



CRADLE TO CRADLE CERTIFIED^{CM}

PRODUCTS PROGRAM

A PROGRAM OF
CRADLE TO CRADLE
PRODUCTS
I N N O V A T I O N
I N S T I T U T E

OVERVIEW PREPARED BY



THE LEADING ACCREDITED ASSESSOR

CRADLE TO CRADLE CERTIFIED^{CM} PROGRAM

The Cradle to Cradle Certified^{CM} Products Program is a multi-attribute and multi-level certification that acknowledges continuous improvement of products and processes towards the goal of being wholly beneficial for people and the planet. The certification program is based on the Cradle to Cradle[®] framework and methodology, which has been developed and implemented by MBDC over the past two decades. MBDC created the certification program in 2005 to recognize achievement in applying these principles. In 2010, MBDC gifted the Cradle to Cradle Products Innovation Institute with an exclusive license for the certification program and methodology, and the Institute now administers the program and manages the product standard as a third-party, nonprofit organization.



Cradle to Cradle Certified^{CM} Products

Products or materials from any industry or country are eligible to apply for certification. Since the program began in 2005, more than 150 companies from over 15 countries have participated in the Cradle to Cradle Certified^{CM} program. Currently there are over 425 certified products in a variety of categories, including building materials, interior design products, textiles, fabrics, cosmetics, homecare products, paper, packaging, and polymers.



BASIC
BRONZE
SILVER
GOLD
PLATINUM

Levels of Achievement

The Cradle to Cradle[®] framework has outlined a vision to guide product design and manufacturing, and the certification program recognizes multiple levels of achievement towards that vision. Under Version 3 of the program, there are five levels of product certification: Basic, Bronze, Silver, Gold, Platinum. In order to be certified at a certain level, a product must meet the minimum criteria for that level in all five criteria categories. The criteria in each category increase in difficulty with each level of certification.

Cradle to Cradle[®] is a registered trademark of MBDC, LLC.

CRADLE TO CRADLE CERTIFIED^{CM} STANDARD

The Cradle to Cradle Certified^{CM} Product Standard is managed and updated by the Institute's Certification Standards Board. Unlike single-attribute eco-labels, the Cradle to Cradle Certified^{CM} product standard takes a comprehensive approach to evaluating the design of a product and the practices employed in manufacturing the product. The materials and manufacturing processes of each product are assessed in five categories. The standard applies equally to all products across various product categories or industries.



Material Health

Material Health

Product ingredients are inventoried throughout the supply chain and evaluated for impacts to human and ecological health. The criteria at each level build towards the expectation of eliminating all toxic and unidentified chemicals and becoming nutrients for safe, continuous cycling.



Material Reutilization

Material Reutilization

Products are designed to either biodegrade safely as a biological nutrient or to be recycled into new products as a technical nutrient. At each level continued progress must be made towards increasing the recovery of materials and keeping them in continuous flows.



Renewable Energy

Renewable Energy & Carbon Management

The criteria at each level progress towards to goal of all manufacturing operations that are carbon neutral and powered with 100% renewable energy.



Water Stewardship

Water Stewardship

Manufacturing processes are designed to regard water as a precious resource for all living things and at each level progress is made towards the goal of all effluent being clean enough to drink.



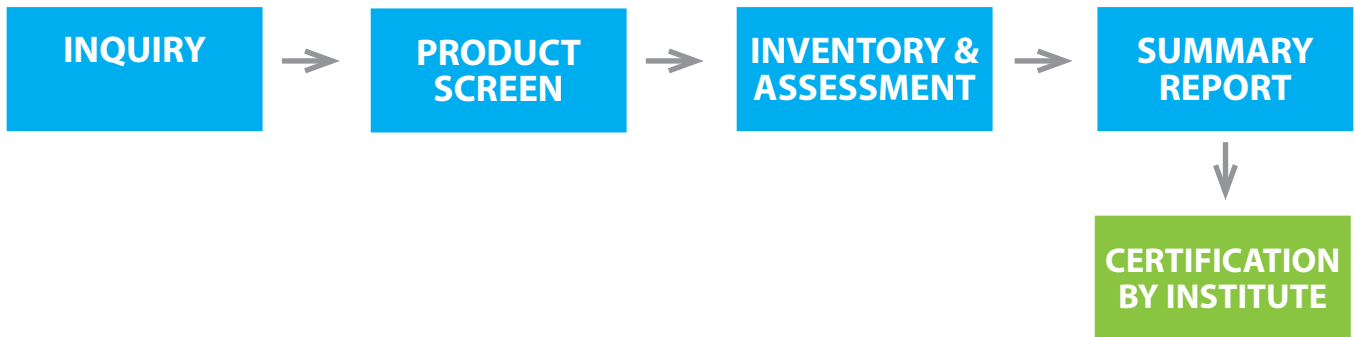
Social Fairness

Social Fairness

Company operations are designed to celebrate all people and natural systems and progress is made towards the goal of having a wholly beneficial impact on the planet.

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PROCESS FOR CRADLE TO CRADLE CERTIFIED^{CM}



MBDC as your Accredited Assessor

In order for your product to be Cradle to Cradle Certified^{CM}, a manufacturer must work with an Accredited Assessor. Accredited Assessors are organizations approved by the Cradle to Cradle Products Innovation Institute to conduct third-party evaluations of a product and its manufacturing process. These organizations lead and manage the data collection and assessment process, guide manufacturers in meeting the certification requirements, and submit the summary report to the Institute for approval.

As the originator of the Cradle to Cradle Certified^{CM} program and assessment methodology, MBDC has the most experience in working throughout the supply chain to collect formulations, evaluating product and manufacturing data to meet the requirements, and supporting clients through the process. In addition, we can offer Cradle to Cradle[®] consulting services to help you solve sustainability challenges and optimize your product to higher levels.

Investment in Certification

Investing in the Cradle to Cradle Certified^{CM} program will provide tremendous value to your company and brand. Both pricing and timing for the certification process depend on complexity of the product, depth of the supply chain, and the level of certification being pursued. Cost for MBDC's services range from \$7,500 to \$75,000+, and length of the certification process may range from 2-6+ months.

Inquiry

Go to www.mbdc.com to learn more about the certification program and to download the Product Screen forms. If proprietary information is involved, download the Mutual Nondisclosure Agreement as well. Send completed documents to MBDC (certification@mbdc.com) for review. Once the forms are received, MBDC will contact you to review the documents and provide an estimate of the financial and time investment expected to complete the certification process.

Product Screen

Based on applicant interviews, completed forms, and publicly available information about the products, MBDC provides a preliminary assessment of how products may fare in the program and recommends a certification level to pursue.

Inventory, Assessment & Report

MBDC assigns you with a project manager to serve as your guide through the process and support you in completing the certification.

As your accredited assessor, MBDC will provide the following:

- An assigned project manager to provide guidance throughout the process
- Support in collecting and evaluating the necessary data to meet requirements
- Assessments of the material health of each product ingredient or material
- Site visit at the manufacturing facility of final assembly
- Recommendations to optimize product and improve certification level
- Final summary report submitted to you and the Institute

Certification

If certification is approved by the Cradle to Cradle Products Innovation Institute, a certificate and trademark license will be issued for a two-year period. To maintain certification a renewal application must be completed through your accredited assessor and submitted to the Institute before the expiration date.



BENEFITS OF CRADLE TO CRADLE CERTIFIED^{CM}



Results of the Certification Process

- Benchmarking of a product's design for future use cycles, safety to human and environmental health, and sustainability of manufacturing processes
- Defined trajectory for optimizing product design and manufacturing processes
- Expert evaluations of product ingredients throughout the supply chain for toxicity hazards and risks in context of use
- Third-party assessments that can provide data to verify claims about your products, meet regulations or to contribute to other certifications

Advantages of the Cradle to Cradle Certified^{CM} Program

- Use of the Cradle to Cradle Certified^{CM} marks on product packaging and marketing materials to indicate commitment to continuous improvement and total quality
- Eligibility to contribute to credits in USGBC's LEED building certification
 - Environmentally Preferable Product (MR 2.2) in LEED for Homes 2008
 - Innovation in Design Credit under all LEED Rating Systems
 - Materials & Resources credit in the LEED V4 Draft under for the following rating systems: BD&C; ID&C; EBOM; Schools; Retail; Data Centers; Hospitality; Warehouse & Distribution Centers
- Preference for use in certain Cradle to Cradle inspired buildings, communities, and developments, including Park 20|20 in Netherlands and Make It Right's homes in New Orleans.
- Eligibility to be listed in U.S. EPA's Environmentally Preferable Purchasing Program and market products to federal agencies
- Ability to earn points towards becoming a Certified B Corporation and joining a community of companies that use the power of business to solve social and environmental problems
- Promotion of certified products by Cradle to Cradle Products Innovation Institute and MBDC in speeches, marketing materials, and media

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methodTM

Steelcase[®]

EASTMAN



AVEDA



replenish



LEADING COMPANIES TOWARD SUSTAINABLE GROWTH

MBDC

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