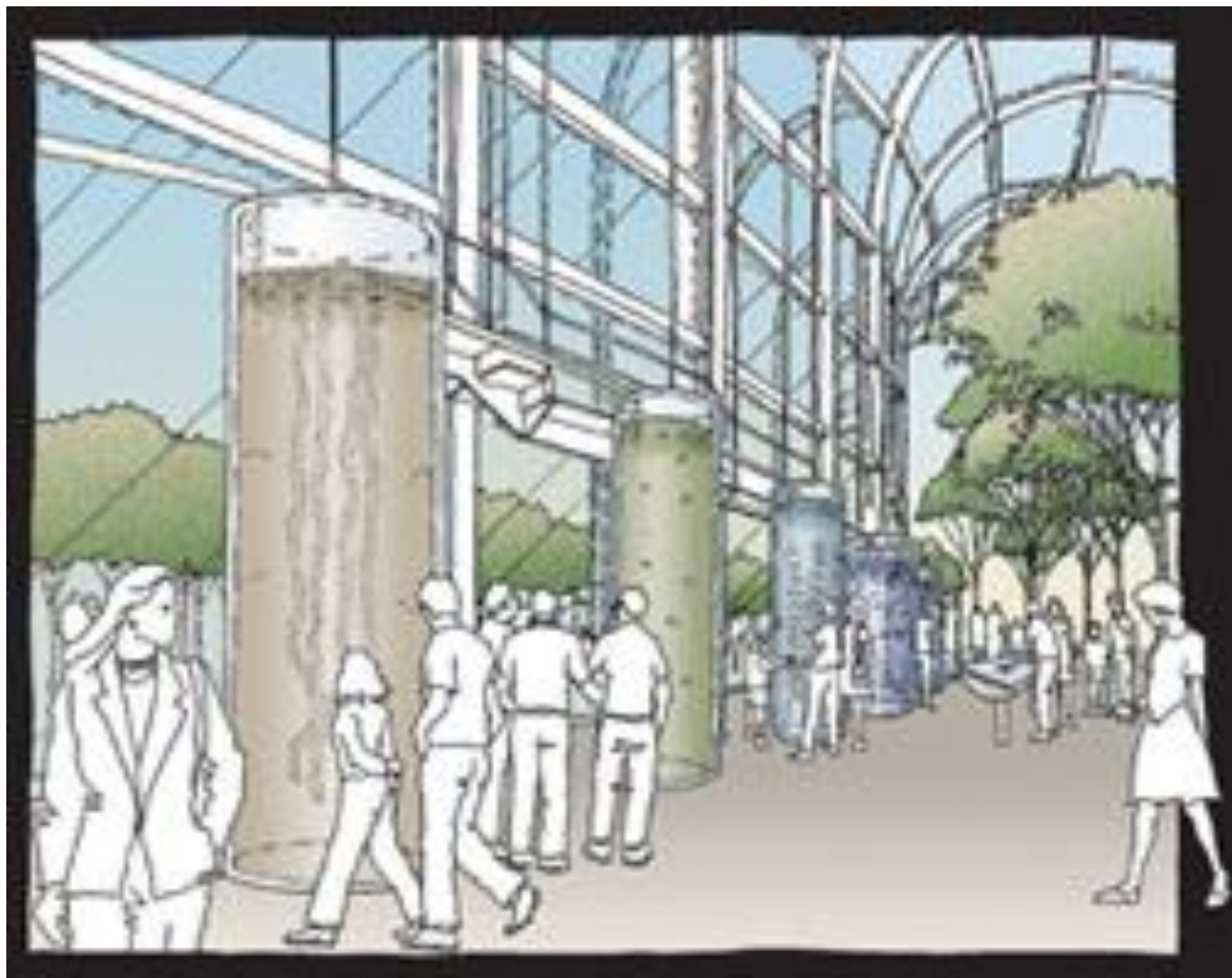
SOLAR ENERGY 

TIDAL ENERGY 

### CROP PRODUCTION

A FULLY AUTOMATED HYDROPONIC SYSTEM GUARANTEES HIGH EFFICIENCY CULTIVATION OF ALMOST ANY KIND OF VEGETABLES









# PLANT A VICTORY GARDEN



**OUR FOOD  
IS FIGHTING**

**A GARDEN WILL MAKE YOUR RATIONS GO FURTHER**

Illustration by ...

# YOUR VICTORY GARDEN

*counts more than ever!*



MAY 31 1943

"We'll have lots to eat this winter, won't we Mother?"



**Grow your own  
Can your own**







