

About The Institute

The Cradle to Cradle Products Innovation Institute is an international non-profit organization co-founded by William McDonough and Michael Braungart to bring about a large-scale transformation in the way we make things. The Institute's mission is to provide a continuous improvement quality program to guide product manufacturers and designers in making safe and healthy products for our world.

The Institute administers the publicly available Cradle to Cradle Certified^{CM} Product Standard, a systemic approach to product innovation that spurs the creation of truly beautiful, high-quality products, and transforms the production of consumer products into a positive force for society and the environment. The Cradle to Cradle Certified Mark provides consumers, regulators, employees, and industry peers with a clear, visible, and tangible understanding of a manufacturer's commitment to sustainability.

The Institute is governed by an independent board of directors and is led by Bridgett Luther, former director of the California Department of Conservation. It is headquartered in San Francisco, California, with its satellite offices in the Netherlands.

"Perhaps this is the moment in our history when we realize that if today's tragedies and unintended consequences are perpetuated by our everyday acts, then our cultures have adopted a strategy of tragedy. Any enterprise that recognizes that it has become strategically tragic must urgently establish new long-term goals and appropriate strategies of change. Only by adopting principled strategies of change will human enterprise have a new and enduring strategy of hope."

William McDonough

Products should make a positive mark on the world.

The Cradle to Cradle Certified Product Standard rates products across five quality categories and recognizes achievement and commitments to continuous improvement with five award levels:

PROGRAM CATEGORY	CRADLE TO CRADLE CERTIFIED ^{CM} PRODUCT SCORECARD				
	BASIC	BRONZE	SILVER	GOLD	PLATINUM
MATERIAL HEALTH			✓		
MATERIAL REUTILIZATION			✓		
RENEWABLE ENERGY & CARBON MANAGEMENT				✓	
WATER STEWARDSHIP			✓		
SOCIAL FAIRNESS					✓
OVERALL CERTIFICATION LEVEL			✓		

"The time is now for us to go beyond simply being 'less bad' and to lead the world in the invention and innovation of 'more good' with Cradle to Cradle products and a prosperous Cradle to Cradle economy. Together, we will inspire and transform the world."

Governor Arnold Schwarzenegger

About Product Certification

The Institute administers the Cradle to Cradle Certified Products Program. It also trains and accredits assessors who assist companies in preparing for product certification. The assessors submit their results to the Institute for verification and a certificate is issued if the product meets the prerequisites.

The Certification Standards Board is the main governing body for the Cradle to Cradle Certified Products Program. It hears grievances and resolves disputes concerning the status of products submitted for certification. In addition, the CSB reviews the quality standard criteria and makes revisions, additions, and/or changes as they deem appropriate and necessary to maintain the integrity and viability of the Cradle to Cradle Product Certification Standard

Accredited Assessors — also know as Accredited Assessment Bodies — are organizations trained by the Institute to conduct third-party assessments of a product and its manufacturing process. Assessors lead and manage the assessment process and submit final summary reports to the Institute. Assessors are accredited to conduct general and/or materials assessments.

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