

## Media Kit

April 2023

### Boilerplate

**How companies design and make products today has a direct impact on the world we will inhabit tomorrow.**

The Cradle to Cradle Products Innovation Institute is dedicated to powering the circular economy through products, materials, systems and business models 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.

For more than a decade, leading brands, designers, retailers and manufacturers across the value chain have relied on the Cradle to Cradle Certified Product Standard to innovate and optimize materials, products and systems for immediate and long-term positive impacts.

Cradle to Cradle Certified has long been regarded as the world's most trusted and advanced science-based standard for designing and manufacturing products that maximize health and wellbeing for people and our planet, providing a comprehensive and holistic assessment framework across different sustainability performance categories.

The Institute also 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.

**OUR VISION** is a world where safe materials and products are designed and manufactured in a prosperous, circular economy to maximize health and wellbeing for people and planet.

**OUR MISSION** is to lead, inspire and enable all stakeholders across the global economy to create and use innovative products and materials that positively impact people and planet.

The Institute was founded in 2010 and is operating globally as a non-profit organisation with a core team of 25 employees. It is headquartered in Amsterdam, the Netherlands and San Francisco, California.

## About our standard and certification program

### Cradle to Cradle Product Standard

The Cradle to Cradle Certified Product Standard provides a comprehensive framework that enables companies to:

**A.** Prioritize action across five sustainability focus areas:

1. Material Health: ensuring materials are safe for humans and the environment

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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
- B. Enact roadmaps for change, from product innovation to operations.
  - C. Transform business models, systems and collaboration throughout the value chain.
  - D. Verify sustainability performance and measure progress.
  - E. Lead industry transformation towards a safe, circular and equitable future.



## Cradle to Cradle Certified Products Program

Since the program began, more than 700 companies from over 40 countries have participated in the Cradle to Cradle Certified® Products Program. The Cradle to Cradle Products Innovation Institute has issued over 1500 certificates covering more than 25,000 certified products in a variety of categories, including building materials, interior design and household products, automotive, consumer electronics, textiles and apparel, cosmetics and personal care, cleaning products, paper, packaging and polymers.



## The certification

To earn Cradle to Cradle Certified certification, products, materials and systems need to meet the requirements set by the Cradle to Cradle Certified Product Standard and undergo an independent third party assessment of their safety, circularity and responsibility criteria across five categories of sustainability performance: Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship; Social Fairness. The product is then assigned an

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achievement level for each category (Bronze, Silver, Gold, Platinum). Its overall certification level awarded by the Cradle to Cradle Products Innovation Institute corresponds to the lowest level of achievement among the five categories.

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.

## Partners and network

The Institute works with a diverse range of stakeholders to achieve its mission.

**Retailers:** Cradle to Cradle Certified is recognized within sustainability initiatives at leading retailers such as Amazon, Zalando, Walmart, Home Depot, Kingfisher, Walgreens-Boots, Bol.com and more.

**Companies and brands:** Companies all around the world from different backgrounds and sectors are embracing the Cradle to Cradle Certified framework as their starting point and guidance for product-led transformation, including established leading brands such as L’Oreal USA, Bang & Olufsen, Brabantia, Napapjiri, G-Star Raw, Lee Jeans, Primark, C&A, Coty, Schneider Electrics and many more. Several market innovators are also part of the program, such as Doppo, Beauty Kitchen, Roccamore and more.

## Strategic Partners

The Institute has strategic partnerships in place with a range of organizations. Some of these are focused on overarching sustainability and circularity topics, and some are sector specific. Partners include: Ellen MacArthur Foundation (EMF), World Business Council for Sustainable Development (WBCSD), Health Product Declaration Collaborative (HPDC), World Green Building Council (WGBC), Sustainable Purchasing Leadership Council (SPLC), Sustainable Apparel Coalition (SAC), Textile Exchange (TE), Sustainable Packaging Coalition (SPC). We also work with governments and institutional partners on specific projects.

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## Useful link

[Institute's website](#)

[Certified Products Registry](#)

[Standard](#)

[Cradle to Cradle Certified Products Program and the certification process](#)

[Testimonials from companies that have experienced the transformative power of the Cradle to Cradle Certified framework](#)

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## Logos

### Cradle to Cradle Products Innovation Institute Logo



### Cradle to Cradle Certified Products Program



[Download logo package here.](#)

Please always refer to [this trademark policy](#) when using the logo.

## Contact information

All media queries should be directed to:

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## Social media links

- LinkedIn - @Cradle to Cradle Products Innovation Institute
- Twitter - @C2Ccertified
- Instagram - @c2ccertified
- Youtube - @Cradle to Cradle Products Innovation Institute

## Social media hashtags

#CradletoCradleCertified  
#C2Ccertified  
#CradletoCradleCertifiedV4  
#C2CcertifiedV4  
#MadeForTomorrow  
#C2CPll