



COMMUNICATION GUIDANCE

# Cradle to Cradle Certified® Version 4.1 Product Achievements

A guide to communicate Cradle to Cradle  
Certified® product and process achievements

2026

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# Sustainability claims about your Cradle to Cradle Certified® product

## Table of Contents

This guidance is designed to help you communicate specific and general product or process achievements about your certified products for each achievement level in every category of Cradle to Cradle Certified®, and to use consumer-friendly language to meet market demands. Please use this guidance in combination with the Trademark Use Requirements and the Green Claims Guidance of the Cradle to Cradle Products Innovation Institute.

This guidance is in alignment with the European Union Unfair Commercial Practices Directive, the Empowering Consumers Directive, and the U.S. Federal Trade Commission's Green Guides. For more information on the legislative framework of sustainability claims please see the [European Union Empowering Consumers Directive](#) and the [U.S. Federal Trade Commission's Green Guides](#).

This guidance is for informational purposes only and does not provide legal advice related to making, qualifying, substantiating, or defending any marketing claims.



To avoid misleading consumers, claims must be sufficiently specific, significant, and limited or qualified to avoid being deceptive. The only exception for generic claims exists when ‘recognized excellent environmental performance’ can be demonstrated, for which the threshold is very high under the EU Empowering Consumers Directive.

Generic claims such as “safe” or “responsible” may be considered misleading, even when qualified. We therefore advise against using these terms. Please refer to the [Green Claims Guidance](#) for full context and clarification.

If you wish to refer to one of the certifications, you may use the explanation below:

- **C2C Certified® Full Scope:** This product is designed with life cycle thinking in mind, meeting strict science-based requirements for Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship, and Social Fairness.
- **C2C Certified® Material Health:** This product is designed with a focus on material health, ensuring that chemicals and materials used are selected to prioritize the protection of human health and the environment. By adhering to rigorous, science-based standards, we aim to generate a positive impact on the quality of materials available for future use and cycling.
- **C2C Certified® Circularity:** This product is designed for circularity with life cycle thinking in mind. It is optimized to minimize waste, keeping materials in a continuous cycle of use.
- **Cradle to Cradle Certified®** verifies that this product is designed for health, circularity, and nature.

Within this guidance, you will also find more detailed claims that may be substantiated, depending on the level achieved under the Cradle to Cradle Certified® program.

## How to use these “claims”

Use the tables in the next sections to find suggestions for specific claims based on your achievement level in each category.

For example, if your product achieved Bronze in Material Health, use the Bronze claim when creating marketing materials or communication strategies about your certified product.

Level	Claim
Bronze	Chemicals restricted in this product: PFAS, halogenated and organophosphate ester flame retardants, PVC, and more.
Silver	Chemicals restricted in this product: PFAS, halogenated and organophosphate ester flame retardants, PVC, carcinogens, mutagens, reproductive toxicants, candidate substances of very high concern (SVHCs), and more.
Silver	95% of ingredients are independently evaluated for human and environmental health.
Silver	Product has low VOC emissions.
Gold	Chemicals restricted in this product: PFAS, halogenated and organophosphate ester flame retardants, PVC, carcinogens, mutagens, reproductive toxicants, candidate substances of very high concern (SVHCs), endocrine disruptors, aquatic toxicants, and more.

If you are certified at Silver or above, you can also use the claims of lower certification levels in that category.

Use only significant material-specific or product-specific claims on certified products or packaging alongside the C2C Certified® trademark. Marketing claims must also clearly specify whether they apply to the product, the packaging, or a specific component thereof.

## Introduce your substantiated claims

### Sentences to introduce the specific substantiated claims:

- This product has been assessed according to the following criteria...
- This product is made following C2C Certified® V4.1 requirements...
- This product meets the following requirements set in the C2C Certified® Fproduct ...
- This product is certified to meet the following C2C Certified® V4.1 requirements...

**Note:** These claims are not inclusive and only relate to some parts of the met requirements. Please refer to the relevant **V4.1 standard version, certification manual, and your assessment report to make other claims.**



## General requirements

These statements relate to general environmental requirements that the company has met in the making of the product. Please note that these achievements apply at the company level under the Version 4.1 product standard and do not represent product-level achievements. They should therefore not be referenced in connection with product claims.

Level	Claim
Bronze	An environmental policy is set and our company is establishing expectations for the supply chain and relevant stakeholders.
Bronze	Demonstrate the company's commitment to protecting the environment (make it specific).
Bronze	Environmental performance measured for manufacturing facilities.
Silver	Procedures in place to implement our environmental policy.
Gold	Environmental commitments written into supplier contracts.
Gold	Sourcing management systems in place, supporting the achievement of the environmental policy commitments within the product's supply chain.
Platinum	Environmental performance results incorporated into staff and executive performance evaluation.
Platinum	Environmental goals included in annual performance objectives.



# Material Health

Level	Claim
Bronze	Chemicals restricted in this product: PFAS, halogenated and organophosphate ester flame retardants, PVC, and more.*
Silver	Chemicals restricted in this product: PFAS, halogenated and organophosphate ester flame retardants, PVC, carcinogens, mutagens, reproductive toxicants, candidate substances of very high concern (SVHCs), and more.
Silver	95% of ingredients are independently evaluated for human and environmental health.
Silver	Product has low VOC emissions. **
Gold	Chemicals restricted in this product: PFAS, halogenated and organophosphate ester flame retardants, PVC, carcinogens, mutagens, reproductive toxicants, candidate substances of very high concern (SVHCs), endocrine disruptors, aquatic toxicants, and more.
Gold	100% of materials used in the product are independently evaluated and considered compatible with human and environmental health.
Gold	Product has very low VOC emissions or is inherently non-emitting. ***
Platinum	100% of materials used in the product, including process chemicals, are independently evaluated and considered compatible with human health and the environment. Over 50% of the materials used in the product are considered preferable for human health and the environment.

\* Some of the substances restricted at the Bronze level are also restricted through leading regulations and therefore cannot be communicated as a sustainability claim. The classes that are listed here contain chemicals beyond legal restrictions. An example: C2C Certified restricts PFAS as a class, legally there are some PFAS compounds restricted.

\*\* Required for products permanently installed in buildings. For products subject to CA 01350 regulations, presenting this as a sustainability claim may not be appropriate. Specify "Low"

\*\*\* Required for products permanently installed in buildings



# Product Circularity

Level	Claim	Completing the claim
Bronze	Product has intended end-of-life pathway(s):	Indicate the applicable pathway here.
Bronze	Product users are provided with end-of-life instructions:	Indicate where to bring back the product here.
Bronze	End-of-life instructions are publicly available:	Refer to the take back, sorting, and cycling instructions in the circularity data report.
50% 90%	Product has [at least 50% (Bronze), 70% (Silver), 90% (Gold), 99% (Platinum)] content that is compatible with being repurposed, recycled, composted, or biodegradable.	Refer to your circularity data report for allowable claims. Define %, content, and cycling pathway. Make sure you verify the specific national or EU rules for recyclability, biodegradability, and compostability.
Silver	Product contains recycled and/or renewable content.	Include materials, indicate % recycled content and/or % renewable content.
Silver	A strategy for improving product circularity has been developed.	Indicate your plans here for increasing the amount of post-consumer recycled content and/or responsibly sourced materials, implementing a circular opportunity or innovation, and improving the product's design for disassembly.
90% 99%	90% (Gold) or 99% (Platinum) of materials are designed for easy disassembly	Refer to instructions in the circularity data report.
Platinum	At least two recycling or take-back programs are actively in place.	Refer to instructions in the circularity data report.



# Clean Air & Climate Protection

Level	Claim	Completing the claim
Bronze	Electricity and green house gas emissions from manufacturing are measured.	-
5% 20% 50%	A target of [at least 5% (Bronze), 20% (Silver), 50% (Gold)] was achieved* during this product's manufacturing towards using renewable electricity and/ or addressing greenhouse gas (GHG) emissions (by:)	Insert specific percentage. Insert which method was used to meet the target; e.g. renewable electricity procurement, onsite renewable electricity production and use, performance improvements (i.e., GHG intensity reduction), absolute emissions reductions, use of eligible bioenergy sources. Differentiate if it was met via purchase of carbon credits, and/or financial donations and investments and read the disclaimer below.
Gold	At least 25% embodied greenhouse gas (GHG) emissions related to this product are addressed.	Insert specific number with your company's percentage. Insert here whether offset or reduced.
Platinum	Product made with 100% renewable energy.	You might specify: solar, wind etc.
Platinum	All manufacturing emissions are addressed by electrifying, using renewable energy, and eliminating all direct greenhouse gas (GHG) emissions without the use of carbon credits.*	Indicate specific achievement*
Platinum	100% embodied greenhouse gas (GHG) emissions related to this product are addressed.*	Indicate specific achievement*

*\* Disclaimer: Claims based on the purchase of carbon credits, or on financial donations or investments, must not be presented as emissions reductions in the European Union. Such actions do not directly reduce emissions and may be considered misleading or deceptive. In the United States, claims related to emissions reduction or offsets may be considered deceptive when such reductions or offsets are required by law. Additionally, emissions reduction or offset claims should reflect such emissions reductions and offsets that will occur in the immediate future, unless prominently disclosed otherwise.*



# Water & Soil Stewardship

Level	Claim	Completing the claim
Bronze	Water and soil conservation strategy is in place in product manufacturing.	-
Bronze	Manufacturing water use and discharges are measured.	-
Silver	Water and soil conservation strategy is in progress at facility.	-
Silver	Chemicals restricted from product process effluent and sludge include: carcinogens, mutagens, reproductive toxicants, and substances of very high concern. */ **	Make sure the chemical restrictions mentioned are beyond legislation.
Silver	Manufacturing water use and discharges are measured, and data is disclosed.	Provide (a link to) the data
Gold	Chemicals restricted from product process effluent and sludge are evaluated and compatible for human and environmental health.	-
Gold	Water use is reduced by:	Insert company initiative here and specify water reduction.
Gold	Best practices are in place to conserve water and soil in the facility and supply chain or water and soil strategy is implemented.	Insert company initiative here and specify water reduction.
Platinum	Verified positive impact project is implemented.	Specify the positive impact project here.

\* Some of the substances restricted at the Bronze level are also restricted through REACH and RoHS and other leading regulations. If products are subjected to these regulations, presenting this as a sustainability claim may not be appropriate.

\*\* Restricted substances of very high concern can be found on the authorization list (REACH Annex XIV) and on the candidate list for authorization



# Social Fairness

These statements relate to social fairness requirements that the company has met in the making of the product. Please note that these achievements apply at the company level under the Version 4.1 product standard and do not represent product-level achievements. They should therefore not be referenced in connection with product claims.

Level	Claim	Completing the claim
Bronze	Final manufacturing facilities audited for safety including child or forced labor and worker safety.	Indicate until what manufacturing stage, refer to your social fairness policies, management and auditing system. The claim needs to be beyond legal requirements and could emphasize auditing efforts.
Bronze	A human rights policy is set and establishing expectations for the supply chain and relevant stakeholders including safe & healthy conditions, anti-harassment and discrimination, legal minimum wage, and anti-corruption.	Insert link to the policy.
Silver	Procedures are in place to implement all human rights policies.	Insert link to procedures
Silver	Tier-1 suppliers located in high-risk locations provide social fairness performance data.	Tier 1 means the direct supplier to the final manufacturing stage. Explain what tier 1 suppliers means in your supply chain and what performance data is provided.
Gold	Human rights commitments are written into supplier contracts.	Insert the commitments
Gold	Sourcing management system for supply chain is in place.	Insert the key points of the management system
Gold	Verified positive impact project is implemented (indicate your story here).	Insert what projects, impact, and how achieved
Platinum	Hiring and promotion processes are evaluated to promote inclusivity and equal opportunity.	Insert the processes
Platinum	Social fairness goals are included in our company's annual performance objectives.	Insert the processes



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