



CRADLE TO CRADLE

**PRODUCTS**

I N N O V A T I O N

I N S T I T U T E

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Stellen we de juiste  
vragen?

Remaking the way  
we make things.

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# Over C2C PII

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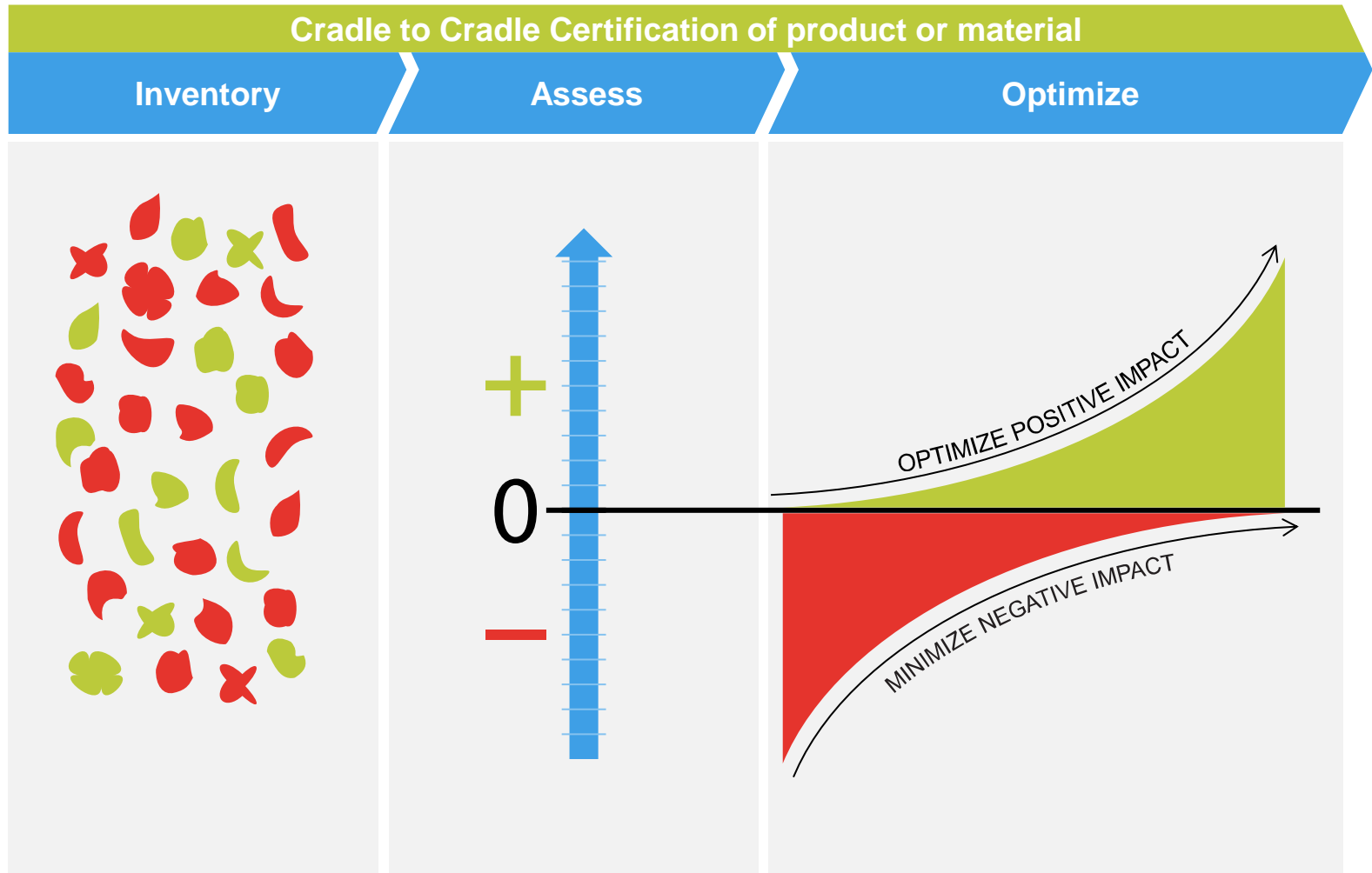


- Een non-profit organisatie
  - De exclusieve licentie om de Cradle to Cradle standard voor productcertificering te overzien en te verbeteren
  - Exclusieve autoriteit om certificaten toe te kennen aan materialen en producten die voldoen aan deze standaarden
  - Een tool om te helpen betere producten te selecteren
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## THE EVOLUTION OF CRADLE TO CRADLE CERTIFIED™

# C2C Stages



# Holistische benadering om kwaliteit meetbaar te verbeteren

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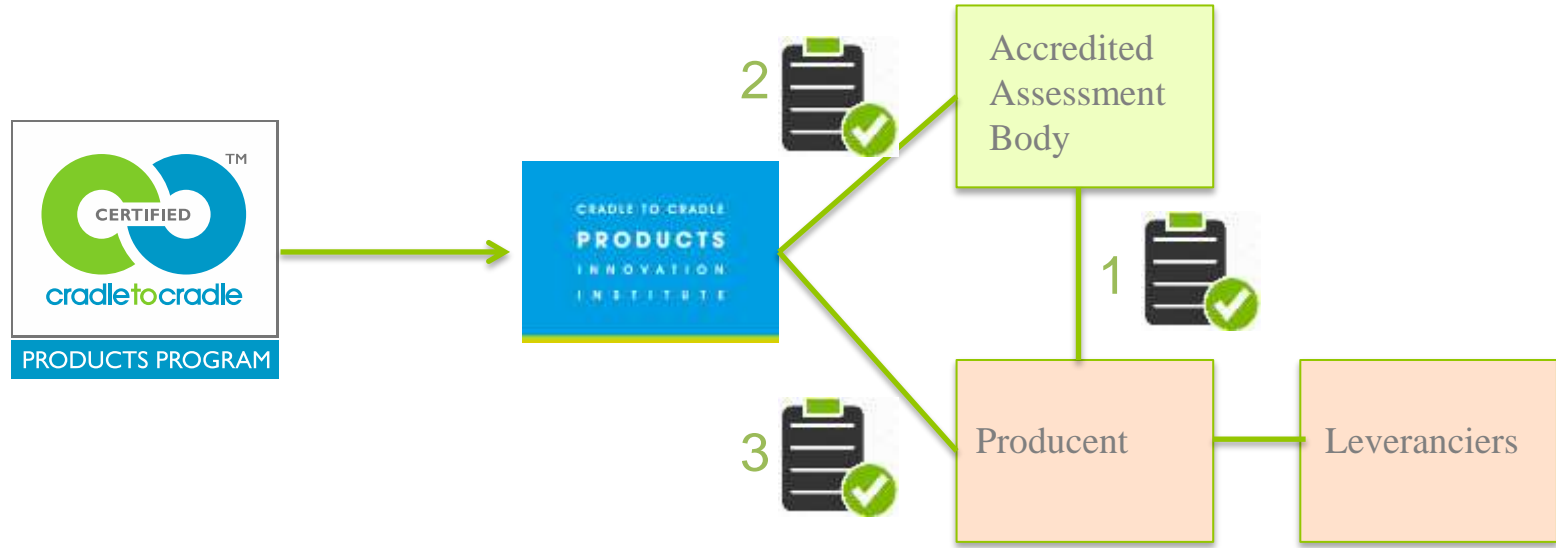


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Beloning van zowel **INTENTIE** als **RESULTAAT**.

Evaluatie van zowel product-data als bedrijfs-data.

# Hoe gaat het in z'n werk?



## THE POWER OF A THIRD PARTY



46% of consumers agree somewhat or completely with the statement, "I look for proof when a company makes a claim about being socially or environmentally responsible."



59% of consumers indicate that "a seal or certification mark indicating a product is environmentally friendly increases the likelihood I'll buy it."



51% of consumers like to see someone else endorse what a company says it does for the environment or society.

Source: MI. (2013). U.S. consumer perspectives and trends in sustainability, 2013.

# Categories Based on Principles → What can you do?

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Selecteer veilige en gezonde materialen



Uitsluiting van het concept “afval”



Aangedreven door oneindig voorradige energie



Bescherm water als belangrijk natuurlijk hulpmiddel



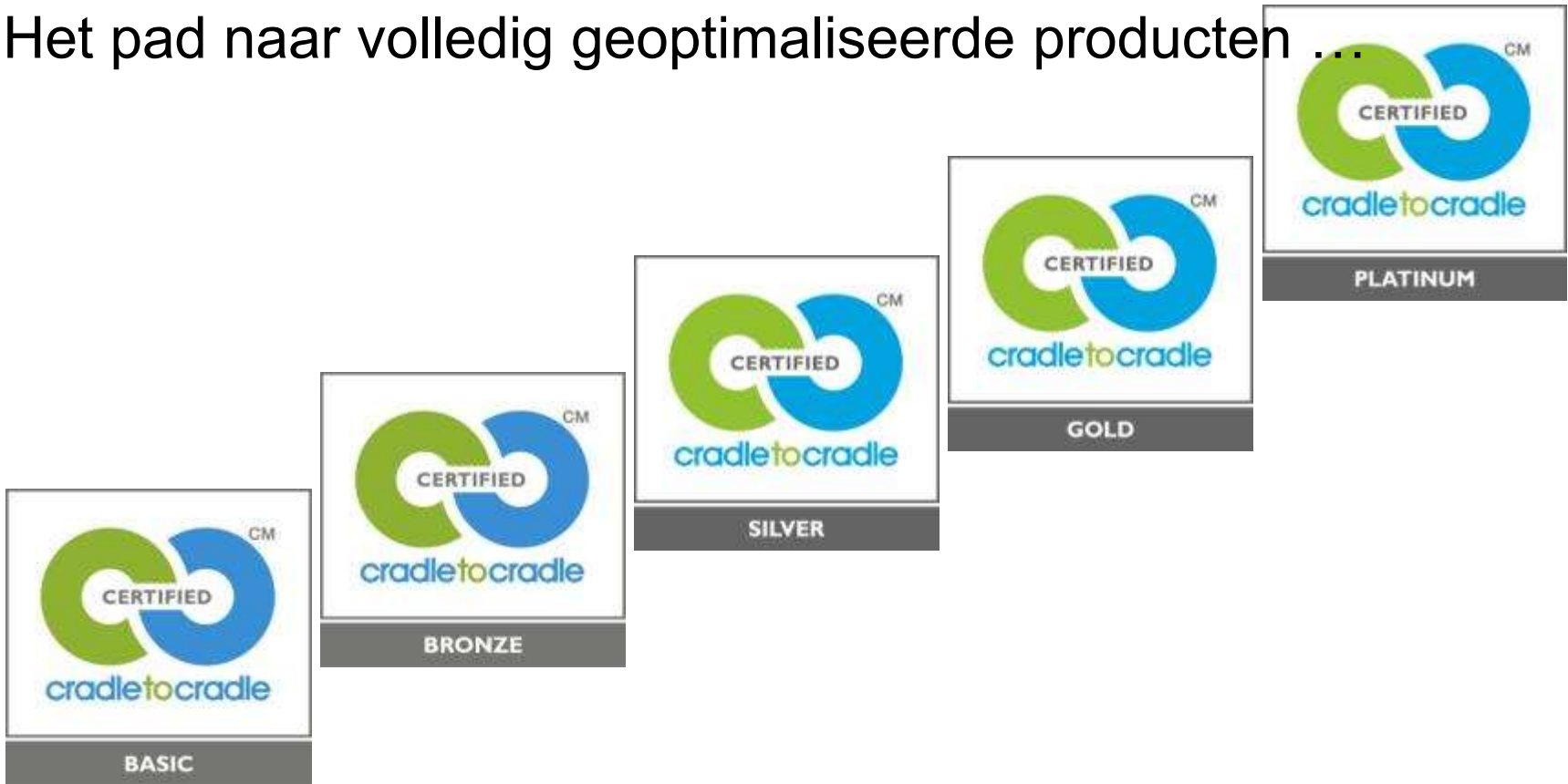
Respecteer de mens en natuurlijke systemen



# Ontworpen voor continue verbetering

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Het pad naar volledig geoptimaliseerde producten ...





# Added Value

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- Onafhankelijk, transparant, third-party geverifieerd.
  - Rigoureuus, multi-attribute assessment
  - Continu verbeteringsproces
  - Referentie gereedschap om betere producten te selecteren.
  - Als materialen gezondheid het doel is, en groen niet goed genoeg. Kies dan voor C2C-Certified.
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# Leiderschap & C2C

# Tragedy of the commons



# Tragisch Leiderschap



# Geïntegreerd Leiderschap



# Transparantie

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# Complexiteit

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turn the making  
of things into  
**a positive force**  
for people, economy,  
and planet





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VISIT US AT [WWW.C2CCERTIFIED.ORG](http://WWW.C2CCERTIFIED.ORG)

The  
**ideal**  
product:



- 100% positive chemistry
- Materials actively returned to industry or nature
- 100% of purchased electricity and direct onsite emissions renewably sourced or offset
- Water leaving manufacturing facility meets drinking water quality standards
- Company is an active steward of its supply chain: ensuring that human rights are protected, carefully considering social and environmental impacts in it's material selection, and conducting innovative social projects to benefit the community.

# Material Health





## MATERIAL HEALTH Program Requirements

No banned list chemicals above allowable thresholds	BASIC	BRONZE	SILVER	GOLD	PLATINUM
Materials defined as biological or technical nutrient					
100% "characterized" (all generic materials)					
Strategy developed to optimize x-assessed materials					
≥75% materials assessed by weight					
≥95% materials assessed by weight					
No exposure to substances known or suspected as CMRs					
100% materials assessed by weight					
No X-assessed chemicals					
Meets Cradle to Cradle VOC emission standards					
Process chemicals assessed and optimized					



# Material Reutilization



## MATERIAL REUTILIZATION Program Requirements

	BASIC	BRONZE	SILVER	GOLD	PLATINUM
Materials defined as biological or technical nutrient					
Material Reutilization Score $\geq 35$					
Material Reutilization Score $\geq 50$					
Material Reutilization Score $\geq 65$					
Nutrient Management strategy complete					
Material Reutilization score of 100					
Product is actively being recovered and cycled					



# Renewable Energy



## RENEWABLE ENERGY + CARBON MANAGEMENT Program Requirements

Purchased electricity + onsite GHG emissions quantified	BASIC	BRONZE	SILVER	GOLD	PLATINUM
Renewable energy use + carbon management strategy	BASIC	BRONZE	SILVER	GOLD	PLATINUM
5% of purchased electricity is renewably sourced/offset		BRONZE	SILVER	GOLD	PLATINUM
5% of direct onsite emissions are offset		BRONZE	SILVER	GOLD	PLATINUM
50% of purchased electricity is renewably sourced/offset			SILVER	GOLD	PLATINUM
50% of direct onsite emissions are offset			SILVER	GOLD	PLATINUM
> 100% of purchased electricity is renewably sourced/offset				GOLD	PLATINUM
> 100% of direct onsite emissions are offset				GOLD	PLATINUM
Embodied energy from cradle to gate characterized and quantified					PLATINUM
≥5% of embodied energy from cradle to gate covered by offsets					PLATINUM





Water  
Stewardship



# WATER STEWARDSHIP Program Requirements

	BASIC	BRONZE	SILVER	GOLD	PLATINUM
No significant violations of discharge permit (last 2 years)					
Effluent management described					
Local and business water issues characterized					
Stated intent to mitigate identified problems					
A facility-wide water audit is completed					
Process chemicals in effluent characterized + assessed					
<b>OR</b> Strategy for $\geq 20\%$ of Tier 1 suppliers water issues					
Process chemicals in effluent are optimized					
<b>OR</b> Demonstrated progress against Silver-level requirements					
Water leaving the facility meets drinking water quality standards					



Social  
Fairness



## SOCIAL FAIRNESS Program Requirements

Conducted streamlined self-audit	BASIC	BRONZE	SILVER	GOLD	PLATINUM
Management plan to address identified issues					
Social responsibility self-audit + positive impact strategy					
Material specific audit/certification $\geq 25\%$ of product					
OR Supply chain issues investigated + strategy developed					
OR Conducted an innovative social project					
2 of the Silver-level requirements are completed					
All 3 Silver-level requirements are completed					
Third-party facility-level audit is completed					