Cradle to Cradle Certified® Conformance with ISO 14024

Introduction

Cradle to Cradle Certified® is a Type I environmental label administered by the Cradle to Cradle Products Innovation Institute (C2CPII) that aligns with the principles and procedures defined in ISO 14020 and 14024. It is a voluntary, third-party certification that identifies products designed for health, circularity, and fairness, recognizing achievements across multiple sustainability categories based on life cycle thinking.

As a program that reflects the core characteristics of ISO 14024, Cradle to Cradle Certified® has the following features:

Multi-attribute Criteria – Products are evaluated against criteria in five key performance categories – Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship, and Social Fairness. These criteria are science-based and designed to reduce the impacts associated with products and their manufacturing process on people and the environment.

Life Cycle Framework – Cradle to Cradle Certified® standard criteria are based on the Cradle to Cradle design principles and are comprehensive in scope, evaluating products in five key performance categories. The life cycle stages of a product are considered when developing the standard criteria: resource extraction, manufacturing, distribution, use, and disposal or reuse of materials at the end of a product's use phase.

Stakeholder Engagement – Development of the Cradle to Cradle Certified® standard is led by C2CPII in conjunction with C2CPII volunteer committees. Standard development follows a structure that includes a balanced representation of stakeholders and management of conflicts of interest to ensure that the development process is transparent and consensus based. The C2CPII committee structure balances market needs and constraints with technical rigor in the development and improvement of the standard requirements to ensure the quality and integrity of the Cradle to Cradle

Certified Products Program. Standard development includes public consultation periods, which are broadly publicized.

Transparent Methodology, Publicly Available – The procedures for developing certification standard criteria and awarding the use of the certification label are open and transparent, and all information needed for implementing the standard are publicly available, including the certification process, standard criteria, assessment methodologies, fees, and program policies. Certified products and performance levels are publicly accessible in our online product registry.

Regular Review of Criteria – The C2CPII Standards Steering Committee, composed of independent technical and subject matter experts from a variety of stakeholder groups, is charged with providing oversight of the Cradle to Cradle Certified® Product Standard and is the main governance body for the standard. The committee reviews the need for standard revisions at least every three years and considers updates to the standards based on an analysis of certification adoption/achievement data, available science, opportunities for reducing impacts, and market trends. More information can be found in the Process for Development of the Cradle to Cradle Certified® Product Standard.

Independent Third-Party Assessment and Verification – Assessment and verification is conducted by Cradle to Cradle Certified® assessment bodies with oversight by C2CPII. Governance policies and mechanisms are in place to manage conflicts of interest, maintain impartiality, and uphold the integrity of the certification process. Verification decisions are based on objective evidence and allow for reproducibility.

Compliance Monitoring and Corrective Actions – A Cradle to Cradle Certified® certification is valid for three years. Policies and procedures are in place for monitoring compliance with certification requirements and addressing non-conformances. Key elements include: a requirement to update each product's assessment prior to recertification to ensure ongoing compliance; defined steps to rectify any identified non-compliance issues, including timelines and responsibilities; and consequences for failure to comply, which may include suspension or revocation of certification. Certification holders are required to inform C2CPII of any change that might affect its continued compliance with the standard criteria and program requirements.