



CRADLE TO CRADLE  
**PRODUCTS**  
INNOVATION  
INSTITUTE

# C2C Certified Assessor Call

Wednesday, 20 January 2021

# AGENDA

1. Certification updates
2. Institute priorities for 2021
3. New brand identity & roll-out plan
4. Impact assessment & reporting
5. Market development & community engagement
6. Questions or discussion points

# Version 4 Development & Certification Program Updates

Susan Klosterhaus

# VERSION 4 DEVELOPMENT TIMELINE

**July – September 2020**

2nd public comment period (45 days)

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**October - December 2020**

CSB addresses public comments;  
Develops 3<sup>rd</sup> draft of standard

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Additional public comment period(s)?

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**December 2020/Q1 2021**

Final v4 standard completed

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# NEXT STEPS

If CSB approves the final draft standard by end of January:

1. Approval for release of the final v4 standard by C2CPH Board of Directors **(February)**
2. Publication of final v4 standard, public comments and responses, and User Guidance; Announcement of v4 effective date **(March/April)**
3. In preparation for v4 effective date **(TBD, current estimate is June)**
  - Develop v4 application form & process
  - Develop final data forms/templates, including new v4 ASF
  - Develop & conduct V4 assessor training program
  - Develop & implement process for becoming C2CPH-recognized program/standard
  - Develop v4 reporting formats (v4 report, Circularity Data Report & Cycling Instructions, Material Health Certificate)
4. Assessors will be notified of launch and effective dates in advance

# V4 ASSESSOR TRAINING

- Required for all individuals working on v4 assessments at each AB
- Trainings will be conducted virtually via a series of webinars
- Webinars will be recorded, made available 'on-demand'
- Training will include an interactive/comprehension exercise & knowledge test
- Separate trainings for current vs. new assessors
- Training in Q2 2021 following publication of final standard

# COVID SITE VISIT POLICY

- **Extended to 30 June 2021**
- Provisional certifications may be issued without the site visit(s) as long as the AB has reviewed the items on the site visit checklist with the applicant company and determined to the best of their ability, through safe and available means, that the certification requirements have been met.
- Within 90 days of the provisional certification issuance date, the applicant must submit a plan to the Institute indicating the estimated timeline for completing the site visit.
- In all cases, the site visit(s) must be conducted prior to recertification.

# CERTIFICATION EXTENSIONS DUE TO COVID-RELATED ISSUES

- Please let us know if any of your certification clients are encountering COVID-related issues that impact their ability to recertify by their certification expiration dates.
- Will provide certification extensions and waive the certification extension fee where appropriate, on a case-by-case basis through **30 June 2021**.
- Companies seeking waived extension fees must have already paid their recertification fee.

# NEW ASF AUTHORIZATION FORM

- Authorizes AB to submit the ASF and all underlying assessment data and documentation to C2CPII
- Required to be used with all ASFs submitted to C2CPII after **30 November 2020**
- Available on the Assessor Resources page

# REVISED PRIVATE LABEL POLICY & VERIFICATION FORM

- Revised to require that the private label certification applicant company and any intermediary agent (if applicable) sign the form to verify the Private Label Product meets the conditions for inclusion into the scope for certification
- All intermediary agents (such as traders, brokers, or distributors) must complete and sign the verification form to establish a chain of custody and authenticity that the Private Label Product is the same as the OEM certified product
- Previously only the OEM/parent product certification holder company was only required to sign the verification form
- Form now also requires a full listing of the private label products that will be covered by the private label product certification
- Use of the new form began in October of last year
- Available on C2CPH website and Assessor Resources page

# PRIVATE LABEL CERTIFICATIONS

**To qualify as a Private Label Product, the product must be:**

1. Sold by the Private Label Entity individually as purchased from the OEM company and/or Intermediary Agent(s), without any further processing or modification, and not sold by the Private Label Entity only as a component of (or material input to) a finished product,
2. Identical in every way, except brand name and packaging, to the product(s) covered by the OEM company certification, and
3. Manufactured in the same facility as the products produced by the OEM company, using the same manufacturing process(es), and contain the same materials as the certified OEM Product.

# VERSION 4 PRIVATE LABEL CERTIFICATIONS

- New v4 standard requirements for companies applying for a private label product certification (see section 10 of 2<sup>nd</sup> draft v4 standard)
- C2CPII will be communicating these new v4 requirements to current private label certification holders to help them with the transition to v4



# Revised Version 3.1 Guidance, Methodologies, Forms and Templates

Matteo Kausch

# REVISED V3.1 GUIDANCE, METHODOLOGIES, FORMS, AND TEMPLATES

The following documents were updated in November and are available on the [Assessor Resources page](#):

## **Revised Version 3.1 Guidance and Methodologies Documents**

Please review the revision history and revised sections in each of the documents and use in all assessments.

- [Standard Guidance](#)
- [Methodology for Applying the Final Manufacturing Stage Requirements](#)
- [Biological Materials Assessment Methodology](#)
- [Geological Materials Assessment Methodology](#)
- [Exposure Assessment Methodology](#)

## **Revised Version 3.1 Forms and Templates**

Please begin using these immediately in your assessments.

- [Assessment Summary Form](#)
- [Material Health Certificate Form](#)
- [Supplier Banned List Declaration](#)
- [Energy Data worksheet](#)

# REMINDERS REGARDING ASSESSMENT DOCUMENTATION

- Please show and explain your work
- Remember that C2CPH auditors will be unfamiliar with the product and background, without explanation or clear direction from the assessor on how requirement fulfillment can be verified, audits will be slow and inefficient and there will be a lot of questions
- View ASF as a place to explain assessment, not just to check boxes
- Make use of the text fields
- Reference supporting documents clearly, including exact file names, and what is contained within relevant to the requirement (what page or section for longer documents, highlight pertinent text)

# Institute Priorities for 2021

**Christina Raab**

# WORK PLAN 2021 - KEY DELIVERABLES

Core Focus Area 1: Accelerating scale and impact		Q1	Q2	Q3	Q4
Build a Public-Facing Roadmap to the Future	Publication of user guidance, alongside standard v4 documents				
	Sector-specific guidance documents with best practice showcases				
	Public facing-roadmap(s) to the future derived from v4 standard framework				
	C2C Preferred Chemicals / Material Lists (general, sector specific)				
Broaden Access to the C2C Framework	Enhanced reporting formats for standard v4				
	Additional on-ramps and recognition formats for standard v4				
	Chain of custody certification				
Seek Strategic Partnerships with Shared Value Propositions	Expansion of C2C Certified assessor network: training and on-boarding				
	Setup and recognition of C2C Certified consultant network				
	Establishment of strategic partnerships: institutional/sectorial; global/regional				
Invest in and Leverage New Technology	Fund generation and concept work for “assessment builder” platform				
	Development of digital platform for certification process, material health assessment, impact reporting				
	Setup of Intranet for community management and knowledge sharing				
	Enhancement of online educational / training platform				
Pursue Major, Pioneering Product Certifications	Setup of demonstration projects for full product portfolio certifications				
	Initiation of pioneering certifications for new product categories				

# WORK PLAN 2021 - KEY DELIVERABLES

Core Focus Area 2: <b>Activating our global community</b>		Q1	Q2	Q3	Q4
<b>Build our Unique Brand, Expand our Intellectual Property, and Raise Awareness</b>	Roll-out of new brand identity, including Institute logo and product mark				
	Redesign of Institute website and product directory				
	Conducting of a consumer baseline study				
	Development and running of consumer-facing digital campaigns*				
	Production of marketing and information materials, e.g. articles, interviews, case studies, inspiration booklet, webinars				
	Speaking engagements at select global conferences and regional events				
<b>Engage and Inspire a Global C2C Community</b>	Facilitation of sector-specific user groups				
	Roll-out of new community engagement format and offerings				
	Development of targeted capacity building materials				
	Biannual Community Forum (town hall meetings)				
	CircularShift2021 event: North America & Europe				
<b>Create Alliances that Expand our Reach</b>	Recognition of C2C Certified in defined industry schemes and public policies				
	Recognition of standard and certification schemes in C2C Certified v4				
	Publication of white papers on defined technical and societal subject matters				
<b>Establish Trust, Recognition, and Influence with Civil Society</b>	Release of Cradle to Cradle Certified v4				
	Draft updated Material Health Assessment Methodology available				
	Achievement of ISO 17065 accreditation and preparation of ISEAL membership				
	Draft impact reporting framework available and piloted*				

\*contingent on supplemental funding

# WORK PLAN 2021 - KEY DELIVERABLES

Core Focus Area 3: <b>Building organization excellence</b>		Q1	Q2	Q3	Q4
<b>Deploy new Business Model and Leverage Partnerships for Financial Growth</b>	Roll-out of new pricing model for certification and community				
	Setup of new assessor management and business model				
	Submission of grant funding applications and impact investor exploration				
<b>Recruit, Develop, and Retain Outstanding Talent</b>	Setup of best-in-class HR and staff development policies				
	Hiring of Technical Director and Marketing/Communication Director				
	Hiring of Fashion/Packaging Manager (Cosmetics & Personal Care Manager*)				
	Conducting of annual team retreat				
<b>Build Robust Internal Systems and Technological Capacity</b>	Finalized overhaul of financial management and reporting				
	Roll-out of progress and performance tracking				
	Piloting of impact reporting at Institute level*				
<b>Build a World-Class Governance Structure</b>	Recruitment for Board of Directors				
	Recruitment for Certification Standards Board				
	Recruitment for Stakeholder Advisory Council				
	Recruitment for technical expert pool				
	Setup of cross-sectorial and value chain exchange formats; CEO roundtable				

\*contingent on supplemental funding

# New Brand Identity & Roll-out Plan

**Christina Raab**



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









# ROLL-OUT OF NEW BRAND IDENTITY

- C2CPH will start using new Institute brand identity from mid-February onwards (launch at Community Forum)
- v4 pilot participants will be informed by C2CPH about the new product mark and will have the option to use it with their v4 product launches
- Roll-out of new product mark possible for all certification holders with the launch of version 4 standard (March/April)
- Aim: use of new product mark by all certification holders by end of 2021
- New Assessor badge can also be used upon launch of version 4 standard
- C2CPH will accordingly inform and share files with certification holder community and assessors

# Impact Assessment & Reporting

**Stephanie Connolly**



# PROJECT SCOPE & TIMELINE

<b>Nov 2020</b>	C2CPH contracted with <i>Little Blue Research</i> , UK-based consultancy.
<b>Dec - Jan 2021</b>	Review of global frameworks and reporting protocols; identification of key impact indicators.
<b>Feb 2021</b>	Align indicators to v3/v4 certification standard categories; certification data review and gap analysis.
<b>March 2021</b>	Scope development of impact assessment framework.



# FRAMEWORK REVIEW

## Cross-sectoral

1. Greenhouse Gas Protocol
2. GRI
3. ISEAL Codes of Good Practice
4. Natural Capital Protocol
5. SASB
6. Social and Human Capital Protocol
7. UN Principles of Responsible Investing

## Sector-specific

1. BASF Value to Society
2. Biodiversity in the Cosmetics Sector
3. ChemScore
4. Global Protocol on Packaging
5. Good Sustainability Practice for the Cosmetics Industry
6. GRESB - Real Estate & Resilience Assessment
7. Natural Capital Protocol - Apparel Sector Guide

## Reporting & Disclosure

1. Climate Disclosure Standards Board Framework
2. EU Non-Financial Reporting Directive
3. EU Taxonomy Report
4. GIIN Impact Reporting & Investing Standards
5. International Integrated Reporting Framework
6. Task Force on Climate-Related Financial Disclosures

# Market Development & Community Engagement

Marisa Guber

# ONLINE EDUCATION

Online courses to be archived  
after 31 January.

The screenshot shows the 'education' page of the Cradle to Cradle Products Innovation Institute. The header includes a logo, 'ENGLISH' dropdown, and 'REGISTER'/'SIGN IN' buttons. A breadcrumb trail shows 'Home > Course Catalog'. A descriptive line states: 'Get practical information about Cradle to Cradle Certified™ and designing products and materials for the circular economy.' The main title 'education' is in a large blue box, with icons for chemistry, recycling, water, energy, and people below it. A filter bar at the bottom includes 'FILTERS', a search box, 'VIEW: BOXES', and 'SORT: NEWEST TO OLDEST'. Three course cards are displayed: 'Cradle to Cradle Certified™ Ca...', 'Cradle to Cradle Certified™ Fo...', and 'Designing Cradle to Cradle Cer...'. Each card features an 'E-LEARNING' tag and a circular graphic.

# ONLINE EDUCATION STATISTICS

14,000+ Enrollments



**Designing C2C Products  
for the Circular Economy**

10,500+  
50% completion



**C2C Certified  
Catalyst Program**

2,300+  
25% completion



**C2C Certified  
Foundations Program**

1,200+  
17% completion

# ONLINE EDUCATION STATISTICS

**~50% Students / ~50% Professionals**



**Designing C2C Products  
for the Circular Economy**

10,500+  
50% completion



**C2C Certified  
Catalyst Program**

2,300+  
25% completion



**C2C Certified  
Foundations Program**

1,200+  
17% completion

# MARKET DEVELOPMENT CALLS 2020

- Calls are well received as bilateral format that is complementary to group assessor calls
- Senior representatives and/or business development leads are typically part of the calls (has proven beneficial and is encouraged)
- Calls have been formalized to follow a defined agenda and to summarize action points
- Interest in virtual & in-person collaboration opportunities in 2021
- Reoccurring themes:
  - need for business case and brand recognition
  - more communications on benefits of C2C Certified v4
  - Interest in information about new ABs

# 2021 Q1 MARKET DEVELOPMENT CALLS

- To be scheduled for February and March
- Requesting pipeline projections for 2021

The background features a stylized globe with a network of nodes and lines, suggesting a global or digital theme. The nodes are represented by small colored circles (blue, orange, red, grey) and are interconnected by thin grey lines. The globe is semi-transparent, showing the network structure underneath. A solid blue horizontal bar is at the bottom of the image.

**Q&A**



A stylized globe with a network of nodes and lines, symbolizing global connectivity. The globe is composed of a grid of lines forming a sphere. Various colored dots (orange, blue, red, grey) are placed at the intersections of these lines, representing nodes in a network. Some dots are larger than others. The background is a light grey gradient with faint, scattered dots. A solid blue horizontal bar is at the bottom of the image.

**THANK YOU**

# V4 TRANSITION PERIOD

- Currently certified products will be required to certify against version 4 within three years of the version 4 publication date.
- Products ineligible for version 4 certification will not be permitted to recertify against version 3.1 after the version 4 publication date (unless demonstrate a commitment to meet the v4 requirements by a certain time).
- For new product certifications:
  - Applications for version 3.1 will be accepted up to 90 days after the version 4 publication date. Applications received after that date will be required to certify against version 4.
  - Assessment summary forms for these applications must be received by C2CPII within 180 days of the version 4 publication date to be considered for certification.
  - The deadline for issuance of new product certifications against version 3.1 will be one year after the version 4 publication date.

# SITE VISIT POLICY (THROUGH 30 JUNE 2021)

- Provisional certifications may be issued without the site visit(s) as long as the AB has reviewed the items on the site visit checklist with the applicant company and determined to the best of their ability, through safe and available means, that the certification requirements have been met.
- Within 90 days of the provisional certification issuance date, the applicant must submit a plan to the Institute indicating the estimated timeline for completing the site visit.
- In all cases, the site visit(s) must be conducted prior to recertification.

# SITE VISIT POLICY (THROUGH 31 DECEMBER 2020)

- All certifications issued without the site visit(s) will include the following statement on the certified products registry and certificate: *This certification is considered provisional pending completion of the manufacturing facility site visit, which was postponed due to 2020 global travel restrictions.*
- Please indicate whether or not a site visit was conducted in section 4 of the Assessment Summary Form (in the 'Site Visit Summary' field). This field may also be used to submit the plan and timeline for completing the site visit at a future date.
- Once the site visit has been completed, a revised ASF must be submitted. The Interim Assessment Audit fee will be waived if the revised ASF is received by C2CPH within one year of the certification issuance date; otherwise, the Interim Assessment Audit fee will be charged.

# CERTIFICATION EXTENSIONS DUE TO PANDEMIC-RELATED ISSUES

- Please let us know if any of your certification clients are encountering COVID-related issues that impact their ability to recertify by their certification expiration dates.
- Will provide certification extensions and waive the certification extension fee where appropriate, on a case-by-case basis through **30 June 2021**.
- Companies seeking waived extension fees must have already paid their recertification fee.

# ASSESSOR TRAINING FOR V4

## **Social Fairness training only (January 2021):**

- Required for all assessors working on C2C assessments at each assessment body
- Virtual training and knowledge test
- Revised training materials, similar to pilot training in July

## **Training for all other requirements (Later Q1 2021):**

- Required for all assessors working on C2C assessments at each assessment body
- Virtual training and knowledge test
- Separate training for current vs. new assessors

# VERSION 4 PRIVATE LABEL CERTIFICATIONS

**Companies applying for a private label product certification must meet the following requirements:**

1. If necessary for the achievement level in the Product Circularity category met by the parent product, make a connection to the OEM/parent product company's take-back program(s) or other cycling initiatives in order for the product to be cycled as intended, and
2. Unless meeting all standard requirements, disclose that the certification is a private label certification. (C2CPH will indicate which certifications are private label product certifications on the Cradle to Cradle Certified Product Registry and on Cradle to Cradle Certified certificates.)

All other program requirements will have been met by the parent product company rather than by the private label company.

# VERSION 4 PRIVATE LABEL CERTIFICATIONS

- If a company does not wish to disclose that the product has a private label certification, the product and company must meet all standard requirements (although the majority will have already been met by the manufacturer and parent company). This will include:
  - The company-level Social Fairness requirements, and
  - The company-level Environmental Policy and Management requirements unless already met by the final manufacturing stage
- C2CPH will be communicating these new v4 requirements to current private label certification holders to help them with the transition to v4