



CRADLE TO CRADLE  
**PRODUCTS**  
INNOVATION  
INSTITUTE

# WELCOME

Lewis Perkins, *President*

Cradle to Cradle Products Innovation Institute

WEDNESDAY, NOVEMBER 29, 2017

CIRCULAR ECONOMY FORUM AMERICAS

# OUR VISION

A prosperous economy where safe materials are intelligently cycled and manufactured in ways that positively impact people and planet.





CRADLE TO CRADLE  
**PRODUCTS**  
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The Cradle to Cradle Products Innovation Institute was founded by William McDonough and Michael Braungart in 2010.

- A 501(c)(3) nonprofit organization
- Exclusive license to maintain and improve upon the rigorous Cradle to Cradle standard
- Exclusive authority to certify materials and products that meet these standards

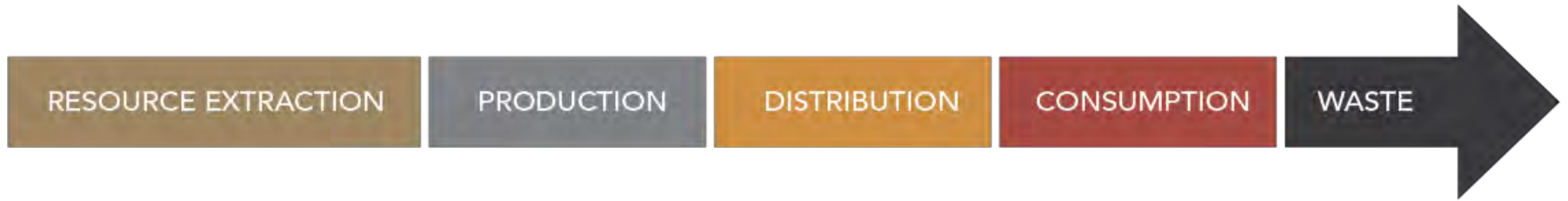
**Established to:**

1. Preferred Quality Standard
2. Generate demand among manufacturers, retailers, government agencies and the public for Cradle to Cradle Certified products
3. Increase Capacity
4. Spur Innovation

# RE-THINK + RE-DESIGN

An exploded view of a prosthetic arm assembly laid out on a white surface. The components include a large, grey, Y-shaped upper arm structure with a black cylindrical motor at the end of one arm. Various grey plastic connectors, hinges, and mounting brackets are arranged around the main arm. Two curved, grey, shell-like pieces are positioned in the center. A bright yellow, perforated, curved piece is at the bottom. On the right, a black control unit with a cable is partially visible. The entire assembly is presented in a disassembled state to show individual parts.

## LINEAR ECONOMY

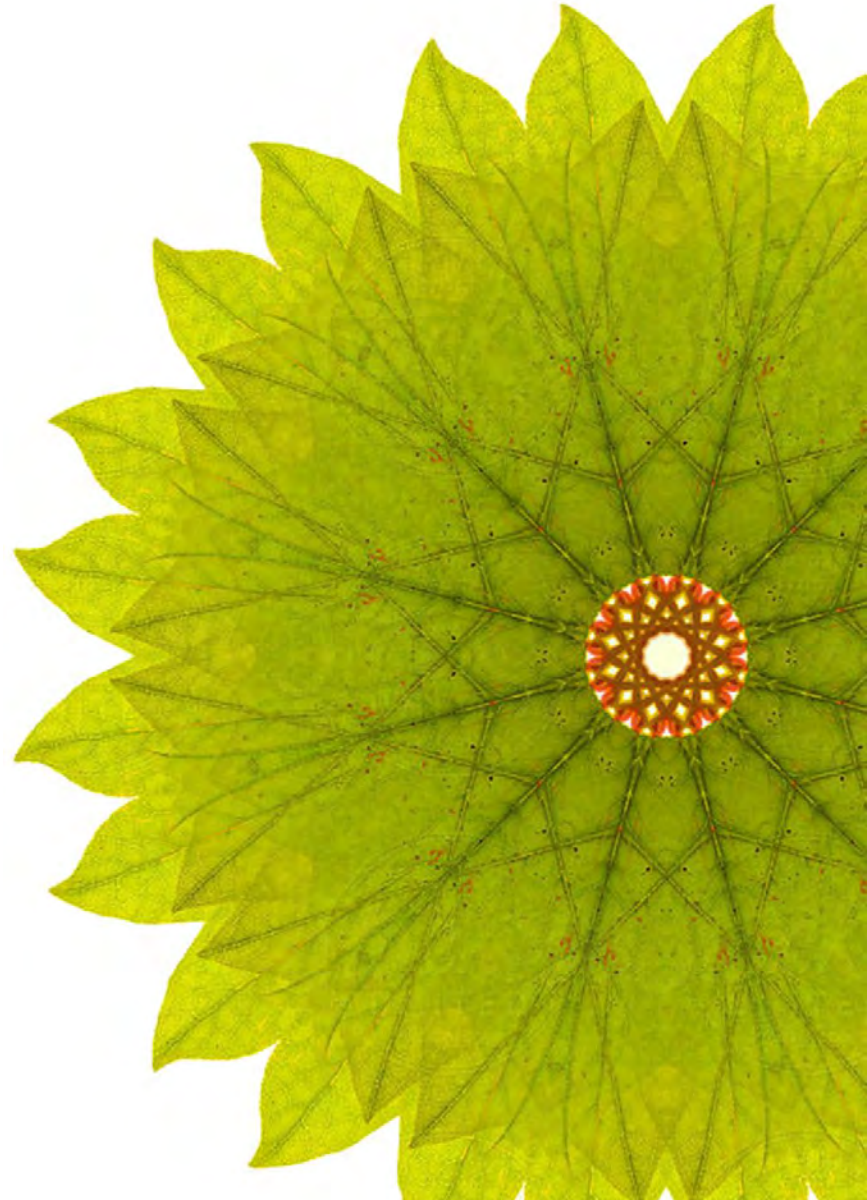


## CIRCULAR ECONOMY



# CRADLE TO CRADLE IS REGENERATIVE.

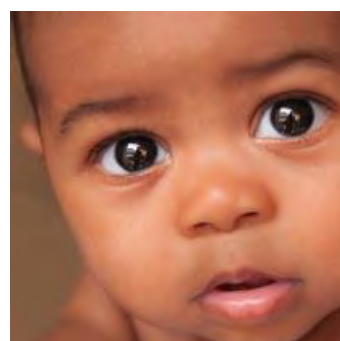
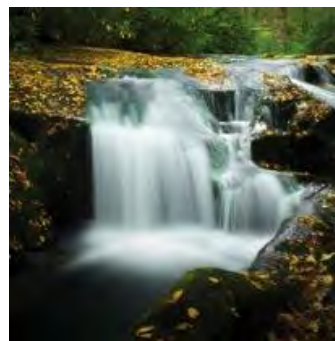
- Safe materials
- Biologically or technically cyclable
- Eliminates waste
- Extends product & material life



**6,000+**  
**CERTIFIED PRODUCTS**

**600+**  
**CERTIFICATIONS**





# MULTI- ATTRIBUTE ASSESSMENT & CERTIFICATION

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Safe ingredients  
intelligently cycled.

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Manufactured in  
ways that respect  
humans and the  
environment.

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SILVER

# YOUR PRODUCT

## YOUR COMPANY NAME

Version 3.0

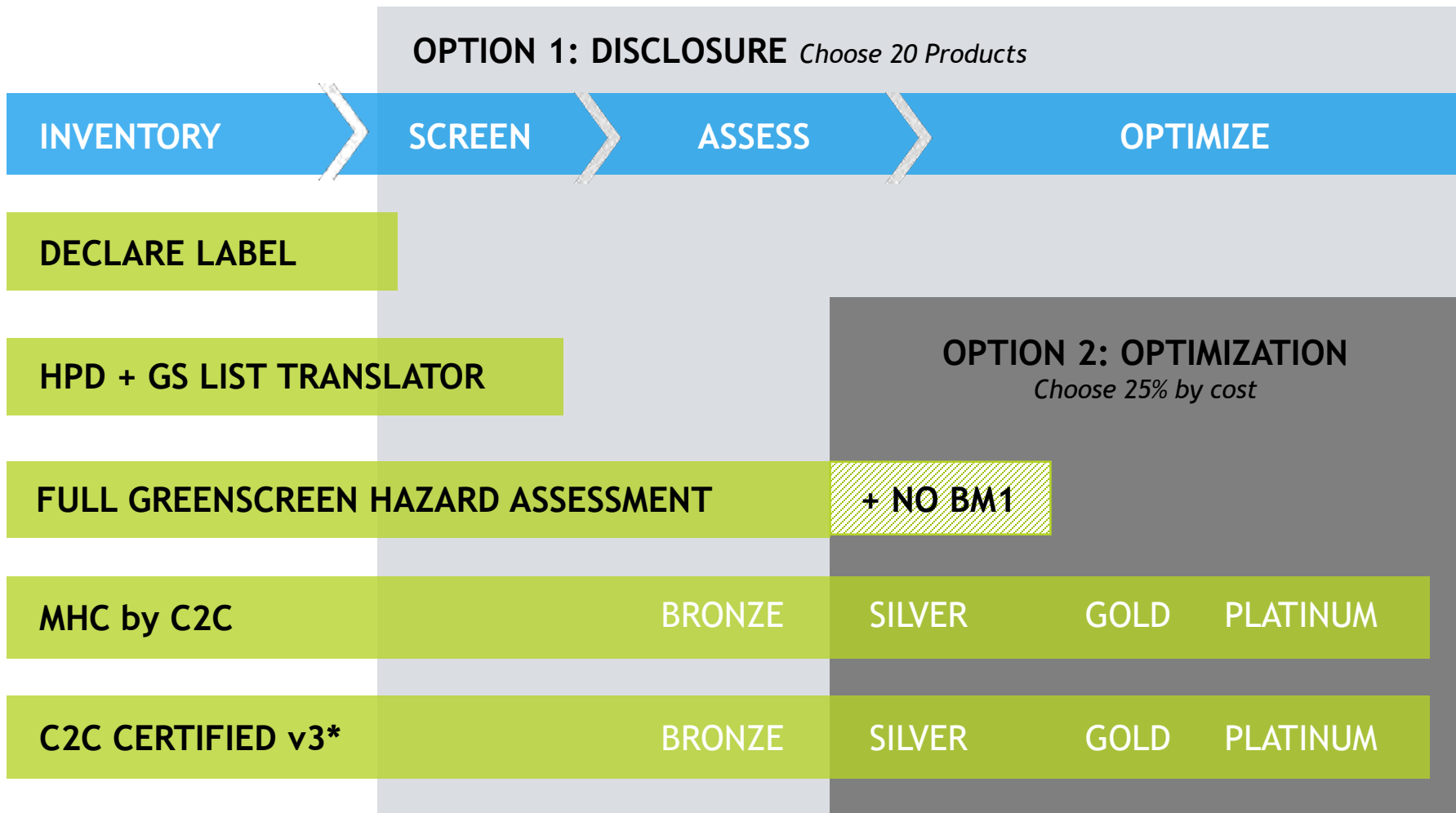
Recertification every 2 years

	BASIC	BRONZE	SILVER	GOLD	PLATINUM
 MATERIAL HEALTH					
 MATERIAL REUTILIZATION					
 RENEWABLE ENERGY					
 WATER STEWARDSHIP					
 SOCIAL FAIRNESS					

# ALIGNMENT WITH LEED



# PROGRESSIVE PATH TO LEED v4

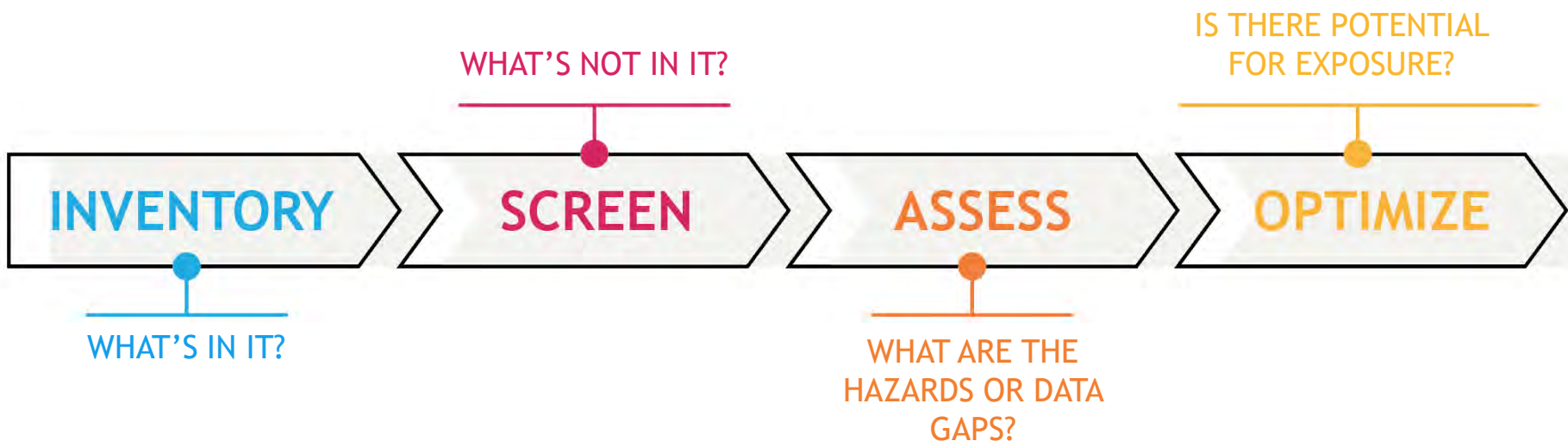


\* Material Health score based on C2C Certified published scorecard



# Material Health

# MATERIAL HEALTH



# PRIMARY RESPONSIBILITIES

Quality of the  
Standard

Strength of  
the Brand

# FOUR CORE STRATEGIES

1

Build a Future Positive movement, powered by Cradle to Cradle Certified

2

Establish the Cradle to Cradle Product Standard as THE verification of positive materials for the circular economy.

3

Increase the diversification of stakeholder engagement via new tools and channels.

4

Provide access to materials and verified data via new technology platforms.



Build a  
**FUTURE POSITIVE MOVEMENT**  
*(powered by Cradle to Cradle)*

# fashion**positive**<sup>+</sup>

Cradle to Cradle Products Innovation Institute

Truly Sustainable  
Fashion is Circular.

Circular Fashion  
Requires Cradle to  
Cradle Certified  
Inputs.



EILEEN  
FISHER



MARKS &  
SPENCER



STELLA MCCARTNEY

Our members have a combined  
annual revenue of:  
\$5 BILLION

CLOTHING  
CATEGORIES

- WOMENS / MENS / CHILDREN
- LUXURY
- HIGH-VOLUME FASHION
- DENIM
- BASICS

# RECENT WINS

Stella McCartney launches new Cradle to Cradle Certified™ GOLD wool yarn (Aug 2017)

C&A debuts first Cradle to Cradle Certified™ GOLD t-shirts (May 2017)

Wolford announces launch of Cradle to Cradle Certified collection of tights and lingerie (Feb 2017)

**WWD**

The Business of Fashion  
**BOF**

**Newsweek**

**ECOTEXTILE**  
NEWS

**SJ** SOURCING  
JOURNAL

**Built**   
Positive

# CREATING DEMAND

## OWNERS/DEVELOPERS ROUNDTABLE

### FOUNDING PARTNERS



+ MORE INVITATIONS EXTENDED

# LAUNCH EVENTS & WORKSHOPS

## PARTNERS

*Built Positive is brought to you by:*



Establish C2C Certified as  
*the verification standard*  
for materials and products  
made for the Circular Economy.



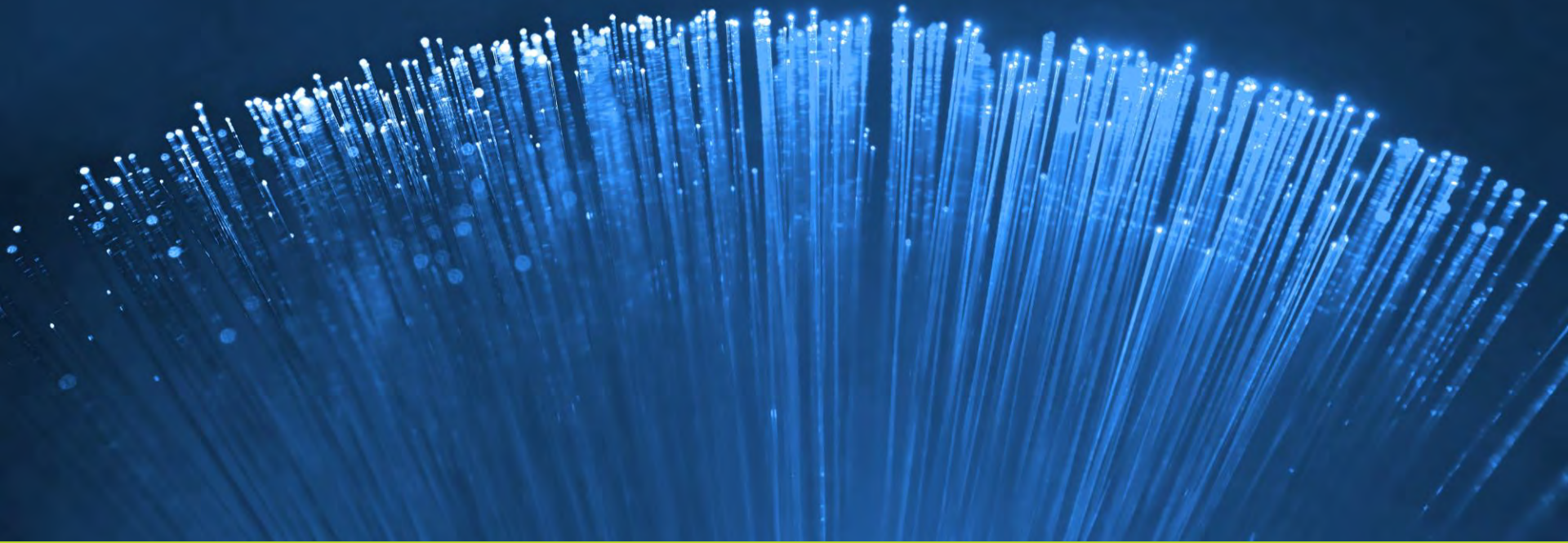
The background of the image is a close-up, high-resolution photograph of blue denim fabric. The fabric is folded, creating sharp creases and highlighting the texture of the twill weave. The lighting is bright, casting soft shadows that emphasize the three-dimensional quality of the material. The color is a classic medium blue with some white stitching visible along the edges of the folds.

COMING SOON  
**Cradle to Cradle Certified™**  
Version 4

# DIVERSIFY STAKEHOLDER ENGAGEMENT



# GREATER TECHNOLOGY



# PARTNERSHIPS





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**THANK YOU**