

# REDEFINING PRODUCTS MADE FOR TOMORROW

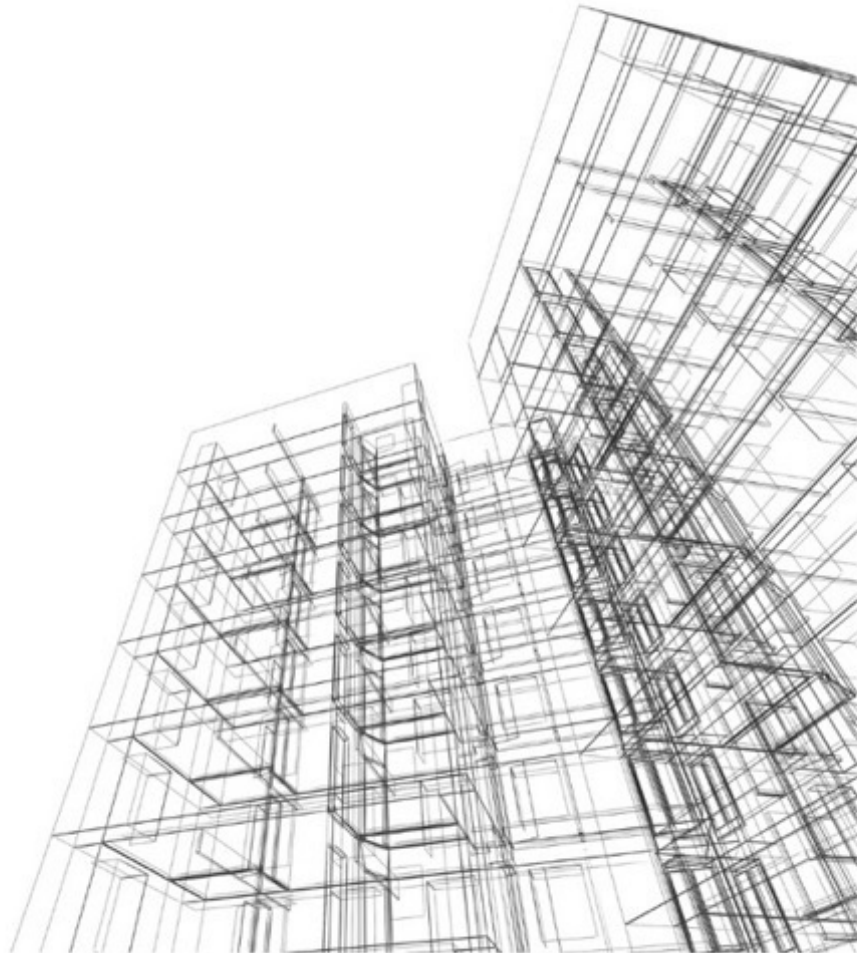
## Cradle to Cradle Certified®

C2C Café

21 March 2023

cradle to cradle  
**products**  
**innovation**  
**institute**





There are roughly over 250 billion m<sup>2</sup> of buildings in the world today – a number that grows by around 5.5 billion m<sup>2</sup> every year ...

... that's the equivalent of adding another Paris to the planet every week.

- Global Status Report for Buildings and Construction: Towards a zero-emissions, efficient and resilient buildings and construction sector, 2021 UNEP, IEA

Buildings and construction are responsible for **37% of global carbon emissions per year.**

This includes materials and construction, which account for **11% of global carbon emissions.**

- Global Status Report for Buildings and Construction: Towards a zero-emissions, efficient and resilient buildings and construction sector, 2022 UNEP, IEA



## 2022 GLOBAL STATUS REPORT FOR BUILDINGS AND CONSTRUCTION

Towards a zero-emissions, efficient and resilient buildings and construction sector





The world is now only **7,2% circular**. To keep our world liveable and thriving, we need to double global circularity.

- The Circularity Gap Report 2023, Circle Economy

# Urban Mining and Material Banks

The most common materials in the urban environment are from construction and demolition.

Considering buildings & infrastructure as temporary storage for safe materials and products that maintain value, can be recovered and reused



Everything around us has been designed by someone.

**Important decisions are made during the design stage.**

**We can not reverse the impacts of design decisions.**

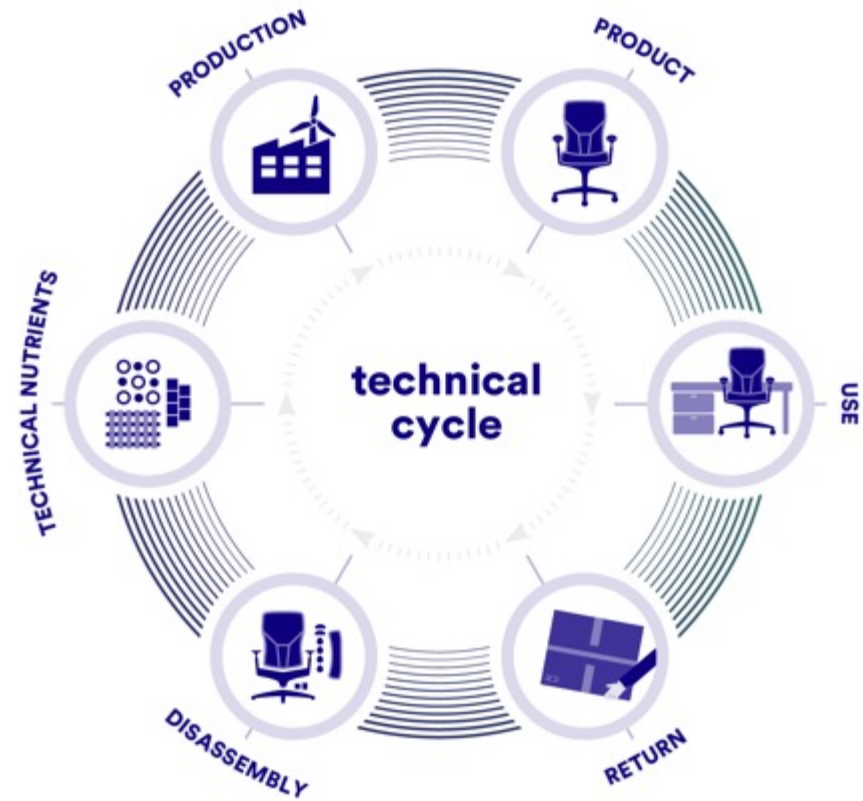
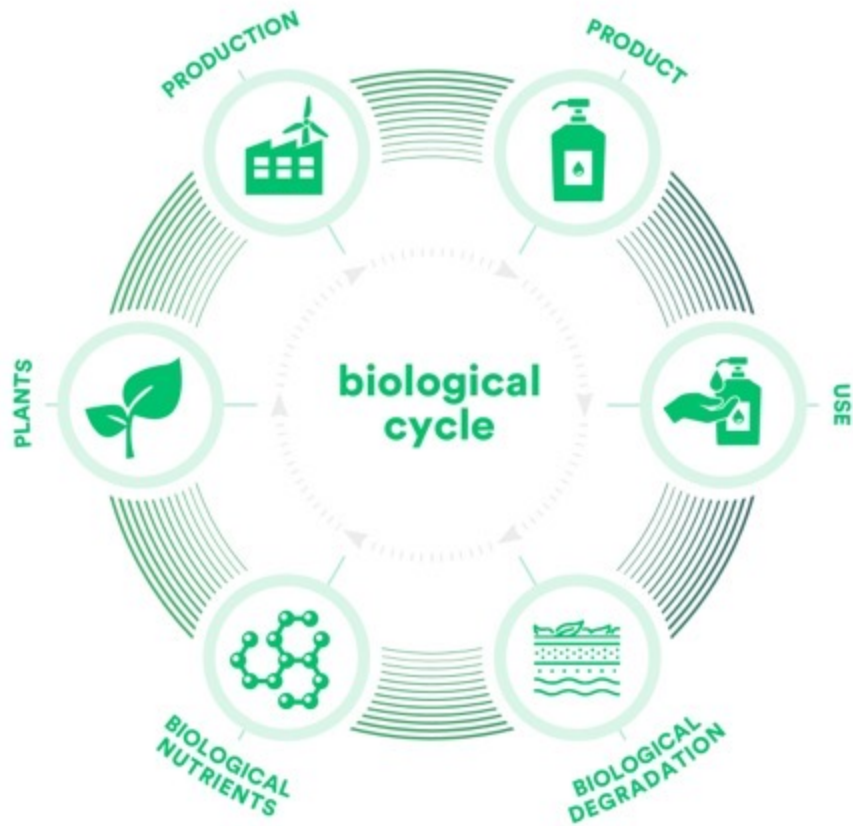
**It's time for a paradigm shift.**

# LET'S GO FROM LINEAR ...





# TO CIRCULAR.



# CRADLE TO CRADLE CERTIFIED® V4.0

- Global and holistic (multi-attribute) framework.
- **Third-party verified assessment and certification.**
- Science-based.



C2C Certified® Product Standard





Are chemicals and materials used in the product safe for human health and the environment?



The product was designed to be circular?



What are the impacts?



Is it good for the ecosystem?



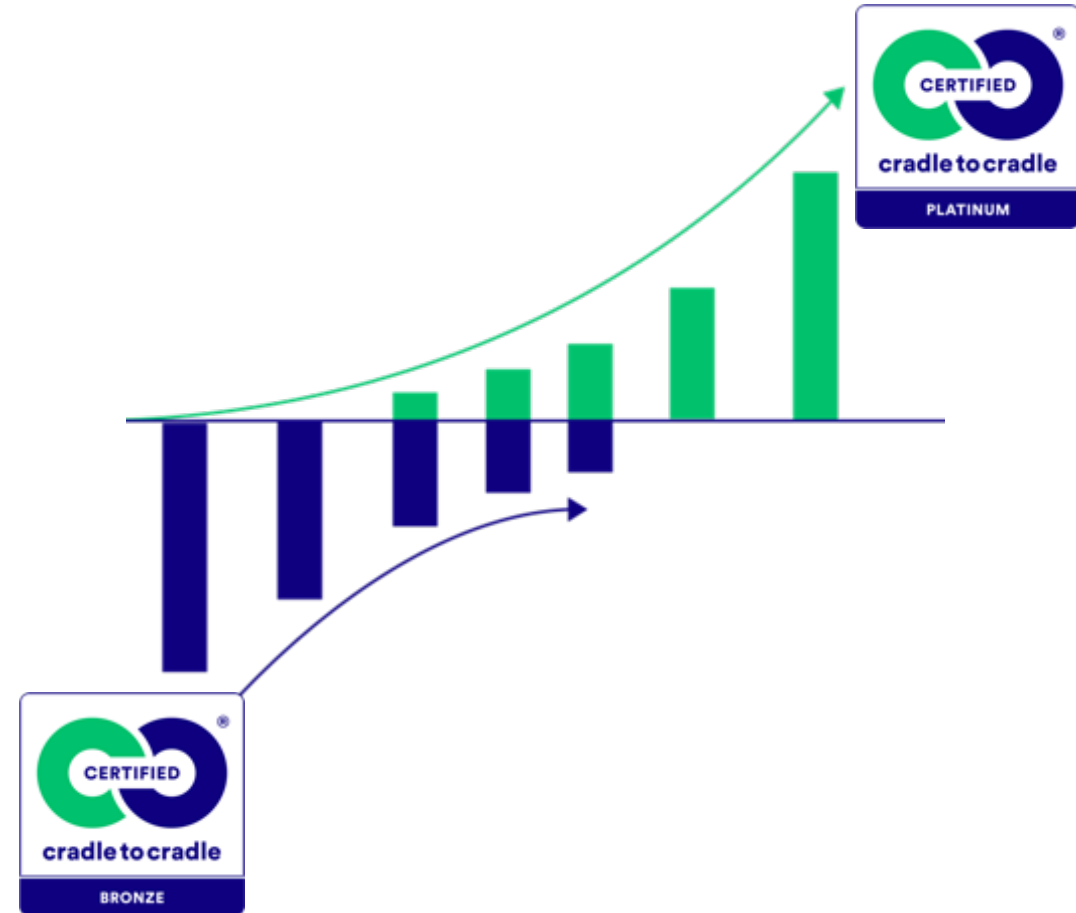
Is it good for people?

C2C Certified® Product Standard

**Can these questions help  
you specify better  
materials for your projects?**

# A PATHWAY TO MEASURABLE IMPROVEMENTS AND INNOVATION

- The lowest-performing category becomes = certification level
- Certification is effective for 2 years (v3.1) and 3 years (v4.0).
- Measurable improvement is encouraged at re-certification in at least one category.



# CRADLE TO CRADLE CERTIFIED® COMMUNITY

January 2023

**500+**

CERTIFICATION HOLDERS

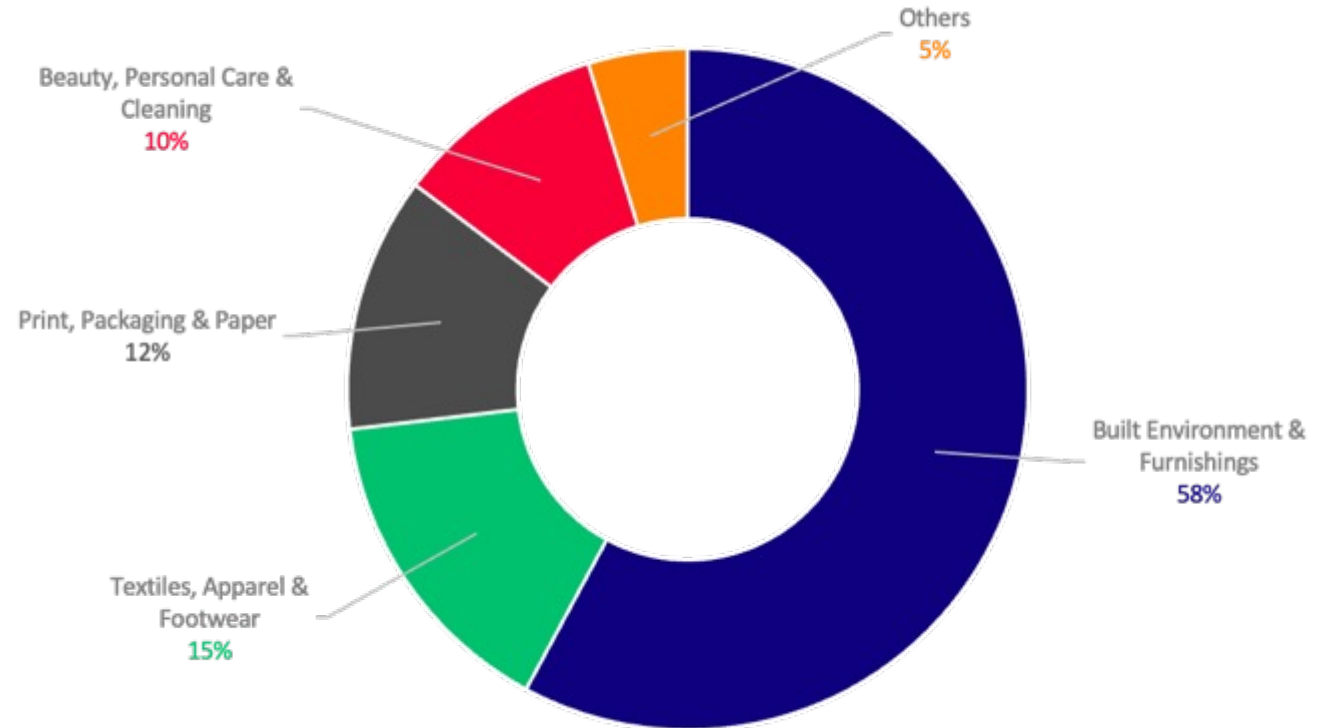
**1,000+**

CERTIFICATIONS

**40,000+**

PRODUCT VARIATIONS

Across **5 CONTINENTS**



# LEADING THE WAY – IMPLEMENTATION EXAMPLES

[c2ccertified.org/products/registry](https://c2ccertified.org/products/registry)

The screenshot displays the 'Certified products and materials' registry page. At the top, there is a navigation bar with the Cradle to Cradle logo and menu items: 'THE STANDARD', 'GET CERTIFIED', 'OUR COMMUNITY', and 'THE INSTITUTE'. A search bar is located below the main heading. The page shows a filter for 'Products & Materials' with 565 certificates. A legend indicates that green circles represent 'Product category', red circles represent 'Material Health Certificate', and blue circles represent 'C2C Certified'. A filter is applied for 'BUILT ENVIRONMENT AND FURNISHINGS'.



# CURRENT ALIGNMENT & RECOGNITION IN BUILDING SCHEMES



**Good - Best Practice**  
**4 categories**



**5 - 7 points**

Material Ingredients (2 pts)  
Purchasing (2 pts)  
Social Equity (1 pt)



**11 goals**

**WELLv2™**

**1 - 5 points**

Material Transparency (2 pts)  
Material Optimization (2 pts)  
Cleaning products (1 pt)

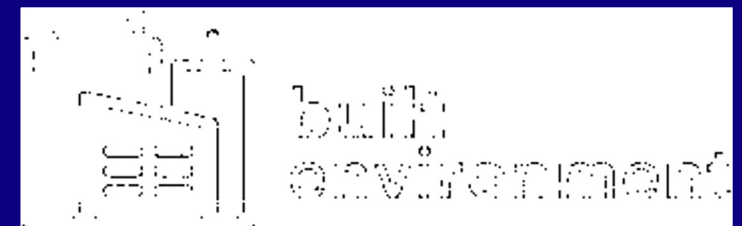
# SUCCESS FACTORS FOR PRODUCTS “MADE FOR TOMORROW”

- **Product design**
- **Holistic** and interconnected sustainability approach
- **Healthy Materials**
- Collaboration across the **supply chain**
- Supply chain **transparency** to consumers
- Make **sustainability tangible** for products
- **Third-party validation**
- **Innovation** and business approach.





**How we design and  
make products  
today shapes the  
world we will  
inhabit tomorrow.**



# THANK YOU

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