



CRADLE TO CRADLE
PRODUCTS
INNOVATION
INSTITUTE

C2C Certified Assessor Call

Wednesday, 18 March 2020

AGENDA

1. V4 Standard Development Update
2. Impact Reporting Working Group
3. Institute Strategic Planning Update
4. Assessor Network Expansion Plans
5. Market Development & Events

Version 4 Standard Development Update

Susan Klosterhaus

NEW STANDARD DEVELOPMENT PROCESS

1 Technical Advisory Groups formed via public call for applications ☐

2 Scope of issues to address developed ☐

3 Draft proposals developed ☐

4 Feedback on draft proposals provided by Technical Advisory Groups and Stakeholder Advisory Council ☐

5 Draft proposals approved by Certification Standards Board ☐

6 First draft of new standard created ☐

7 60-day public comment period ☐

8 Second draft of new standard created ☐

9 Additional public comment period(s) if necessary ☐

10 Final draft of new standard created ☐

STATUS OF CSB REVIEW OF PUBLIC COMMENTS

- **Completed:**

Revised Product Circularity, Renewable Energy, Water Stewardship, Social Fairness sections

- **Remaining:**

Revised Material Health, Eligibility, Material & Product Specific Requirements, and General Requirement sections

- **To be completed in April:**

Complete second draft of v4 standard

REVISED DEVELOPMENT TIMELINE

May 2020

Second public comment period & webinars
(assessors, certification holders, general public)

July - September 2020

CSB addresses public comments & develops
third draft of standard

Additional public comment period(s)?

Fall 2020

Final v4 standard completed

QUESTIONS ON VERSION 4?

Please send all questions to: v4pilot@c2ccertified.org

Please do not send questions to certification@c2ccertified.org

DRAFT 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).
- New product certification applications received more than 90 days after the version 4 publication date will be required to certify against version 4.

COVID-19 PANDEMIC

- Please let us know if travel restrictions or other issues arise related to assessment/certification projects
- Annual assessment body audits will be conducted via teleconference or postponed
- Annual assessor meeting will be postponed to later in the year

Impact Reporting Working Group

Stephanie Connolly

IMPACT REPORTING - MAIN OBJECTIVES

- Make the business case for Cradle to Cradle certification;
- Quantify reduced negative impact of certified products;
- Demonstrate how implementation of the standard positively impacts supply chain and helps achieve sustainability targets;
- Support continuous improvement and performance monitoring;
- Inform case studies and aggregated impact reporting at the Institute level.

WORKING GROUP

- Kick-off call held on 5th of March 2020
- Assessors in attendance who expressed interest in participating: EIG; EPEA Germany; EPEA Switzerland; ToxServices
- Additional assessors are welcome to join the working group at any time
- Bi-weekly calls will be scheduled starting in April

DRAFT TIMELINE 2020-2021

March-April

- Select valuation framework and develop draft of scope
- Invite key stakeholders to participate

May-June

- Explore funding and consultant support

July-Oct

- Develop draft of impact framework and indicators

Oct-Feb 2021

- Pilot draft framework with at least one v4 pilot participant and stakeholder working group

March 2021

- Launch final impact framework

Strategic Planning Update

Christina Raab

BACKGROUND

- Establishment of new strategic plan for the Institute in view of recent changes in Institute's internal setup and rapidly evolving external context
- Strategic planning sub-committee set up at Board of Directors level
- 2020-2022 strategic plan for the Institute currently being developed with support of external consultancy
- Two phases: Defining the Institute's strategic footprint & Actual strategic planning process

PROGRESS AND TIMELINE

- Phase 1 concluded (stakeholder engagement, eco-system research, trend analysis)
- Phase 2 in progress: Core Focus Areas with goals, KPIs and strategies
- Core Focus Areas include
 - Accelerating Scale and Impact
 - Activating a Global Community
 - Building Organisational Excellence
- 2020-2022 Strategic Plan to be adopted at June Board meeting

Assessor Network Expansion

Christina Raab

APPROACH

- Assessor network expansion in support of global scaling and Institute growth
- Expansion open to new organizations and additional entities of existing assessment bodies
- Request for qualifications (RFQ) is currently being prepared by the Institute
- RFQ will be open to general assessors and material health assessment bodies
- Applications will explicitly be encouraged from North America and Asia
- Main distribution via Institute's communication channels, by targeted outreach and to organizations who expressed interest previously

NEXT STEPS AND TIMELINE

- RFQ document, related procedures and submission platform are being set up throughout March/April
- Submission will be subject to an application fee
- RFQ period to open in April, with a 2 months application window
- Institute plans to review and evaluate applications during summer
- On-boarding timeframe is at the discretion of the institute (in particular for new Material Health assessment bodies)
- Training of additional assessors foreseen for fall (related to v4 release)

Market Development & Events

Christina Raab

INTRODUCING MONICA BECKER



Director of Beauty, Personal Care and Household Products

- Joined on 1st of March 2020
- Based on US East Coast
- Global sector responsibility

ASSESSOR MEETING & ANNUAL EVENT

New Dates

C2CPH Annual Event – Amsterdam: 8th of October 2020

In-person Assessor Meeting: Please hold: 6th-9th of October,
Amsterdam

C2CPH Annual Event – NYC: currently under evaluation to shift
from September to November

ASSESSOR MEETING - DRAFT AGENDA TOPICS

- Institute strategy
- Market development
- Scale and growth
- Marketing and Communications
- Assessor connection and knowledge building
- V4 development, roll out and transition plan
- Policy updates
- Quality assurance
- Other topics – any suggestions?

CRADLE TO CRADLE
PRODUCTS
INNOVATION
INSTITUTE

Q&A