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
This is an ecological waste treatment system
Milan’s Bosco Verticale
Singapore’s Gardens by the Bay
**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.

**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.

**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.

**CROP PRODUCTION**
A fully automated hydroponic system guarantees high efficiency cultivation of almost any kind of vegetables.

**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.
PLANT A VICTORY GARDEN

OUR FOOD IS FIGHTING

A GARDEN WILL MAKE YOUR RATIONS GO FURTHER
YOUR VICTORY GARDEN
counts more than ever!
"We'll have lots to eat this winter, won't we Mother?"

Grow your own,
Can your own.