



## 2022 Manufacturing Days Along the 550 Corridor

### “Cradle to Cradle Sustainability”

This is the 10th year New Mexico has participated in this national October annual event, held the first Friday. Events in New Mexico continue throughout the month.

New Mexico Manufacturing Extension Partnership (NMMEP) and industry partners are planning for another one-of-a-kind program celebrating manufacturing careers, technology, and resources in Northwest New Mexico along the US-550 Corridor and beyond.to:

- ✦ Stimulate conversations about sustainability and find ways to create high-value exchanges between our communities, local manufacturers, and young learners exploring careers paths
- ✦ To further steps in developing and implementing inclusive economic sustainability measures for every New Mexican

### What is Cradle to Cradle Sustainability?

**The Cradle to Cradle (C2C) concept is not a new concept.** Walter R. Stahel has been credited with using the term 'cradle to cradle' as early as the 1980s. He also mentioned a similar process in his (1976) research paper *The Potential for Substituting Manpower for Energy*. Faced with an increasing number of their copiers ending up in the landfills, Xerox, in the late 1990s, initiated a zero-to-landfill program, in which all parts of their copiers could be reused.

William McDonough, a sustainable architect, and Michael Braungart, a chemist, were instrumental in the design and development of the current concept of C2C and in 1995 started a firm, McDonough Braungart Design Chemistry (MBDC) product and systems development firm, dedicated to the concept, and have become leading experts on the subject. MBDC has been advocating for endlessly resourceful, C2C approaches.

In their 2002 book **Cradle to Cradle: Remaking the Way We Make Things**, McDonough and Braungart presented an integration of design and science that put forward a design framework characterized by *three principles* derived from nature which inform our designs at all scales:

1. Everything is a resource for something else
2. Use clean and renewable energy
3. Celebrate diversity

<https://mbdc.com/about-mbdc/>

Cradle to Cradle video (5 min 50 sec)

[https://www.youtube.com/watch?v=EyiweCa\\_0yU](https://www.youtube.com/watch?v=EyiweCa_0yU)

**WE HOPE YOU WILL JOIN US FOR MFG DAY 2022 AND HELP TO SPREAD THE WORD!**

Contact Denise Williams, NMMEP Innovation Director Four Corners New Mexico, to suggest partnerships for 2022 (505) 860-9961 or [denisew@newmexicomep.org](mailto:denisew@newmexicomep.org)



## Cradle to Cradle Sustainability Development Goals

MFG DAY along the 550 Corridor present local stakeholders with an opportunity to assess the economic, environmental, and social impacts of companies in sustainable development and create shared value.

NMMEP will ask local manufacturers to identify an area of interest to improve sustainability in one of four areas: economic, environmental, social, or institutional.

### Economic Area

- Revenue and/or (net) value added
- Payments to the government
- New investment/expenditures
- Local supplier purchasing programs

### Social Area

- Gender equality
- Human capital
- Employee health and safety
- Coverage by collective agreements

### Environmental Area

- Sustainable use of water
- Waste management
- Greenhouse gas emissions
- Ozone-depleting substances and chemicals
- Energy consumption

### Institutional Area

- Corporate governance disclosure
- Anti-corruption practices

Reference: [United Nations Global Compact SDG Industry Matrix – Industrial Manufacturing](#)

In partnership with United Nations Association of the USA (UNA-USA), the businesses' challenge statements will be presented as *Sustainable Development Goals* (SDG) Case Competitions to students at local schools.

Business resources and community partners will help to define criteria and judge the student entries. Entries will be shared with the manufacturers and showcased throughout the month of October in live and virtual forums. A particular emphasis will be given to woman-owned and Native-owned businesses. In addition to the proposed challenge solutions, case studies showing successful implementation of sustainability measures will also be showcased during the month of October, as well as panel events, and informational and networking sessions.

Reference: [UNA-USA 2021 Case Competition](#)

Check out the MFG Days  
Past Events:  
2014-2021

<https://newmexicomep.org/manufacturing-day/>

### Take a look at NM Workforce Connection January 25, 2022, Economic Update Report

“Eight major industry sectors reported over-the-year job increases. Employment in manufacturing was up 4,000 jobs, or 15.6 percent. Within this industry, durable goods manufacturing employment was up 2,100 jobs, or 15.8 percent, over the year.”

<https://www.jobs.state.nm.us/vosnet/gsipub/documentView.aspx?enc=JdKtFhuODzQ+aO5C6MuCGQ==000>

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