

GET
CRADLE
TO CRADLE
CERTIFIED™



WORK WITH



The creators and foremost
implementers of the Cradle to
Cradle Certified™ Products Program

Our goal is a delightfully diverse, safe,
healthy and just world, with clean air, water,
soil and power – economically, equitably,
ecologically and elegantly enjoyed.

*This goal statement was created while writing *The Upcycle: Beyond Sustainability—Designing for Abundance*,
William McDonough and Michael Braungart, published in 2013 by North Point Press, a division of Farrar, Straus & Giroux.

Remaking the Way We Make Things

In their 2002 book ***Cradle to Cradle: Remaking the Way We Make Things***, architect William McDonough and chemist Michael Braungart presented an integration of design and science that provides enduring benefits for society from safe materials, water and energy in circular economies and eliminates the concept of waste.



Waste Equals Food
Use Current Solar Income
Respect Diversity

MBDC can help you create
a world of **More Good**



Cradle to Cradle® is a registered trademark of MBDC, LLC.








In 2010, MBDC donated an exclusive license for the certification program and methodology to the Cradle to Cradle Products Innovation Institute, co-founded by William McDonough and Michael Braungart. The Institute reviews product assessments conducted by assessors such as MBDC, and issues certifications as a third-party, not-for-profit organization.

Cradle to Cradle Certified™ is a certification mark licensed by the Cradle to Cradle Products Innovation Institute.

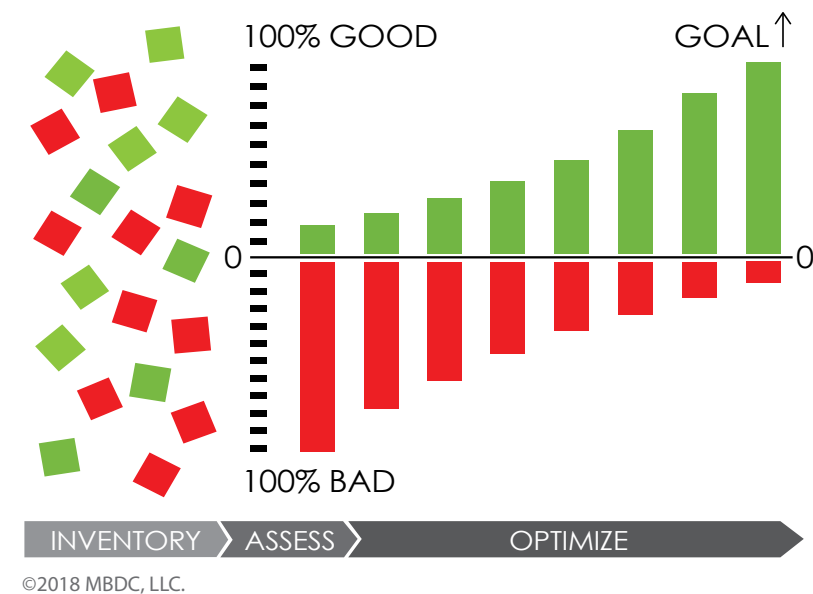
Cradle to Cradle Certified™ Products Program

We created Cradle to Cradle Certified™ to be the world's most comprehensive product assessment and certification system based on:

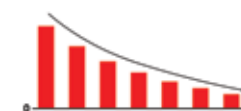
	GOOD MATERIALS Safe, healthy, biological and technical nutrients
	GOOD ECONOMY Circular, sharing and shared
	GOOD ENERGY Clean and renewable
	GOOD WATER Clean and available
	GOOD LIVES Safe, creative and dignified

MBDC's Unique Approach to Innovation and Continuous Improvement

Products are often described as **goods**. We design and assess products to make sure they actually are.



The Upcycle Chart
Enables our clients to **1) inventory, 2) assess and then 3) optimize** products, processes and systems with positive intentions and beneficial goals.



Industry can do better than conventional, eco-efficient approaches which seek to reduce or minimize damage and typically portray reducing a negative footprint.



By adding eco-effective approaches and integrating positively defined goals based on Cradle to Cradle® values and principles, we are able to direct innovation in a coherent and positive trajectory.

Cradle to Cradle Certified™, created by MBDC, is more than a recognized mark of product quality—it is a process that leads companies to make better products, better companies and better communities. It puts the Good back in Goods!

put the **GOOD** back in
GOODS

Read about MBDC's clients who have benefited **economically, environmentally** and **socially** with **Cradle to Cradle Certified™** 

Cradle to Cradle Certified™ **PLATINUM** for Material Health



L'ORÉAL BIOLAGE R.A.W.

“Through L'Oréal's commitment to innovation and sustainability, we have been able to create a product line that truly combines our commitments to high performance hair care and environmental stewardship. We are extremely proud of this Cradle to Cradle certification because it exemplifies how our Sharing Beauty With All sustainability program encompasses every aspect of our product's value chain, from formulation to packaging and production.”

-Jonathan Maher, VP of Corporate Social Responsibility & Sustainability, L'Oréal USA

L'ORÉAL certified their line of Biolage R.A.W. (Real.Authentic. Wholesome.) which contains 98-99% products that are of natural origin with no artificial fragrances or colors, parabens or silicones.

RESULTS

Biolage R.A.W. is overall Cradle to Cradle Certified™ GOLD and is used and available in salons across the world.

L'Oréal was named the most sustainable company in the U.S. by *Newsweek Green Ranking*.

ECONOMIC BENEFITS

Evening Standard named Biolage

R.A.W. one of the Top-5 green shampoos and *Bustle* named it one of the top silicone-free shampoos in 2017.

ENVIRONMENTAL BENEFITS

Each Biolage R.A.W. bottle is made of 100% post-recycled PET plastic and the line is produced in a factory that relies on 100% renewable energy.

SOCIAL BENEFITS

31% of new or renovated products have an improved social profile due to the incorporation of raw materials from Solidarity Sourcing programs.



First Cradle to Cradle Certified™ **GOLD** T-Shirt

C&A

“What we really need is other brands to go down the same path and to recognize that Cradle to Cradle Certification™ is really one of the most well-thought-through, holistic, third-party, peer-reviewed standards for the circular economy.”

-Jeffrey Hogue, Global Chief Sustainability Officer, C&A

C&A collaborated with its philanthropic C&A Foundation, MBDC and the newly formed Fashion for Good coalition to develop the world's first line of Cradle to Cradle Certified™ GOLD T-shirts.

RESULTS

C&A has made public its T-shirt project's bill of materials, supplier list and best practices to encourage the adoption of the Cradle to Cradle Design™ framework in the fashion industry. In 2018 they expanded their open-source, Cradle to Cradle Certified™ fashion to GOLD level jeans.

ECONOMIC BENEFITS

The final garment serves as a real-life example of how rigorously

sustainable clothing can still be accessibly priced.

ENVIRONMENTAL BENEFITS

The T-shirts can be composted at home - returned to healthy soil in about 12 weeks - at the end of their useful lives.

SOCIAL BENEFITS

We turned to an established C&A suppliers Pratibha Syntex because of their longstanding commitment to workers' rights and environmentally sustainable manufacturing.

MBDC worked with the supplier to remove any dyes with potentially toxic characteristics such as skin sensitizers.

92% of Method's product line
is Cradle to Cradle Certified™



METHOD

“Obtaining external verification from MBDC reinforces the work we’re doing to make our products safe for people and the environment, and it reflects our authentic mission of sustainability at a time when many companies talk about being green.” *-Adam Lowry, Co-founder, Method*

METHOD adopted Cradle to Cradle® early on because of its valuable framework and independent, third-party standard. As a longtime partner of McDonough’s, Method has aimed to create products that were not only “less bad” for humans and their environment, but were also beneficial for people and the world they inhabit. McDonough and MBDC provided the most comprehensive environmental guideline for designing safe and healthy products that the Method team had encountered.

RESULTS

Today, 92% of Method’s product line is Cradle to Cradle Certified™ and 100% of their everyday lines of cleaning, laundry and personal care are certified. Most recently, they added the first-ever certified dryer sheet.

ECONOMIC BENEFITS

Further brand differentiation for other leading cleaning products companies

ENVIRONMENTAL BENEFITS

Method purchases wind power and provides additional financial incentives for suppliers to directly reduce the carbon intensity of creating Method products.

Product lines receive high marks for water stewardship because of the biodegradability of their formulas.

SOCIAL BENEFITS

To meet the social fairness standards, the company has been reincorporated as a B Corp and grants all employees three volunteer days per year.



88% of the products
Shaw manufactures are
Cradle to Cradle Certified™

SHAW CONTRACT GROUP

“This collaboration has shown that ecologically intelligent design can help achieve multiple goals in an effort to move beyond the competition.” Steve Bradfield, Corporate Director of Environmental Affairs for Shaw Industries, adds this work, “will show that Cradle to Cradle® solutions are possible and profitable.”

SHAW CONTRACT GROUP, a Berkshire Hathaway Company, made the groundbreaking decision in 2002 to apply Cradle to Cradle® design principles and introduce PVC-free commercial carpet tiles designed to be separated into component materials for carpet-to-carpet recycling. Each tile is labeled with a toll-free number that customers can call to have used tiles picked up for recycling. Shaw worked with McDonough and MBDC to assess the human and environmental health attributes of all ingredients and identify preferred substitutes, as needed.

RESULTS

In 2003, Shaw Industries and MBDC received the inaugural Presidential Green Chemistry Challenge Award from the White House and the U.S. EPA for its EcoWorx® backing.

Currently, more than 88% of the company's \$4 billion of total sales come from Cradle to Cradle Certified™ products, including residential and commercial carpet, carpet tile and hardwood flooring.

ECONOMIC BENEFITS

Moved to #1 in the U.S. market share for carpet tile and is now the world's largest carpet company.

10% savings from storing raw materials on customers' floor for reclamation (perpetual assets).

Encourages customer loyalty.

ENVIRONMENTAL BENEFITS

Shaw reclaims 100 million pounds of carpet a year.

SOCIAL BENEFITS

Brand awareness / leadership.



Join this community of innovative companies and become the products of choice for numerous environmentally preferred purchasing programs and consumers

Start on **your path** to **Cradle to Cradle Certified™** with MBDC 

MBDC is Where You Start on Your Path to Cradle to Cradle Certified™

MBDC has decades of experience working throughout the supply chain to collect formulations and evaluate product and manufacturing data to meet the requirements. MBDC supports and advises clients throughout the entire process.

1 ENGAGE MBDC TO REVIEW AND ASSESS YOUR BILL OF MATERIALS FOR CERTIFICATION REQUIREMENTS

Conduct initial analysis to determine if it is within the scope of certification

Cross-reference ingredients with the Banned Chemicals List

Determine if there is a commitment to continuous improvement

Conclude if your product meets the eligibility requirements in the Cradle to Cradle Certified™ Product Standard

2 MBDC ASSESSES YOUR PRODUCT AGAINST THE PRODUCT STANDARD CRITERIA

Work with you and your supply chain to collect data

Evaluate data against the Product Standard criteria

Partner with you to develop optimization strategies

3 MBDC SUBMITS AN ASSESSMENT SUMMARY REPORT TO THE CRADLE TO CRADLE PRODUCTS INNOVATION INSTITUTE FOR FINAL REVIEW AND CERTIFICATION

The Institute provides independent verification of assessment and issues certificate



4 MBDC WORKS WITH YOU TO CONTINUOUSLY IMPROVE

Every two years, we work with you and your supply chain to gather new data for re-certification

Evaluate data and progress on optimization strategies for continuous improvement

When brand-name retailers take a stand for safe and healthy products, industry takes note. By adopting Cradle to Cradle as a third-party, multi-attribute certification and as a design framework, companies are not only embracing safe and circular practices, but also encouraging their peers to adopt similar values.

Cradle to Cradle Certified™ is recognized as a preferred product certification by: **Walmart, The Home Depot, Amazon and Walgreens**



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