

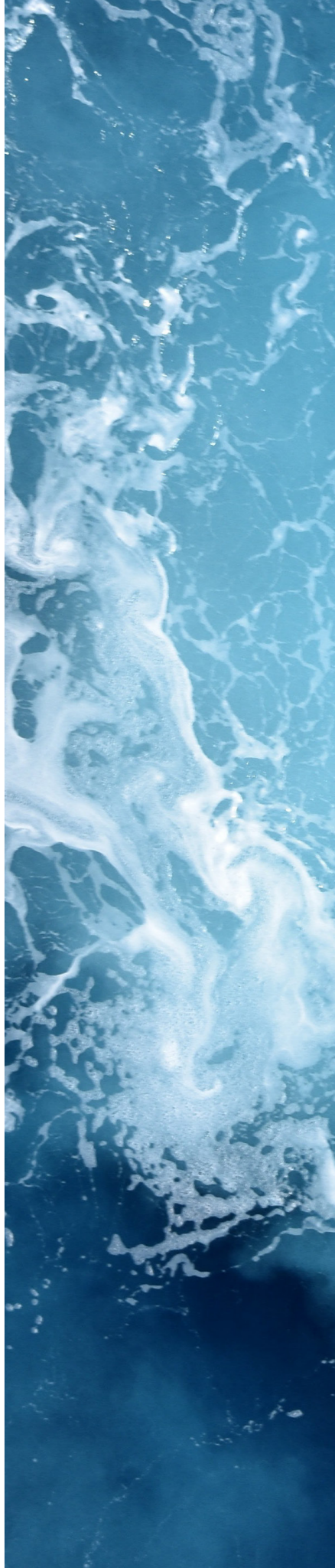
Cradle to Cradle Certified®

# ASSESSOR MARKETING COMMUNICATIONS GUIDE

October 2021

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# I. WELCOME

# WELCOME

As an assessor for the Cradle to Cradle Certified® Product Standard, you have an important role to play in helping customers, potential customers and other stakeholders understand how the standard works and the value of certification.

In this document, you will find guidance and advice on how to talk about Cradle to Cradle Certified clearly, consistently and correctly in your own marketing and communications. Please use this guide in conjunction with the [Cradle to Cradle Certified Trademark Use Guidelines](#), which provide specific information on how to correctly use all trademarks and logos associated with the Cradle to Cradle Certified Products Program.

If you have questions about how to properly conform to any of the guidance, please contact [marketing@c2ccertified.org](mailto:marketing@c2ccertified.org).

## A NOTE ABOUT EXAMPLES

**You are actively encouraged to directly copy and use copy from the key messages and the wording from any of the correct examples presented throughout this guide!**

**Feel free** to use any of the content about the Cradle to Cradle Products Innovation Institute, the Cradle to Cradle Certified Products Program, the Cradle to Cradle Certified Product Standard, Cradle to Cradle certification or the C2C Certified Material Health Certificate™ presented in this guide.

## **II. ABOUT THE CRADLE TO CRADLE CERTIFIED® PRODUCTS PROGRAM**

# ABOUT THE CRADLE TO CRADLE CERTIFIED® PRODUCTS PROGRAM

**The Cradle to Cradle Certified® Products Program redefines products made for tomorrow.** Owned and developed by the Cradle to Cradle Products Innovation Institute, the program comprises the Cradle to Cradle Certified Product Standard and the C2C Certified Material Health Certificate™.

**The Cradle to Cradle Certified Product Standard is the world's most ambitious and actionable standard for designing and making products today that enable a healthy, equitable and sustainable future.** From fashion to flooring, cosmetics to electronics, thousands of products are Cradle to Cradle Certified. The standard is also recognized by a growing number of brands, retailers and governmental organizations as a preferred product standard for responsible purchasing.

**Requirements for Cradle to Cradle Certified are developed through a best practice multi-stakeholder engagement process** with input from technical experts, sector leaders, and the public. The certification's globally recognized, science-based requirements encompass material health, product circularity, clean air and climate protection, water and soil stewardship, and social fairness.

**The C2C Certified Material Health Certificate is a stand-alone certificate** issued to products that meet only the material health requirements of the Cradle to Cradle Certified Product Standard.

# III. ASSESSOR QUICK-START

# ASSESSOR QUICK-START

**1** Always present the Cradle to Cradle Certified® Products Program and its associated standards and certifications in a positive light.

**2** Always ensure your role as an assessor is clear in all communications.

*Avoid using misleading language that may create confusion or jeopardize the position of Cradle to Cradle Certified as an independent, third-party standard and certification.*

**3** Do not write, speak or present on behalf of the Institute or as a representative of the Cradle to Cradle Products Innovation Institute, or any of the Institute's standards or programs, and do not communicate in any manner that implies or suggests that you are a representative of the Institute or its standards. *This includes writing and publishing articles, materials or editorial content about Cradle to Cradle Certified and associated programs without prior consent and approval of the Institute.*

**4** Always follow Institute-approved messaging about Cradle to Cradle Certified when developing marketing and communications materials.

**5** Always tag the Institute and use Cradle to Cradle Certified hashtags in Social Media posts and content that mentions Cradle to Cradle Certified or the C2C Certified Material Health Certificate™.

**6** Always attribute ownership of the program and standard to the Cradle to Cradle Products Innovation Institute.

*(Example: The Cradle to Cradle Certified Product Standard is owned and developed by the Cradle to Cradle Products Innovation Institute.)*

**7** Always distinguish between assessor-generated resources and resources generated and/or officially endorsed by the Institute.

*Examples include educational and consulting materials and resources.*

**8** Always adhere to all trademark use guidelines for Cradle to Cradle Certified and for the C2C Certified Material Health Certificate.

Current guidelines are available on the resources page of the Institute website at [c2ccertified.org](https://c2ccertified.org).

**9** Always forward all certification holder marketing communications materials to the Institute for review and approval.

Assessors are not authorized to review or approve marketing communications materials for certification holders.

**10** Always forward any and all media enquiries, requests or questions directly to the Institute ([media@c2ccertified.org](mailto:media@c2ccertified.org)) when those queries refer to the Institute, the Cradle to Cradle Certified Products Program, Cradle to Cradle certification, or the C2C Certified Material Health Certificate.

**11** Always observe the principles for communicating about Cradle to Cradle Certified (outlined in section IV).



## **IV. FRAME, DEFINE & EXPLAIN**

# FRAME, DEFINE & EXPLAIN: THREE PRINCIPLES FOR COMMUNICATING ABOUT CRADLE TO CRADLE CERTIFIED®

Clearly framing, defining and explaining Cradle to Cradle Certified in all communications not only ensures consumers, customers and other stakeholders understand the significance and value of certification, it also grows visibility and recognition for the brand.

**Always follow these three principles for communicating about Cradle to Cradle Certified in any marketing, communications or other materials.**

- 1 FRAME: Provide as much context as possible for Cradle to Cradle Certified, to help audiences understand why it is important.**

*For instance: How we design and make products today shapes the world we will inhabit tomorrow. Leading brands, retailers, designers and manufacturers rely on the Cradle to Cradle Certified Product Standard to verify that the impact of their products on people and planet is a positive one.*

- 2 DEFINE: Clarify Cradle to Cradle Certified as a product standard used by companies to verify their product's sustainability and circularity performance.**

*For instance: The Cradle to Cradle Certified Product Standard is the world's most ambitious and actionable standard for making and verifying products today that enable a healthy, equitable and sustainable tomorrow.*

- 3 EXPLAIN: Give a brief explanation of how certification works.**

*For instance: To achieve certification, products are assessed according to five critical categories of sustainability performance: Material Health, Product Circularity, Clean Air and Climate Protection, Water and Soil Stewardship, and Social Fairness. Products receive an achievement level for each category (Bronze, Silver, Gold, Platinum). The lowest level of achievement represents the product's overall certification.*

**V. WHEN TO TALK ABOUT THE CRADLE TO  
CRADLE CERTIFIED® PRODUCTS PROGRAM,  
THE STANDARD, OR THE CERTIFICATION**

# WHEN TO TALK ABOUT:

**1 The Cradle to Cradle Certified® Products Program** is the program that houses the Cradle to Cradle Certified Product Standard and the certification. Assessors may wish to make reference to the program when setting the context for the product standard and certification.

*For instance: The Cradle to Cradle Certified Products Program redefines products made for tomorrow. Owned and developed by the Cradle to Cradle Products Innovation Institute, the program comprises the Cradle to Cradle Certified Product Standard and the C2C Certified Material Health Certificate™.*

**2 The Cradle to Cradle Certified Product Standard** sets forth the technical and performance requirements that a product must meet in order to be eligible for Cradle to Cradle certification. These requirements are organized across five categories: Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship, and Social Fairness.

**References to the Cradle to Cradle Certified Product Standard should be used to introduce and provide context for Cradle to Cradle Certified, its requirements, and the performance categories.**

*For instance: The Cradle to Cradle Certified Product Standard is the world's most ambitious and actionable standard for making products today that enable a healthy, equitable and sustainable future. The standard's globally recognized, science-based requirements encompass material health, product circularity, clean air and climate protection, water and soil stewardship, and social fairness.*

**3 Cradle to Cradle Certified** or Cradle to Cradle certification refers to the third-party verification of a product's performance in accordance with the requirements of the Cradle to Cradle Certified Product Standard. Refer to Cradle to Cradle Certified when:

- **Communicating about certified products**

*For instance: From fashion to flooring, cosmetics to electronics, thousands of products are Cradle to Cradle Certified. Cradle to Cradle certified products also meet the responsible purchasing requirements of a growing number of brands, retailers and governmental organizations.*

- **Communicating about services associated with certification**

*For instance: As a Cradle to Cradle Certified assessment body, we work with product manufacturers to achieve Cradle to Cradle certification by partnering with them to assess a product's performance according to Cradle to Cradle Certified Product Standard requirements.*

See Section VIII for a full set of key messages about the Cradle to Cradle Certified Products Program, the Cradle to Cradle Certified Product Standard and Cradle to Cradle Certified.

# **VI. HOW TO REFER TO CRADLE TO CRADLE CERTIFIED® IN MARKETING & COMMUNICATIONS MATERIALS**

# HOW TO REFER TO CRADLE TO CRADLE CERTIFIED® IN MARKETING & COMMUNICATIONS MATERIALS

**1** **Cradle to Cradle Certified** and **C2C Certified** may be used interchangeably in written content.

**2** **Cradle to Cradle Certified** may also be referenced as **C2C Certified** when copy space is limited.

**3** When writing about the Cradle to Cradle Certified Products Program, the Cradle to Cradle Certified Product Standard, or Cradle to Cradle Certified for **any** editorial, marketing or communications purpose, **ownership of the standard must always be attributed to the Cradle to Cradle Products Innovation Institute.**

*For instance: Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute.*

**4** **The C2C Certified Material Health Certificate must always be referred to in full.** Abbreviations are not permitted including in social media.

**5** When writing about customers and/or product certifications, **your role as an assessor must always be clear.**

**See Cradle to Cradle Certified Trademark Use Guidance for further guidance on the correct use of Cradle to Cradle Certified trademarks.**

## A NOTE ON USING “CRADLE TO CRADLE” OR “C2C” VS. “C2C CERTIFIED” OR “CRADLE TO CRADLE CERTIFIED”

When communicating about the Cradle to Cradle Certified Product Standard and the certification, including the category requirements, the terms Cradle to Cradle Certified or C2C Certified should always be prioritized to ensure a clear distinction between the standard and the design philosophy.

As clarified in the Cradle to Cradle Certified Trademark Use Guidance, Cradle to Cradle (or C2C) is most commonly used to refer to the Cradle to Cradle design philosophy. *Certified products should always be referred to as Cradle to Cradle Certified or C2C Certified products, not C2C products.*

It is acceptable to use Cradle to Cradle or C2C in contexts related to the design philosophy and principles, and to use #CradletoCradle and #C2C hashtags in addition to #C2Ccertified and #CradletoCradleCertified for social media content featuring the product standard and/or certification.

# HOW TO REFER TO CRADLE TO CRADLE CERTIFIED® IN MARKETING & COMMUNICATIONS MATERIALS

Example A 

We are proud to have awarded Cradle to Cradle Certified at the Platinum level to The Shampoo Company for HairCare Shampoo.

## Why is this incorrect?

- Assessor's role is unclear: implies assessor awarded certification
- Does not attribute ownership of the standard to the Institute

Example A 

Congratulations to The Shampoo Company on receiving Cradle to Cradle Certified at the Platinum level for their HairCare Shampoo product by the Cradle to Cradle Products Innovation Institute. We are proud to have worked with you as the official assessment body for this certification.

## What makes this correct?

- Complies with Trademark Use Guidance for referencing certification level
- Attributes C2C Certified to Institute
- Assessor's role is clear

# HOW TO REFER TO CRADLE TO CRADLE CERTIFIED® IN MARKETING & COMMUNICATIONS MATERIALS

Example B 

**Congratulations to The Shampoo Company on receiving a C2C Material Health Certificate for HairCare Shampoo, we are proud to award you this certification.**

## Why is this incorrect?

- Does not use full name of C2C Certified Material Health Certificate
- Assessor's role is unclear: implies assessor awarded certification
- Does not attribute C2C Certified to Institute
- Does not comply with Trademark Use Guidelines for specifying certification level

Example B 

**We are proud to have served as the assessment body helping The Shampoo Company earn a C2C Certified Material Health Certificate™ at the Platinum level, the highest level of achievement, for their HairCare Shampoo.**

## What makes this correct?

- Assessor's role is clear
- Correct reference to C2C Certified Material Health Certificate & certificate level
- Attribution to Institute



# HOW TO REFER TO CRADLE TO CRADLE CERTIFICATION CATEGORIES

- 1** **Certification categories** should always be mentioned within the context of the Cradle to Cradle Certified® Product Standard or Cradle to Cradle Certified.
- 2** **When writing about a certification category**, the first mention of the category name must include reference to the Cradle to Cradle Certified Product Standard or Cradle to Cradle Certified, unless this is already clear in context.
- 3** Certification category names should **always be capitalized** and treated as proper nouns: **Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship, Social Fairness** or **Cradle to Cradle Certified Material Health, Cradle to Cradle Certified Clean Air & Climate Protection; Cradle to Cradle Certified Water & Soil Stewardship; Cradle to Cradle Certified Social Fairness** (or C2C Certified + Category Name).



**material  
health**



**product  
circularity**



**clean air & climate  
protection**



**water & soil  
stewardship**



**social  
fairness**

**C2C Certified® Product Standard**

# HOW TO REFER TO CRADLE TO CRADLE CERTIFICATION CATEGORIES

Example A 

This product has achieved Platinum level performance in clean air and climate protection.

## Why is this incorrect?

- Does not provide context of full certification or certification level
- Does not reference Cradle to Cradle Certified
- Category name not capitalized


Example A 

Office Design Co.'s Office Chair has earned Cradle to Cradle Certified® at the Gold level, including a Platinum performance rating for Clean Air and Climate Protection.

## What makes this correct?

- Full certification and certification level is mentioned (and provides context)
- Category name is capitalized


# HOW TO REFER TO CRADLE TO CRADLE CERTIFICATION CATEGORIES

Example B 

Material Health helps companies assess, optimize and verify that a product's materials are safe and circular to have a positive impact on people and the planet.

## Why is this incorrect?

- No context: does not reference full certification, or clarify Material Health as one of the Cradle to Cradle Certified performance categories.

Example B 

Material Health, one of five C2C Certified® performance categories, helps companies assess, optimize and verify that a product's materials are safe and circular for a positive impact on people and planet.

## What makes this correct?

- Places Material Health in context as one of the categories of Cradle to Cradle Certified
- Material Health is used as a proper noun

For further examples and information on how to correctly reference the Cradle to Cradle Certified performance categories, see the Cradle to Cradle Certified Trademark Use Guidance.

## **VII. HOW TO REFER TO CRADLE TO CRADLE CERTIFIED® IN SOCIAL MEDIA**



# HOW TO REFER TO CRADLE TO CRADLE CERTIFIED® IN SOCIAL MEDIA

In addition to the guidance for all marketing and communications materials (section V), the following guidance also applies for social media communications.

## 1 Social Media Handles

Always tag the appropriate Cradle to Cradle Products Innovation Institute channels in all social media posts referring to Cradle to Cradle Certified, the C2C Certified Material Health Certificate, and/or the Institute.

*LinkedIn:* @Cradle to Cradle Products Innovation Institute

*Facebook:* @C2CCertifiedProducts

*Instagram:* @c2ccertified

*Twitter:* @c2ccertified

## 2 Trademarks

Remember that all trademark use guidance applies to social media content. Always use correct names for the Cradle to Cradle Certified Product Standard, Cradle to Cradle Certified and the C2C Certified Material Health Certificate.

## 3 Hashtags

Always use the correct, Institute-approved hashtags for references to the Institute, to Cradle to Cradle Certified and the Cradle to Cradle Certified brand:

### FOR CRADLE TO CRADLE CERTIFIED:

#CradletoCradleCertified

#C2Ccertified

#CradletoCradleCertifiedV4

#C2CcertifiedV4

#madefortomorrow *(Note: this hashtag may not be used as a stand-alone: it must be used in conjunction with one of the above hashtags)*

### FOR C2C CERTIFIED MATERIAL HEALTH CERTIFICATE:

#C2CCertifiedMaterialHealthCertificate

#C2CCertifiedMHC

### FOR THE CRADLE TO CRADLE PRODUCTS INNOVATION INSTITUTE

#C2CPII

### FOR CRADLE TO CRADLE CERTIFIED ASSESSORS

#C2Ccertifiedassessor

#CradletoCradleCertifiedAssessor

#C2CCertifiedAssessmentBody

#C2Cassessor

### SUPPLEMENTARY HASHTAGS

*These may be used in addition to the hashtags above but should not be used in place of the hashtags above.*

#C2C

#CradletoCradle

# HOW TO REFER TO CRADLE TO CRADLE CERTIFIED® IN SOCIAL MEDIA

Example A 

Yesterday we presented #CradletoCradle Gold certification to @DenimInc. for their new #denim jeans. #madefortomorrow

## Why is this incorrect?

- Assessor role not clear
- Incorrect hashtag for Cradle to Cradle Certified
- Uses #madefortomorrow without #C2Ccertified or #CradletoCradleCertified
- Institute social media handle not tagged


Example A 

Yesterday @DenimInc was awarded #CradletoCradleCertified at the Gold level by @C2Ccertified for its new #denim jeans. We were proud to serve as the official #C2CCertifiedassessmentbody for this achievement. #C2Ccertified #madefortomorrow

## What makes this correct?

- Assessor role is clear
- Correct hashtags for certification, branding and assessor
- Institute social media handle (@C2Ccertified) tagged
- Customer social media handle tagged

# HOW TO REFER TO CRADLE TO CRADLE CERTIFIED® IN SOCIAL MEDIA

Example B 

We recently awarded #CradletoCradle certification to #DenimInc for their new #C2C certified #denim jeans. Denim Inc. earned Platinum level Material Health and has also received a Material Health Certificate.

## Why is this incorrect?

- Assessor role not clear
- Incorrect hashtags (#C2C should be #C2Ccertified)
- Does not comply with Trademark Use Guidance (certification level not mentioned; highlights category achievement without full certification achievement)
- Incorrect name/reference to C2C Certified Material Health Certificate (uses abbreviation)
- C2C Certified Material Health Certificate achievement level not mentioned
- Institute and customer social media handles not tagged


Example B 

Congratulations to @DenimInc on your new Gold #C2Ccertified #denim fabric. We are delighted to have served as your #C2Ccertifiedassessor to achieve certification from @C2Ccertified.

## What makes this correct?

- Institute and customer social media handles tagged
- Correct hashtag for Cradle to Cradle Certified
- Assessor role is clear
- Correct references to certified product and certification level

# HOW TO REFER TO CRADLE TO CRADLE CERTIFIED® IN SOCIAL MEDIA

Example C 

Last week we were proud to award Denim Inc. a Cradle to Cradle certification for their new denim jeans. Denim Inc. supplies leading fashion brands with sustainable denim. This is the fourth #C2Cproduct the company has received. #madefortomorrow #CradletoCradle #assessor

## Why is this incorrect?

- Assessor role not clear (post implies assessor is awarding certification)
- Incorrect hashtags
- Institute and customer social media handles not tagged

Example C 

Congratulations to @DenimInc on achieving #CradletoCradleCertifiedV4 Gold for their new #denim #jeans. We are proud to be the official assessment body for Denim Inc. on their #C2Ccertified journey. Denim Inc. supplies #sustainable denim fabric to some of the world's leading #fashion brands. This is the fourth #C2Ccertified product for Denim Inc. from @C2Ccertified. #C2Ccertified #madefortomorrow

## What makes this correct?

- Assessor role is clear
- Correct hashtags
- Institute and customer social media handles tagged



## **VIII. GRAPHICS, LOGOS AND VISUAL ASSETS**

# GRAPHICS, LOGOS AND VISUAL ASSETS

Graphics, logos and visual assets are an essential part of communicating about the Cradle to Cradle Certified® Products Program. In addition to the Cradle to Cradle Certified logos, a set of approved graphics and presentation slides are available via the **Assessor Resources link** on the Institute website.

The following guidance applies to the use of any and all graphics, logos and other visual assets used as part of marketing and communications about Cradle to Cradle Certified, C2C Certified Material Health Certificate and services related to certification.

**See the Cradle to Cradle Certified Trademark Use Guidance for additional guidance on using the Cradle to Cradle Certified Products Program logo and associated certification badges.**

## **Cradle to Cradle Certified Assessment Body Badge**

Assessors may use the Cradle to Cradle Certified Assessment Body badge to indicate their status as an official assessment body for Cradle to Cradle Certified. Use this badge on your organizational website and in marketing communications and materials that position your company as a provider of certification assessment services (for instance, email signatures, business cards, brochures, newsletters etc.).

## **Cradle to Cradle Certified Products Program logo**

The Cradle to Cradle Certified Products Program logo may be used on communications referring to and/or featuring Cradle to Cradle Certified. **In accordance with Cradle to Cradle Certified Trademark Use Guidelines, *Cradle to Cradle Certified logos featuring a certification achievement level must only be used in conjunction with the promotion of a certified product* and may not be used for general marketing and communications purposes.**



# GRAPHICS, LOGOS AND VISUAL ASSETS

## Certification Category Icons

Assessors may use the approved category icon graphic (*pictured*) in communications and marketing materials about Cradle to Cradle Certified®.

**No other icons may be used to describe the standard categories and the Cradle to Cradle Certified Products Program.**

*Category icon graphics are copyrighted, and the icons may not be customized, altered or edited in any way.*

**The use of individual category icon graphics is not permitted without prior approval and consent from the Institute. Requests must be made via [marketing@c2ccertified.org](mailto:marketing@c2ccertified.org).**



**C2C Certified® Product Standard**

# GRAPHICS, LOGOS AND VISUAL ASSETS

## Certification Scorecard

A sample scorecard graphic is available to all assessors for use. Scorecard graphics may not be altered, changed or customized in any way. *All certification scorecard graphics are copyright of the Cradle to Cradle Products Innovation Institute. Assessors are prohibited from inserting or integrating their own logo into any scorecard graphic.*

## Presentation Slides

A set of approved, pre-formatted presentation slides showcasing and promoting Cradle to Cradle Certified® is available to all assessors for their use. *These slides may not be changed or altered and must be used in their entirety, including the copyright attribution in the footer of each slide.*

## Infographics & Visual Explainers

A set of official infographics and visual explainers is available to all assessors for their use. These visual assets may be used in presentations, marketing and other communications materials. *Copyright attribution to the Institute is required in all instances of use.*

## Assessor-Generated Graphics

*Assessors may not publicly share and/or promote independently generated graphics featuring Cradle to Cradle Certified or the C2C Certified Material Health Certificate without the approval and consent of the Institute.*

**APPROVAL REQUESTS FOR THE USE OF GRAPHICS AND VISUALS** as outlined above should be sent to [marketing@c2ccertified.org](mailto:marketing@c2ccertified.org).

# IX. KEY MESSAGES



# KEY MESSAGES

The following preferred key messages should be used in marketing and communications about the Cradle to Cradle Certified® Product Standard, certification, and the Institute.

## About Cradle to Cradle Certified

**Cradle to Cradle Certified® redefines products made for tomorrow.**

- How we design and make products today shapes the world we will inhabit tomorrow.
- Leading brands, retailers, designers and manufacturers rely on Cradle to Cradle Certified® to ensure the impact of their products on people and planet is a positive one.
- Cradle to Cradle Certified® is the most ambitious and actionable standard yet for designing and making products today that enable a healthy, equitable, and sustainable tomorrow.
- The Cradle to Cradle Certified® Product Standard is regarded as the most trusted and advanced science-based standard for designing and manufacturing safe, circular and responsibly made products that maximize health and wellbeing for people and the environment.



# KEY MESSAGES

**Cradle to Cradle Certified® is a comprehensive one-standard solution for addressing the critical sustainability objectives that define products made for tomorrow.**

- Cradle to Cradle Certified® helps organizations align business strategy, operations and partnerships beyond common objectives throughout the entire value chain.
- Cradle to Cradle Certified® Version 4.0 standard is a comprehensive framework that enables companies to:

**1 Prioritize action** across five sustainability focus areas:

- 1. Material Health:** ensuring materials are safe for humans and the environment
- 2. Product Circularity:** enabling a circular economy through regenerative products and process design
- 3. Clean Air & Climate Protection:** protecting clean air, promoting renewable energy, and reducing harmful emissions
- 4. Water & Soil Stewardship:** safeguarding clean water and healthy soils
- 5. Social Fairness:** respecting human rights and contributing to a fair and equitable society

**2 Enact roadmaps for change,** from product innovation to operations.

**3 Transform business models,** systems and collaboration throughout the value chain.

**4 Verify sustainability performance** and measure progress.

**5 Lead industry transformation** towards a safe, circular and equitable future.



# KEY MESSAGES

## About Cradle to Cradle Certified® Version 4.0

**Cradle to Cradle Certified® Version 4.0 reflects significant advancements in global knowledge and understanding of what it takes to make products with a positive impact on people and planet today, and tomorrow.**

- Cradle to Cradle Certified® Version 4.0 builds on the legacy of previous versions of the standard by better equipping brands, retailers, designers and manufacturers with guidance and best practices for choosing safer materials, driving meaningful innovation, and creating products, systems and business models that have a positive impact on humans and the environment today, and in the future.

**Cradle to Cradle Certified® Version 4.0 features new and enhanced requirements in all performance categories, including:**

- New frameworks for Product Circularity and Social Fairness that define global best practices.
- More rigorous requirements in Clean Air & Climate Protection to promote urgent action to address climate change.
- Expanded requirements in Water & Soil Stewardship to ensure clean water and healthy soils are available to people and all other organisms.
- Improved alignment of Material Health requirements with leading chemical regulations and other standards, including a new Restricted Substances List.

**Cradle to Cradle Certified® Version 4.0 is the result of extensive collaboration, partnership and engagement with the Cradle to Cradle Certified® stakeholder community.**

- The new standard was developed through a best practice multi-stakeholder process led by the Institute's Standards Steering Committee, an independent standard-setting body composed of technical and academic subject matter experts, independent bodies, and leading sector representatives.
- The Institute's Stakeholder Advisory Council and five Technical Advisory Groups also participated in the development.
- Drafts of the Cradle to Cradle Certified® Version 4.0 were made available for public comment during two separate review periods.



# KEY MESSAGES

## About the Cradle to Cradle Certification Process

**Cradle to Cradle certification assesses and verifies the safety, circularity and responsibility of materials and products according to the Cradle to Cradle Certified® Product Standard's five categories of sustainability performance: Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship, and Social Fairness.**

- Materials and products that meet the Cradle to Cradle Certified® Product Standard requirements may achieve Cradle to Cradle certification.

**To earn certification for a product, companies must work with a qualified independent assessor to determine a product's achievement levels across the five sustainability performance categories.**

- The product is assigned an achievement level for each category (Bronze, Silver, Gold, Platinum).
- The lowest achievement level among the five categories determines the product's overall certification level awarded by the Cradle to Cradle Products Innovation Institute.
- By awarding certification on the basis of ascending achievement levels and requiring certification renewal every two years, the Institute encourages and rewards continuous improvement towards positive impacts over time.

**Certified products are listed in the publicly available Cradle to Cradle Certified® Product Registry via the [c2ccertified.org](https://www.c2ccertified.org) website.**



# KEY MESSAGES

## About the Institute

The Cradle to Cradle Products Innovation Institute is dedicated to powering the circular economy through products and systems that have a positive impact on people and planet.

Through the Cradle to Cradle Certified® Products Program, the Institute sets the global standard for products that are safe, circular and responsibly made.

The Institute powers the global shift to a circular economy through partnerships and collaborative initiatives that equip businesses, governments and other stakeholders with the technical frameworks and knowledge they need to transform the way products are designed and made.

The Institute is headquartered in San Francisco , California and Amsterdam, the Netherlands. Visit [c2ccertified.org](https://c2ccertified.org) for more information.





# **X. REVIEW AND APPROVAL PROCESS FOR MARKETING MATERIALS**

# REVIEW AND APPROVAL PROCESS FOR MARKETING MATERIALS

**Any and all materials making reference to the Cradle to Cradle Certified® Products Program, the Cradle to Cradle Certified Product Standard (Cradle to Cradle Certified), the C2C Certified Material Health Certificate, and to the Institute itself, should be submitted to the Institute for review and approval prior to publication.**

This includes marketing materials, media releases, digital communications, website copy and other online content created for the purpose of communicating about Cradle to Cradle Certified with consumers, customers, media and other stakeholders.

Content should be submitted for approval via [marketing@c2ccertified.org](mailto:marketing@c2ccertified.org).

While every effort is made to ensure a timely response, please allow 5 business days for review.

***Any marketing communications or public relations materials sent by certification holders to an assessor for review must be forwarded to the Institute for approval. Assessors may not review and/or approve marketing communications content or materials for media, certification holders or other stakeholders on behalf of the Institute.***

Please contact us if you have any further questions  
[marketing@c2ccertified.org](mailto:marketing@c2ccertified.org)