



Prof. Dr. Michael Braungart

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Michael Braungart is professor at the Leuphana University Lüneburg and founder of EPEA, Environmental Protection and Encouragement Agency in Hamburg (Germany), 'The cradle of Cradle to Cradle'. He is also co-founder of McDonough Braungart Design Chemistry (MBDC) in Charlottesville, Virginia and founder of the Hamburger Environmental Institute (HUI). For decades, Prof. Dr. Michael Braungart has pioneered the Cradle to Cradle design concept. He has worked with a number of organizations and companies across a range of industries, and has developed tools for designing eco-effective products, business systems and intelligent materials pooling. In 2019 Michael Braungart was awarded the *Goldene Blume von Rheydt* (Golden Flower of Rheydt), the oldest environmental protection award in Germany, for his work.