

## ABOUT **CRADLE TO CRADLE®**

Cradle to Cradle® principles encourage us to step back from the routines of daily problem-solving and rethink the frame conditions that shape our designs. Rather than seeking to minimize the harm we inflict, it reframes design as a beneficial, regenerative force—one that seeks to create ecological footprints to delight in, not lament. It expands the definition of design quality to include positive effects on economic, ecological and social health. Cradle to Cradle® design rejects the idea that growth is detrimental to environmental health since in nature growth is good. Instead, it promotes the idea that good design supports a rich human experience with all that entails—fun, beauty, enjoyment, inspiration and poetry—and still encourages environmental health and abundance.

The Cradle to Cradle® framework is fundamentally about constantly improving and moving beyond simply being “less bad” to becoming “more good.” Conventional eco-efficient demand side approaches often simply seek to reduce or minimize damage and shrink your “negative footprint”. Efficiency is simply good business. By adding what we call eco-effective supply side approaches and integrating positively defined goals based on Cradle to Cradle values and principles, we are able to direct innovation and leadership towards a “positive footprint”.

## BENEFITS OF **CRADLE TO CRADLE®**

Founded on the belief that we can become wholly positive and beneficial (not just less bad) for people and the planet, we help companies reach the goal of truly sustainable growth. Our unique vision provides differentiation from competitors’ eco-efficient approaches.

MBDC will assist companies to apply the design framework and create a defined trajectory for optimizing product design and manufacturing processes. The process of inventory, assessment, and optimization that frames our product and organizational services will result in the characterization and mitigation of potential inefficiencies, environmental issues, and risks and identification of opportunities to lead your industry and innovate.

Our clients (including those who have Cradle to Cradle Certified<sup>CM</sup> products) have benefited from expanded sales, enhancement of brand value and reputation, and external verification of a product’s or company’s sustainability.



## ABOUT **MBDC**

McDonough Braungart Design Chemistry (MBDC) is a firm founded in 1995 by world-renowned architect William McDonough and chemist Dr. Michael Braungart. They are co-authors of *Cradle to Cradle: Remaking the Way We Make Things* (2002), widely recognized as one of the most consequential ecological manifestos of our time, and *The Upcycle: Beyond Sustainability--Designing for Abundance* (2013). These books define the Cradle to Cradle® principles and illustrate the concepts using the work of MBDC over the past 17 years helping clients go beyond minimizing harm and towards a wholly positive impact on the planet.

MBDC originated the Cradle to Cradle® design framework that helps companies go beyond minimizing harm and move towards creating a wholly positive impact on the planet. MBDC leads companies towards sustainable growth by integrating the Cradle to Cradle® framework into corporate strategy, communications, operations, supply chains, and product designs.

Using the process of inventory, assessment, and optimization, MBDC provides the technical expertise to help companies develop solutions around material health, material reutilization, renewable energy use, water stewardship, and social fairness. We partner with clients throughout various sectors and industries to provide scientific evaluations, spur innovation, and inspire leadership.

For more information, please contact: Howell Fendley, Director of Business Development  
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## PRODUCT SERVICES

MBDC shares its expertise in Cradle to Cradle® design and material chemistry through product related services that can be offered individually or together in a progression that offers increasing depth of analysis and increasing value to the client.

### CRADLE TO CRADLE® PRODUCT SCREEN:

(Internal Check for Cradle to Cradle® Potential)  
Receive quick feedback on the Cradle to Cradle potential of a product based on publicly available information. This screen can provide initial guidance in selecting products and can help manufacturers gauge a product's fit for certification or other product services.

### CRADLE TO CRADLE® INVENTORY & ASSESSMENT

MBDC conducts a thorough evaluation of product impacts to humans and the environment using data collected from the manufacturer and throughout the supply chain. This in-depth process helps manufacturers identify risks throughout the supply chain and identify priorities for improving a product's eco-effectiveness.

### CRADLE TO CRADLE® OPTIMIZATION

MBDC will analyze the product inventory and assessment and partner with you to improve product design and manufacturing operations to minimize negative impacts, optimize positive impacts, and work towards the goal of 100% good for people, planet, and profits.

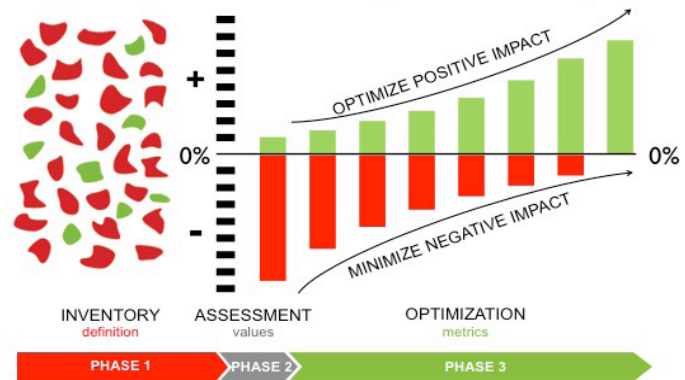
For any new or existing product or packaging design, MBDC can help you rethink and redesign using the Cradle to Cradle® framework, select optimal materials, and plan for the future use cycles for the component materials.

### CRADLE TO CRADLE CERTIFIED<sup>CM</sup> PROGRAM

A product that is inventoried, assessed, and optimized for eco-effectiveness can be Cradle to Cradle Certified<sup>CM</sup> at one of five levels. MBDC is the founding assessor of the program, which is now independently managed by the Cradle to Cradle Products Innovation Institute. As an accredited assessor we guide you through the process, inventory and assess product data, and prepare the application for submission to the Institute for audit and certification.

## THE UPCYCLE CHART

Cradle to Cradle® Continuous Improvement Strategy



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## ORGANIZATIONAL SERVICES

MBDC can inventory, assess, and optimize your company's strategy and operations in order to move towards the goal of a wholly positive impact on people and the planet. We provide companies with various ways to understand and implement Cradle to Cradle design throughout a company.

### CRADLE TO CRADLE® COMPANY BENCHMARKING

Get a snapshot of your company's sustainability profile from a Cradle to Cradle® perspective and receive high level recommendations for optimizing the company's products, operations, and strategy.

### CRADLE TO CRADLE® ENTERPRISE ROADMAPS

We partner with corporate enterprises to map out a long-term, positive vision and eco-effective strategies for your enterprise, brand or product that are aligned with Cradle to Cradle principles. MBDC will provide consultation and support to innovate solutions, meet targets, and achieve continuous improvement towards your goals.

### CRADLE TO CRADLE® WORKSHOPS

MBDC provides workshops to introduce the Cradle to Cradle concept and its implementation within a company. MBDC also provides trainings to staff, supply chain partners, and stakeholders to facilitate internal communications and adoption of Cradle to Cradle strategies across the enterprise.

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