

Ecolabel/Standard Digitization Journey Insights

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Introduction

To understand how ecolabel and standards bodies fit into the connected data ecosystem, mindful MATERIALS surveyed 17 priority organizations identified in CMF Prioritization v1.0.

The goal: to establish a baseline of current digitization efforts, identify shared challenges, and uncover opportunities for collaboration around a common data schema.

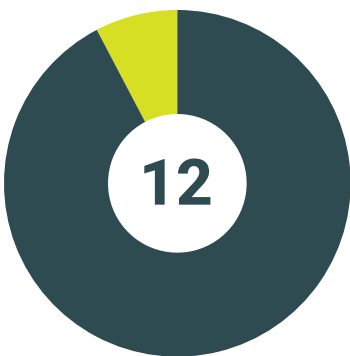
Responses from 13 of the 17 organizations reveal encouraging awareness of mM’s initiatives, growing readiness to adopt shared digital infrastructure, and a clear call for support—especially around standardization, education, and process clarity.



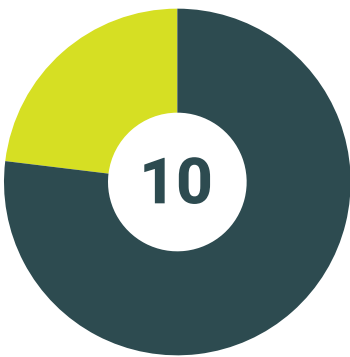
Grayed-out logos indicate they did not participate in the survey.

Survey Results

Establishing the Baseline for Ecolabel and Standard Body Readiness



12/13 are aware of mM's Forum Strategic Plan and Anticipated Outcomes in 2025



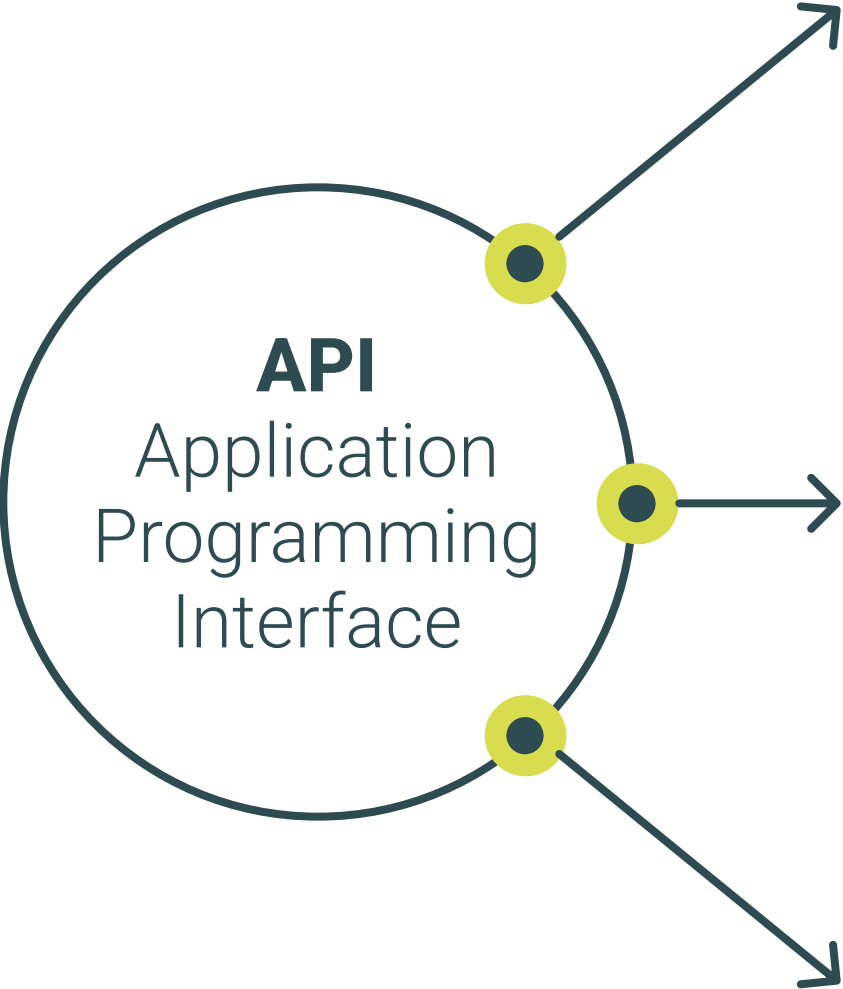
10/13 are aware of mM co-creating a data schema based on the CMF Prioritization v1.0



12/13 would consider adopting the mM data schema to accelerate certification and data connectivity across the ecosystem



1/13 would **NOT** consider adopting the mM data schema to accelerate certification and data connectivity across the ecosystem



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Offers an API that enables broad integration of Certificate PDFs into external platforms and workflow tools

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Are actively working towards digitizing their data endpoints that are organized and/or are certified by the ecolabel/standard

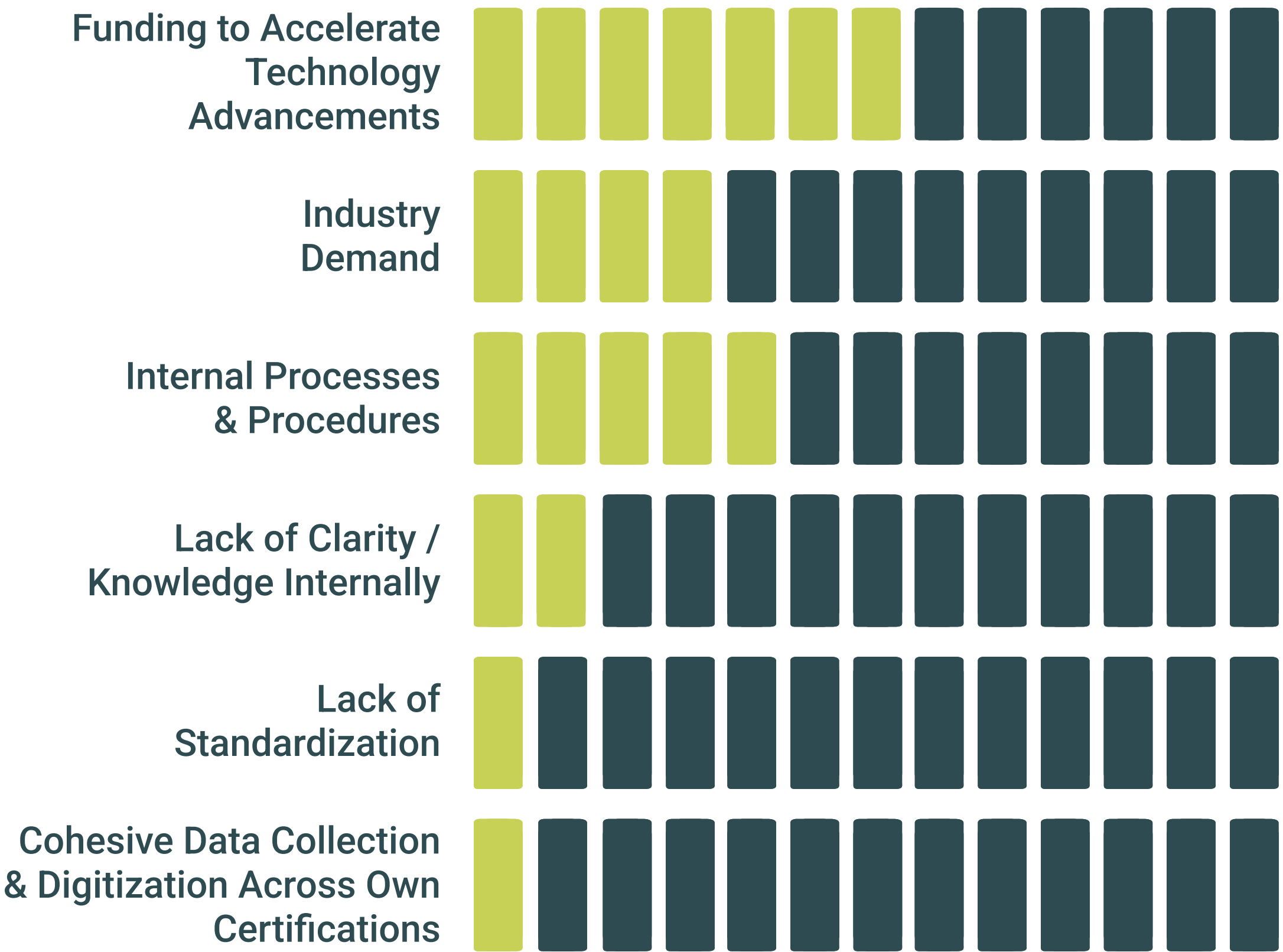
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Have a strategic plan in place to expand their API(s) to include digitized endpoint(s)

Survey Results

Accelerating Digitization Together Through Shared Challenges and Support Needs

Challenges To Digitizing Endpoints



This toolkit seeks to support industry demand and internal processes and procedures, although funding remains a known systemic barrier that must be addressed to accelerate access, integration, and impact.

Requested Support and Insights

The Ecolabel/Standard Bodies know first hand that digitizing and connecting data endpoints is not a straightforward or easy task. This is why we asked them how mindful MATERIALS and the industry can support them on their journey.

I think our support would look like a centralized database for specific chemicals commonly found in our product categories (carpet, flooring, furnishing, medical products, gloves, and soon to be textiles and patient linens)

We need advocacy to confirm this is needed

Educational resources/a better understanding of the steps required i.e. case study

We just need to know what “endpoints” you need and what format you need them in

At HPDC we just need to know where to funnel the data

Complete knowledge and transparency of what the schema is—what the expectation is, the data points, etc.

I would need to check with our technical staff

Ecolabel/Standard Advocacy Letter

Advocate for Connected, Consistent Data

Your voice can help accelerate the shift toward a more transparent, efficient industry.

Working with an ecolabel or standard that hasn't yet aligned with the Common Materials Framework (CMF)? Use our email template to start the conversation and advocate for digitized, connected data that moves us all forward.

Together, we can drive meaningful change—one message at a time!

Ecolabel/Standard Advocacy Letter Template

Subject: Let's accelerate alignment and digitization—together

Dear [Ecolabels/Standards],

Our customers are asking for what the industry has long needed: digitized, connected data that makes sustainable material choices easier, faster, and more consistent. To meet that demand, we need your partnership.

It's time to invest in ecolabels and standards that are actively aligning with [mindful MATERIALS' Common Materials Framework \(CMF\)](#) and enabling the digitization and connection of verified information within your system. Without this alignment, we remain in a fragmented landscape—duplicating efforts, slowing progress, and losing the ability to quantify and sustain the ROI of our shared sustainability investments.

To move forward together and accelerate digital readiness, we're asking you to:

1. Read [mindful MATERIALS' 2025 Data Ecosystem Report](#)

[Download Template](#)