

Cradle to Cradle Certified™

For products that the world of tomorrow needs – Circular Economy powered by Cradle to Cradle®

WHAT IS C2C CERTIFIED™?

The **Cradle to Cradle Certified™** products program is a pioneering, science-based standard to promote high-quality, healthy and truly circular products. It is an internationally recognised measure which leads designers and manufacturers through a continual improvement process, setting a benchmark to boost the Circular Economy.

Within the certification process, products are assessed for environmental and social performance across five critical sustainability categories:



MATERIAL HEALTH

Product ingredients are inventoried throughout the supply chain and evaluated for impact on human and environmental health. The goal is to replace all toxic and unidentified chemicals by ingredients being safe for all ecosystems, becoming nutrients for continuous cycles.



MATERIAL REUTILIZATION

To eliminate the concept of waste, products shall be 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.



RENEWABLE ENERGY AND CARBON MANAGEMENT

To make the whole production process climate positive, the goal is to power all operations with 100% renewable energy and to compensate all on-site carbon emissions which are unavoidable.



WATER STEWARDSHIP

The water stewardship category helps ensure water is recognised as a valuable resource, watersheds are protected, and clean water is available to people and all other organisms. At each level, progress is made towards the transparency of water use and the development of an implementation strategy to ensure that all effluents of the production process are of drinking water quality.



SOCIAL FAIRNESS

Business operations shall be designed to honour diversity, having an overall beneficial impact on all people and natural systems affected by the manufacture of a product.

HOW DO I GET C2C CERTIFIED™?

Would you like to become futureproof by innovation and make your product positive and beneficial to humans and the environment? Together we will optimise it for a healthy Circular Economy!

EPEA as an accredited assessment body will guide you through the whole process to achieve your certification. Our team of scientific experts has more than 30 years of experience in optimising products and processes to make them both innovative and at the forefront of the industry.

The first step is to get to know more about your product.

For this purpose, it will be necessary to collect data that will help us carry out the Material Assessment using human and ecotoxicological criteria and at the same time analyse the circularity options of the product. The certification also assesses the production process, so further information will be needed here.

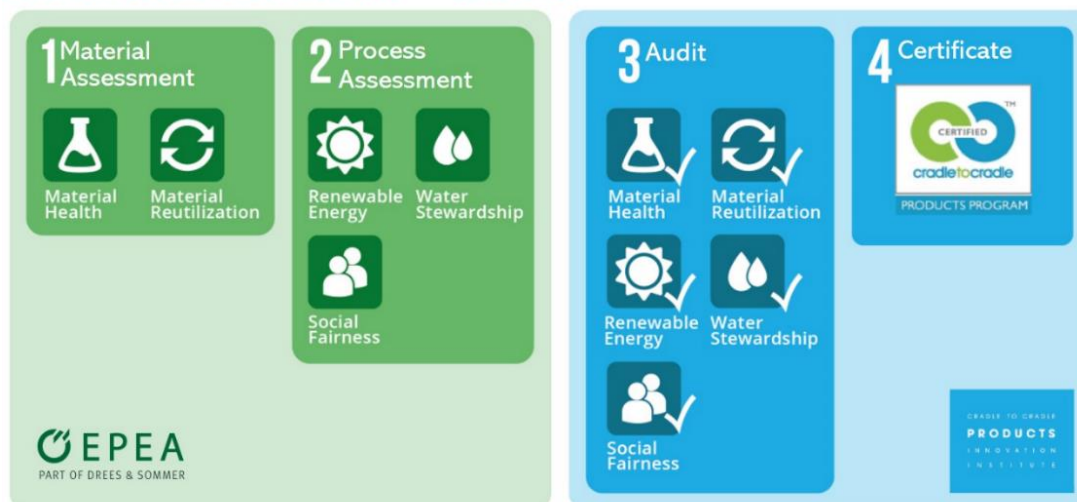
Afterwards, the audit and the final issue of the certificate will be carried out by the Cradle to Cradle Product Innovation Institute (C2CPII) in San Francisco.

Once the assessment process has been completed, an achievement level (Basic, Bronze, Silver, Gold, Platinum) is assigned to a product for each of the categories described above. The product standard 3.1 encourages continuous improvement over time by awarding certification based on ascending levels of achievement and requiring certification renewal every two years.

Based on the results of the process assessment, continuous optimisation of the processes is recommended and actively supported by EPEA.

Are you curious to know more about the next steps? For more general information, please don't hesitate to contact us and receive the more extended information package (epea@epea.com).

CRADLE TO CRADLE CERTIFIED™ – PROCESS



BENEFITS: WHY TO CERTIFY MY PRODUCT?

1. Corporate Benefits & Innovation

- A practical and verified approach to achieve a truly Circular Economy
- A holistic tool to fulfil sustainability and the UN Sustainable Development Goals commitments (SDGs), being a front-runner in sustainability leadership
- High innovation potential through optimisation approaches
- Increased attractiveness as an employer for an upcoming sustainability-committed generation
- Higher scoring possible at other sustainability certifications (e.g. LEED, BREEAM, DGNB, Portico, etc.) <https://www.c2ccertified.org/get-certified/recognition>

2. Stakeholder Engagement

- Assuming responsibility for the health of people and the environment as an important USP
- Providing consumers, industry peers and regulators with a transparent and tangible validation of a manufacturer's ongoing commitment to product quality and safety
- Increased brand reputation and customer engagement

3. Policy, Regulation & Standardisation

- Risk prevention and forward-looking product design for upcoming stricter environmental legislation
- **German policy regulation:**
 - KrWG
 - Klimaschutzprogramm 2030
 - VerpackG
- **European policy regulation:**
 - Circular Economy Action Plan
 - Directive on the reduction of the impact of certain plastic products on the environment
 - Directive on packaging and packaging waste
 - EU Strategy for Plastics in the Circular Economy
 - Communication on the Interface between chemicals, products and waste legislation
- **Standardisation:** EN 13429, EN 62430, EN 16524, EN 13432, EN ISO 14006, ISO 18603, ISO/TC 323, ISO/DIS 14009, DIN ISO 20121, DIN EN IEC 62960