

Pilot course on “Environmental labelling in circular economy”
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Cradle to Cradle Certified™



Bożydar Ziółkowski, PhD
Rzeszów University of Technology
Faculty of Management
Department of Enterprise Management
ul. Powstańców Warszawy 10
35-959 Rzeszów, Poland
bozydarz@prz.edu.pl

Recognition of the ecolabel Cradle to Cradle Certified™

1. BREEAM-NL - „BREEAM-NL 2014v1.0 rewards the use of **Cradle to Cradle Certified™** products in two different credits. For the credit ‘**Construction Materials**’, points can be earned with the significant reduction of the environmental impact of used construction materials. The credit ‘Responsible Sourcing’ awards points for the use of responsibly sourced construction materials.”
2. LEED v4 – „LEED has recognized **Cradle to Cradle Certified™** products to earn points towards LEED certification within the v4 MR credit: **Building Product Disclosure and Optimization**”
3. WELL Building Standard – „**Cradle to Cradle Certified™** is recognized within the WELL Building Standard in WELL Feature 26, and WELL Feature 97 via option c, which accepts “any method in USGBC's LEED v4 MR credit: **Building Product Disclosure and Optimization - Material Ingredients, Option 1: material ingredient reporting.**”

Recognized by Industry Leaders - Get Certified - Cradle to Cradle Products Innovation Institute, <https://www.c2ccertified.org/get-certified/recognition>, (retrived on Mon Mar 09 2020)

Recognition of the ecolabel Cradle to Cradle Certified™

1. GOOGLE – „Google's Healthy Materials Program includes the Cradle to Cradle Certified Product Standard as part of its **selection criteria for products to use in its facilities.**”
2. THE HOME DEPOT – „The Home Depot Eco Options program is a voluntary program that recognizes products that have less of an environmental impact than comparable products in five categories: energy efficiency, water conservation, healthy home, clean air and sustainable forestry. The program allows Home Depot to track environmental product improvements and promote environmentally preferred products to store associates and customers. Suppliers may now use **Cradle to Cradle Certified™** and the Material Health Certificate from the Cradle to Cradle Products Innovation Institute at **an achievement level of Silver or higher in the material health category to qualify for the program.**”
3. WALMART – „Through the company’s Commitment to Sustainable Chemistry, **Walmart encourages the use of Cradle to Cradle Certified™ Silver and above certification.**”

Recognized by Industry Leaders - Get Certified - Cradle to Cradle Products Innovation Institute, <https://www.c2ccertified.org/get-certified/recognition>, (retrieved on Mon Mar 09 2020)

Recognition of the ecolabel Cradle to Cradle Certified™

1. RABOBANK – „Companies that focus on sustainability and have a **Cradle to Cradle Certified™** product are **eligible for a Rabobank Impact Loan, a business loan with a reduced interest rate.**”
2. CITY & COUNTY OF SAN FRANCISCO - „The City & County of San Francisco require **all carpet and adhesives installed in city-funded construction projects be Cradle to Cradle Certified™**. Carpet tiles must be **Cradle to Cradle Certified™** Silver or higher, and **adhesives must have a Material Health Certificate at the Bronze level or higher.**”
3. US EPA – „The Cradle to Cradle Certified Product Standard has been **recognized** by the United States Environmental Protection Agency (EPA) **in its Recommendations of Specifications, Standards, and Ecolabels for Federal Purchasing**. **Cradle to Cradle Certified™** is recommended at the highest level across seven building materials and construction product categories, including: adhesives, carpet, ceiling tiles (acoustical), fiberboard and wallboard, flooring, insulation and interior latex paint. Cradle to Cradle Certified is also recommended at the highest level for furniture.”

Recognized by Industry Leaders - Get Certified - Cradle to Cradle Products Innovation Institute, <https://www.c2ccertified.org/get-certified/recognition>, (retrieved on Mon Mar 09 2020)

Cradle to Cradle program - terms

1. Cradle to Cradle Products Innovation Institute
2. Cradle to Cradle Certified Products Program
3. Cradle to Cradle Certified™
4. Cradle to Cradle Certified Product Standard
5. Cradle to Cradle Certified V4
6. Cradle to Cradle Product Design Challenge

1. Cradle to Cradle Products Innovation Institute

Third party, non-profit organization that manages the certification program called as Cradle to Cradle Certified Products Program. The Institute serves as standard setting organization and certification body.

- **„Vision** is a **prosperous economy** where **safe materials** are **intelligently cycled and manufactured** in ways that **positively impact people and planet**.
- **Mission** is to lead, inspire and empower all stakeholders in a **global ecosystem** in the making of positive products and materials through the **Cradle to Cradle® methodology**.”

"more good instead of less bad"

About the Institute - Cradle to Cradle Products Innovation Institute, <https://www.c2ccertified.org/about/about>, (retrieved on Mon Mar 09 2020)

2. Cradle to Cradle Certified Products Program - idea

1. C2C Certified Products Program was established in 2005 and is a **certification program** based on the Cradle to Cradle Certified Product Standard.
2. The aim of the program is **assessment of the biological or technical recyclability of products**.
3. The compliance with the Cradle to Cradle Certified Product Standard is a condition to receive the **Cradle to Cradle Certified ecolabel** assigned since the year 2010 by the Cradle to Cradle Products Innovation Institute.
4. Cradle to Cradle Certified™ is a **certificate issued for „safer, more sustainable products made for the circular economy.”** The requirement to achieve this ecolabel is assessment performed by interested organisation according to the Cradle to Cradle Certified Product Standard.

What is Cradle to Cradle Certified™? - Get Certified - Cradle to Cradle Products Innovation Institute, <https://www.c2ccertified.org/get-certified/product-certification>, (retrieved on Tue Mar 10 2020)

3. Cradle to Cradle Certified™ - assessment/performance categories

The **material health** category aims at „using chemicals that are as safe as possible for humans and the environment”

„The **material reutilization** category aims to eliminate the concept of waste by helping to ensure products remain in perpetual cycles of use and reuse from one product use cycle to the next.”

The **renewable energy** & carbon management category aims at using renewable energy in production to reduce or eliminate impact of on greenhouse effect.

The **water stewardship** category aims at ensuring that „water is recognized as a valuable resource, watersheds are protected, and clean water is available to people and all other organisms.”

The **Social Fairness** category aims at designing „business operations that honor all people and natural systems affected by the manufacture of a product.”

What is Cradle to Cradle Certified™? - Get Certified - Cradle to Cradle Products Innovation Institute, <https://www.c2ccertified.org/get-certified/product-certification>, (retrieved on Tue Mar 10 2020)

3. Cradle to Cradle Certified™ - achievement levels

				
BASIC	BRONZE	SILVER	GOLD	PLATINUM

Own work based on: MBDC, *Cradle to Cradle Certified Products Program. Trademark Use Guidelines*, 2014, http://s3.amazonaws.com/c2c-website/resources/media_kit/marketing_guidance/POL_Trademark_Use_Guidelines_20140721.pdf

3. Cradle to Cradle Certified™ - certification procedure and registries

1. Determine if your product is appropriate for certification.
2. Select an Accredited Assessment Body for the testing, analysis, and evaluation of your product.
3. Work with your assessor to compile and evaluate data and documentation.
4. Receive certification for your product.
5. Work with the Institute and your marketing teams.
6. Report your progress.

Material Health Certificate Registry

C2C Products Registry

How to Certify - Get Certified - Cradle to Cradle Products Innovation Institute, <https://www.c2ccertified.org/get-certified/product-certification-process>, (retrieved on Tue Mar 10 2020)

Bożydar Ziółkowski, Cradle to Cradle Certified™, Presentation for Pilot course on “Environmental labelling in circular economy”, on-line event within the ECOLABELLING project (Innovations in circular economy – environmental labels and declarations), Visegrad+ Grant No. 21920002 (2019-2021), Poland, Rzeszów 04.02.2021.

<https://ecolabelling.prz.edu.pl/en/pilot-course-on-environmental-labelling-in-circular-economy>

4. Cradle to Cradle Certified Product Standard – idea of C2C standard

- „The Cradle to Cradle Certified Product Standard is a **continual improvement requirement framework** that serves as a guideline and assessment mechanism for the design and manufacture of environmentally sustainable product.” [1] In the year 2005 the first version of the standard was established by William McDonough and Dr. Michael Braungart.
- „the basis for all Cradle to Cradle product certifications.” [1]
- “The **Cradle to Cradle Certified Product Standard** is poised to become the **verification and quality standard** for materials and products made **for the circular economy.**” [2]

[1] Process for Development of the Cradle to Cradle Certified™ Product Standard, https://s3.amazonaws.com/c2c-website/resources/certification/policy/C2C_Certified_Development_Process_FINAL_060619.pdf/ (June 6, 2019)

[2] Winners of the Fifth Cradle to Cradle Product Design Challenge use Innovative Materials to Reinvent Apparel, Furnishings & Personal Care Items - News - Cradle to Cradle Products Innovation Institute, <https://www.c2ccertified.org/news/article/winners-of-fifth-cradle-to-cradle-product-design-challenge>, (retrieved on Mon Mar 09 2020 17:18:13 GMT+0100 (czas środkowoeuropejski standardowy))

4. Cradle to Cradle Certified Product Standard – assessment procedure and product scorecard



PRODUCT NAME
 COMPANY NAME
 STANDARD VERSION

	BASIC	BRONZE	SILVER	GOLD	PLATINUM
Material health		X			
Material reutilization			X		
Renewable energy				X	
Water stewardship			X		
Social Fairness					X

Own work based on: MBDC i EPEA, Cradle To Cradle Certified Product Standard, 2016, http://s3.amazonaws.com/c2c-website/resources/certification/standard/C2CCertified_ProductStandard_V3.1_160107_final.pdf.

Own work based on: MBDC, Cradle to Cradle Certified Products Program. Trademark Use Guidelines, 2014, http://s3.amazonaws.com/c2c-website/resources/media_kit/marketing_guidance/POL_Trademark_Use_Guidelines_20140721.pdf.

4. Cradle to Cradle Certified Product Standard – tools

Tools supporting implementation of the Cradle to Cradle Certified Product Standard:

- **User Guidance** (useful on the stages from application, registration to certification of a product),
- **Material Health assessment methodologies** – „describe the processes used to assign an A, B, C, X, or GREY rating to each homogeneous material subject to review in a product applying for Cradle to Cradle certification”,
- **standard reference documents** with Basic Level Restricted Substances List (RSL).

[1] Process for Development of the Cradle to Cradle Certified™ Product Standard, https://s3.amazonaws.com/c2c-website/resources/certification/policy/C2C_Certified_Development_Process_FINAL_060619.pdf/ (June 6, 2019)

5. Cradle to Cradle Certified Product Standard V4 – renewed version of the Standard

- Draft Cradle to Cradle Certified™ Product Standard Version 4
- Draft v4 Basic Level Restricted Substances List (RSL)
- Draft v4 Volatile Organic Compound (VOC) Emissions Testing
- Draft v4 Volatile Organic Compound (VOC) Content Testing
- Draft v4 Required Percentages of Cycled and Renewable Content by Product and Material Type
- Draft v4 Materials Passport
- Draft v4 Water Stewardship Key Materials
- Draft v4 Basic Level Restricted Substances List FAQ
- v3.1 to Draft v4 Comparison

[1] Process for Development of the Cradle to Cradle Certified™ Product Standard, https://s3.amazonaws.com/c2c-website/resources/certification/policy/C2C_Certified_Development_Process_FINAL_060619.pdf (June 6, 2019)

6. Cradle to Cradle Product Design Challenge - eliminating the concept of "waste"

„The Cradle to Cradle Product Design Challenge enables current, emerging, and future designers to learn and **apply critical strategies for envisioning products for the circular economy**, powered by Cradle to Cradle Certified™.”[1]

„The Cradle to Cradle Product Design Challenge thus offers designers and students the opportunity to **explore the application of Cradle to Cradle Certified materials and design principles** with the circular economy in mind,” (William McDonough, co-founder of the Cradle to Cradle Products Innovation Institute).[2]

[1] Cradle to Cradle Product Design Challenge Designing for the Circular Economy - Cradle to Cradle Products Innovation Institute, <https://www.c2ccertified.org/connect/design-challenge>, (retrieved on Tue Mar 10 2020).

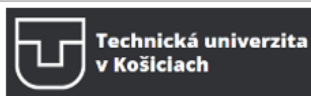
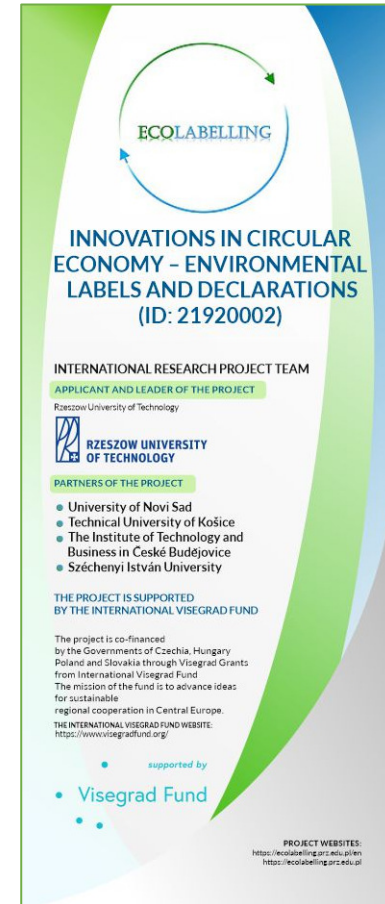
[2] Winners of the Fifth Cradle to Cradle Product Design Challenge use Innovative Materials to Reinvent Apparel, Furnishings & Personal Care Items - News - Cradle to Cradle Products Innovation Institute, <https://www.c2ccertified.org/news/article/winners-of-fifth-cradle-to-cradle-product-design-challenge>, (retrieved on Mon Mar 09 2020 17:18:13 GMT+0100 (czas środkowoeuropejski standardowy))

Thank you for attention



Project website: <https://ecolabelling.prz.edu.pl/en/>

The International Visegrad Fund website: <https://www.visegradfund.org/>



ECOLABELLING project
Innovations in circular economy – environmental labels and declarations