

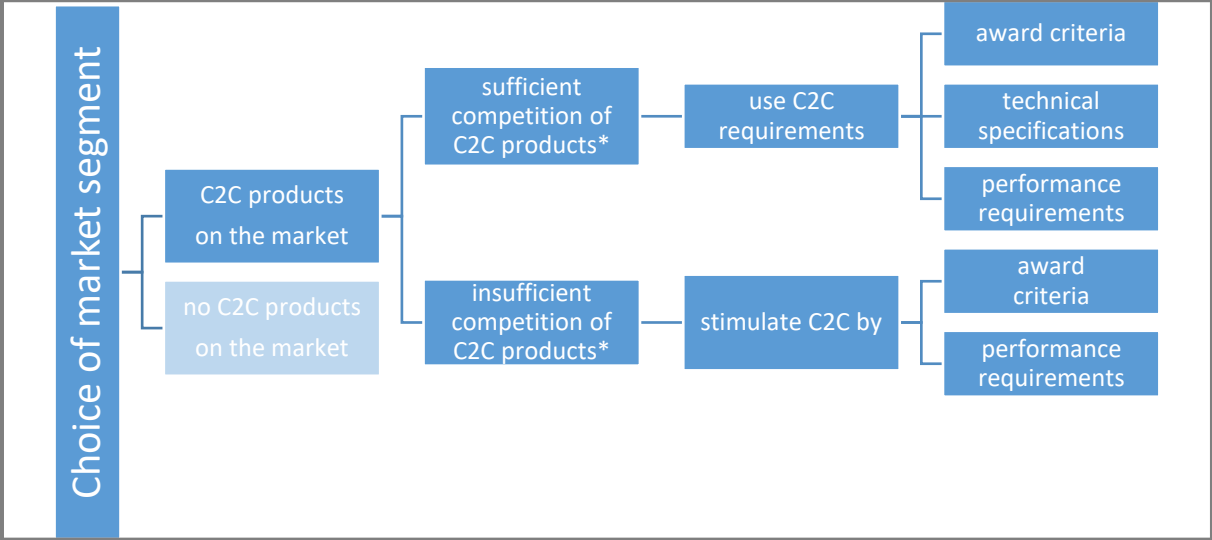
# Cradle to Cradle Guidance in Public Procurement

Ecolabels are useful for distinguishing sustainable products from less sustainable alternatives. However, the use of ecolabels in public procurement is highly regulated. This Cradle to Cradle guide in public procurement aspires:

- To inform public buyers about Cradle to Cradle and
- Support public purchasers when using the Cradle to Cradle label.

## 1. How can I, as a buyer, encourage Cradle to Cradle products?

Be assisted by the following framework. Always take into account the nature of the assignment and the market and do not set requirements that the market cannot meet.



### Choice of market segment

At first, you as a buyer, determines the public contract and choose the market segment of the tender.

### C2C products on the market?

After selecting the market segment, you start with a (limited) market research. If you wish to apply sustainability requirements, based on the Cradle to Cradle concept, you can check the amount of C2C certified products on the market.

### Amount of C2C product providers

You are searching for a balance between sufficient providers that subscribe to the public offer and on the one hand the choice for sustainable products. You will their fore check the amount of providers of C2C products in the chosen market segment.

### Apply C2C criteria or stimulate C2C

Depending on the number of providers, you will include other sustainability aspects in the different criteria and conditions of the public contract. The diagram below displays the various possibilities.

The Cradle to Cradle guidance in public procurement was developed by the C2C Platform in collaboration with Accsys Technologies, Desso, Greenspeed, Gyproc, Jules Clarysse, Wienerberger and Mosa.

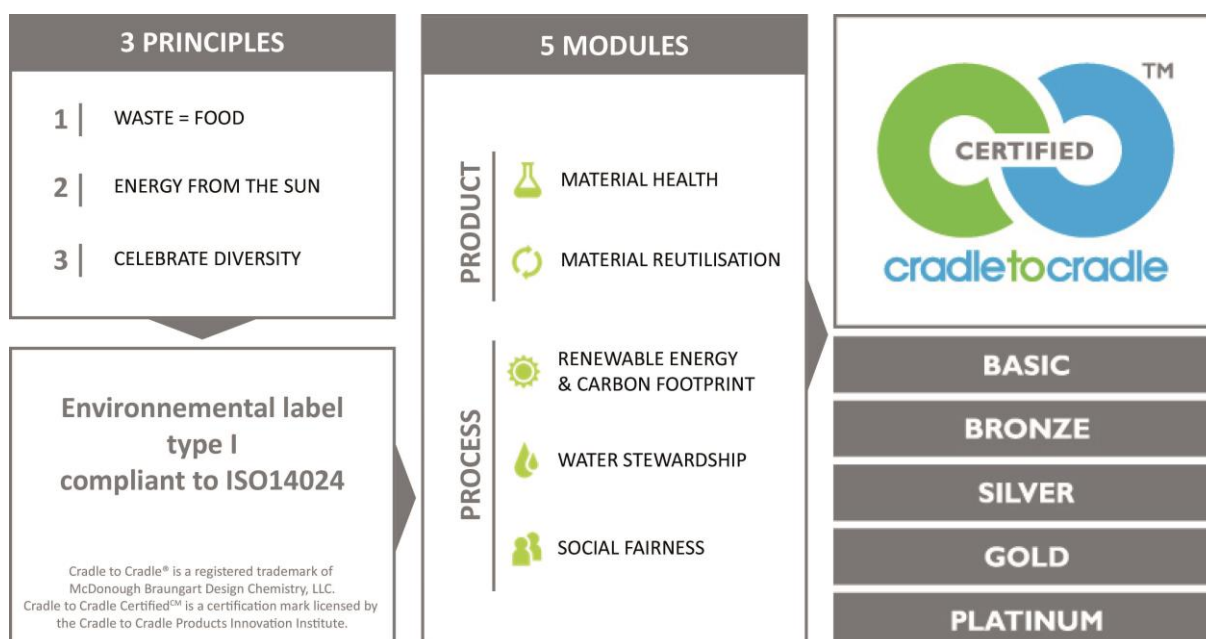
	award criteria	technical specifications	performance requirements
sufficient competition*	Use the C2C requirements of a certain level (see chapter 3) to formulate award criteria in order to stimulate and reward C2C in the market.		A commitment can be requested to comply to specified requirements (see chapter 3) within a predefined period.
insufficient competition*		If there are insufficient alternative C2C products on the market, criteria of the C2C Basic level (see chapter 3) can be required.	

\* The minimum requirements in the application specifications must not make free competition impossible or unreasonably limit and may not be discriminatory. Thus it must be determined in concrete terms whether or not these principles are violated by a particular application specification. Therefore, in practice, many buyers use the rule that there must be a minimum of 3 potential providers. This is not the case for most Cradle to Cradle products.

## 2. What is Cradle to Cradle Certified?

Cradle to Cradle Certified is a certification standard for sustainable products. Cradle to Cradle products are:

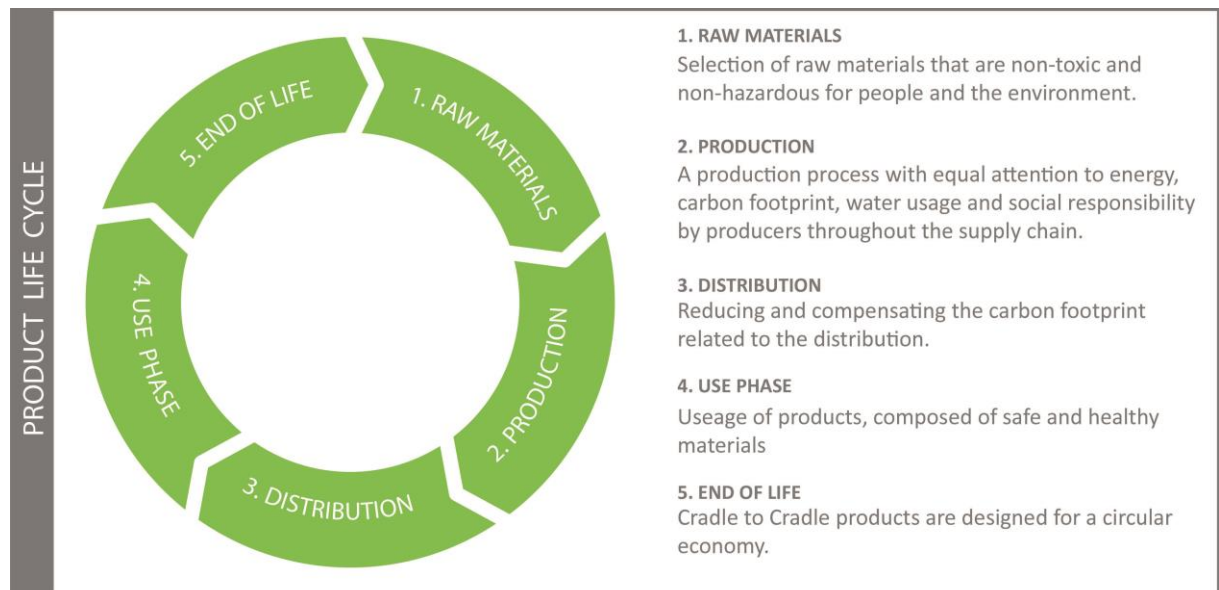
- safe and healthy, consisting of non-toxic raw materials,
- recyclable or biodegradable,
- made with renewable energy,
- made with attention to the water footprint,
- produced on a socially responsible manner



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## Why procuring Cradle to Cradle products?

- Procure safe and healthy products, good for the environment and socially responsible.
- Stimulate the market to offer sustainable products.



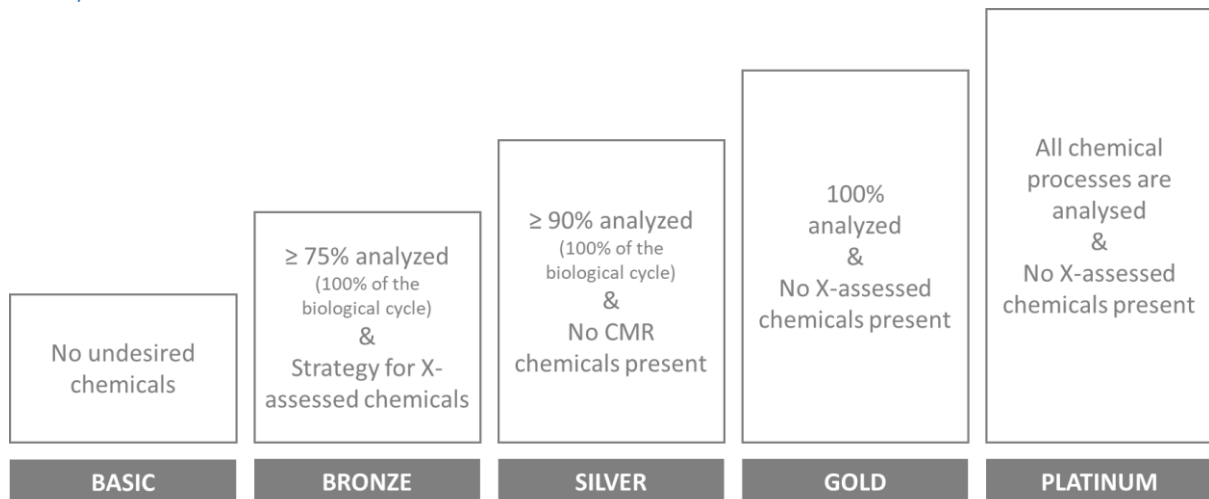
### 3. Which Cradle to Cradle requirements can I include in the application specifications?

The overview below gives insight into the different requirements of the Cradle to Cradle certification for the various levels. Basic, Bronze and Silver levels are distinctly described below. A provider can demonstrate in two ways if certain requirement are met by:

- On one hand, it can be demonstrated that the product Cradle to Cradle is certified for that level or higher level.
- On the other hand, a burden of proof can be adduced for every requirement and be demonstrated in an accessible way.

The producer then compiles a dossier showing the evidence for each criterion.

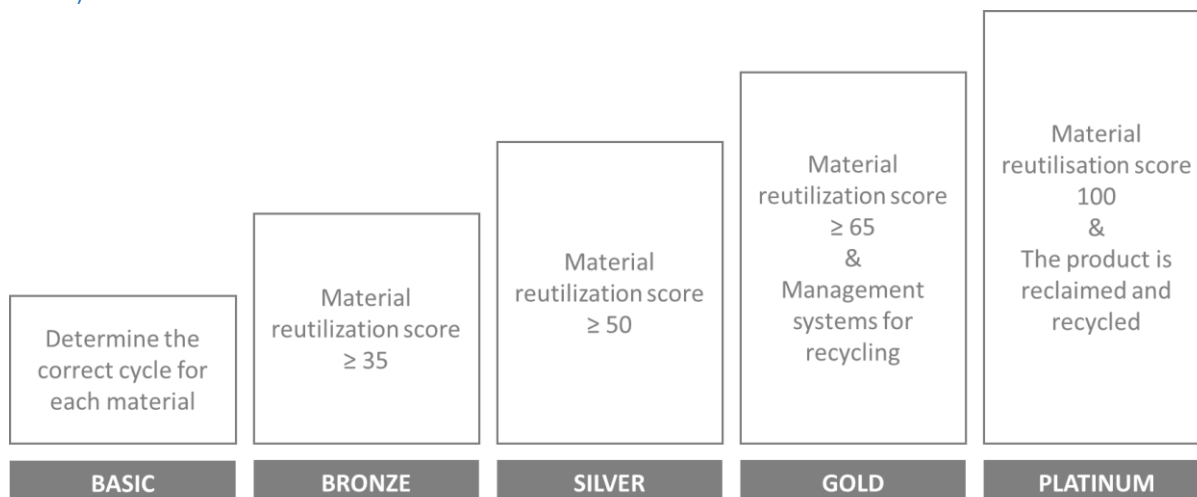
#### 1) Material health



Material health	Basic	Bronze	Silver	Gold	Platinum
There are no undesired chemicals present in the product with a concentration of 1000 ppm or higher.	•	•	•	•	•
How to demonstrate without a C2C label? The manufacturer and any direct supplier declares that there are no unwanted chemicals present in its product. Use the template to do this: <a href="http://www.c2ccertified.org/resources/detail/cradle-to-cradle-certified-banned-list-of-chemicals">Http://www.c2ccertified.org/resources/detail/cradle-to-cradle-certified-banned-list-of-chemicals</a>					
100% of the generic raw materials are characterized. Every material is defined as biological or technical raw material.	•	•	•	•	•
How to demonstrate without a C2C label? The producer lists all the generic raw materials (eg steel, wood, etc.). For each raw material it is indicated in what way the raw material is ideally recycled or biodegraded.					
At least 75% of the raw materials are analyzed.		•	•	•	•
How to demonstrate without a C2C label? The producer lists all raw materials in the product. He asks the composition of each raw material to its suppliers (and its suppliers) in order to know the composition of at least 75% of all raw materials with a concentration of at least 0.01%. The percentages are calculated based on the mass in which the raw material occur in the product.					

A strategy has been developed to ban all analyzed x-chemicals in the product.		•	•	•	•
How to demonstrate without a C2C label? The toxicity of the raw materials is analyzed based on REACH and other scientific sources. The exposure risk is also taken into account. This methodology is difficult to verify. This requirement cannot therefore not be requested in an application specification.					

## 2) Material reutilization



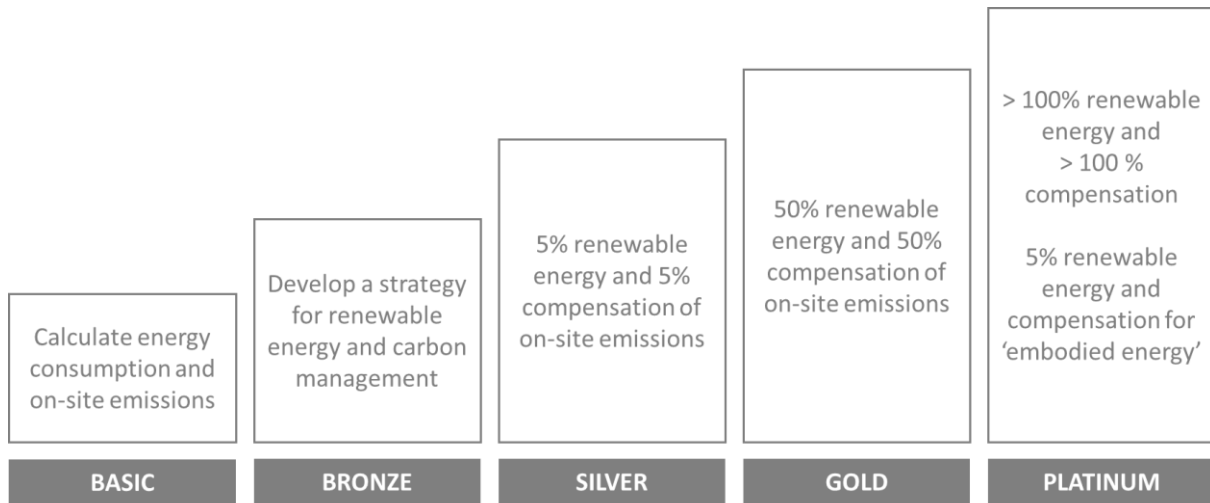
Material reutilization score =

$$(\% \text{ of the product that is recyclable or compostable}) * 2 + (\% \text{ of the product that consists of recycled material or materials from a renewable source}) * 1$$

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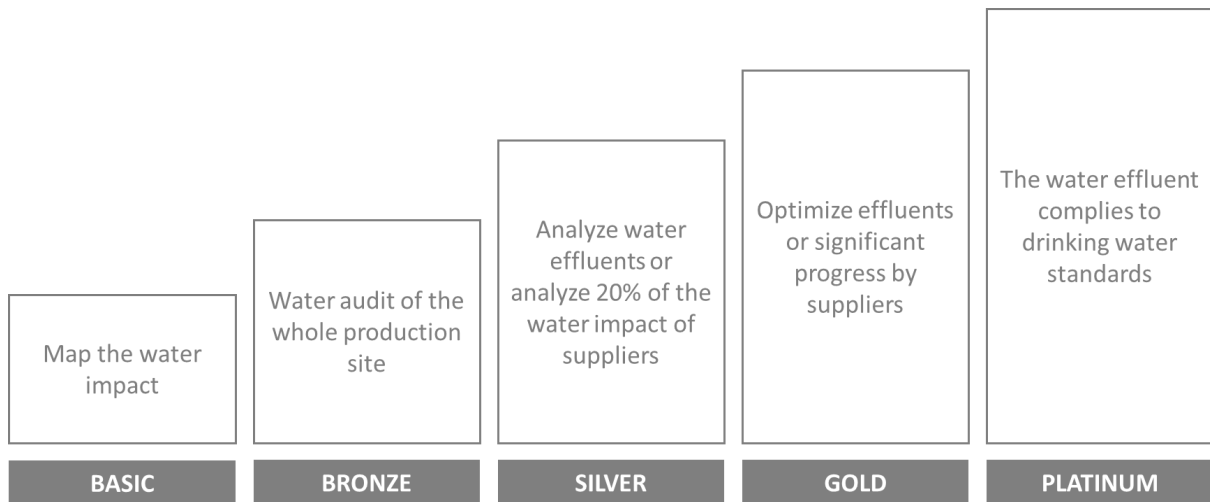
Material reutilization	Basic	Bronze	Silver	Gold	Platinum
The cycle (technological or biological) of the product is determined and a plan for recovery and processing has been developed.	•	•	•	•	•
How to demonstrate without a C2C label? The manufacturer will draw up a plan for recycling and processing the product with the following elements: <ul style="list-style-type: none"> <li>- Choice of technological recycling or biological degradation (aerobic or anaerobic);</li> <li>- Method of recovery;</li> <li>- Estimation of planned budget for return and processing</li> <li>- Timing for deployment and processing implementation.</li> </ul>					
The product is designed for the technological or biological cycle and has a material reutilization score ≥ 35.		•	•	•	•
How to demonstrate without a C2C label? The producer calculates and declares the material reutilization score ≥ 35 based on the above formula. He takes note of the following considerations: <ul style="list-style-type: none"> <li>- A material is recyclable if at least 1 commercial installation exists to recycle the material;</li> <li>- A material is recycled if it is recovered from post-industrial or post-consumer waste;</li> <li>- A raw material is of renewable origin if the raw material is harvested from an agricultural source and can grow back within a period of 10 years.</li> </ul>					

### 3) Renewable energy and CO2 footprint



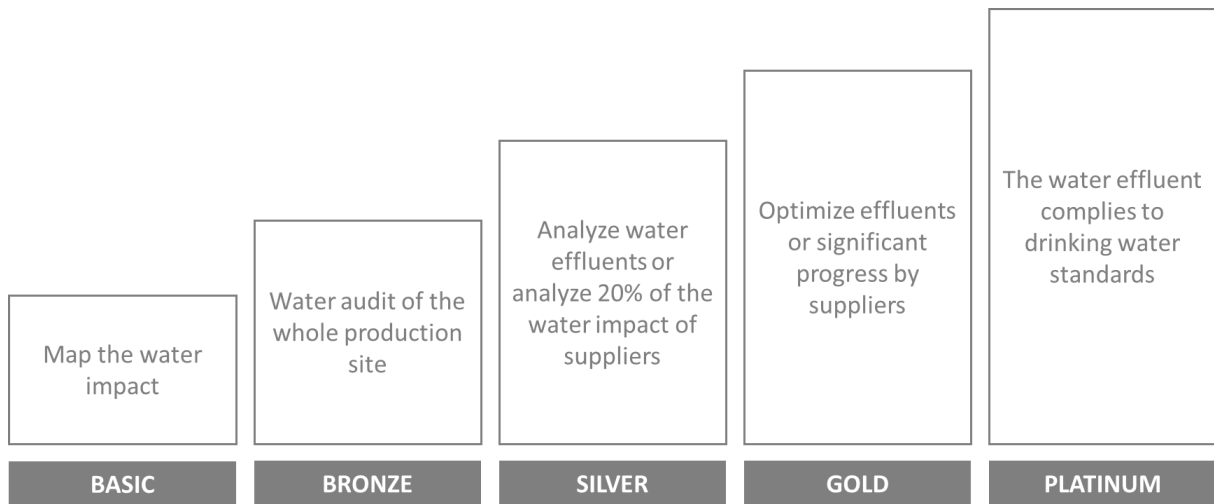
Renewable energy and carbon footprint	Basic	Bronze	Silver	Gold	Platinum
The electricity consumption and direct on-site emissions of CO2 equivalents are mapped.	•	•	•	•	•
How to demonstrate without a C2C label? The producer declares the total annual electricity consumption for the production of the product. In addition, he calculates the annual scope 1 emissions of CO2 (and other greenhouse gases) for the production of the product.					
A strategy for using renewable energy and management of CO2 footprint is created.		•	•	•	•
How to demonstrate without a C2C label? The producer draws up a plan for the reduction of energy consumption, the use of renewable energy, the reduction and compensation of CO2 emissions. Timing and budget are included in the plan.					

#### 4) Water stewardship



Water stewardship	Basic	Bronze	Silver	Gold	Platinum
<b>The producer did not infringe their permit of discharge in the last two years.</b>	•	•	•	•	•
How to demonstrate without a C2C label? The producer declares that no infringement has been committed in the last two years concerning their discharge permit.					
<b>The local and company-specific water related impacts are characterized.</b>	•	•	•	•	•
How to demonstrate without a C2C label? In order to fully characterize the impact, a third party intervention is required. Therefore, it is sufficient for the manufacturer to reduce the water consumption and the water loads of the production site.					
<b>A strategy to combat possible water impacts.</b>	•	•	•	•	•
How to demonstrate without a C2C label? The producer draws up a plan to combat potential water-related impacts (Eg reduction of water usage, closed water cycling, reduction of water emissions, ...). Timing and budget are included in the plan.					
<b>The full water consumption is mapped.</b>		•	•	•	•
How to demonstrate without a C2C label? The producer declares the annual quantity and origin of water consumption and the amount and nature of water emissions.					

## 5) Social Fairness



Social fairness	Basic	Bronze	Silver	Gold	Platinum
<b>A streamlined audit on protection of fundamental human rights performed on the basis of the Social Hotspot Database.</b>	•	•	•	•	•
<p>How to demonstrate without a C2C label?            The producer shows that fundamental human rights are respected in both his own production and the production of all direct suppliers. There are no (big) risks regarding:            Child labor, forced labor, excessive working hours, provision of a minimum wage, health and safety of the employees. This can be demonstrated by, for example, using the Social Hotspot Database (<a href="http://socialhotspot.org">http://socialhotspot.org</a>), or using manufacturer and supplier's own statements.</p>					
<b>A complete audit on social responsibility and a positive impact strategy has been developed.</b>		•	•	•	•
<p>How to demonstrate without a C2C label?            The manufacturer performs a full self-audit using the UN Global Compact Tool (free of charge) available on <a href="http://www.globalcompactselfassessment.org">http://www.globalcompactselfassessment.org</a>) or the B Impact Assessment of B Corp (available free at <a href="http://bimpactassessment.net">http://bimpactassessment.net</a>). The producer proposes an improvement strategy for the less well-scored themes.</p>					



## 4. FAQ (Frequently Asked Questions)

### *Cradle to Cradle products are always more expensive*

No, Cradle to Cradle certified products are not by definition more expensive than not certified products.

### *There are not always enough alternative Cradle to Cradle products on the market*

Indeed, there are not always enough certified alternatives on the market. The stimulation of Cradle to Cradle products by governments, among others, is important. You can check the Cradle to Cradle Certified Products on the following website: <http://www.c2ccertified.org/products/registry>. Please note that some products on this list are possibly not available in Belgium.

### *How to check if a product is Cradle to Cradle Certified?*

Each Cradle to Cradle Certified product is listed on the following website: <http://www.c2ccertified.org/products/registry>. From each product you will find a description, the certification version, certification level and validity of the certificate.

### *Cradle to Cradle does not set quality requirements for products*

Cradle to Cradle Certified provides a distinction of products in based on their sustainability performance. The Cradle to Cradle Certified label does not provide quality requirements. These quality requirements are already covered by existing international or European standards.

### *Can all products be certified?*

No, there are certain exceptions. Foods, buildings, weapons, but also products based on rare raw materials or threatened species (eg ivory) cannot be certified. Other ingredients are evaluated depending on the application.

### *Are all Cradle to Cradle products fully recycled?*

No, Cradle to Cradle certified products have the potential to become permanently recycled and are therefore essential for the development of good material cycles. Each Cradle to Cradle product and each raw material is classified in a biological or technological cycle. Each raw material is analyzed for their human and environmental toxicity. There will be a material reutilization score calculated for each product. The score is calculated based on the percentage product that is recyclable or biodegradable and recycled or from renewable origin. Upward from Gold each product is reclaimed for recycling.

### *Who manages the Cradle to Cradle certification system?*

The Cradle to Cradle Products Innovation Institute, a non-profit organization, manages the Cradle to Cradle Certified™ Product Standard. This organization conducts audits on the submitted certification files and may issue the certificate. In addition, the certification files are made by advisors who are independent of the Cradle to Cradle Products Innovation Institute.

### *Where can I review certification requirements?*

The full certification standard is available at the following website: <http://www.c2ccertified.org/resources/collection-page/cradle-to-cradle-certified-resources>.

### *Need more information?*

The C2C Platform is happy to assist you. Contact us at [info@c2cplatform.be](mailto:info@c2cplatform.be) or +32 2 523 80 84.