



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.





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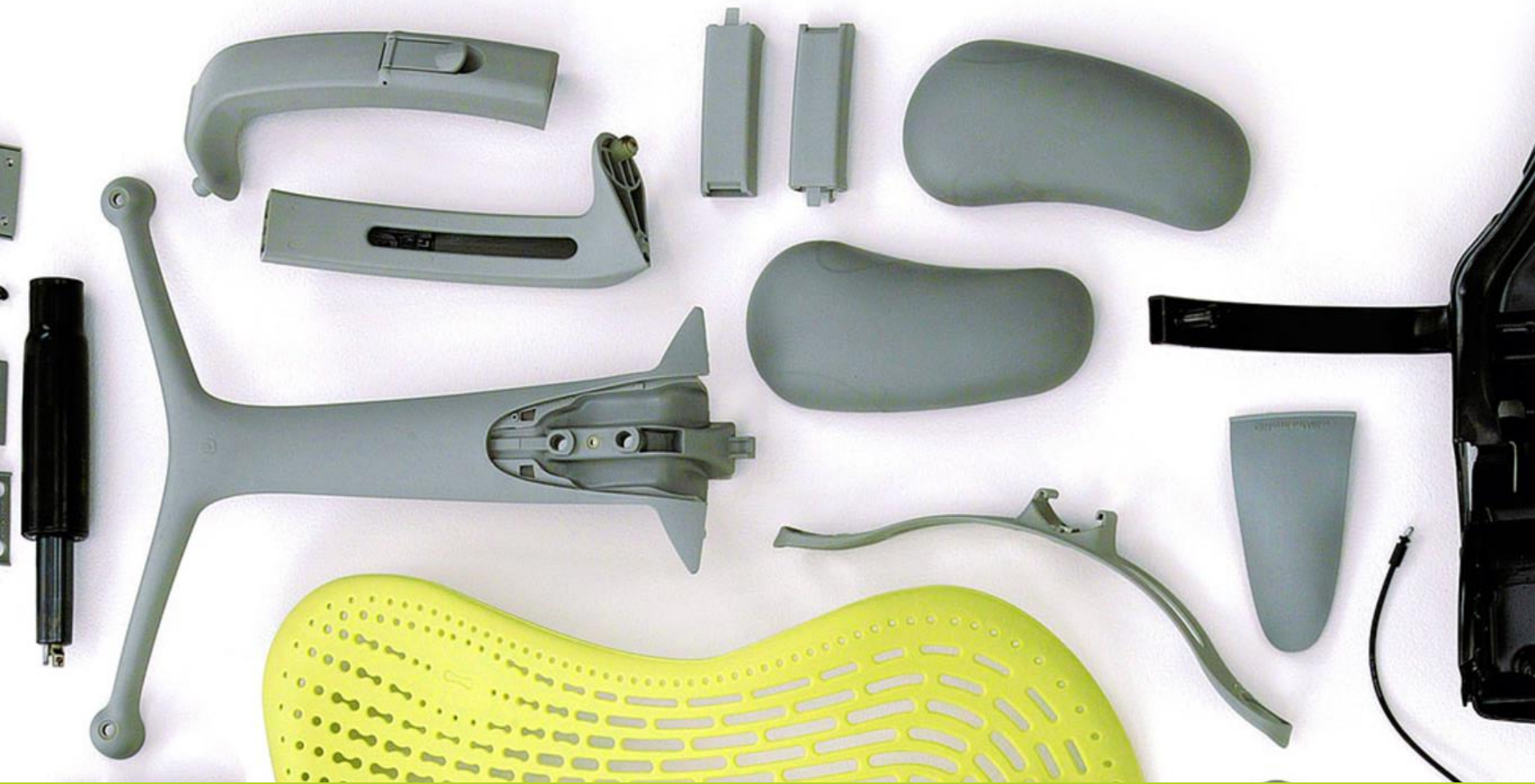
The Cradle to Cradle Products Innovation Institute was founded by William McDonough and Michael Braungart in 2010.

- 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



LINEAR ECONOMY

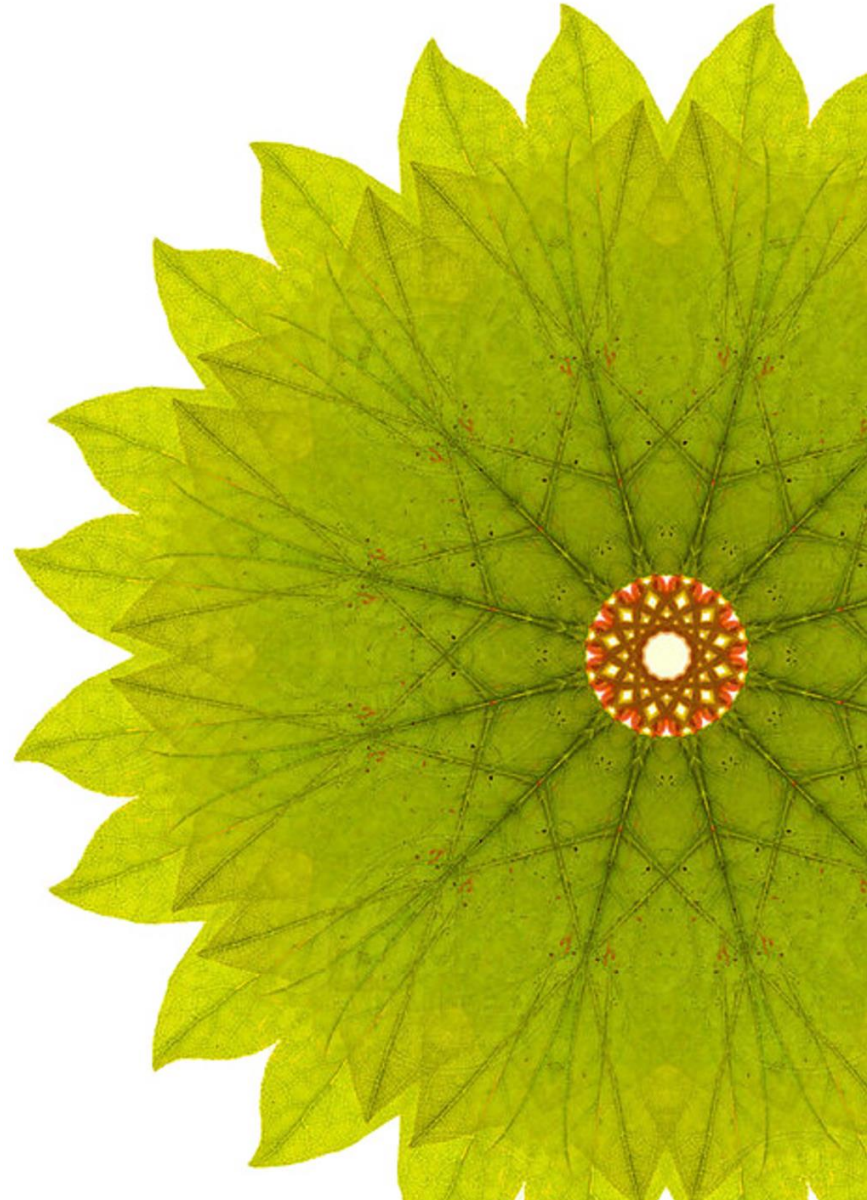


CIRCULAR ECONOMY



CRADLE TO CRADLE IS REGENERATIVE.

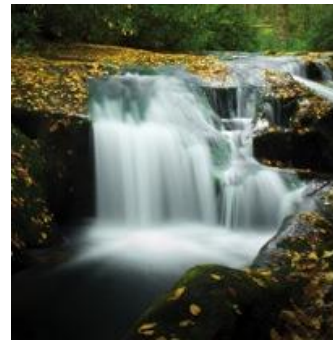
- Safe materials
- Biologically or technically cyclable
- Eliminates waste
- Extends product & material life



6,000+
CERTIFIED PRODUCTS

600+
CERTIFICATIONS





MULTI-ATTRIBUTE ASSESSMENT & CERTIFICATION

Safe ingredients intelligently cycled.

Manufactured in ways that respect humans and the environment.













SILVER

YOUR PRODUCT

YOUR COMPANY NAME

Version 3.0

Recertification every 2 years

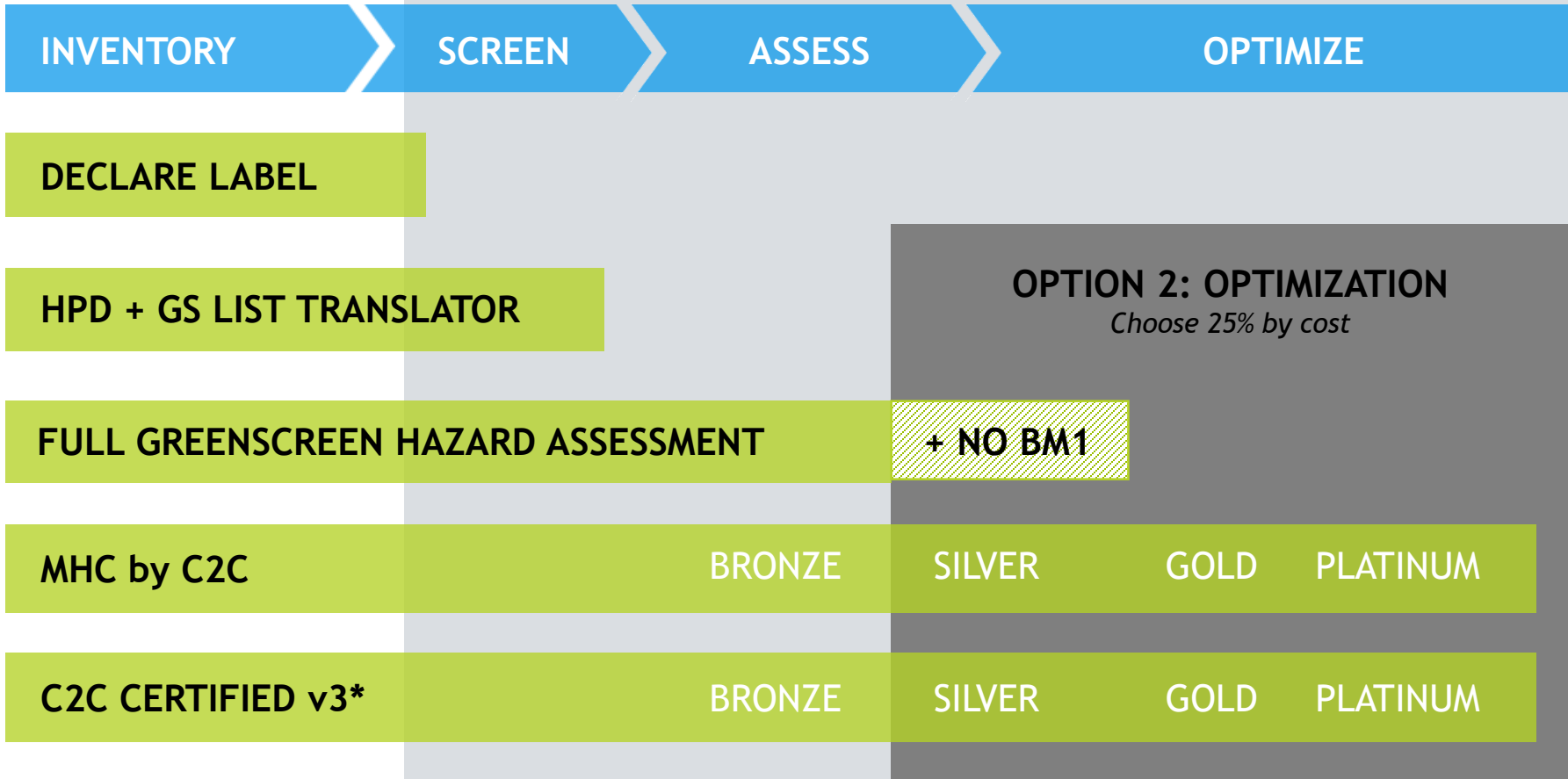
	BASIC	BRONZE	SILVER	GOLD	PLATINUM
 MATERIAL HEALTH					
 MATERIAL REUTILIZATION					
 RENEWABLE ENERGY					
 WATER STEWARDSHIP					
 SOCIAL FAIRNESS					

ALIGNMENT WITH LEED



PROGRESSIVE PATH TO LEED v4

OPTION 1: DISCLOSURE *Choose 20 Products*

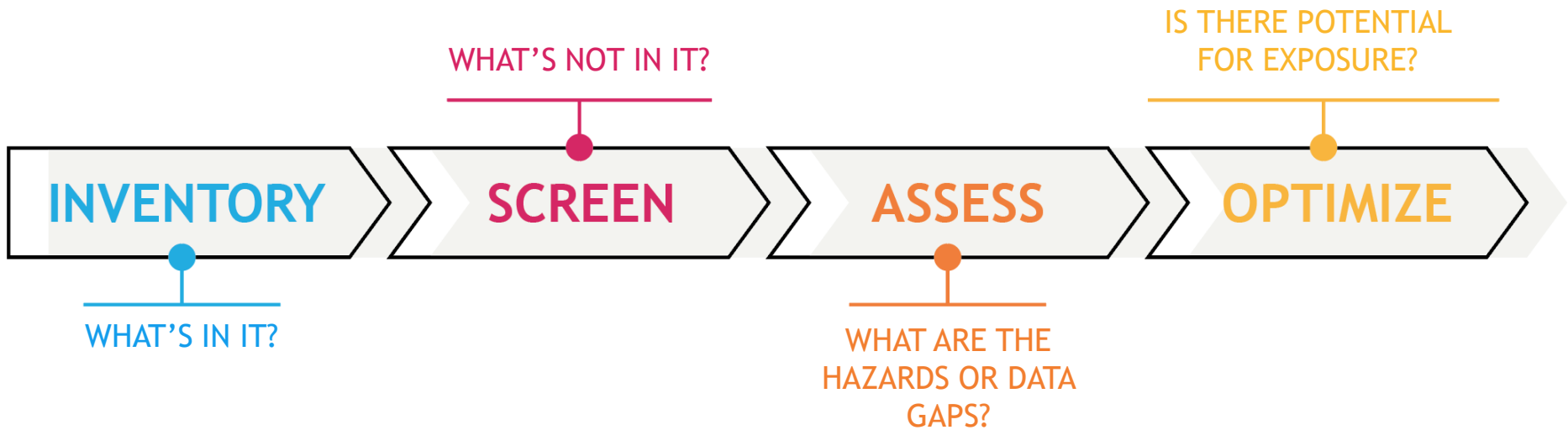


* Material Health score based on C2C Certified published scorecard

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.

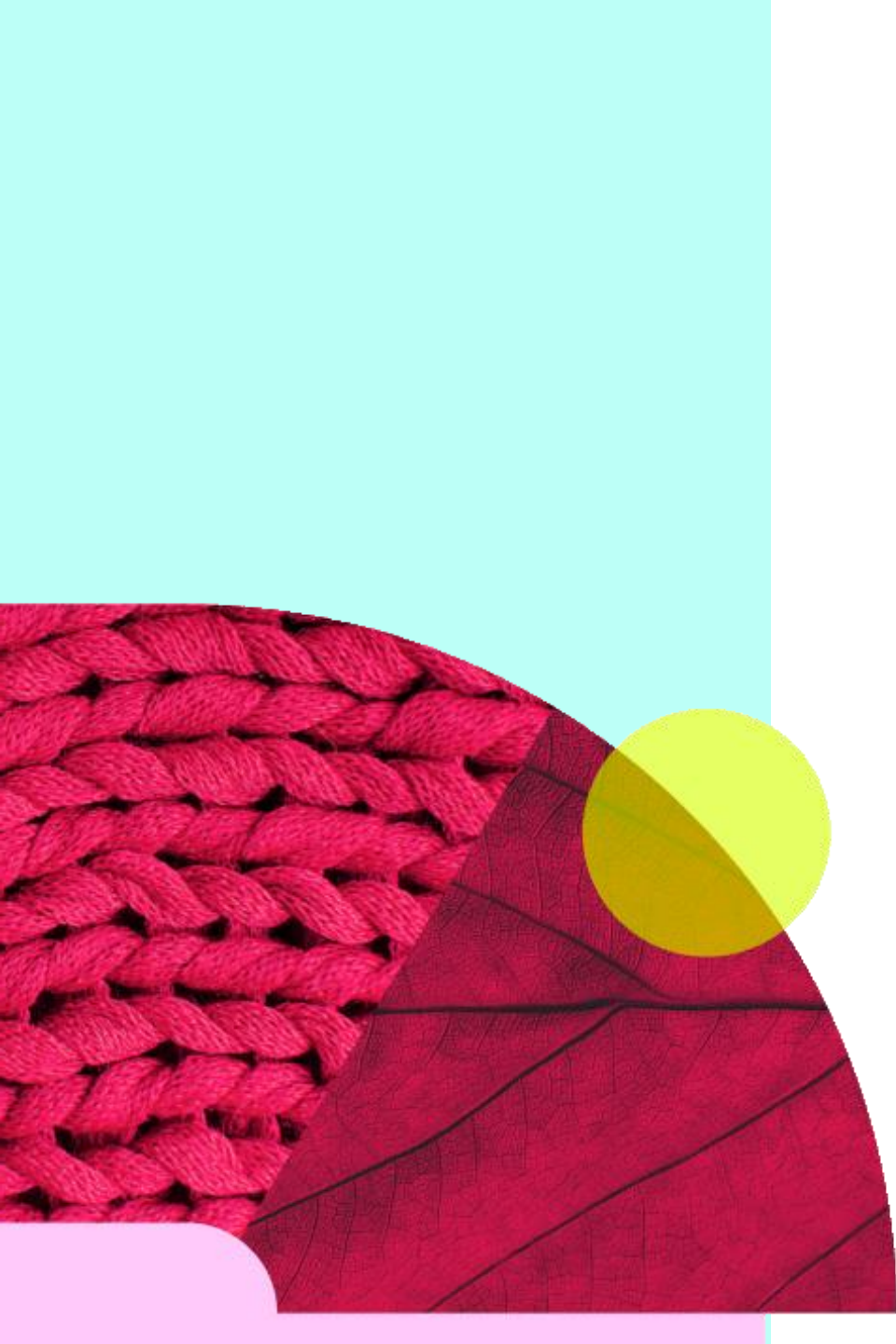


Build a
FUTURE POSITIVE MOVEMENT
(powered by Cradle to Cradle)



fashion**positive**⁺

Cradle to Cradle Products Innovation Institute



Truly Sustainable
Fashion is Circular.

Circular Fashion
Requires Cradle to
Cradle Certified
Inputs.

EILEEN
FISHER

H&M


K E R I N G


L O O M S T A T E

MARKS &
SPENCER

 + M A R I A
C O R N E J O

S T E L L A M C C A R T N E Y

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

C L O T H I N G
C A T E G O R I E S

- W O M E N S / M E N S / C H I L D R E N
- L U X U R Y
- H I G H - V O L U M E F A S H I O N
- D E N I M
- B A S I C S

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)

The logo for WWD (Women's Wear Daily) in a bold, black, sans-serif font.The logo for BOF (The Business of Fashion) featuring the text "The Business of Fashion" in a small font above the large, stylized letters "BOF".The logo for Newsweek, with the word "Newsweek" in white, bold, sans-serif font on a red rectangular background.The logo for ECOTEXTILE NEWS, with "ECOTEXTILE" in white, bold, sans-serif font and "NEWS" in a smaller font below it, all on a blue rectangular background.The logo for SJ SOURCING JOURNAL, with "SJ" in a large, stylized font and "SOURCING JOURNAL" in a smaller, bold, sans-serif font to its right.

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.



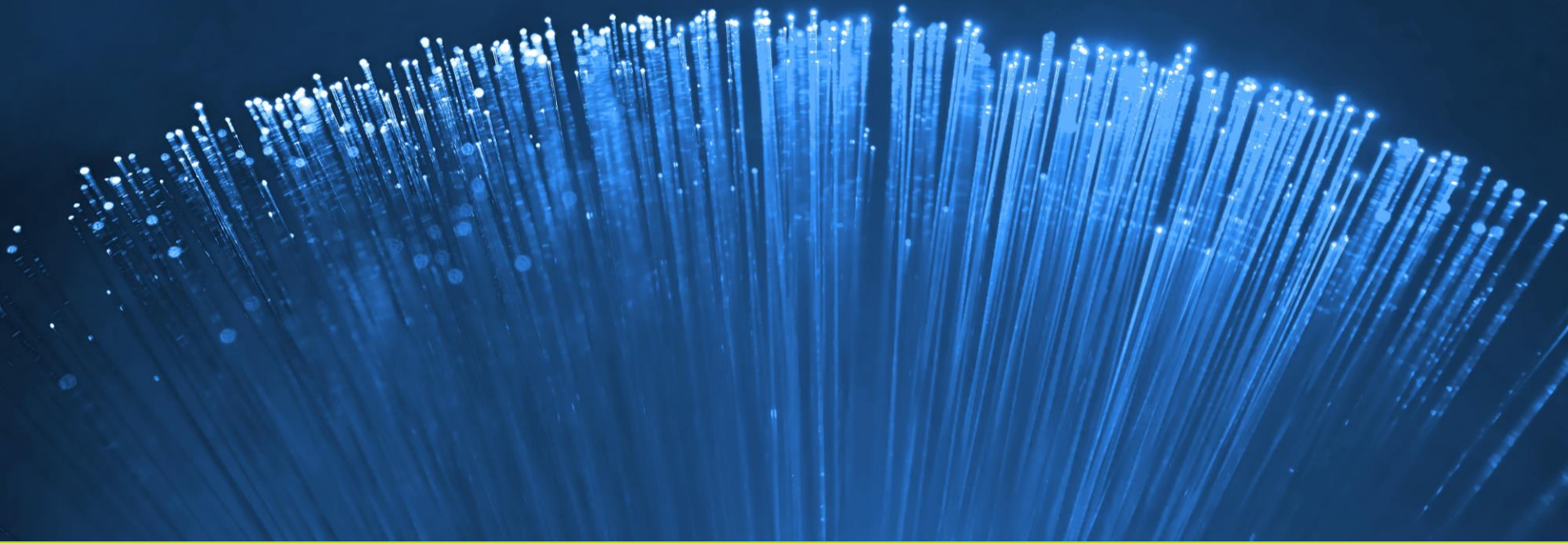


COMING SOON
Cradle to Cradle Certified™
Version 4

DIVERSIFY STAKEHOLDER ENGAGEMENT




GREATER TECHNOLOGY



PARTNERSHIPS





CRADLE TO CRADLE
PRODUCTS
I N N O V A T I O N
I N S T I T U T E

THANK YOU