

Good morning

**Cradle 2 Cradle Products
Innovation Institute**

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Company: Cradle 2 Cradle Products Innovation
Institute

“The state & motivation of sustainability in packaging”

**Rethink, Reduce, Reuse,
Recycle / Compost**

Sustainability

**Meeting our own needs
without compromising the
ability of future generations to
meet their own needs.**



The global economy

Now **7.2%** circular.

2020 – 8,6%

2018 – 9,1%

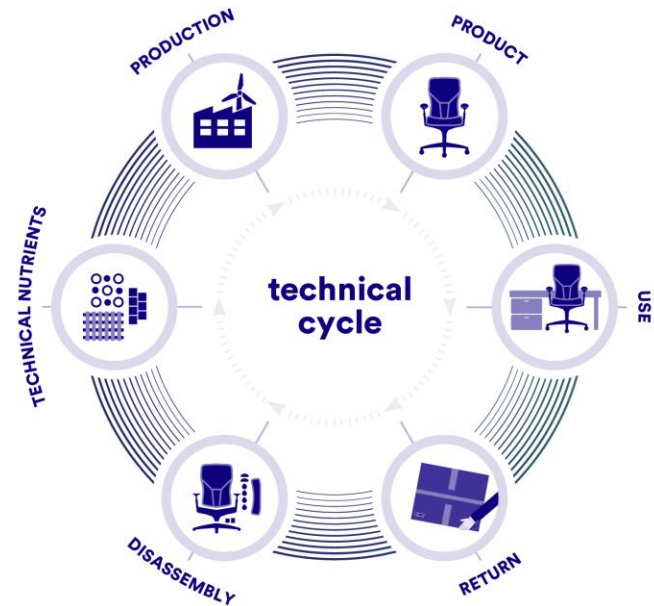
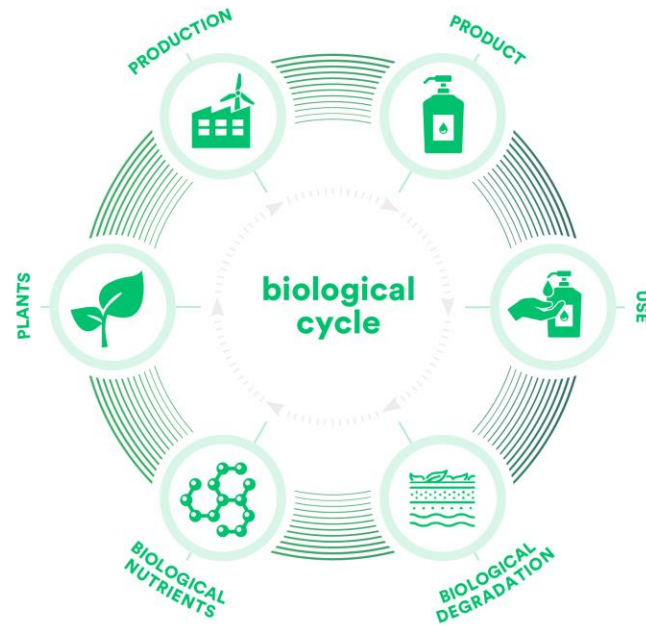
The Circularity Gap Report 2023,
Circle Economy

Primary sustainable focus

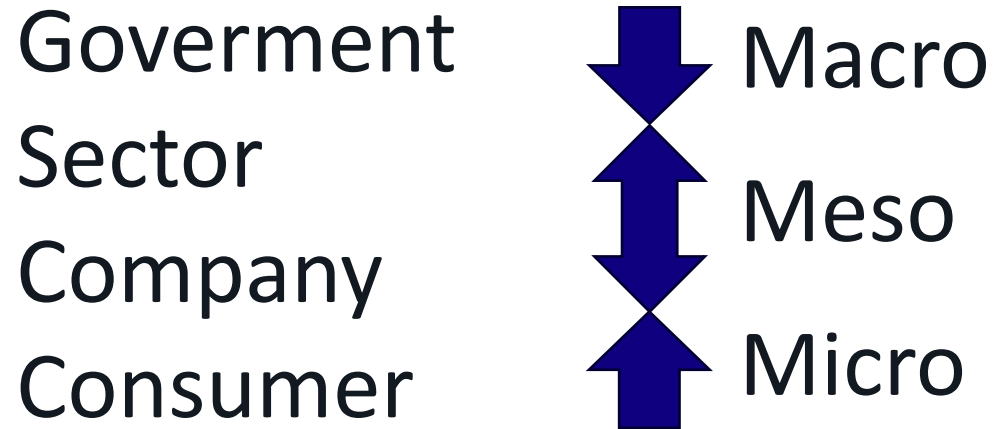
- Refuse / Rethink
- Reduce
- Reuse

Secondary sustainable focus

- Recycle
- Compost



Driving the change



Consumers

- More conscious
- Perceptions of packaging
- Honest & transparent
- Consumer waste

Companies

- Reputation
- Leadership
- Transparency

Business models

- Reduce packaging: volume
- Retail model: convenience & availability

cradle to cradle products **innovation** institute

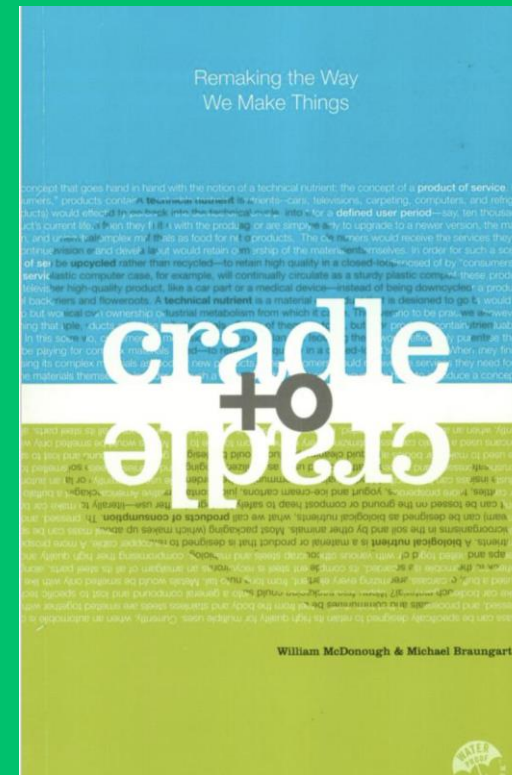
THE INSTITUTE

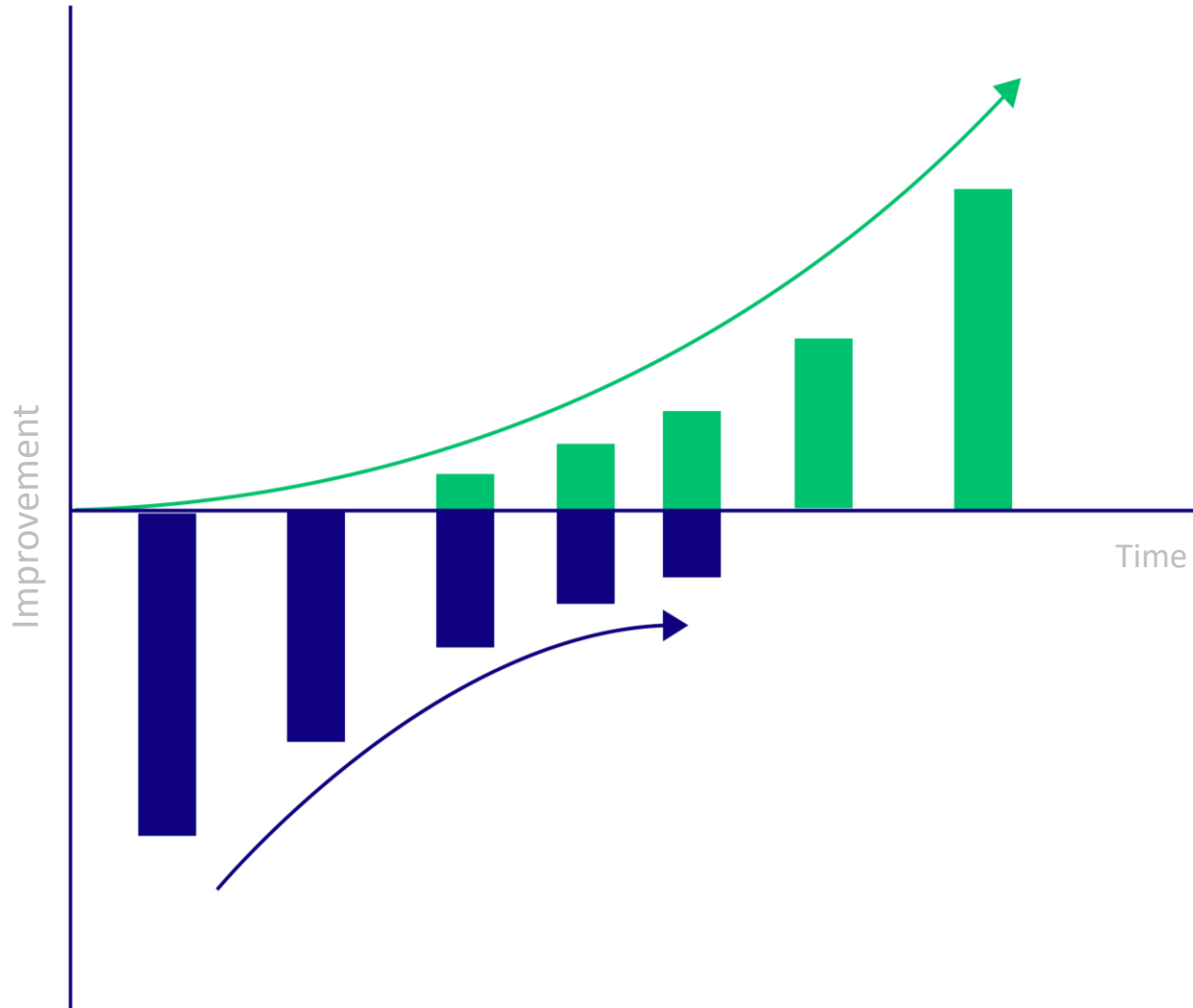
- Independent, global non-profit organization
- Rooted in Cradle to Cradle design philosophy

Cradle 2 Cradle principles

The key design principles of Cradle 2 Cradle are:

- **Waste Equals Food**
- **Use clean and renewable energy**
- **Respect of diversity**





Continuous improvement
Moving from “less bad” to
”more good”.

CRADLE TO CRADLE CERTIFIED[®] PRODUCT STANDARD VERSION 4.0

**Most advanced one-standard solution
for verifying products that are
safe, circular and responsibly made.**

Why

- Verify sustainable achievements by a third party
- Demonstrate sustainable commitment
- Improvement tool / Challenging
- (upcoming) legislations
- Resource efficiency / cost saving



Measuring product circularity

- Circular Sourcing
- Circular Design
- Circular system



PRODUCT NAME

COMPANY NAME

Version 4.0 // Recertification every 2 years

	BRONZE	SILVER	GOLD	PLATINUM
MATERIAL HEALTH				●
PRODUCT CIRCULARITY			●	
CLEAN AIR & CLIMATE PROTECTION		●		
WATER & SOIL STEWARDSHIP		●		
SOCIAL FAIRNESS			●	

*“Leadership & transparency
will drive sustainability in your
organisation”*

THANK YOU