

WEBINAR

cradle to cradle  
products innovation



ethical  
supply chain  
program

# Building Circular & Fair Supply Chains – Introducing Cradle to Cradle Certified® to the ESCP Community

November 12th – 11am EST, 4pm GMT

# Introductions



**Nienke Steen**

*Director - Apparel, Textiles & Footwear*

**Cradle 2 Cradle Certified**



**Todd Merton**

*Director - Member & Partnership Growth*

**Ethical Supply Chain Program**



# Poll



**Answer the question(s) and press the  
'done' button to see live results**



# What is the Ethical Supply Chain Program?



What do we do?

# Our Programs Today



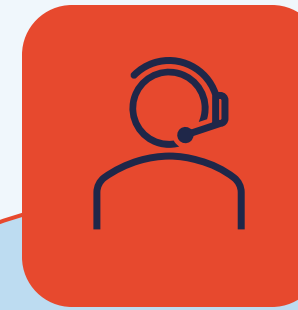
## Risk & Impact Assessments

- broad range of **assessments available**
- easily **vet new suppliers**
- understand **Gaps** in **suppliers** and complete **value chain**
- **bespoke solutions**
- **low-cost**, low commitment & **highly scalable**



## Worker Well-Being

- wide range of programs **designed to meet the needs of management and workers**
- Achieves **measurable business benefits**
- Access **trusted grievance mechanism**
- **Sustainable & Scalable**



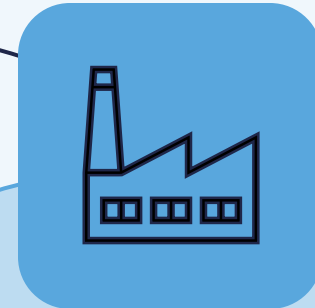
## Grievance Mechanism

- **free, confidential** service access required **to workers in all factories**
- **data available to members** via Connect platform
- established in **China** in 2010 - expanded to **Vietnam** in 2021
- **all cases investigated & closed**
- supports **regulatory compliance**



## Social & Environmental Impact Assessment

- **verified assessment** of management system capability
- supported **development program**
- **remote assessment process**
- **low-cost & highly scalable**
- supports **regulatory compliance**



## Facility Certification

- **full scope** social audit
- all **non-compliances closed**
- **certifies suppliers** meet the standards required
- **remediation support** included

Where do we work?

# Industries Covered

ESCP can Audit, Assess & Certify **any company or product made in a factory environment**, to give you an indication of industries, these often include:



Apparel



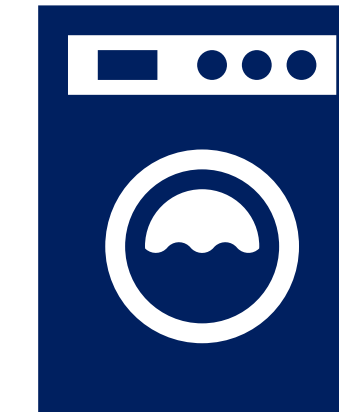
Juvenile &  
Baby



Toys &  
Entertainment



Packaging



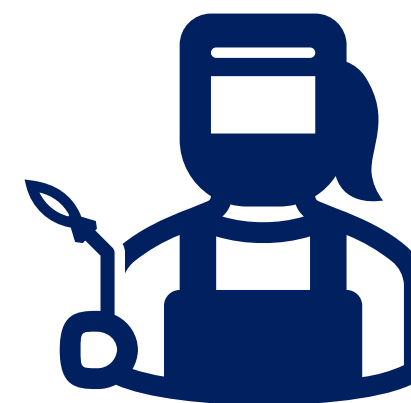
Hard  
Goods



Seasonal  
Products



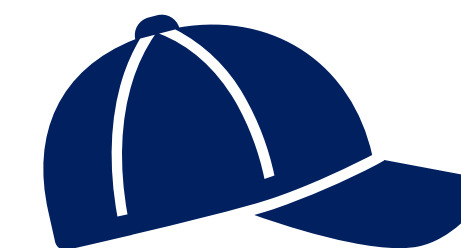
Printing &  
Publishing



Metals



Hard  
Goods



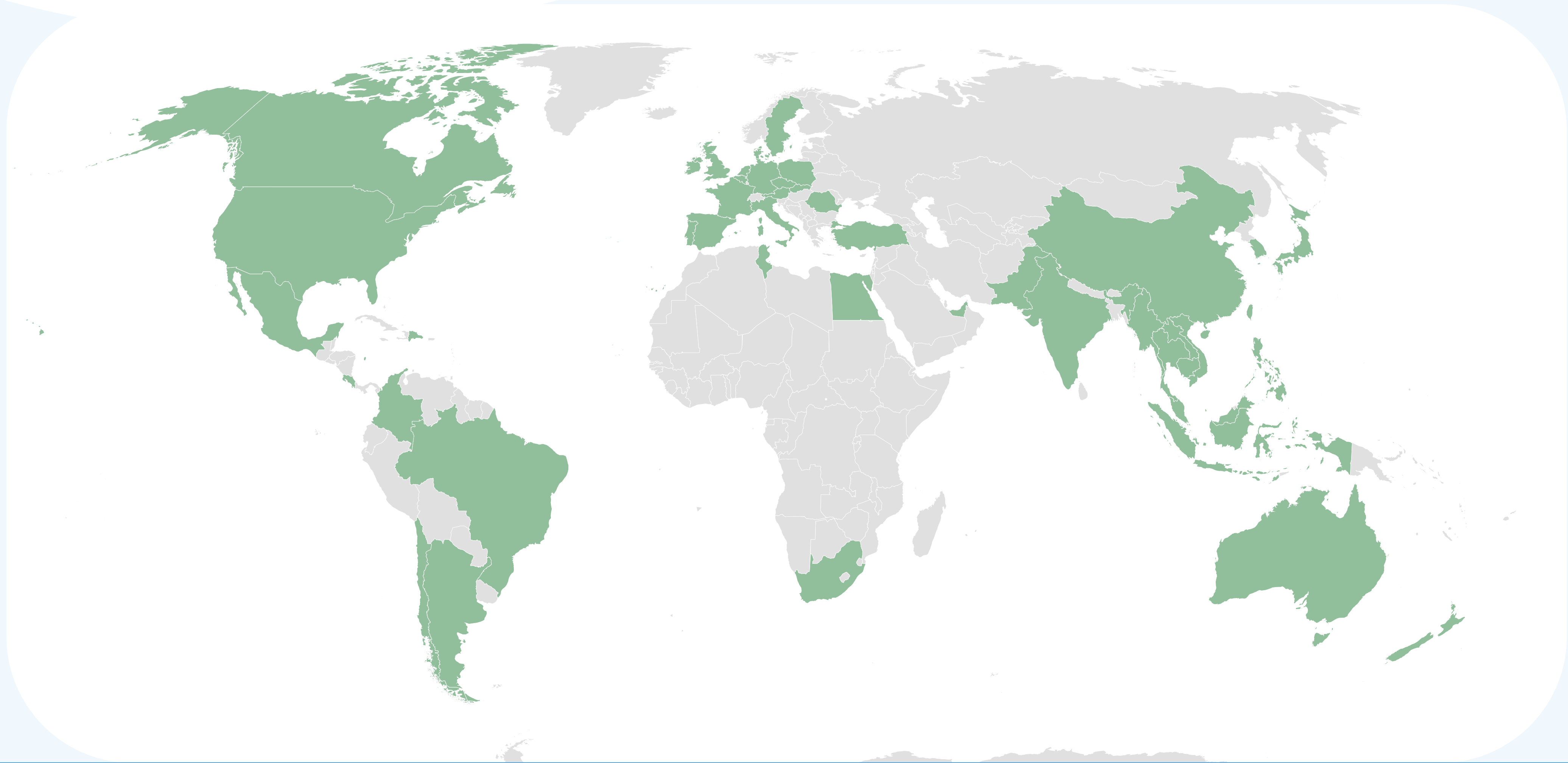
Promotional  
Products



Textiles

# Global distribution of **suppliers**

**45+**  
countries



# Poll



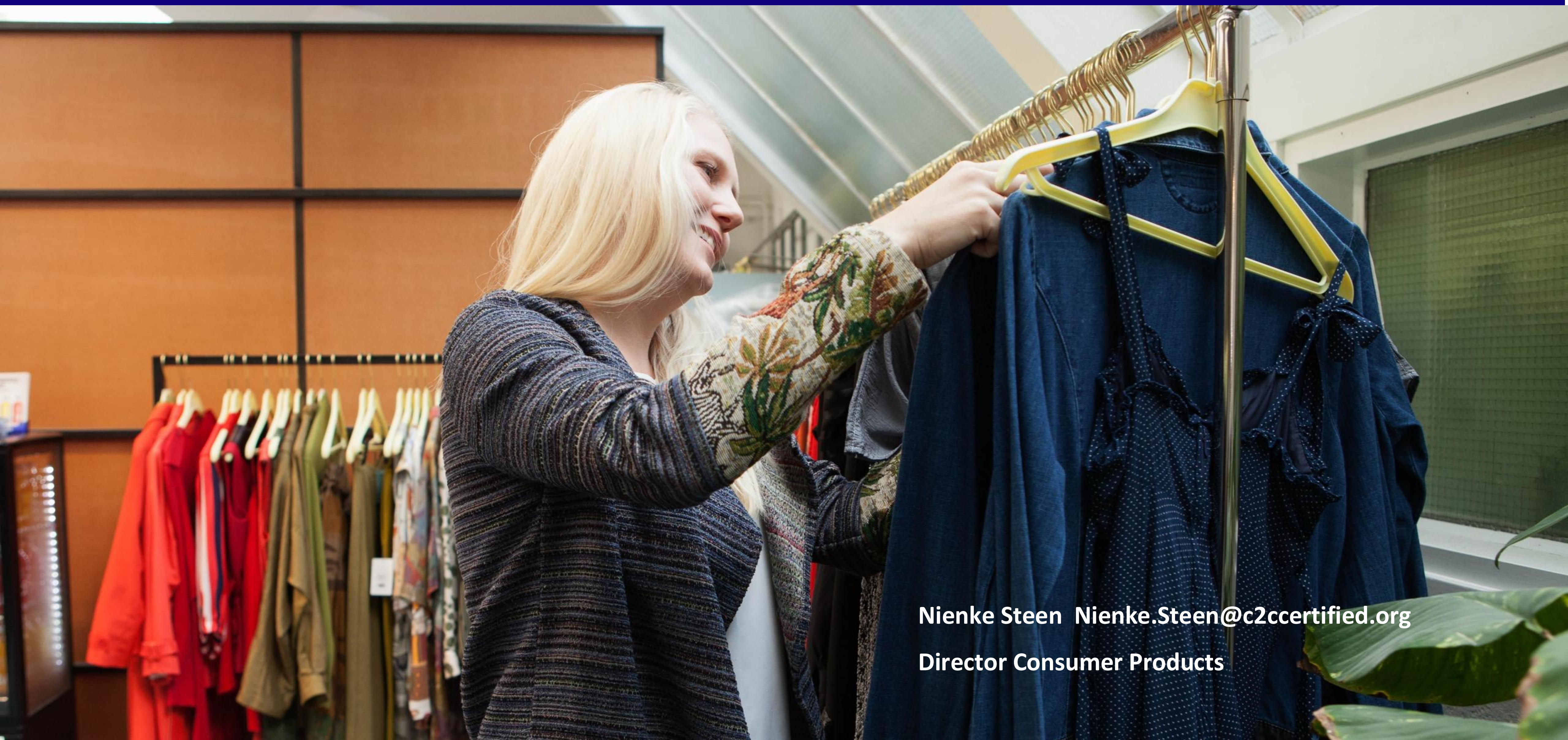
**Answer the question(s) and press the  
'done' button to see live results**



# Cradle to Cradle Certified®

Products that are **good for you**  
and **good for the planet**





Nienke Steen [Nienke.Steen@c2ccertified.org](mailto:Nienke.Steen@c2ccertified.org)

Director Consumer Products

## WHO WE ARE

**cradle to cradle**  
**products innovation**



### **Rooted in the Cradle to Cradle design philosophy**

#### **Vision**

A world where safe materials and products are designed and manufactured in a prosperous, circular economy to maximize health and wellbeing for people and planet.

#### **Mission**

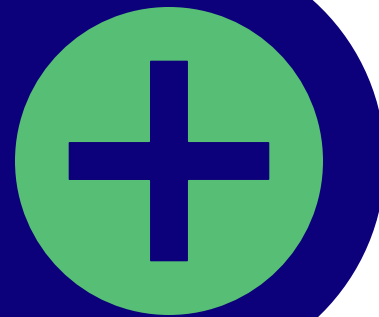
To lead, inspire and enable all stakeholders across the global economy to create and use innovative products and materials that positively impact people and planet.

#### **Location**

The Institute is headquartered in San Francisco, California and Amsterdam, The Netherlands.

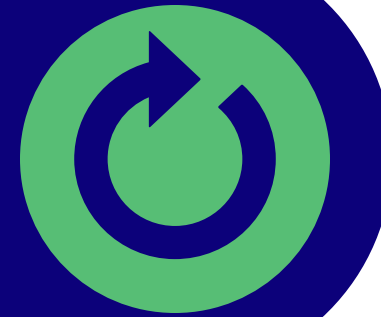
## WHAT WE ARE

# A comprehensive certification



### Multi attribute: covers 5 impact areas

Certification with 5 distinct categories covering stages from raw material extraction to end-of-life.



### Circularity unlocks many benefits

Designing for circularity can **reduce carbon footprints, reduce pressure on ecosystems, and even reduce costs.**



### 3rd party verified

Every achievement has been verified by an accredited assessor so all **information is accurate and can be safely claimed.**



Using recycled instead of virgin materials  
**can reduce carbon emissions by 40–70%**



The circular economy **could reduce biodiversity loss by 50% by 2050**, particularly by reducing demand for raw materials and minimizing pollution.



*Source: World Wildlife Fund (WWF), 2020*



## Sustainability in Toy sector becomes Non-Negotiable

EU regulations (e.g., Toy Safety Regulation, Green Claims Directive) are pushing for safe and sustainable products, transparency and accountability in sustainability claims

Eco-friendly materials, recycled and recyclable plastics, and packaging are now expected. Brands like LEGO, Mattel, and Playmobil are leading with initiatives like:

- LEGO Replay and sugarcane-based bricks.
- Mattel Playback Program for toy recycling.
- Playmobil Junior using 90% plant-based plastics

Source: . [womenintoys.com](https://womenintoys.com) , [toyassociation.org](https://toyassociation.org), [sgs.com](https://sgs.com)

VERSION 4.1

# Program Overview



## THE CERTIFICATION

Cradle to Cradle Certified® is a multi-attribute standard that **verifies** the performance of products across **five categories of sustainability**.



### Material Health

What chemicals have been screened out  
Is it healthy for people and the planet



### Clean Air & Climate Protection

What is the footprint  
What reductions have been achieved



### Product Circularity

How is it designed to actively contribute  
to a circular economy



### Water & Soil Stewardship

How are soils being protected  
What water reduction targets have been achieved



### Social Fairness

No child or forced labor at the final stages at least  
Responsible sourcing policies

## THE STANDARD

# One standard Three certifications





# Full Scope

**Leadership in fully optimized products since 2005**

Verifies the sustainability performance of products across five categories:



**full scope**



**cradle to cradle**

**c2ccertified.org**



C2C Certified®  
**Circularity**

**circularity**



**cradle to cradle**

**c2ccertified.org**

## **Demonstrated leadership in circularity**

Focused on product circularity and with measurable goals to guide **all aspects of circular product development** – from product design and sourcing of materials, to circular systems, packaging, and material health.



C2C Certified®

**Material Health**

**material health**



**cradle to cradle**

**c2ccertified.org**

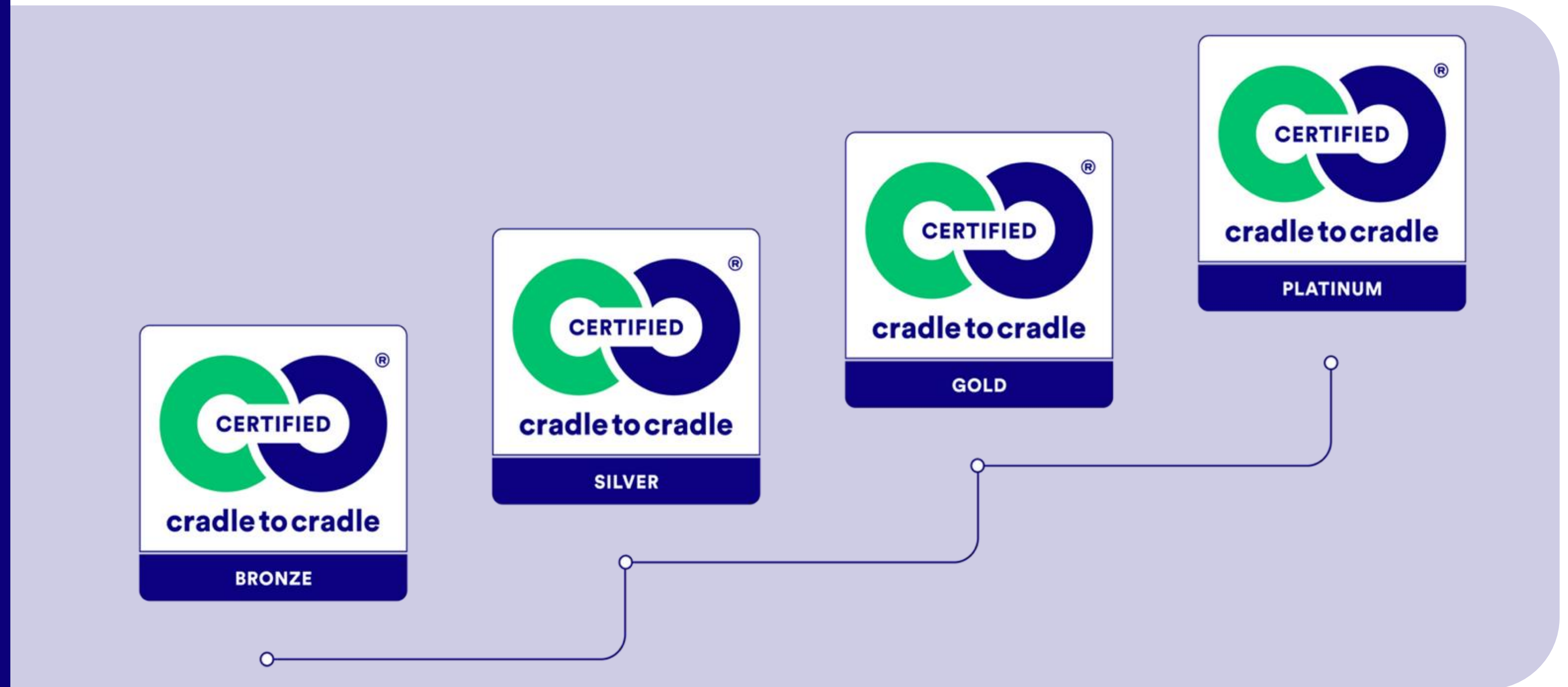
Verifies that a product is healthy for **people and the planet.**

Includes the full material health methodology of Version 4.1 including chemical **inventory, screening, assessment, and optimization.**

## REQUIREMENTS

# A measurable pathway to innovation and optimization

Creating an actionable pathway.



- **Manufacturers make continuous and measurable improvement** through ascending achievement levels based on setting and achieving optimization goals.
- Recertifying every 3 years and **demonstrating progress towards Platinum.**

VERSION 4.1

# Program Requirements



## REQUIREMENTS

Companies are committed to protecting the environment and are responsibly managing potential environmental impacts.

# Environmental Policy and Management

## REQUIREMENTS

# Environmental Policy and Management

**Companies are committed to protecting the environment and are responsibly managing potential environmental impacts.**

### BRONZE

- Environmental policy
- Identify environmental risks
- Strategy for implementing the environmental policy
- Executive commitment

### SILVER

- Environmental performance data requested
- Management systems in place
- Grievance Mechanism in place
- Transparent governance

### GOLD

- Responsible sourcing management systems in place
- Stakeholder engagement and feedback incorporated

### PLATINUM

- Environmental objectives into performance evaluations

## REQUIREMENTS

Ensuring materials are safe for humans and the environment



**Material Health**

What's in it?

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## REQUIREMENTS



# Material Health

**Ensuring materials are safe for humans and the environment.**

### BRONZE

- Compliance with leading chemical regulations
- Limits on organohalogen substances of special concern and non-halogenated classes of equivalent concern
- Strategy developed to phase-out or optimize all x-assessed or grey-rated chemicals.

### SILVER

- Does not contain materials with >1% carbon-bonded halogens, recognized PBTs or vPvBs, EU CLP Cat.1 and 2 CMRs, or substances causing equivalent concern; exposure is unlikely or negligible
- Low VOC emissions

### GOLD

- Product is optimized for Material Health with all x-assessed chemicals replaced or phased out).
- Strategy developed to increase preferred materials i and chemicals n product or optimize the chemistry in supply chain
- Very low VOC emissions or inherently non-emitting

### PLATINUM

- All product-relevant process chemicals are assessed (none have a grey rating due to insufficient data) and no x-assessed chemicals are used.

# Science-based material health

The Cradle to Cradle Certified® material health methodology:

## Inventoried

First, every ingredient of the product is **catalogued down to 100ppm per ingredient.**

## Screened

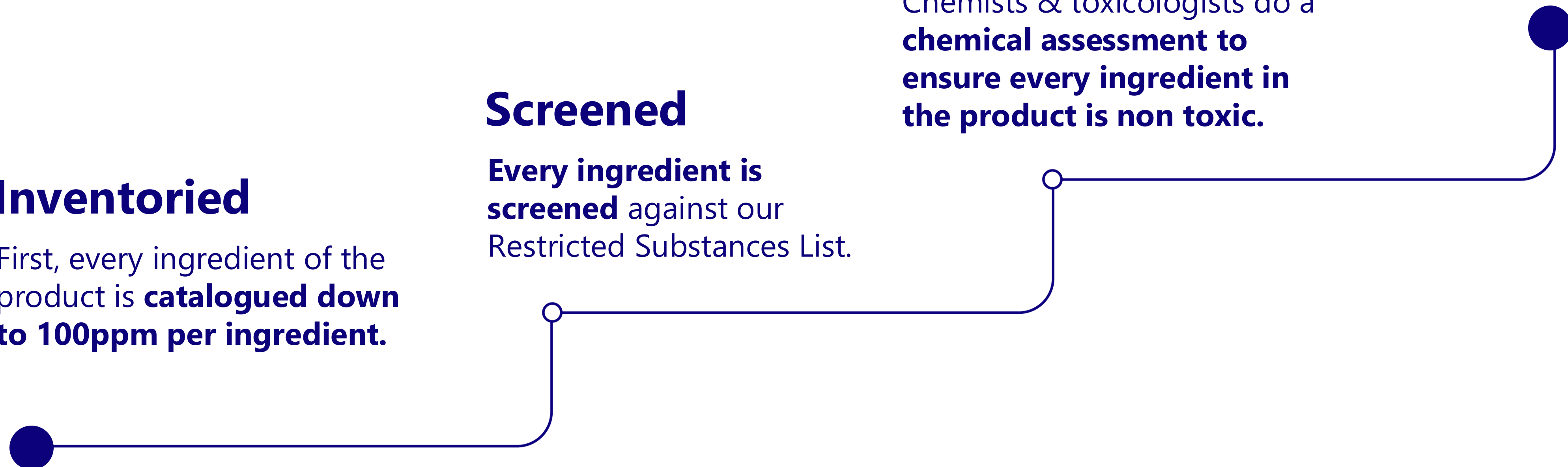
**Every ingredient is screened** against our Restricted Substances List.

## Assessed

Chemists & toxicologists do a **chemical assessment to ensure every ingredient in the product is non toxic.**

## Optimized

Manufacturers work to increase the percentage of preferable chemistry. **So you know it's healthy for people and the planet.**



## MATERIAL HEALTH

### The Restricted Substances List

Launched in 2005, the Cradle to Cradle Certified RSL contains over 10,000 CAS numbers of **worst in class chemicals**.

Cradle to Cradle Certified® products are **screened for**:

- *PVC*
  - *PFAS*
  - *Flame Retardants*
  - *Antimicrobials*
  - *Formaldehyde*
  - *Heavy Metals*
- ... just to name a few*

## REQUIREMENTS

Enabling a circular economy through product and process design



**Product Circularity**

What is the end of life pathway?

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3 KEY PILLARS

Product Circularity  
consists of 3 focus areas:



Circular Sourcing

Maximizing the amounts of cycled and/or responsibly sourced renewable content in products to support the demand side of circularity.



Circular Design

Intentional product design enabling cycling after use.



Circular Systems

Ensuring collection and cycling systems or partnerships are in place and cycling information publicly available via the C2C Certified® Circularity Data report.

## REQUIREMENTS



# Circularity

## Enabling a circular economy through product and process design.

### BRONZE

- Cycling pathway defined
- Plan to address challenges with cycling infrastructure
- Identification of cycling partners
- Some cycled and/or renewable content
- 50% by weight compatible with cycling pathway
- Circularity Data Report available

### SILVER

- Partnerships for product cycling initiated
- % of cycled and/or renewable content is equal or higher than industry averages
- 70% by weight compatible with cycling pathway
- Strategy developed for improving product circularity

### GOLD

- % of cycled and/or renewable content is consistent with industry leaders
- 90% by weight compatible with cycling pathway and support high-value cycling (upcycling)
- Designed for easy disassembly
- Strategy implemented for improving product circularity
- Active cycling

### PLATINUM

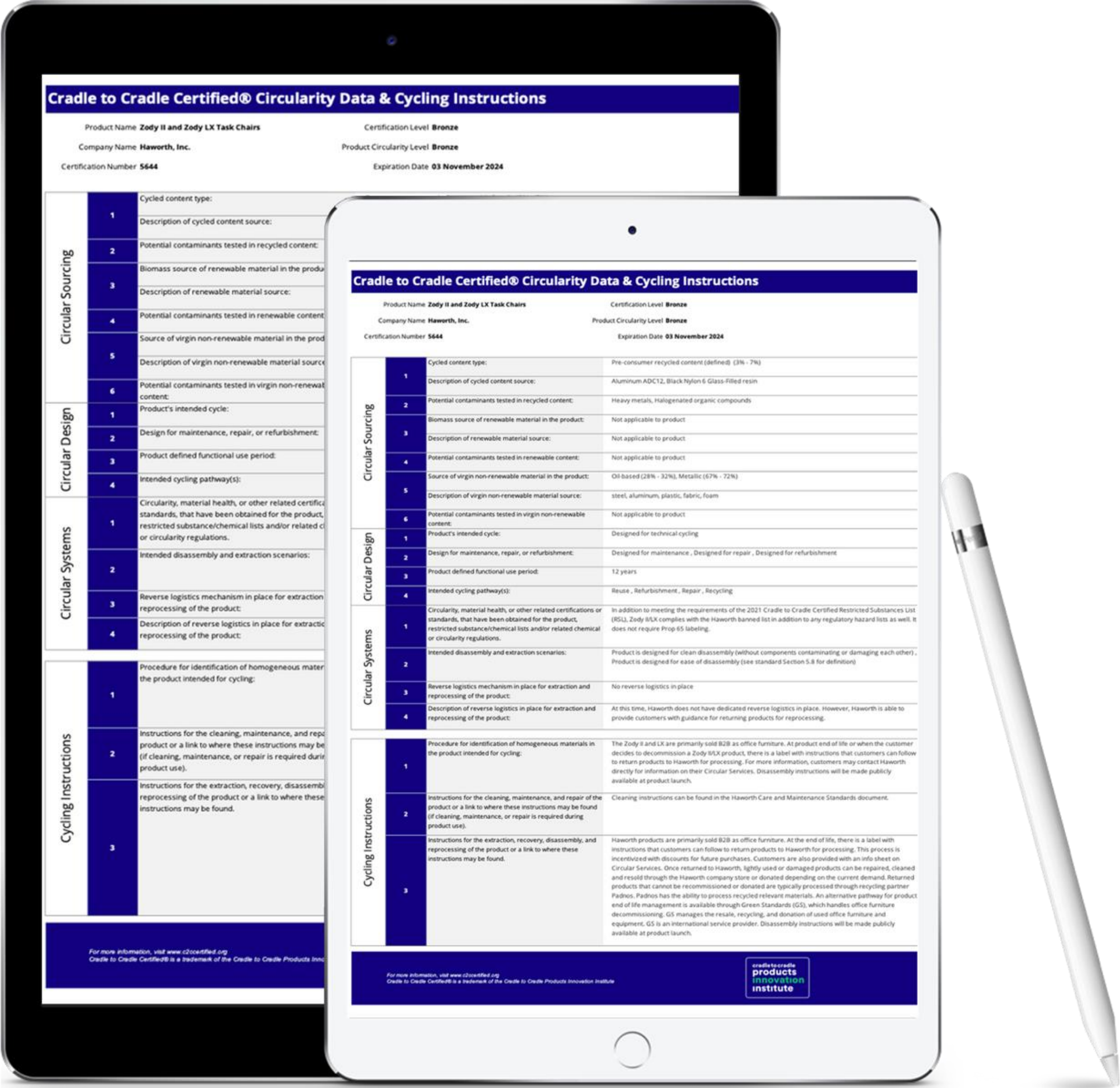
- >2 cycling pathway defined
- % of cycled and/or renewable content has reached maximum technical feasibility
- 99% by weight compatible with cycling pathway
- Cycling rates and quality monitored and increased over time

# PRODUCT CIRCULARITY

## Digital Circular Data Reports

Transparent data on the sourcing, design, and systems of a product.

In line with the EU Digital Product Passport



## REQUIREMENTS

Generating clean energy  
and protecting the  
environment



**Clean Air &  
Climate Protection**

## REQUIREMENTS



# Clean Air & Climate Protection

## Generating clean energy and protecting the environment.

### BRONZE

- FMF comply with air emissions regulations or guidelines
- Quantify annual electric use and GHG emissions of FMF
- Strategies\* developed including near- and mi-term targets
- 5% target achieved\*\*
- Energy efficiency standard (if applicable)
- GHG emissions data available

### SILVER

- Strategies\* include long term targets
- 20% target achieved\*\* OR 25% embodied emissions addressed or offset\*\*\*
- Embodied emissions quantified and EPD available (for construction products)

### GOLD

- 50% target achieved\*\*
- Embodied emissions quantified
- 25% embodied emissions addressed or offset\*\*\*
- Embodied emissions data available

### PLATINUM

- Third-party critical review of quantification of GHG emissions and EPD available
- Fully electrify
- Eliminate on-site GHG emissions
- 100% of electricity is renewably sourced\*\*\*\*
- 100% embodied emissions addressed or offset\*\*\*

\*Strategies developed for increasing use and/or procurement of renewable electricity AND for addressing GHG emissions.

\*\*5/20/50/100% target achieved for procuring or producing renewable electricity, OR addressing GHG emissions.

\*\*\*25% of the embodied emissions associated with product from cradle to gate or through end of use are offset or addressed (through projects with suppliers, product redesign, savings during the use phase)

\*\*\*\* 100% electricity is renewably sourced and produced on site or purchased through PPAs.

## REQUIREMENTS

Safeguarding air,  
water and soil  
resources



**Water &  
Soil Stewardship**

Is it good for ecosystems?

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# REQUIREMENTS



# Water & Soil Stewardship

## Safeguarding air, water and soil resources.

### BRONZE

- Local water and soil issues characterized
- Comply with water quality regulations or guidelines (FMF)
- Chemicals entering effluent or sludge compliant with leading chemical regulations (FMF)
- Water use is quantified (FMF)
- Adequate drinking water, sanitation and hygiene are provided (FMF)
- Water & soil conservation strategy developed

### SILVER

- Water & soil related risks characterized (selected T1 suppliers of key materials )
- Comply with effluent quality regulations
- Water & soil conservation strategy implemented (Bronze level)
- Chemicals entering effluent and sludge defined and assessed
- Effluent and sludge do not contain recognized substances of concern (FMF)
- Water use data available

### GOLD

- Water & soil conservation strategy implemented (Silver level)
- Chemicals entering effluent and sludge assessed and optimized (FMF)
- Positive impact project to address local or product relevant issues implemented

### PLATINUM

- Water quality data available
- Impact of positive project demonstrated
- Quality management system established for effluent and sludge (FMF)
- Optimization of effluent and sludge produced

## REQUIREMENTS

Embracing safe, fair and equitable labor practices that **advance human rights**

Are people treated well?

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**Social Fairness**

# REQUIREMENTS



# Social Fairness

Embracing safe, fair and equitable labor practices that advance human rights.

## BRONZE

- Human rights policy
- Human rights risks identified (tier 1)
- Strategy developed for human rights policy implementation
- Performance measured (FMF)
- Complete corrective actions for select issues (child, forced labor)
- Plan corrective actions for other poor performance issues (FMF)
- Executive commitment

## SILVER

- Social audit performance data available (tier 1 in high risk-locations)
- Management systems in place
- Grievance Mechanism in place
- Positive social impact project implemented
- Transparent governance and reporting

## GOLD

- Human rights risks identified (all tiers)
- Third-party verification for materials associated with high risks of child or forced labor
- Responsible sourcing management systems in place
- Impact assessment of positive impact project
- Stakeholder engagement and feedback incorporated

## PLATINUM

- Diverse, inclusive and engaged work environment in place
- Social fairness operates as a core part of recruitment, training, remuneration, performance evaluation and incentive structures

# RECOGNITION OF OTHER CERTIFICATIONS

C2CPH-Recognized certification programs, standard, or testing methods that may be used to comply with specific requirements of each category



- Cotton Made in Africa (CMiA)
- Global Organic Textile Standard (GOTS)
- OEKO-TEX® STANDARD 100
- OEKO-TEX® MADE IN GREEN
- OEKO-TEX® ORGANIC COTTON
- EU EcoLabel for Textiles



- Global Recycled Standard
- Recycled Claim Standard
- GOTS
- CMiA
- Organic Content Standard
- Recycled Material Standard (RMS)
- ISCC PLUS
- EUCertPlast and RecyClass
- Recycled Content Standard
- Environmental Claims Validation Procedure (ECVP) 2809
- Forest Stewardship Council (FSC)
- PEFC
- Better Cotton Initiative (BCI)
- Responsible Wool Standard
- PEFC ST 2002:2020
- Seedling
- DIN-Geprüft: Industrial Compostable
- BPI Compostable
- Ok Compost INDUSTRIAL
- OK Compost HOME
- Compostable Materials Certification Scheme (CMCS)
- myUpcyclea
- Roundtable on Sustainable Palm Oil (RSPO)

# RECOGNITION OF OTHER CERTIFICATIONS

C2CPH-Recognized certification programs, standard, or testing methods that may be used to comply with specific requirements of each category



- Green-e
- EKOenergy
- The Gold Standard
- American Carbon Registry
- Clean Development Mechanism
- Climate Action Reserve
- Verified Carbon Standard
- European Union Energy Label
- EnergyStar



- Better Cotton Initiative (BCI)
- Forest Stewardship Council (FSC)
- Roundtable of Sustainable Palm Oil (RSPO)
- Global Organic Textile Standard (GOTS)
- Cotton Made in Africa
- Responsible Wool Standard
- OEKO-TEX® SteP
- OEKO-TEX® MADE IN GREEN
- PEFC-ST-1003-2018, PEFC ST 2002:2020



- Fairtrade International (all)
- Fair Trade Certified (USA)
- **Ethical Supply Chain Program**
- FWF
- FSC
- Cotton Made in Africa
- Global Organic Textile Standard (GOTS)
- OEKO-TEX® SteP
- OEKO-TEX® MADE IN GREEN
- PEFC-ST-1003-2018, PEFC ST 2002:2020
  
- Partially:
- BSCI
- SLCP
- SA8000

# Poll



**Answer the question(s) and press the  
'done' button to see live results**



# Find certifications on open databases



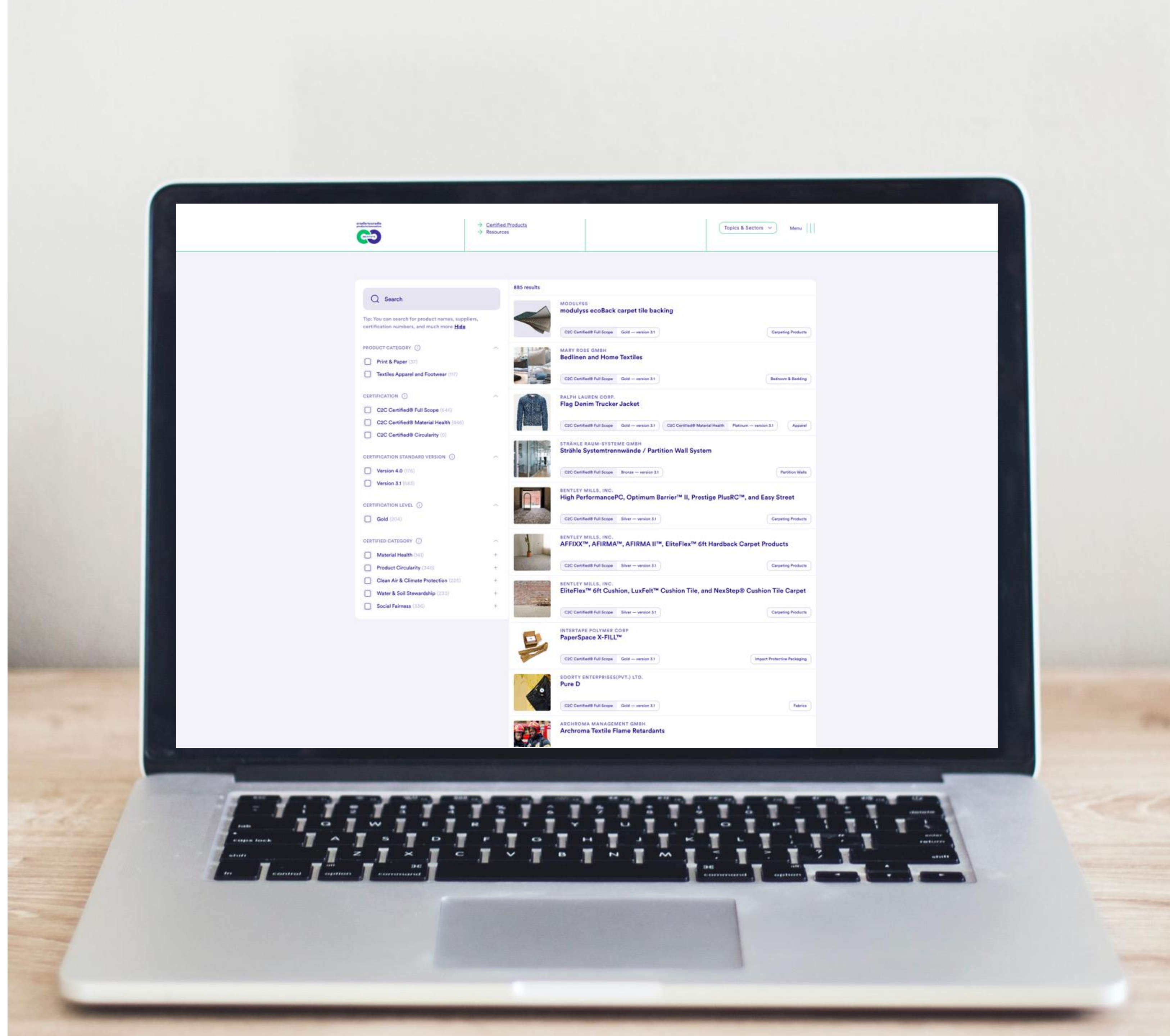
## PUBLIC DATABASE

# Product Registry

Every certified product is listed online at [c2ccertified.org](https://c2ccertified.org)

The product registry lists:

- Type of certification
- Achievements per category
- Certificate
- Circularity Data Sheet
- List of Certified products
- Contact info and product website



## CASE STUDY

# Certified product for Material Health



## Aquafil **ECONYL® regenerated nylon**

### **Product description**

ECONYL® regenerated nylon includes variable combinations of counts and colors, suitable for fine and coarse tufting gauges, and is designed to provide a flexible concept of performance for heavy-duty market.

### **This certificate covers**

This certificate covers: ECONYL® FDY yarn raw white BT/SD/FD, ECONYL® POY yarn raw white BT/SD/FD, ECONYL® FDY yarn black color, ECONYL® POY yarn black color, ECONYL® Texturised yarn raw white BT/SD/FD, ECONYL® Texturised yarn black, ECONYL® Bulk continuous filament yarn – singles (colours included are listed in the product specification). Please see the List of Certified Products (available on the Cradle to Cradle Certified Product Registry) for all products included in this certification.



## CASE STUDY

# Certified product for Full Scope



## Circular Schleich® Toy figurines

### Product description

Schleich® play figurines are designed for recycling and are offered in a diverse range of characters including animals.

### This certificate covers

Hawksbill Sea Turtle (circular) GTIN 14944, Bonobo female (circular) GTIN 14943, Lion (circular) GTIN 14945, Grizzly bear (circular) GTIN 14948, Polar bear (circular) GTIN 14949, Koala (circular) GTIN 14950

## CASE STUDY

# Certified product for Circularity



## Re&Up

# Next-Gen Recycled cotton (post-consumer)

### Product description

Re&Up Next-Gen Recycled Cotton (Post-consumer) are cotton fibers resulting from the recycling of post-consumer textile waste.

### This certificate covers

RE&UP Next-Gen recycled cotton fiber (post-consumer)



## CASE STUDY

# Certified product for Full Scope



## Dopper Original

### **Product description**

The Dopper Original is a reusable water bottle to drink tap water from, designed to replace single-use plastic water bottles. It's designed and produced in the Netherlands. The bottle has three parts, to be used as a bottle and cup in one. The Cradle to Cradle Certified® Dopper Original is identified by the date clocks on the bottom of the bottle, indicating Month '01' and Year '23' or later.

### **This certificate covers**

The following products or variations are excluded from the certification: Products with finishing: customized printing (e.g. company logo on cup). Please see the List of Certified Products (available on the Cradle to Cradle Certified Product Registry) for all products covered within this certificate.

## CASE STUDY

# Certified product for Full Scope



## Bang & Olufsen – Beosound A1 3<sup>rd</sup> Gen

### **Product description**

Beosound A1 3rd Gen is a compact, portable, dust and water-resistant Bluetooth speaker with speakerphone functionality. Its modular design allows for easy component exchange, simplifying service and repairs, such as battery replacement by an authorized B&O store.

### **This certificate covers**

Please see the List of Certified Products (available on the Cradle to Cradle Certified Product Registry) for all products included in this certification

## CASE STUDY

# Certified product for Full Scope



## Ralph Lauren Cashmere Sweater

### Product description

Ralph Lauren Purple Label and Collection sweaters made with cashmere for both men and women in several different color variations.

### This certificate covers

Please see the List of Certified Products (available on the Cradle to Cradle Certified Product Registry) for all products included in this certification.

## RETAILERS

**Cradle to Cradle Certified® is recognized as a preferred product certification by globally renown retailers.**

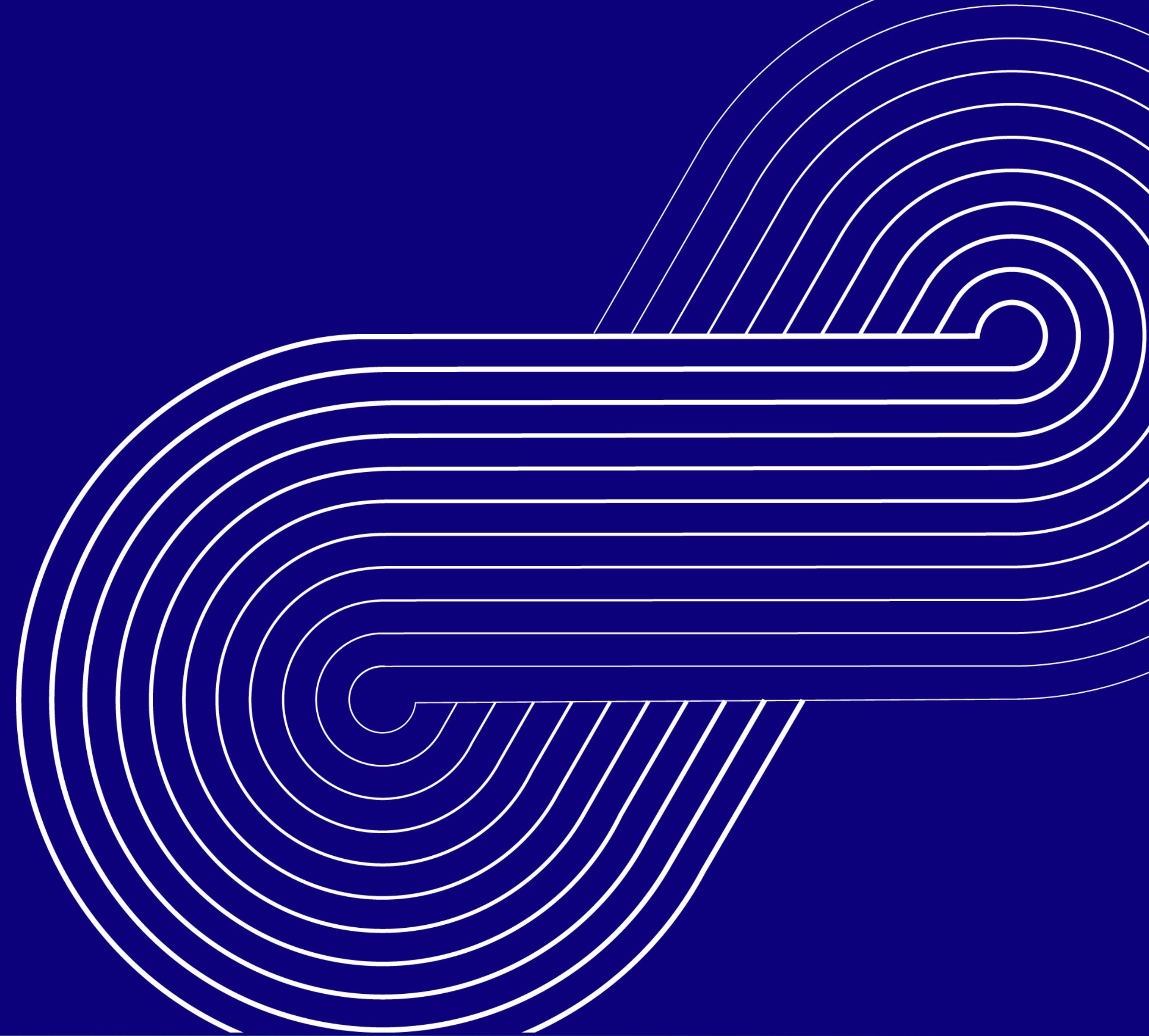


Join the Climate Pledge Friendly program to boost your product's visibility. As a co-signer of The Climate Pledge, Amazon promotes sustainable purchases. Products in this program gain more visibility and see an average 12% sales increase in their first year. **The Cradle to Cradle Certified® label qualifies products for Amazon's Climate Pledge Friendly program,** which is currently available in the USA, UK, Germany, Sweden, Spain, and Italy, with plans to expand to Canada, Mexico, Japan, Brazil, Australia, Netherlands, Belgium, Poland, and more soon.

C2C Certified® is one of **the preferred recognized standards** that Zalando encourages brands to choose to meet their new requirements. All products on Zalando need to meet minimum requirements for sourcing, animal welfare, and ethical responsibility. Some fashion and beauty products achieve additional criteria that give details on how the entire product, or part of it, has been produced. To showcase these standards on Zalando, brands must provide information such as the material composition and the third-party certification, trademark, or licence.



# Turn goals **into action**



# TELL YOUR SUSTAINABILITY STORY



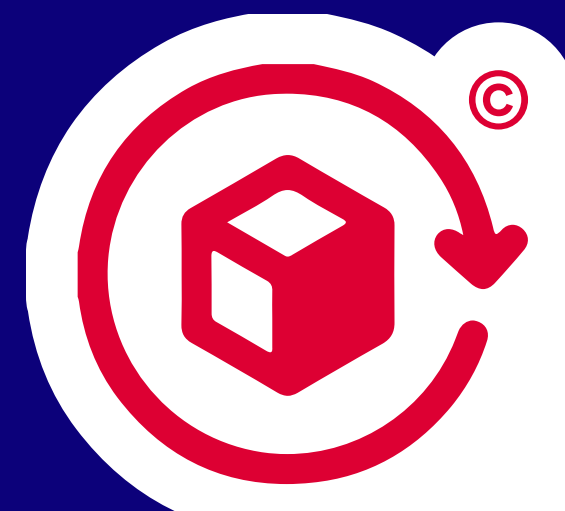
## C2C CERTIFIED Full Scope



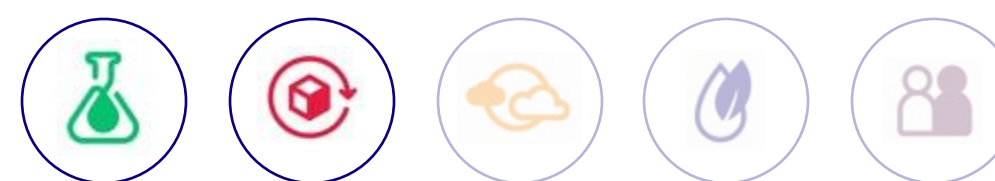
All 5 categories

6 – 8 month lead time

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## C2C CERTIFIED Circularity



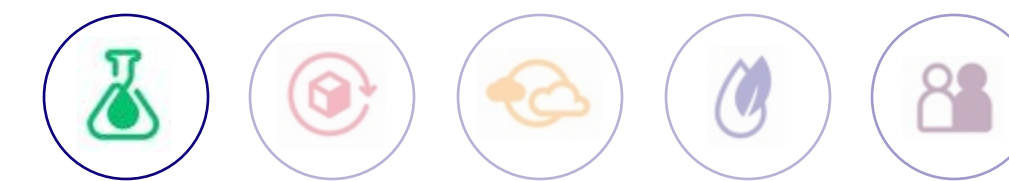
Product Circularity +  
Material Health

2 – 4 month lead time

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## C2C CERTIFIED Material Health



Material Health

3– 6 month lead time

\$

1. Contact C2CPH to **get started**

2. **Engage an assessor** and submit application & fees

3. Work with your assessor to **gather and submit data**

4. Receive your **certification**

5. **Celebrate** your achievements

6. **Report** your progress and recertify every 3 years

NEXT STEP

Contact our **Assessor Community**



Leadership & Sustainability



**Put your nature  
goals into  
action!**



[WWW.C2CCERTIFIED.ORG](http://WWW.C2CCERTIFIED.ORG)



# Q&A

cradle to cradle  
products innovation



ethical  
supply chain  
program