

Cradle to Cradle Certified® Products Registry Requirements

(Last revised: February 2025)

The certified products registry hosted on the Cradle to Cradle Products Innovation Institute (C2CPII) website at www.c2ccertified.org is the official, publicly available listing of all active Cradle to Cradle Certified® product certifications. Each listing provides basic information about the certified product or product group to promote its use by interested parties (e.g., consumers, architects, specifiers, designers, purchasers, and contractors). This document provides requirements for the information included for each certified product or product group in the registry. All information is added to the registry when the certification is issued.

The following must be submitted to C2CPII via the certification application for the purpose of identifying the product in the registry:

1. One high quality photo of the product (JPG or PNG, minimum 700px wide) – The product photo must clearly depict the certified product. The photo may include the certified product in its use context only if it is clear what the certified product is from the name/title of the certification and description of the certified product/product group on the registry. Only text stating the certification holder and/or the certified product name can be included on the photo; no other text on the photo is permitted. Multiple photos are permitted as long as they are compiled into one composite image file. C2CPII will review all submitted photos and reserves the right to reject any photo that appears misleading or does not comply with these guidelines.
2. A link to a website providing additional information about the product such as material composition, sustainability attributes, performance features, and where it can be purchased.
3. A brief description of the product – The product description defines what the product is, its purpose or function, and key features.
 - In general, promotional language (“first of its kind,” “best performing,” etc.) and environmental/sustainability, performance, or health claims are not permitted. However, claims that are associated with the certification and have been verified (e.g., through testing, such as biodegradability) can be communicated by indicating that the product(s) is (are) e.g., “designed to be biodegradable”. Performance claims that can reasonably assumed to be inherent to a product’s characteristics can be accepted on a case-by-case basis (e.g., The product contains a zinc coating that is designed to prevent metal corrosion).
 - The description must be written in the third person, not from the perspective of the company selling the product.
 - The description may include a list of the commercial and/or geographic markets for which the product is intended. (Note: If the certification scope includes products

sold only in certain regions or excludes products sold in certain regions, this must be indicated in the product description or list of certified products on the registry.)

- The description may not exceed 100 words. (Exceptions: A list of the commercial and/or geographic markets for which the product is intended, or a list of regions in which the certified product(s) will/will not be sold (as noted in the bullet point above) is not included in the 100-word limit.)

C2CPII reserves the right to edit product descriptions that do not comply with these requirements. Any requests for changes to the product photo, website, or description must be submitted directly to C2CPII.

The following statement will be added to all product listings:

The description of the product is provided solely by the product's manufacturer. C2CPII cannot and does not independently verify the accuracy, veracity, or efficacy of the product description in this registry, and only attests to the validity and level of certification awarded to each product under the relevant Cradle to Cradle Certified® standard. Please contact the product's manufacturer with any questions about the product's description or purchasing details.

- Public contact information for a company representative, including name, phone number, email address, and a link to the company website.

Examples of Product Registry Descriptions

Not Acceptable	Acceptable
X Chair is a recyclable office task chair offered in a wide range of colors and covering styles.	X Chair is an office task chair that is designed to be recycled and is offered in a wide range of colors and covering styles.
The Y cleaner is a sustainable all-purpose spray for use on a variety of surfaces including wood, tile, stone, and ceramic that is completely safe for children and pets.	The Y cleaner is a household all-purpose spray for use on a variety of surfaces including wood, tile, stone, and ceramic.
Z Garments are biodegradable t-shirts available in a variety of styles for men and women.	Z Garments are cotton t-shirts that are designed to be biodegradable and are available in a variety of styles for men and women.
The ACME wooden doors are made from sustainably sourced materials and can be purchased as solid wood, solid core, and hollow-wood doors.	The ACME wooden doors can be purchased as solid wood, solid core, and hollow-wood doors.

This clothing line is available with different prints and in children's sizes and made from purely organic cotton.	This clothing line is available in different prints and in children's sizes.
This zinc coating reliably prevents corrosion and is the world's leading metal corrosion protection.	This zinc coating is designed to prevent corrosion of metal surfaces.

The following information regarding the certification is included in each registry listing and may only be modified following a review of an updated Assessment Form submitted to C2CPH by a Cradle to Cradle Certified Assessment Body:

- The name of the product or product group as it appears on the certificate (maximum 80 characters) – This is the name of the product or product group as sold/marketed by the certification holder company. This would not require an Interim Assessment Review.
The product name may only include claims that are verified as part of the C2C Certified certification process. Exceptions may be granted only if the product name has already been printed on the product packaging before the C2C Certified certification process. For example, a product name such as “Biodegradable Cotton Towels” would not be permitted if the certification did not verify biodegradability. However, a name such as “Organic Cotton Towels” may be acceptable if it accurately reflects the product’s certified attributes. If a product name conflicts with certification requirements, the Institute may request a revision to ensure compliance.
- A listing of the styles/variations covered by the certification and their associated product identifier number (e.g., SKU, UPC, model number) – These are included as part of the Assessment Form. To add or remove a product from the scope of products included in the certification, the certificate holder must work with an Assessment Body to submit a revised Assessment Form to C2CPH. This requires an Interim Assessment Review.
- Whether or not the product packaging is included in the scope of the certification.
- The Cradle to Cradle Certified® standard(s), and version(s) of the standard against which the product has been assessed and certified.
- The overall certification level for the product and the achievement levels for each standard category.
- The certification renewal date.
- The certificate(s) (available via links in the registry entry).
- Optional – For Cradle to Cradle Certified® Full Scope certification holders, the product’s C2C Certified Material Health and/or C2C Certified Circularity certificate (available via links in the registry entry). Participation in the C2C Certified Material Health and Circularity certificate programs is encouraged to provide additional information about the requirements met in the Material Health and Product Circularity categories.

Questions? Please email certification@c2ccertified.org