

# **THE CRADLE TO CRADLE CERTIFICATION PROGRAM**

## **CERTIFICATION OF PRODUCTS**

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## Cradle to Cradle Certification Concept

Since 1987, the Environmental Protection Encouragement Agency (EPEA), founded by Prof. Michael Braungart, has been working stepwise on the identification of the principles of *Cradle to Cradle Design*<sup>TM</sup>. The definition of materials and products and their optimization through *Cradle to Cradle* opens a new dimension of product quality, based on materials being regarded as nutrients either for biological systems or for technical systems.

Since 1995, the Environmental Protection Encouragement Agency (EPEA) in Germany, and McDonough Braungart Design Chemistry (MBDC) in the U.S. have been actively engaged with small and large companies for scientific evaluation of their raw materials, products and industrial procedures according to *Cradle to Cradle* principles. EPEA and MBDC are operating independently with companies to invent new products, services and processes in a *Cradle to Cradle Design*<sup>TM</sup> framework.

In response to industry demand, MBDC defined a *Cradle to Cradle* Certification Program. Together, but as operatively independent companies, we are now offering companies, in cooperation with MBDC, the opportunity to have their materials and products not only evaluated but also certified according to the *Cradle to Cradle* Principles. EPEA holds a license from MBDC for conducting certifications and using the logo. Owners of the intellectual property rights of *Cradle to Cradle* are William McDonough and Michael Braungart.

*Cradle to Cradle* Certification provides a company with the means to credibly and tangibly measure the achievement of products in environmentally-intelligent design. *Cradle to Cradle* Certification also helps customers purchase and specify products that are pursuing a broader definition of quality.

This means using environmentally safe and healthy materials, design for material reutilization, such as technical recycling or composting, the use of sun-derived energy, water and strategies for social responsibility.

If a candidate product achieves the necessary criteria, it is certified as either Basic, Silver, Gold or Platinum.

For companies who receive a *Cradle to Cradle* certificate for their products, the right will be granted to use the *Cradle to Cradle* branded trademark for their world-wide business for one year and a prolongation in applying for recertification. This trademark will signify to customers that the company optimizes the choice of chemicals, materials and processes for health and perpetual recyclability.



Logo for certified products: Certification Mark.

Example: for Gold Certification

### Benefits of the Certification Mark

#### The certification Mark

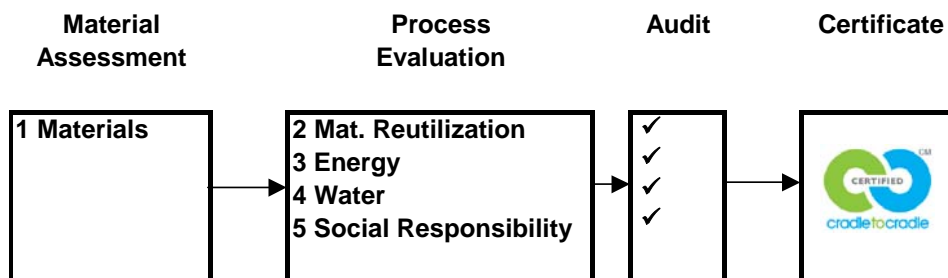
- can be used by companies for *Cradle to Cradle* certified products
- enhances values for customers due to
  - assessed chemicals
  - assessed materials
  - assessed processes
  - safety for humans and environment
- leads to added brand value
- leads to product differentiation
- facilitates transparency
- reduces liability
- helps products meet upcoming standards for products
- documents that the company is on its way to eliminate the concept of waste
- Silver level and above: included in Material ConneXion *Cradle to Cradle* Data Base

#### The Certification Process:

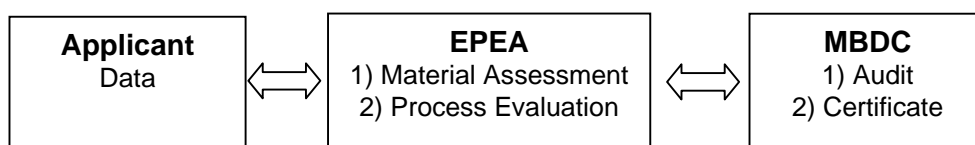
The certification process is based on the following 5 *Cradle to Cradle* assessment modules:

1. Materials Assessment in terms of Human Health Criteria and Environmental Health Criteria
2. Material Reutilization
3. Energy Usage and Source
4. Water Usage and Discharge
5. Social Responsibility

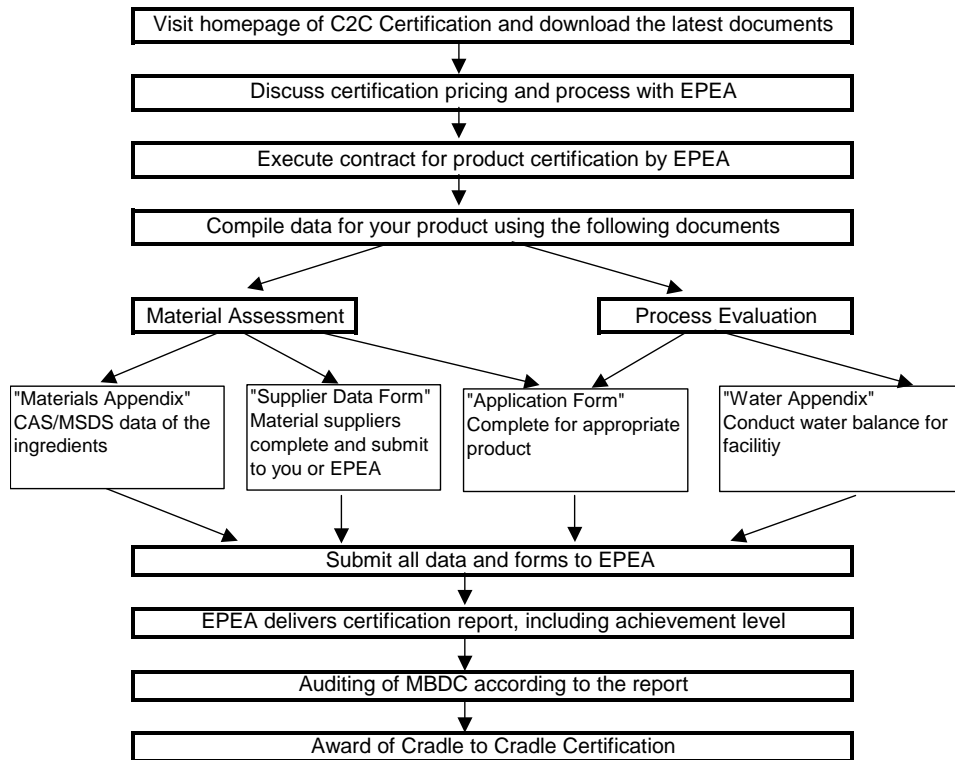
Based on ratings in each of these categories, a product can be certified by EPEA or MBDC and rated as Basic, Silver, Gold, or Platinum. The certification needs to be renewed annually.



In case of application for certification at EPEA, the Material Assessment and the Process Evaluation will be carried out by EPEA. The Audit and the issuing of the Certificate will be done in general by MBDC (see figure below).



The following scheme illustrates the standard procedure of Certification. In some cases, complex products and supply chains imply more extensive procedures. Anyway simplifications will be adopted if applicable.



In terms of the Material Assessment, the product ingredients (input of the process) and components of the product to be certified have to be identified by their CAS-number. The customer shall deliver the Material Safety Data Sheets (MSDS) for the product components of the product to EPEA. Often this information will be available by contacting the suppliers. The objective of the Material Assessment is the categorization of the ingredient chemicals according to a “stoplight model” – red, yellow or green - using criteria for human and environmental health.

The customer collects the data according to the structure of standardized questionnaires:

- ▲ Application Form (covers basic material and water data as well as energy data and information about social responsibility)
- ▲ Materials Appendix
- ▲ Water Appendix
- ▲ Supplier Data Form

EPEA warrants confidentiality for information that the applicant transmits. A proposal for a confidentiality agreement form is made available.

Pigments have to be identified according to their CAS and Color-Index number (C.I. number).

For any further information please feel free to contact:

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**Separate sheet for pricing:**

This Pricing Sheet gives an idea of the pricing for EPEA-Certifications which assumes a standard situation in which there is one company applying for certification with one production process.. As each case may differ more or less from this standard and some cases do not fit to the standard the resulting certification procedure may grasp several processes and therefore several process evaluations. These situations have to be discussed with EPEA separately.

**Pricing:****Material Assessment:**

Regarding the Material Assessment, the expense of the certification depends mainly on the number of product components. These costs are calculated as following:

for 1-10 product component 500 € per product component (750 \$)

for 11-25 product component 400 € per product component (600 \$)

for 25+ product component 300 € per product component (450 \$)

Costs of the other process steps:

**Process Evaluation:**

Process Evaluation: 4000 € (\$ 6000) for 1 process

**Audit by MBDC:**

Audit: 1500 € (\$ 2250)

**Cradle to Cradle Certificate by MBDC:**

*Cradle to Cradle Certificate.* 500 € (\$ 750)

Costs for certification of a product component may be typically carried by the supplier of the product component. Specific arrangements can be made between the supplier and the applicant for certification.