



CRADLE TO CRADLE CERTIFIED™ CATALYST PROGRAM:

THE PATH TO POSITIVE

GETTING STARTED GUIDE



June 2016

www.C2Ccertified.org/catalyst

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ABOUT CRADLE TO CRADLE PRODUCTS INNOVATION INSTITUTE

The [Cradle to Cradle Products Innovation Institute](#), a non-profit organization, educates and empowers manufacturers of consumer products to become a positive force for society and the environment, helping to bring about a new industrial revolution.

The Institute administers the publicly available Cradle to Cradle Certified™ Product Standard which provides designers and manufacturers with criteria and requirements for continually improving what products are made of and how they are made.

The Cradle to Cradle Certified™ mark provides consumers, regulators, employees, and industry peers with a clear, visible, and tangible validation of a manufacturer's ongoing commitment to sustainability and to their communities.

The continual improvement quality standard was gifted to the Institute by William McDonough and Michael Braungart (Cradle to Cradle: Remaking the Way We Make Things, The Upcycle) after more than 20 years of private development with some of the world's leading brands.

The Institute is governed by an independent board of directors and is led by Lewis Perkins. It is headquartered in San Francisco, California, with offices in Amsterdam, the Netherlands. Bridge funding for the Institute's work is provided by foundations and individuals who share common values and hope for the future. Self-sustaining revenues will result from training programs and certification and licensing fees.



INTRODUCTION

THE CATALYST PROGRAM: THE PATH TO POSITIVE

Thank you for choosing to be a catalyst for changing the way we make things into a positive force for people, economy, and planet. Your timing is impeccable: today, our impact on the world is at a crossroads. Our planet is home to over seven billion people, and counting. In a world of limited resources, it is crucial for innovators in every industry to envision new ways of operating and making. As articulated by the Institute's founders, Michael Braungart and William McDonough, "Humans don't have a pollution problem, or water problem, or toxics problem. We have a design problem." It is imperative that we work strategically and collaboratively to shift the many design problems towards design opportunities.

Since the Cradle to Cradle® philosophy was first codified in 1991, inventive strategies for and successful implementation of these ideas have relied on people like you – champions who are committed to leading, driving, and supporting continuous improvement within their companies. Our aim with the Catalyst Program is to unify and reinforce these efforts, thus making it easier and faster to achieve a healthy and prosperous future.

The Catalyst Program is designed for individuals who wish to advance the sustainability conversation within their companies. The program is particularly relevant for individuals and companies within the manufacturing sector, as they know well what it takes to design, develop, and deliver quality products.

By participating, you will:

- **Learn** – Understand the foundations of C2C Certified Products Program, the five quality categories, and engage your thinking about how it applies and relates to your work. You'll also have access to helpful resources, and an aligned community, to reinforce and support your ongoing learning.
- **Share** – Get empowered through dialogue with experienced C2C practitioners, and scripted presentations for hosting conversations with colleagues and suppliers about Cradle to Cradle and the application of the core principles within your company and work.
- **Implement** – Put the principles into action, whether by envisioning and engaging in action projects towards getting Basic certification, developing your Path to Positive story or optimization of existing certified products, or considering new opportunities for applying these principles. The goal is to empower you to take action toward regenerative design, wherever you and your company are on the journey.

This is a unique opportunity to create change from within – and to have support every step of the way. With the Cradle to Cradle Certified™ Products Standard as your guide, participants can share a trusted path to making safe and regenerative products.

We hope that you find your participation to be fulfilling and rewarding, and that it nurtures a community of practice within your company, and for the manufacturing sector. The Getting Started Guide, the accompanying self-paced training modules, and your ongoing participation in the Catalyst Program's online forum will help you have the best possible experience.

If you need additional assistance, have any questions, or want to offer constructive feedback about the program, please contact us at catalyst@C2Ccertified.org.

We appreciate your participation and look forward to learning and growing with you!

GETTING STARTED

The Cradle to Cradle Certified™ Catalyst Program has been designed to follow your lead. Once you've completed the initial training, the resources described here can be used to cultivate a whole range of activities. This document was prepared to provide an introduction and essential information for getting started and planning next steps. It also shares background about the Institute's history, philosophy, practices, policies, and the benefits of being a Catalyst.

Keep in mind that the Catalyst program is living and evolving; it will grow and transform over time in response to group, individual, and company interests and feedback, as well as the progression of the Cradle to Cradle Certified™ Products Program. Please help us improve these resources so we can better support you.

Your participation, and how it benefits you and your company

By engaging in the Catalyst Program, you can become a knowledgeable in-house champion for communicating about Cradle to Cradle, and progress your company's journey with the Cradle to Cradle Certified™ Products Program, in initiating or furthering the adoption of principles and requirements. Ultimately, your company will contract with an accredited assessor to conduct a product assessment and prepare an Assessment Summary Report for the Institute to review and issue certification. Because Cradle to Cradle is a holistic approach, there is so much you can do within your company to prepare for certification, and to achieve higher levels of certification.

The Catalyst Program invites you to:

- Complete the online training, comprised of three self-paced modules
- Reflect on how the Cradle to Cradle principles relate to your work
- Be an in-house champion for the Cradle to Cradle Certified™ Products Program and support your colleagues in understanding the guiding principles and adopting program requirements
- Explore supporting resources on the [Recommended Learning List](#) (pg8)
- Use the [LinkedIn Group Page](#) (launching soon) to interact with other Catalysts and C2CPII staff, and post questions or comments
- Reflect on how the Cradle to Cradle principles align with your work, or are represented in your marketing, branding and communications. How can the C2C brand work better for you?
- Share progress updates with your team and other Catalysts
- Submit queries related to product certification to Institute staff
- Offer constructive feedback about the Catalyst Program
- Work with an [Accredited Assessor](#) for issues specific to your product/manufacturing process.
- For the Future: Consider being a mentor or mentee to another participant in the Catalyst Program. Please note: that there is no expectation that mentors have reached any specific level of wisdom, learning, or perfection. Mentors are simply volunteers who are experienced implementing Cradle to Cradle® and other sustainability principles and can help others who are newer to the process.

How Cradle to Cradle Products Innovation Institute can support you:

- Offering and developing training courses, webinars, other resources, and ongoing support for your participation and your company's Path to Positive.
- Being available to you directly via email catalyst@C2Ccertified.org or phone, as needed.
- Assisting in coordinating or facilitating virtual check-in meetings with your team
- Sharing insights and updates for the Cradle to Cradle Certified™ Products Program with Catalysts in advance of public wide-release, as possible
- Hosting in-person gatherings for continued learning and networking, such as Community of Practice meetings, the Innovation Celebration, and during aligned industry events
- Recognizing the impact and contribution of C2C Catalysts and their companies through formal and informal means, such as the Institute's website, social media, and events
- Moderating the LinkedIn Group Page and providing timely responses to posted questions or comments
- For the Future: Designing and coordinating a mentorship opportunity for seasoned and emerging Catalysts, and any other relevant support

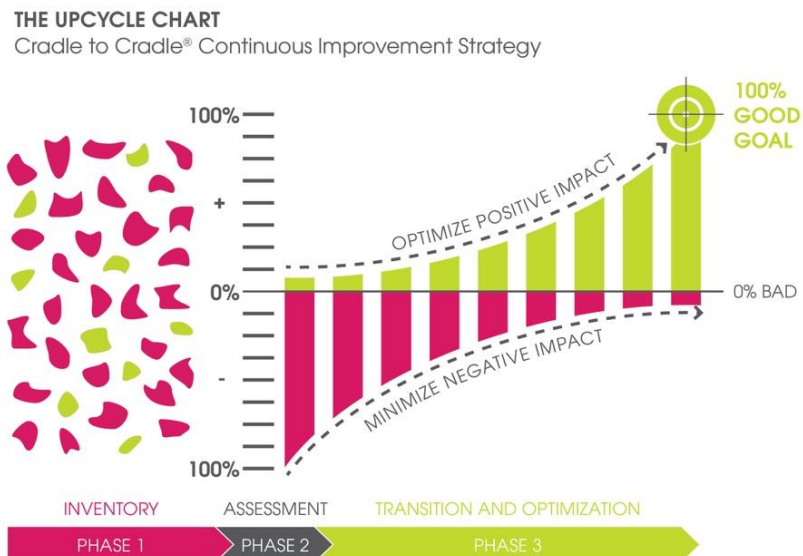
YOUR NEXT STEPS

This next section will walk you through the foundations of engaging in the Catalyst Program. You'll **learn** how to log on to the Learning Management System Online Modules, where you'll complete the training, and find out about more resources that will support your knowledge. You'll also be able to **connect** with other Cradle to Cradle practitioners and enthusiasts through an online forum and social media,

Then we'll provide guiding principles of Cradle to Cradle and key attributes of the Certification Program, so you'll be about to **share** your knowledge and be a champion for continuous improvement within your company.

After, you'll be able to reflect to how this information relates directly to your company and your work, and be invited to take steps to implement the principles and program requirements.

We look forward to engaging, supporting, and learning with you on your path to positive.

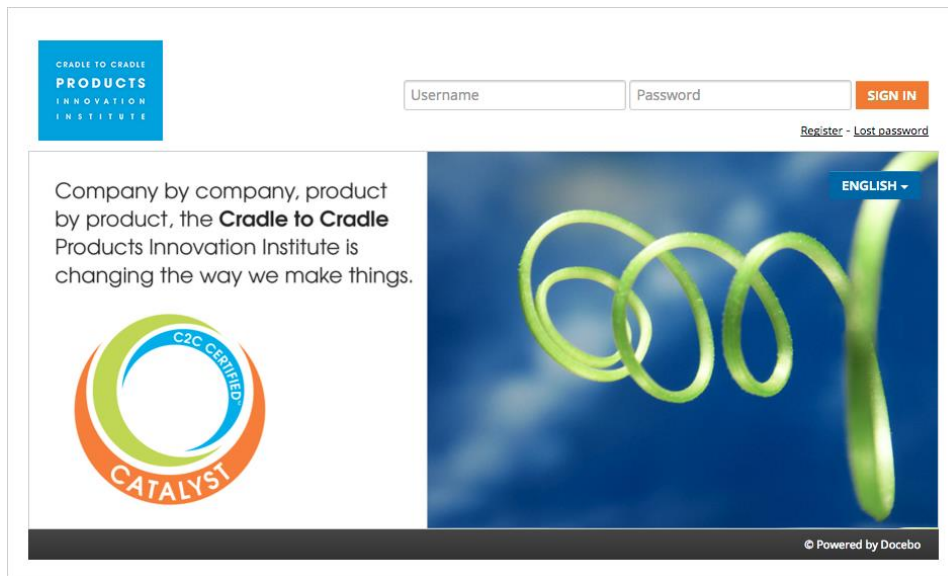


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LEARN

Log onto the Online Platform: catalyst.c2ccertified.org

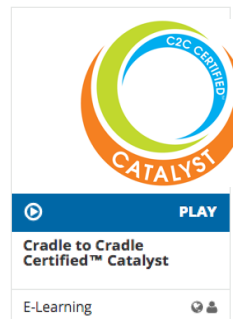
The online Learning Management System is where you can complete the training and access all resources for the Catalyst Program. Registration is required, and you will need your self-selected Username and Password each time you visit the site. Be sure to store this information in your browser, or someplace handy. If you do forget your login details, you can reset it directly.



Click the designated link here to Register or reset your password, as needed



Once signed in, click on the Catalyst Program icon to arrive at the viewing page. Here you can complete the three-part training series. All videos are accessed from the same page; simply click the links in the Program Content Navigation Bar below the viewing panel. A “Notes” handout is available for each module so you can jot down information, questions and reflections from the videos for future reference. See Figure 03 for guidance.



ABOUT THE MODULES

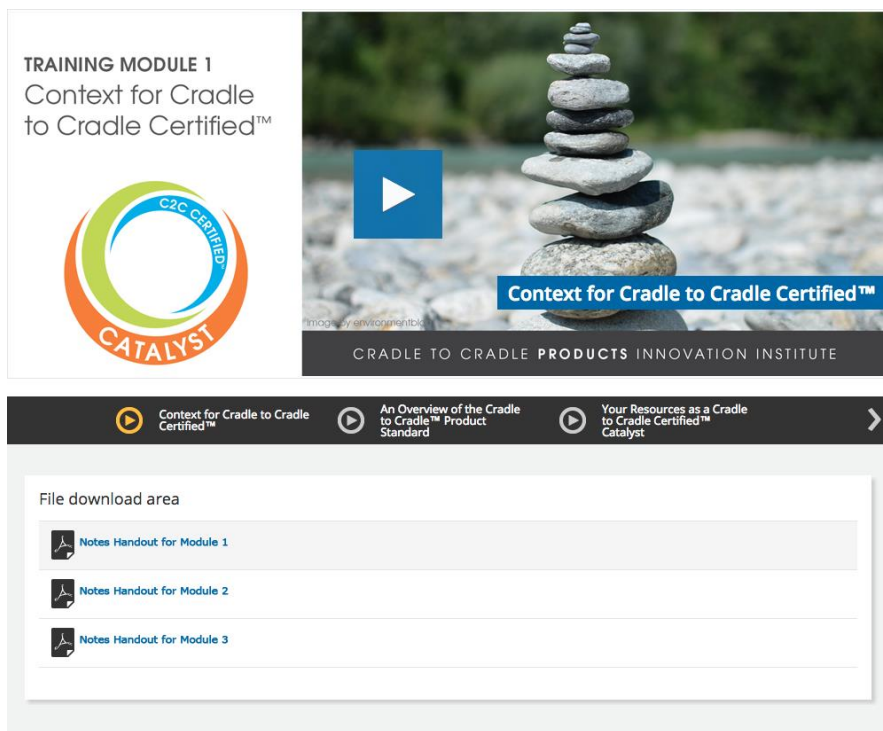
Because most of your activities as a Cradle to Cradle Certified™ Catalyst will be about connecting with co-workers and members of your products' supply chain to inform them about ways to optimize materials and products, it is important to have particular foundational knowledge about the Cradle to Cradle Certified™ Products Program and the five quality categories:

- Material Health
- Material Reutilization
- Renewable Energy and Carbon Management
- Water Stewardship
- Social Fairness

The three training modules have been designed to be complementary and to provide you with 'fun facts' and technical information:

Module 1: Context for Cradle to Cradle Certified™

By the end of the session, you'll be able to make the case for action in your company to adopt or further integrate the regenerative principles embodied in the Cradle to Cradle Certified Product Program. This presentation is about the themes that influence – and are influenced by – manufacturing processes, including global problems associated with conventional practices, emerging beneficial trends, and the role that Cradle to Cradle Certified plays to address these issues.



Click on the Play Button to start the video

Select the module you'd like to view or click the arrow here to advance to Verification and Resources

Download the Notes handouts to capture your thoughts as you proceed through the modules

Module 2: An Overview of the Cradle to Cradle Certified™ Product Standard

By the end of the session, you will have a clear understanding of the process necessary for your company to pursue certification or improve the achievement level of your products' next round of review. This presentation walks through what it means achieve certification at each level, introduces some key terms, and highlights lessons learned from several certified products.

Module 3: Your Resources as a Cradle to Cradle Certified™ Catalyst

By the end of the session, you'll be ready to consider ways to implement, and connect with coworkers, and members of your products' supply chain to share with them about ways to optimize materials and products. This presentation familiarizes you with the resources available through the Catalyst Program. This presentations, discussion prompts, and next steps for finding opportunities to apply your learning.

Verification (optional)

Upon completion of the three modules, advance to the next section via the Program Content Navigation Bar, where you will be asked to verify what you've learned through the training sessions. There will be 20 multiple choice questions, as well as space for you to provide feedback and ideas for future development of the Catalyst Program. A passing score will signify the completion of your initial training and will also allow you to download a Certificate of Recognition for your efforts as a Cradle to Cradle Certified™ Catalyst.

RECOMMENDED LEARNING LIST

There are many resources available to supplement the Catalyst Program's video training modules. Below is a short list of references to deepen your knowledge and provide reference points and guidance for discussions and implementation of the Cradle to Cradle principles.

- [Program Resources](#)
A compilation of more than two dozen documents pertaining to the Cradle to Cradle Certified™ Products Program, including Standards, guidance, and policies.
- [Cradle to Cradle: Remaking the Way We Make Things](#)
A book, nay manifesto, for a radically different philosophy and practice of manufacture and environmentalism, written by William McDonough and Michael Braungart, published 2002.
- [The Upcycle: Beyond Sustainability - Designing for Abundance](#)
Follow-up book to “Cradle to Cradle”, drawing on the green living lessons gained from 10 years of putting the Cradle to Cradle concept into practice with businesses, governments, and ordinary people, published 2013.
- [Design for the Triple Top Line: A New Definition of Quality](#)
An article by William McDonough and Michael Braungart, published 2002.
- [Multi-Attribute Certification Pinpoints True Sustainability](#)
An article and Continuing Education Opportunity in Architectural Record, published August 2013.
- [Pilot Study: Impacts of the Cradle to Cradle Certified Products Program](#)
A report and assessment framework, developed by Trucost® on behalf of the Institute, with clearly defined performance indicators to determine the actual effect of optimization on the business, environmental, and social impact of products.
- [Design for Cradle to Cradle Certified](#)
A free online asynchronous education program focused on practical product design strategies to create Cradle to Cradle Certified™ products (New registration will be required.)
- [2013 Innovation Stories](#)
An online collection of sixty companies and products that are redefining traditional notions of quality in ways that meet new expectations of 21st century customers.
- [Drive Change](#)
A section of the Institute's website that demonstrates how the Cradle to Cradle Certified™ Products Program applies to different industry sectors and highlights additional innovation stories for each.
- [Certified Products Registry](#)
An online database of certified products with associated scorecards.
- [Towards the Circular Economy](#)
A series of reports that document the rationales for the transition to a circular economy. Economic and business rationale for an accelerated transition (2012); Opportunities for the consumer goods sector (2013); Accelerating the scale-up across global supply chains (2014).
- [News](#)
An index of recent media coverage about the Cradle to Cradle Certified™ Products Program and certified products.
- [Promotional Brochure](#)
Published in ten different languages, a handout that can be shared with others as a way to introduce them to the Cradle to Cradle Certified™ Products Program.

UNDERSTANDING CRADLE TO CRADLE CERTIFICATION

An important starting point is understanding what the Cradle to Cradle Certified™ Products Program is – and what certification means. Whether it's for an internal meeting or communication; a press release or marketing copy; a proposal or business development presentation, this will help you to drive change within your organization, demonstrate its value to others. It will also support your communication and maximize the prestige of your knowledge and achievement as a C2C Catalyst.

Here are some foundations for understanding about the background and context of the Cradle to Cradle Certified™ Products Program and story.

A comprehensive course of action

The Cradle to Cradle Certified™ Products Program goes broader, and deeper, than other certifications, by offering companies a holistic means to demonstrate a commitment to continuous improvement, while remaining relevant, innovative, and competitive in the marketplace.

The five quality categories of our Product Program are essential to what makes this certification different, holistic, and multi-attribute. Many other notable certifications are focused on only one criterion. Here are concise descriptions for the five categories:



Material Health

Product ingredients are inventoried through the supply chain and evaluated for impact on human and environmental health. The criteria at each level build towards the expectation of eliminating all toxic and unidentified chemicals and becoming nutrients for a safe, continuous cycle. If a material is identified as a biological nutrient, it is subject to a list of banned chemicals that have no place in materials designed to be consumed by humans or the environment. These materials are also assessed for their biodegradability, although in certain cases, such as paper products or bio-based plastics, these materials may go through several recycling processes before re-entering the biosphere. If a material is identified as an intended technical nutrient, it is subject to a slightly different list of banned chemicals that allows for the use of certain inherently problematic substances (like lead) in cases where no exposure is expected during use, and the material is managed in a technical nutrient system that ensures the material is endlessly cycled in technical systems.



Material Reutilization

Products are designed either to biodegrade safely as a biological nutrient or to be recycled into new products as a technical nutrient. At each level, continued progress must be made towards increasing the recovery of materials and keeping them in continuous cycles. At the Basic level of certification, all of a product's generic materials must be defined as either a biological or technical nutrient. This designation impacts the Material Health assessment of the product, as well as the potential for material reutilization. A product may contain both technical and biological nutrients, as long as the product has been designed so that those materials may be easily separated with basic tools at the end of its use period. A product composed of different types of technical nutrients must also be designed for disassembly to facilitate cycling of various material types.



Renewable Energy and Carbon Management

The criteria at each level build towards the expectation of carbon neutrality and powering all operations with 100% renewable energy. The initial boundary was set as the final manufacturing stage of production to limit the complexity of the calculation and provide a level playing field for manufacturers in similar industries with various levels of vertical integration. Direct onsite energy generation is preferable in producing a product with renewable energy, but may not always be feasible. Renewable Energy Credits (RECs) are a tool for purchasing renewable energy

claims from other providers, but must be purchased from credible, verified systems to ensure that purchased energy is not being double-counted elsewhere in the system, thereby creating an artificially inflated accounting of renewable energy in use. Carbon offset projects are another tool that may be used when it is not feasible to generate renewable energy onsite or eliminate emissions sources altogether.



Water Stewardship

Processes are designed to regard water as a precious resource for all living things. At each level, progress is made towards cleaning up effluent (water released after use in production) to drinking water standards. Every product manufacturer has an important responsibility to care for this vital resource, and would be wise to effectively manage water resources. These goals are addressed within the Program by encouraging an understanding of, and responsibility for, water withdrawals, consumption, and releases within local ecosystem(s). Water stewardship approaches are highly attuned to geographic region and production process. As such, the Water Stewardship category encourages manufacturers to identify relevant issues in the local watershed of a manufacturing facility and production issues affecting water in specific industries.



Social Fairness

Company operations are designed to celebrate all people and natural systems. Progress is made towards having a wholly beneficial impact on people and planet. The Social Fairness category ensures that progress is made towards sustaining business operations that protect communities and workers along the value chain and contribute to all stakeholder interests including employees, customers, community members, and the environment. It is important for business ethics to go beyond the confines of the corporate office and permeate the supply chain, engaging responsible manufacturing, enforcing fair treatment of workers, and reinvesting in natural capital.

THE CRADLE TO CRADLE APPROACH

Rather than affecting change through oppositional strategies, Cradle to Cradle Certified™ is rooted in providing support to industry, transforming how we make things from the inside out.

Manufacturing and Consulting: The Origins of Cradle to Cradle®

Cradle to Cradle® was developed by William McDonough and Michael Braungart, two pioneers merging intentional design, chemistry, and products for industry. William McDonough began his career as an architect in New York, pioneering approaches to building design and concepts—such as “a building like a tree, a city like a forest”—which became foundational to the green building movement. His projects included building the first green office in New York for the Environmental Defense Fund (1984), designing a solar-powered daycare center operated by children (1989), and devising a strategy for carbon balance and offset that garnered front-page coverage in the Wall Street Journal three years before the 1992 Rio Earth Summit. He was a founding member of the American Institute of Architects Committee on the Environment (COTE) and a charter member of the United States Green Building Council (USGBC).

Michael Braungart formed the Environmental Protection and Encouragement Agency (EPEA) Internationale Umweltforschung GmbH in 1987, and soon afterward launched the Intelligent Products System (IPS), which defined materials as nutrients with the unique characterization that such materials could be continually reused in biological and technical cycles. The IPS was based on the European precautionary principle and brought a new perspective: that materials can be seen as key parts of technical and biological metabolisms.

McDonough and Braungart co-founded the business consultancy McDonough Braungart Design Chemistry, LLC (MBDC) In 1995. The Atlantic magazine published an article by McDonough and Braungart entitled “The Next Industrial Revolution” in October 1998. This article chronicled the rise of “eco-efficiency” (doing more with less) as the main environmental strategy of many leading businesses and introduced the idea of “eco-effectiveness” to determine the right thing to do before doing it efficiently. In this article the terms “downcycling” and “upcycling” were used to show how, by design, we can return product materials with improved, rather than degraded quality over time.

MBDC launched the Cradle to Cradle Certified™ Program in October 2005. As the program grew worldwide, the industry desire for an independent certification body was identified to bring the program into the public sphere. In August 2010 an exclusive, worldwide license was granted to the Cradle to Cradle Product Innovation Institute as a third party not-for-profit organization to manage the certification program.

Business consultancies provide support

The Institute evaluates products for certification through a network of assessment bodies who are accredited by the Institute based on the experience, qualifications, and training of organization’s staff. Accredited Assessors (link to are trained and accredited to support business, helping companies achieve certification for their products. As of this printing, there are Accredited Assessors in the following locations: Belgium; Brazil; Denmark; Germany; The Netherlands; Spain; Switzerland; United Kingdom; and United States.

Cradle to Cradle Certification™ employs long-term goals, short-term actions, and transitions

Cradle to Cradle Certified™ employs a methodology field-tested on hundreds of companies that unfailingly guides participants through a voluntary process of inventory, assessment, and continuing optimization.

We start by defining long-term Cradle to Cradle goals and then develop transitional strategies to achieve them. In the short term, we can make successive design-based decisions that will move us to a more sustaining condition. The short-term actions for product development start with complete identification of the materials and chemicals that make up the product and process in order to assess them for human and ecological impacts.

In the mid-term, the goal is for designs that are positive or beneficial in terms of cost, performance, aesthetics, material health, and material (re)utilization potential with continuous use and reuse periods. Additionally, moving renewable energy forward in a cost-effective way, celebrating clean water as a human right, and honoring social systems are part of the holistic Cradle to Cradle approach.

The long-term goals can be wholly positive and intended to support ten billion people and other species. McDonough and Braungart articulate their long-term vision as, “Our goal is a delightfully diverse, safe, healthy and just world, with clean air, water, soil and power - economically, equitably, ecologically and elegantly enjoyed.”

Cradle to Cradle Certified™ is a guide to continual improvement

The certification process recognizes transition and human intention as part of any successful protocol for continuous product improvement. The program also recognizes that any manufacturer’s knowledge may vary widely regarding the chemicals used in a product, the extent to which the materials in a product can be reused in biological or technical cycles, and the energy and water used to produce a product. The goal of continuous improvement is not “zero” or simply reducing the human and environmental impact of a product, but instead combines the progressive reduction of “bad” with the increase in “good.”

Every manufacturer receiving the certification mark for their product is required to make a good faith effort toward optimization. As the Cradle to Cradle Certified™ Product Standard guides designers and manufacturers through a continual improvement process involving our five quality categories, a product receives an achievement level in each category — Basic, Bronze, Silver, Gold, or Platinum — with the lowest achievement level representing the product’s overall mark. (See Figure 07)

Assessment Summary Reports are reviewed by the Institute, which certifies products meeting the Standard requirements, and licenses the use of the Cradle to Cradle Certified™ word and design marks to the product manufacturer. Every two years, manufacturers must demonstrate good faith efforts to improve their products in order to have their products re-certified.

Strengthening Your Company’s mission and values with Cradle to Cradle® Principles

In nature, there is no concept of waste. Everything is effectively food for another organism or system. Materials are reutilized in safe cycles. There are no persistent, bio-accumulative materials that can lead to irreversible changes. The earth accrues biota grown from the energy of the sun. We celebrate the diversity of people and of species. We become native to place, celebrating abundance and honoring every child that is born.

In short, the design of goods and provision of services can be achieved with three principles in mind:

1. Eliminate the Concept of Waste

- Nutrients become nutrients again. All materials are seen as potential nutrients in one of two cycles – technical and biological cycles.
- Design materials and products that are effectively “food” for other systems. This means designing materials and products to be used over and over in either technical or biological systems.
- Design materials and products that are safe. Design materials and products whose nutrient management system leaves a beneficial legacy economically, environmentally and equitably.
- Create and participate in systems to collect and recover the value of these materials and products. This is especially important for the effective management of scarce materials.
- Clean water is vital for humans and all other organisms. Manage influent and effluent water streams responsibly, and consider local impacts of water use to promote healthy watersheds and ecosystems.
- Carbon dioxide (CO₂) should be sequestered in soil. Our current practice where carbon dioxide ends up in the oceans and in the atmosphere is a mismanagement of a material.

2. Use Renewable Energy

- The quality of energy matters. Energy from renewable sources is paramount to effective design.
- Aligning with Green-e’s list of eligible sources, renewable energy sources are solar, wind, hydropower, biomass (when not in competition with food supplies), geothermal, and hydrogen fuel cells.

3. Celebrate Diversity and Abundance

- Use social fairness to guide a company’s operations and stakeholder relationships.
- Encourage a diversity of perspectives with staff participation in creative design and research projects to enhance your Cradle to Cradle® story.
- Technological diversity is key for innovation; explore different options in looking for creative solutions.
- Support local biodiversity to help your local ecosystem flourish; strive to have a beneficial social, cultural and ecological footprint.

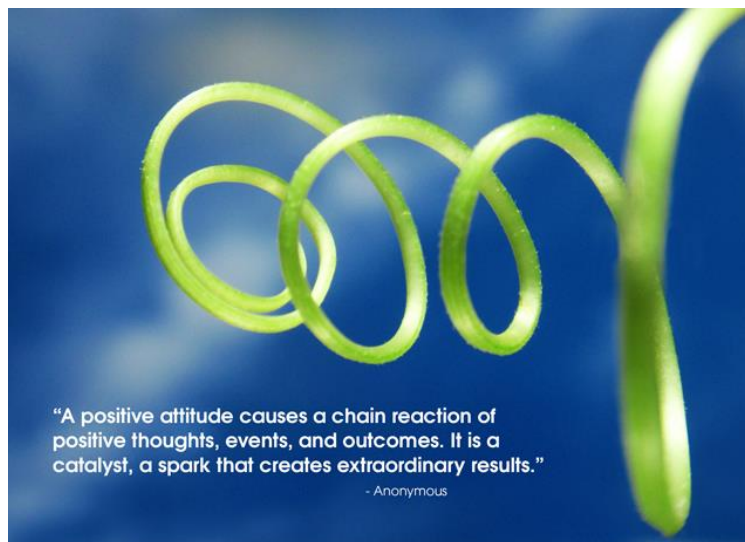
CONCLUSION

Thank you for joining the Cradle to Cradle Certified™ Catalyst Program, and reading through the Getting Started Guide, which will provide the foundation for making sure you get the most out this learning opportunity.

This is a unique opportunity to create change from within – and to have support every step of the way. With the Cradle to Cradle Certified™ Products Standard as your guide, participants can share a trusted path to making safe and regenerative products. We hope that you find your participation to be fulfilling and rewarding, and that it nurtures a community of practice within your company, and for the manufacturing sector.

If you need any assistance at all, or want to offer feedback about the program, please contact us directly at catalyst@C2Ccertified.org.

We wish you the best on the path of continuous improvement.



The Fine Print

While you are welcome to include the Cradle to Cradle Certified™ Catalyst Program Icon in both printed and digital media for the duration of your participation, the use of other names and markings related to the Institute and its programs must comply with our [Trademark Use Guidelines](#).



Cradle to Cradle® and C2C® are registered marks of McDonough Braungart Design Chemistry, LLC. They refer to the framework, design philosophy, services, principles, and methodologies developed by William McDonough and Dr. Michael Braungart.



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