

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 transferred 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.

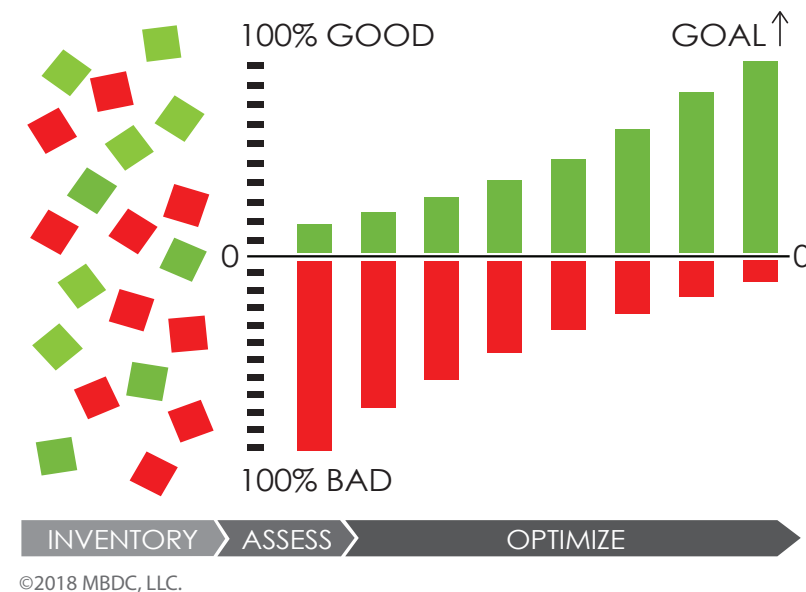
## Cradle to Cradle Certified™ Products Program

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

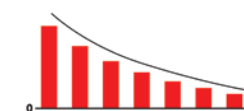
|   |   |
|---|---|
|    | <b>MATERIAL HEALTH</b><br>safe, healthy, biological and technical nutrients     |
|    | <b>CIRCULAR ECONOMY: MATERIAL REUTILIZATION</b><br>Circular, sharing and shared |
|   | <b>RENEWABLE ENERGY &amp; CARBON MANAGEMENT</b><br>Clean and renewable          |
|  | <b>WATER STEWARDSHIP</b><br>Clean and available                                 |
|  | <b>SOCIAL FAIRNESS</b><br>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™** 



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

**A Walk In The Garden**  
a collaboration with William McDonough

## SHAW CONTRACT GROUP

Shaw's "We Want It Back" program results in a 10% savings from storing raw materials on customers' floor for reclamation (perpetual assets).

**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.

### ACHIEVEMENTS

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, nearly 90% of the products Shaw manufactures are Cradle to Cradle Certified™ and have undergone a rigorous material health assessment, including residential and commercial carpet, carpet tile and hardwood flooring.

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





## HERMAN MILLER

100% of Herman Miller's electrical energy is from renewable resources.

"Bill McDonough had the drive, vision, and connections to make this protocol a standard across all industries. Also, McDonough was willing to put together resources for the implementation of his vision, therefore ensuring that C2C would be more than just a nice idea on paper. Finally, the 'virtuous closed loops' concept that is behind C2C enabled businesses to move beyond the traditional 'be less bad' to the 'consumption is good' paradigm. C2C is a godsend to business!"

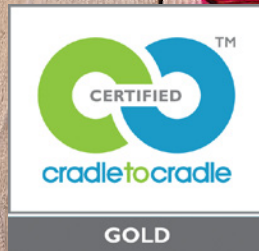
—Mark Schurman, Senior Vice President of Supply Chain Management, Herman Miller

**HERMAN MILLER'S** dedication to doing more good extends beyond their adoption of Cradle to Cradle Certified™ to their "Greenhouse " Factory and Offices in Holland, Michigan designed by William McDonough + Partners. To fully incorporate Cradle to Cradle Design™ into their practices and Design for the Environment guidelines, together we built a customized assessment tool that analyzed materials for their human health and ecological effects, recyclability and design for disassembly.

### ACHIEVEMENTS

The first product designed from the beginning to end under the Cradle to Cradle Design protocol was the Mirra chair which - during implementation - led to the training of more than 300 employees. The chair was the first engineered product to use the Cradle to Cradle protocol and received considerable attention from customers who sought out environmentally sustainable products. The resulting protocol, employee engagement and product has led to Herman Miller further expanding their Cradle to Cradle product portfolio and securing brand recognition as a firm deeply involved in sustainability.










C&A

Real-life example of how rigorously sustainable clothing that can return to nature and can also be accessibly priced.

“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

|  |          |  |
|--|----------|--|
| <br>Material Health     | PLATINUM | Achieved Platinum level - the <b>highest level in the Cradle to Cradle Certified™ Products Program.</b>  |
| <br>Circular Economy    | GOLD     | T-shirts are <b>recyclable</b> and can be <b>composted</b> - returned to healthy soil in about 12 weeks - at the end of their useful lives.                          |
| <br>Renewable Energy  | GOLD     | C&A purchased <b>offsets for 50% of purchased electricity and CO2 emissions</b> related to the t-shirt production.   |
| <br>Water Stewardship | PLATINUM | <b>All effluent is filtered.</b> The only water imported from the local watershed is for drinking and utility purposes, as well as to compensate for process losses. |
| <br>Social Fairness   | GOLD     | Both factories where the t-shirts are produced have impressive and <b>innovative social fairness initiatives and projects.</b>                                       |





## L'ORÉAL CAROL'S DAUGHTER

Available on Amazon  
under its 'Climate Pledge  
Friendly' badge

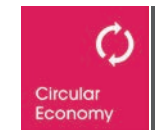


"From formulation to packaging and production, we're holding ourselves accountable to our sustainability goals across all of the brands within our portfolio," said Azoulay. "Cradle to Cradle certifications demonstrate our commitment to pushing the boundaries of sustainable product innovation throughout our value chain."

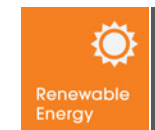
— Danielle Azoulay, Head of CSR and Sustainability, L'Oréal USA



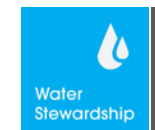
**SILVER** Products are identified as biological nutrients with a strategy in place to attain Gold level



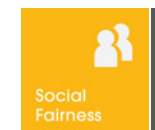
**GOLD** Both the shampoo and conditioner source from **renewable** and **biodegradable ingredients**



**GOLD** The products' manufacturing facility is powered by **100% renewable electricity**



**SILVER** All process chemicals in effluent which are related to the shampoo and conditioner have been **assessed with a strategy in place for optimization**



**GOLD** Completed a **social fairness screen for all tier one suppliers** and a UN Global Compact self assessment of management, human rights, labor, environment and anti-corruption practices





## C&A

# First Cradle to Cradle Certified™ Gold jeans.

MBDC worked closely with C&A, their supply chain, Fashion for Good and other assessors – Eco Intelligent Growth (EIG) and EPEA Switzerland – to address challenges in designing such a complex product. The process included evaluating and optimizing the garment for human and environmental health, recyclability and biodegradability, renewable energy use and carbon management, water stewardship and social fairness.

Designed in partnership with Fashion for Good, an open-source initiative co-founded by William McDonough, that supports the transformation of apparel culture toward a circular economy, C&A's new Cradle to Cradle Certified™ denim garment release is accompanied by the toolkit *Developing Cradle to Cradle Certified™ Jeans*. This toolkit includes concrete solutions on how to approach



complex products and projects, such as jeans, which contain multiple technical and biological nutrient components (from thread to zipper) to reach product certification at the Gold level.





“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

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

Adopting the Cradle to Cradle Design™ philosophy holistically, Method partnered with William McDonough + Partners to design their innovative manufacturing facility: The Southside Soapbox and now has 92% of their product lines Cradle to Cradle Certified™.



Material Health

PLATINUM

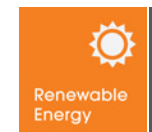
In 2017 Method was able to develop a formula to remove an X-assessed preservative, moving them from **SILVER to PLATINUM** in this category.



Circular Economy

GOLD

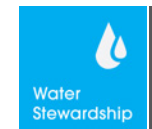
**All ingredients** in the hand soap are **safe for biological systems**.



Renewable Energy

GOLD

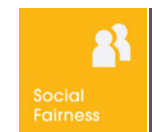
**100% of energy use is offset with RECs.**



Water Stewardship

GOLD

Assessed on-site management of manufacturing process water and verified that all X-assessed **chemicals have been eliminated from effluent**.



Social Fairness

GOLD

As a **Certified B Corp**, Method has met rigorous standards of social / environmental performance, accountability and transparency.





## HENRY ROSE + IFF

### First 100% transparent fine fragrance

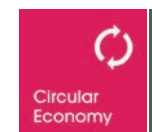
“I set out to see if it was possible to develop a line of fine fragrances providing you don’t need to sacrifice quality and sophistication for safety. And we did it!” —*Michelle Pfeiffer, Founder, Henry Rose*

“This collaboration between Cradle to Cradle [chemists at MBDC], the Environmental Working Group is unprecedented. Not only have we broken new ground with our product — the first fine fragrance that is 100 percent transparent with its ingredients — but environmentalists and the fragrance industry were able to reach across the aisle to work together towards a common goal: creating a product that is safer for humans and the planet.” —*Melina Polly, CEO, Henry Rose*



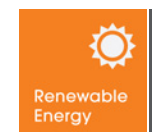
PLATINUM

**Fragrance achieved Platinum level** due to being free of molecules likely to cause allergic reactions as well as any ingredients on the Cradle to Cradle banned list



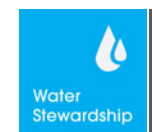
GOLD

Henry Rose is created to **safely biodegrade in natural systems**, while bottles are made from **90% recycled glass**, which is also recyclable, alongside compostable caps



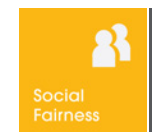
GOLD

IFF carbon reduction strategy focuses on increasing the amount of renewable energy purchased including working to procure more than **75% of electricity from clean, renewable sources** by 2025



GOLD

IFF **reduced water use in manufacturing processes by 66%** between 2010 and 2018



GOLD

Henry Rose **donated a portion of proceeds to farming families** in Haiti as part of a partnership with Heifer International





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



# Cradle to Cradle Certified™ is recognized as a preferred product certification by major retailers, organizations and cities.

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.



**GOOGLE PORTICO**  
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.



**THE HOME DEPOT**  
The Home Depot Eco Options program allows suppliers to 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 their program.



**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.



**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.



**WALMART**  
Through the company's Commitment to Sustainable Chemistry, Walmart encourages the use of Cradle to Cradle Certified™ Silver and above products.



**WALGREENS**  
Walgreens/Boots Alliance is working to enable consumers to make informed choices by by encouraging suppliers to obtain credible certifications such as Cradle to Cradle Certified™, and to make it easy for consumers to find these more sustainable products.



**AMAZON.COM**  
Amazon, as part of its 'Climate Pledge Friendly,' badge, empowers customers to find and purchase products that are Cradle to Cradle Certified™ and recognizes the standard as a leading certification for sustainable products.



**Cradle to Cradle Certified™** also supports global building rating systems



**LEED**  
LEED has recognized Cradle to Cradle Certified™ products to earn points toward LEED certification within the v4 MR credit: Building Product Disclosure and Optimization.



**BREEAM**  
BREEAM-NL 2014v1.0 rewards the use of Cradle to Cradle Certified™ products in two different credits: Construction Materials and Responsible Sourcing.



**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.





## Amazon features Cradle to Cradle Certified™ as part of their ‘Climate Pledge Friendly’ badge to make it easier for customers to discover and shop for sustainable products

William McDonough was quoted in Amazon’s press release saying:

“Cradle to Cradle certification provides a framework for product optimization based on the principles of designing with safe and healthy materials, using clean renewable energy and water, celebrating diversity, and eliminating the concept of waste,” said McDonough. “We love that Amazon is making it simple for customers to find sustainable products. Amazon’s new program will expand our reach and enable us to empower more brands to deliver safer and more sustainable products for the circular economy.”



[info@mbdc.com](mailto:info@mbdc.com)

[www.mbdc.com](http://www.mbdc.com)

700 East Jefferson St.

Charlottesville, VA 22902