

CRADLE TO CRADLE
PRODUCTS
INNOVATION
INSTITUTE

C2C Certified Assessor Call

Wednesday, 13 May 2020



AGENDA

1. Version 4 development and certification updates
2. Performance indicators
3. Launch of RFQ for new Assessment Bodies
4. Market Development
 - Q2 market development call summary & pipeline update
 - Upcoming webinars

Version 4 Development and Certification Updates

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 Material Health, Product Circularity, Renewable Energy, Water Stewardship, Social Fairness sections

- **Remaining:**

Revised single use plastics, packaging, and General Requirement sections

- **To be completed end of May/early June:**

Complete second draft of v4 standard

NEXT STEPS

June - July 2020:

1. CSB approves complete 2nd version of draft v4 standard
2. CSB determines need for 2nd public comment period
3. C2CPH determines length of 2nd public comment period and announces start date
4. C2CPH copy edits, formats 2nd version of draft v4 standard
5. Post responses to 1st round of public comments and 2nd version of draft v4 standard on C2CPH website
6. Begin second public comment period
7. Conduct webinars to provide overview of changes to draft standard

REVISED DEVELOPMENT TIMELINE

July 2020

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

August - October 2020

CSB addresses public comments & develops
third draft of standard

Additional public comment period(s)?

Q4 2020

Final v4 standard completed

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).
- 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.

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
- Date for Annual assessor meeting in October will be closely monitored

SITE VISIT POLICY (THROUGH 31 MAY 2020)

- 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 MAY 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.

V4 PILOT: SUPPORTING DOCUMENTS

Draft documents available on the Assessor Resources page:

- User Guidance (Google doc link)
 - All draft standard requirements
 - General guidance for requirements
 - Site visit checklist and requirements
 - How to qualify as a C2CPH-recognized program
- Forms and templates
- Assessment Summary Report template

Note:

- Pilot participants have received a link to the DRAFT User Guidance
- Draft documents will be updated to reflect changes in 2nd draft of v4

V4 SOCIAL FAIRNESS SUPPORTING DOCUMENTS

Documents in development:

1. Additional information for SF section in User Guidance
2. Self-assessment tool/checklist for applicants (will be expanded to address all standard requirements)
3. Assessor guidance document (TBD if need to expand to address other standard requirements)
4. Desktop verification tool for assessors
5. Equivalency analysis & mutual recognition model for related standards (SA8000, SMETA, SLCP, GRI, B Corp, Higg Brand & Retailer Module)

FINAL V4 SUPPORTING DOCUMENTS

Final documents to be posted on C2CPII website and/or Assessor Resources when v4 standard finalized in 2020:

- User Guidance
- Forms and templates
- Assessment Summary Form

Please provide us with input/feedback on these documents to ensure they contain the information needed to implement the standard (v4pilot@c2ccertified.org or directly in User Guidance Google doc)

V4 MATERIAL HEALTH ASSESSMENT METHODOLOGY CHANGES

- Document containing the changes is on the Assessor Resources page
- Required for use in v4 pilot assessments
- Changes will be incorporated into a revised version of the Material Health Assessment Methodology, to be published after v4 is final
- Revised methodology must be used for all v4 assessments
- Revised methodology must be used for v3.1 certifications after a transition period (date TBD)

V4 PILOT CERTIFICATIONS

- Pilot products may certify against any draft version of the standard through 30 November 2020
- Pilot participants may certify against one draft version in its entirety (e.g. 1st or 2nd draft)

OR

Apply categories of requirements from different versions of the standard (e.g. certify against the MH, RE&C, and SF requirements in the 1st draft, and the PC and WS requirements in the 2nd draft (the standard requirements other than those in the five main categories may be addressed in a similar way)

- Prior to 30 November 2020, pilot participants will also have the option to apply the requirements released in the final v4 standard upon its release this fall
- After 30 November 2020, pilot products may only certify against the final version of the v4 standard in its entirety
- For products certifying against requirements from different versions of the v4 standard, the requirements that were met by the certified product will be stated on the product registry

QUESTIONS ON VERSION 4?

Please send all questions to: v4pilot@c2ccertified.org

Please do not send questions to certification@c2ccertified.org

Performance Indicators

Susan Klosterhaus & Christina Raab

ASSESSOR PERFORMANCE INDICATORS

1. Assessment performance metrics
2. Cradle to Cradle Certified experience survey

Goals

- C2C Certified assessments are accurate, and are conducted efficiently and in a reasonable timeframe
- Certification holder experience when working with C2C Certified assessors is positive and of high quality

ASSESSMENT PERFORMANCE METRICS

1. **Number of audit issues per ASF** – Number of issues with each ASF audit
2. **Number of emails needed to resolve audit issues** – Number of emails the auditor must send (initially and to follow up on additional questions) to resolve all audit issues
3. **ASF quality** – A subjective ranking from 1 to 5 of the overall quality of the submitted ASF
4. **Time to complete audit process** – The time from when the ASF comments are sent to when all comments are resolved (may not be entirely attributable to the assessor)

ASSESSMENT PERFORMANCE METRICS

5. **Percentage of automatic extensions required** (reflects whether recertification assessments are completed on time)
6. **Percentage of recertification assessments/ASFs that are submitted on time** (more than two weeks before expiration), **late** (within two weeks of expiration), **or after the product has already expired**
7. **Number of non-conformances**
8. **Average time to close non-conformances**

NEXT STEPS: ASSESSMENT PERFORMANCE METRICS

- Update Assessment Manual to more clearly communicate expectations
- Evaluate metrics and refine as needed
- Twice a year, provide the results to each AB lead
 - Relative performance of each project manager
 - Relative performance of the AB compared to other ABs (only aggregated/anonymized data will be shared with other ABs)
- Share aggregated/anonymized data at in-person assessor meetings

C2C CERTIFIED EXPERIENCE SURVEY

Cradle to Cradle Certified™

Please reflect on your experience with the Institute:

How would you rate your overall experience with the Institute through the application and certification process?

	5 Excellent	4 Good	3 Satisfactory	2 Lacking	1 Unsatisfactory	N/A
Onboarding process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Invoicing procedure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing & logo use guidance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical information & guidance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication & engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support throughout process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide additional context for these ratings *

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Communication & engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support throughout process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide additional context for these ratings *

Would you recommend this certification program to another company interested in sustainable products and production?

10: Extremely likely 1: Extremely unlikely *

☐ 10 ☐ 9 ☐ 8 ☐ 7 ☐ 6 ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Please reflect on your experience with the Assessor:

Which Assessment Body did you work with? *

Please select...

How would you rate your overall experience with the Assessment Body through the application and certification process?

	5 Excellent	4 Good	3 Satisfactory	2 Lacking	1 Unsatisfactory	N/A
Communications & engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Project management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical competency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide additional context for these ratings *

Would you recommend this Assessment Body to a colleague or another company interested in Cradle to Cradle certification?

10: Extremely likely 1: Extremely unlikely

☐ 10 ☐ 9 ☐ 8 ☐ 7 ☐ 6 ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

IMPLEMENTATION OF SURVEY

One week after a certification has been issued, an Institute relationship manager will send the survey to the appropriate lead contact at the certification holder.

Feedback will be collected and shared:

- In semi-annual calls together with assessment performance
- Annually in aggregated format during in-person Assessor meeting

Launch of Request for Qualifications

Christina Raab

APPROACH

- Assessor network expansion in support of global scaling and Institute growth
- Open to new organizations and additional entities of existing assessment bodies
- RFQ for both assessors and material health assessors
- Applications will be encouraged in particular from North America, Asia and Australia
- Main distribution via Institute's communication channels, by targeted outreach and to organizations who expressed interest previously

ELIGIBILITY CRITERIA - Summary

Organization Level Requirements

- Quality assurance
- Technical competency
- With further requirements for organizations applying to become Material Health Assessment Bodies

Employee Level Requirements

- Technical competency
- Specific requirements for employees conducting:
 - manufacturing facility site visits
 - material health assessments

EVALUATION & AUTHORIZATION PROCESS

Evaluation Criteria

- Overall organizational and employee qualifications
- Organizational and employee expertise relevant to performing product assessments
- Rigor of organizational quality assurance and project management processes
- Ability to drive and support increased adoption of Cradle to Cradle Certified
- Regional coverage and representation

Initial Authorization Process

- Comprehensive audit to verify organizational conformance to Assessment Body eligibility requirements and resolution of any non-conformances identified
- All staff working on C2C assessments successfully complete an in person assessor training and pass a knowledge test

PROCESS & TIMELINE

Submission Information

- RFQ overview document outlining process and eligibility criteria
- Qualifications to be submitted online via a submission form
- Submissions are subject to a non-refundable fee of USD 590 / EUR 550 per organization

Timeline

- Target launch date: Wednesday, 20 May 2020
- Submission platform open until 31 July 2020
- Notification on selection status by 15 September 2020
- On-boarding timeframe to be determined by the Institute

Market Development

Marisa Guber

Q2 BILATERAL MARKET DEVELOPMENT CALLS

High quality and constructive exchange on most calls

Recurrent themes:

- Transparency around material health
- Increased collaboration between assessors
- Need for continued awareness raising for C2C Certified
- Joint webinar opportunities identified for France, Brazil, Germany, Nordic Region
- Some first time projects in the pipeline for new product categories, such as electronics and toys

UPDATED PIPELINE: Q2 -Q3 2020

From assessors, aggregated results

190

COMPANIES

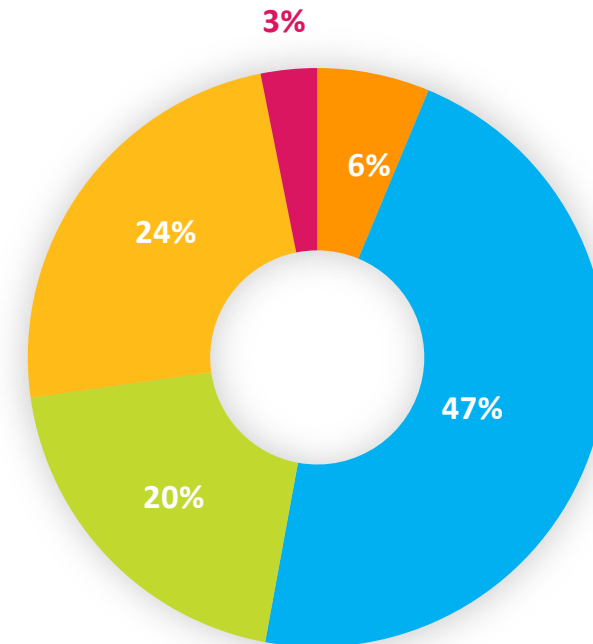
209

ANTICIPATED CERTIFICATIONS

44

MATERIAL HEALTH CERTIFICATES

PROJECT STATUS

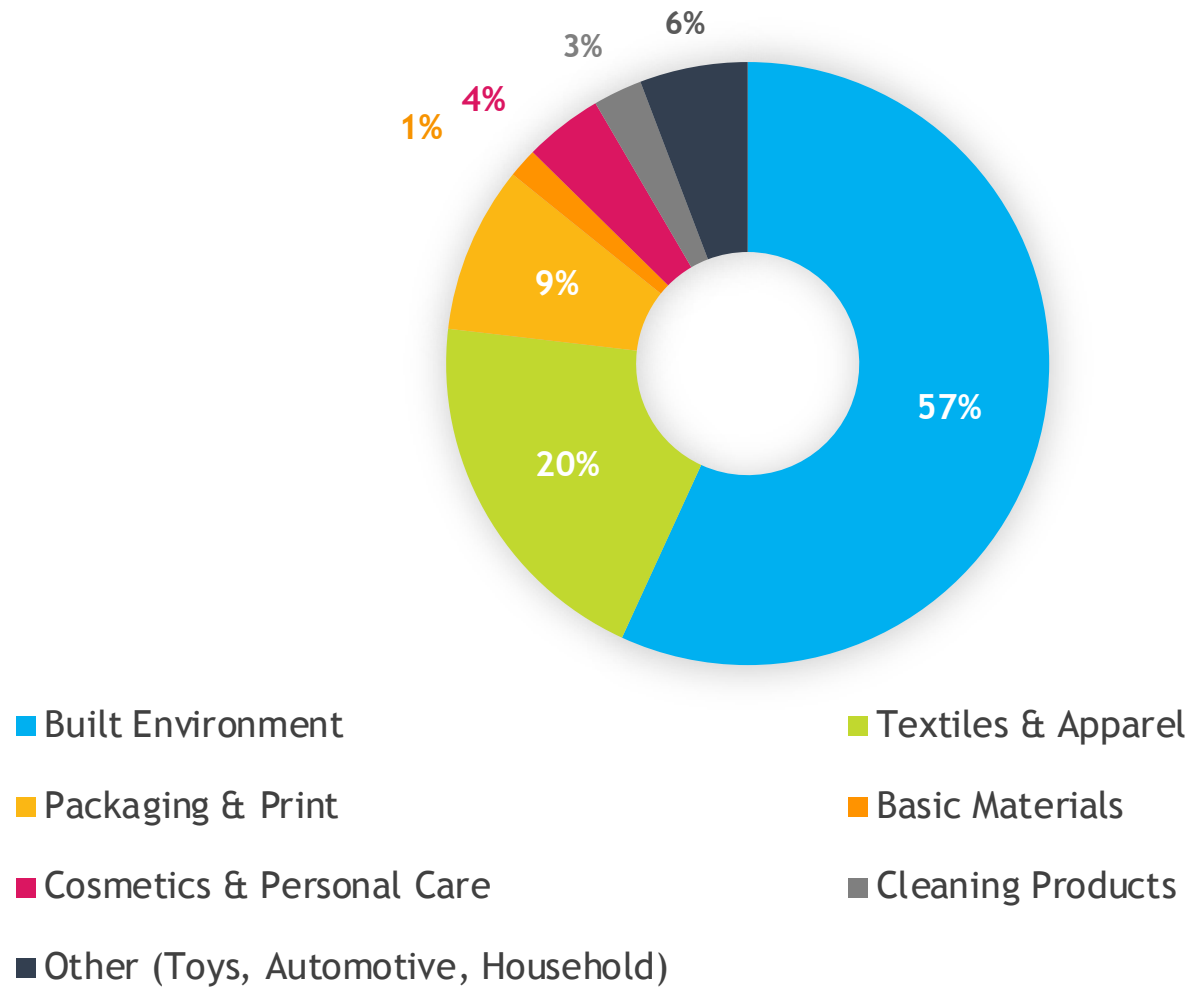


- ASF Submitted
- Signed Contract
- Contract Under Review
- Advanced Conversation
- On Hold

UPDATED PIPELINE: Q2 -Q3 2020

From assessors, aggregated results

SECTOR DISTRIBUTION



WEBINAR SERIES: MAKING POSITIVE IMPACT

Built Environment

- Healthy Spaces – 28 May
- Circularity – 4 June

Textiles & Apparel

- Materials Innovation - June

Cosmetics & Personal Care

- Clean and Responsible Beauty - June

c2ccertified.org/webinars

Upcoming Webinars



28 MAY 2020: MAKING POSITIVE IMPACT WEBINAR SERIES - BUILT ENVIRONMENT & HEALTHY SPACES

Join the Institute for the first webinar in our Making Positive Impact series. The Built Environment & Healthy Spaces webinar on 28 May will explore opportunities to integrate and promote health and well-being into product and building design using real world examples from material health pioneers in building product manufacturing, including the design and material innovations shaping future healthy spaces under the Cradle to Cradle Certified framework.



4 JUNE 2020: MAKING POSITIVE IMPACT WEBINAR SERIES - BUILT ENVIRONMENT & CIRCULARITY

Join C2CPII and industry experts for the second webinar in our Making Positive Impact series. The Built Environment & Circularity webinar will examine holistic approaches to building the circular economy using the Cradle to Cradle Certified framework. The panel will feature leading building product manufacturers sharing



Tweets by @C2CCertified



C2C Certified

@C2CCertified

The Responsible Purchasing Network (RPN) now recognizes [#C2CCertified](#) at the Silver level and above as one of two preferred multi-attribute standards for speciality and consumer disinfectants and cleaning products.

responsiblepurchasing.org/purchasing_gui

...



23h



C2C Certified Retweeted



William McDonough ✓

@billmcdonough

The [#C2CCertified](#) Products Program optimizes products to provide endless benefit in the [#CircularEconomy](#). I've been contemplating how to make the certification [#CheaperThanFree™](#), to better answer the question of how it can benefit all the children, of all species, for all time.



May 11, 2020

NEXT ASSESSOR CALLS

- Next assessor call will take place on Wednesday, 24 June
- Q3 bilateral market development calls to be scheduled for July

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THANK YOU