

Assessor-Institute call

Meeting Slides

6 December 2023

Confidential: not for further circulation or citation

Proposed agenda

ITEM	OBJECTIVE
1 Update on post-Taskforce follow-up	Quick update from Elwyn
2 Setting up an Institute-Assessor communications network	Quick update from Angela
3 Standard version 4.1	Update from Susan and Esther, plus comments from Michelle and Cedric on first Task Team 1 meeting
4 Certification program updates	Update on progress made since last Assessor call (Elwyn, Sebastian, team)
5 Scorecard development	Concept sharing (from Ren) - with poll
6. A.O.B.	

1. Update on post-Taskforce follow-up



1. The transition to 4.1	Michelle Molloy and Cedric Wintraecken	Rives Taylor; Roger Segarra; Annette Hastrup; Jimmy Summers; Elwyn + Institute staff	First meeting held 4/12/23 - future dates set
2. Our value-proposition, products and communication	Nina Tooley and Kristoff Debrandere	Carlos Correia; Daniella Pineda; Joel Makower; Andrea Alvares; Jo Chidley; Ignasi Cubina; Michelle Molloy; Christine Guinebretiere; Hein Van Tuijl; Ed Pavia; Elwyn + Institute staff	First meeting to be held 7/12/23 - future dates set
3. Material health collaboration	Meg Whittaker and Kolton Kitterman	Marissa McGowan; William Paddock; Cedric Wintraecken; Patrick Van Sprang; Lieve Geerts; Kolton Kitterman; Albin Kaelin; Christine Sendra; Elwyn + Institute staff	First 2 meetings held - future dates set
4. Certification business model - ensuring regulatory credibility and scalability	Jeff Hogue and Tim Glaz	William McDonough; Christine Lemaitre; Emily Ewell; Peter Mosle; Annette Hastrup; Marc Basany; Elwyn + Institute staff	First 3 meetings held - future dates set
5. Strengthening the Institute	Victoria Woo and Jan Berman	Michelle Molloy; Markus Diem; Aya Ulan; Elwyn + Institute staff	On hold until early 2024

2. Setting up an Institute-Assessor communications network

Assessors/Institute Comms network

- First videocall 12 December (3:30pm CET)
- Agenda points:
 - Current status of collaboration: highlights and lowlights
 - How can we collaborate better? What do you need from the Institute, what the Institute needs from assessors
 - Communications risks & opportunities on the horizon for C2C Certified

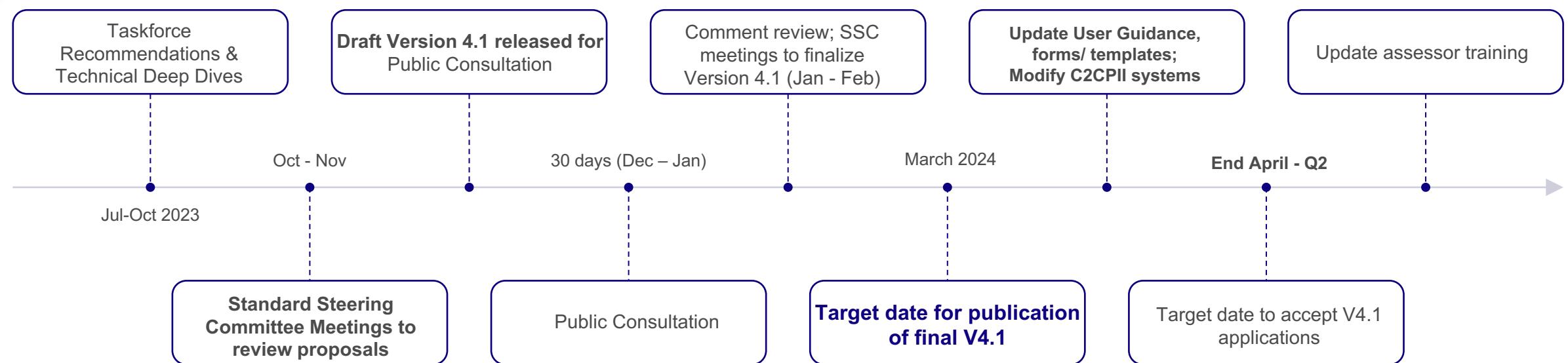
Upcoming projects:

- Transition to 4.1 communications and messaging - differentiation in branding
- Next Community Forums: let's organize them collaboratively (20-21 March, 26-27 November)
- Logo updates/versions
- Any other pressing points

3. Version 4.1 update



TRACK 1 – Version 4.1



VERSION 4.0 > ----- TRANSITION TOWARDS -----> VERSION 4.1

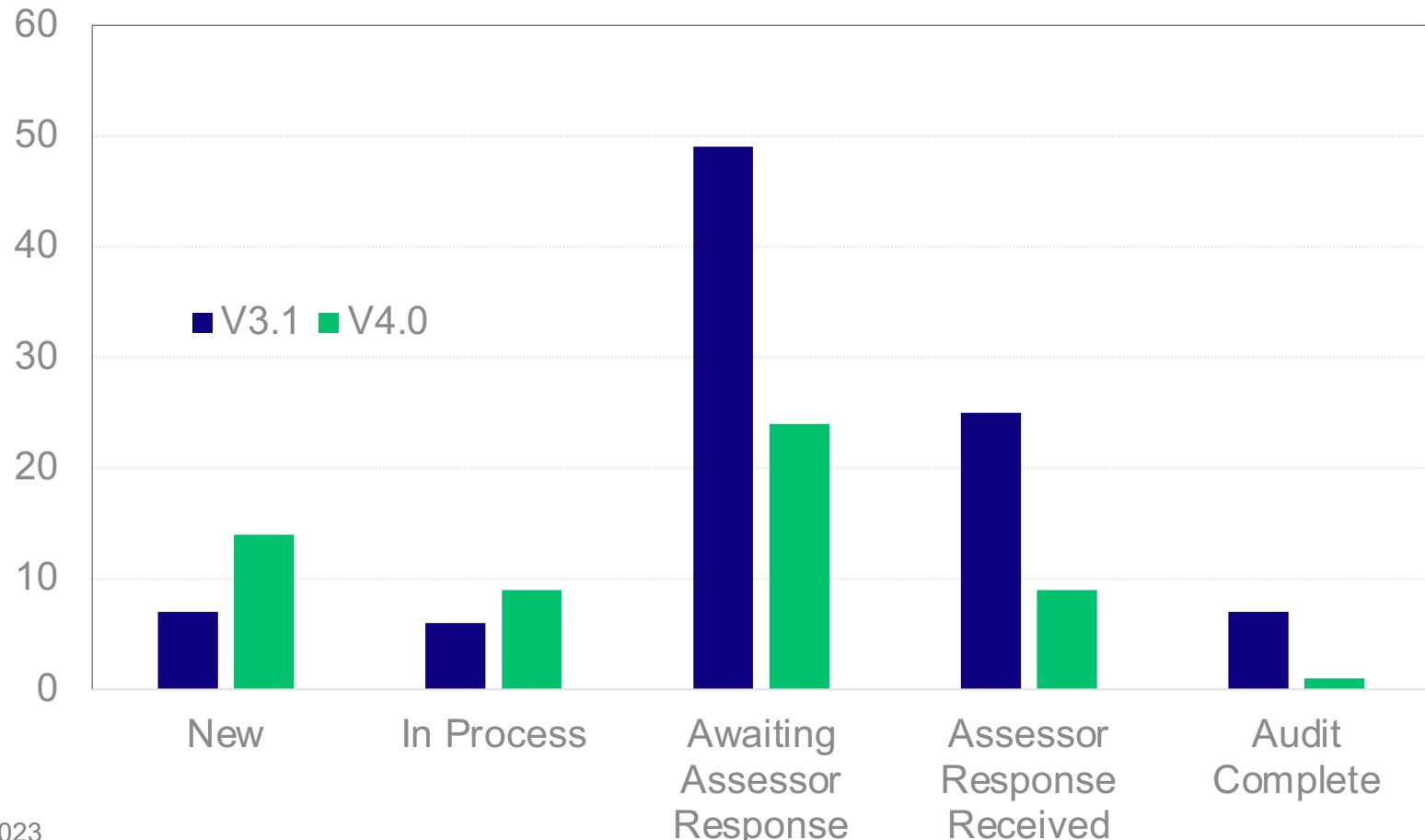
4. Certification operations update

Data Snapshot – Certifications as at Dec 6

	Certifications Issued (2022)	Certification Targets (2023)	Planned or Under Assessment by Assessors*	Under Review by C2CPII	Certifications Issued (YTD)	
V.3.1	New	219	55	25	14	58
	Recert	325	351	328	81	260
	Subtotal	544	406	353	95	318
V4.0	New	6	81	49	41	25
	Recert.	11	38	67	16	6
	Subtotal	17	119	116	57	31
	TOTAL	561	525	469	152	349

*As per most recent submitted assessor pipeline projections for years 23&24

Data snapshot: queue diagnostics (06 Dec 23)



- *New*: ASF received, review not started yet (capacity, non-payment)
- *In Process*: ASF review started
- *Awaiting Assessor Response*: review questions have been sent to assessor for revision/explanation
- *Assessor Response Received*: C2CPII reviews assessor's responses
- *Audit complete*: pending certification decision

Issues list from our last call with progress updates

- Modification of Institute review process – pilot more selective risk-based approach and only review complete and sufficient quality ASFs. 4.1 timing... **Done – going live this week**
- Strengthening review capacity: Cert team hiring (2 just joined, 1 vacancy) and consultant support; contracting external review company **Remaining vacancy filled, external review company contracting in progress**
- Recomence annual Assessment Body audits (in-person or remotely). **Dates to be set**
- Improving ASF quality: improvements but need greater internal QA before submission **Too early to say overall but improvements in some areas**
- Addressing problem projects more systematically: quarterly review/status meetings between Cert team and each Assessor team (r.t. one per client). **In progress – first call being held tonight, then weekly**
- Company communications: Institute involvement, systematic updates. **In progress – Community forum last month, message announcing 4.1, newsletter + ED end of year message. Other?**
- 4.1 Transition issues: Task Team 1 (collect any questions in chat). **Started – Michelle/Cedric read-out (incl original expiration date clarification, fee policy)**
- Assessor training

Clarification: V4 Transition Policy

Products currently certified to Version 3.1:

Current language:

Products that were initially certified or last recertified prior to 16 November 2022 may recertify to Version 3.1 one additional time until 31 December 2024. Assessment summary forms for these Version 3.1 recertifications will be accepted until 31 December 2024. Products must then be recertified to Version 4.0 when the Version 3.1 certification expires.

New draft language:

Product certifications expiring between 16 November 2022 and 31 December 2024 may recertify to Version 3.1 one additional time. Assessment summary forms for these Version 3.1 recertifications will be accepted until 31 December 2024. Products must then be recertified to Version 4.0 when the Version 3.1 certification expires. Note: Expiration dates refer to original dates, not including any certification extensions.

5. Scorecard



Scorecard Project

Background

Certification holders are looking for ways to **effectively and accurately communicate their achievements** with Cradle to Cradle Certified to their customers and clients.

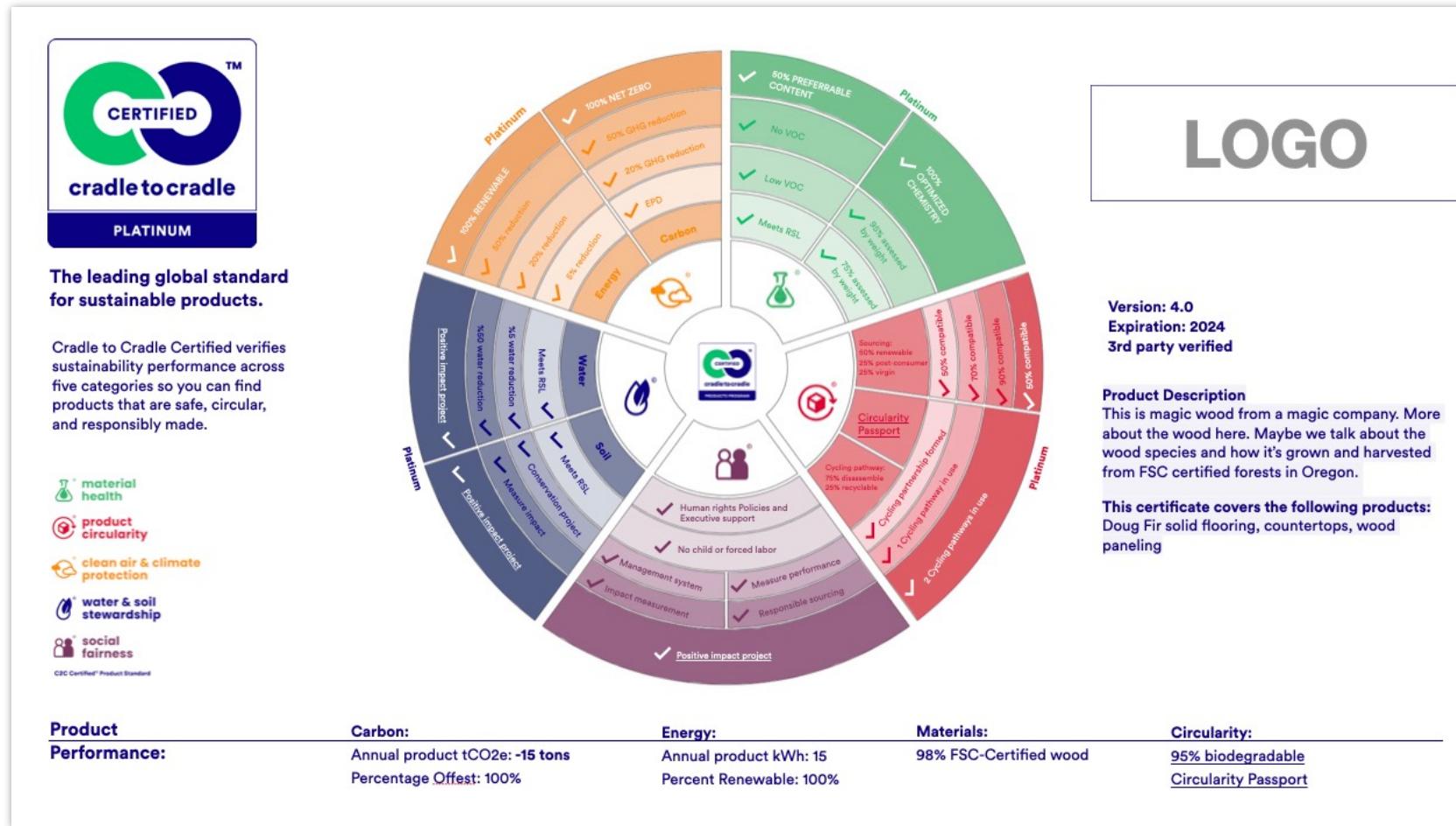
These communications need to be in line with upcoming regulations in particular.

There is also market feedback that there is an **urgent need to communicate everything that Cradle to Cradle Certified encompasses** to the general public, designers, specifiers, etc.

Project Objectives

- Support the ability to **make verified claims** about achievements in Cradle to Cradle Certified products.
- **Communicate** achievements of certified products in ways that a range of **stakeholders can understand**.
- **Support reporting requirements** under European legislations.
- Provide and/or support external **digital product passports**.
- **Deliver on transparency** requirements in the V 4.0/4.1 Standard
- Support **impact evaluation** of Cradle to Cradle Certified Program
- **Link product data to industry databases** (Amazon Climate Pledge Friendly, mindfulMATERIALS, etc) to expand Institute reach.

CONCEPT DESIGN: visual scorecard



DRAFT Scorecard Design

Wheel:

- **Visually appealing tool with consumer-friendly language**
- **Includes generic achievements by level.**
- **Meets the Green Claims Directive requirements**

Product Performance:

- Includes **product specific data** points, TBD

CONCEPT DESIGN: example scorecards

