

Bridging Transparency and Impact

Connecting the Living Product Challenge + Declare Program to the Common Materials Framework (CMF)



CASE STUDY



Living Future
Ecolabel/Standards &
Program Partner

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Simplifying and Scaling Transparency

Since launching the Red List in 2006, the International Living Future Institute (Living Future) has been at the forefront of transforming how the building industry thinks about materials. Its goal has always been simple—but ambitious: to create healthier spaces by eliminating exposure to toxic chemicals and encouraging regenerative design.

Through programs like Declare and the Living Product Challenge (LPC), Living Future has set the bar for material transparency, pushing manufacturers and project teams to think beyond compliance toward true impact. Yet as the materials ecosystem expanded, so did the complexity. Manufacturers found themselves answering slightly different questions across multiple programs, and project teams spent valuable time reconciling data across certifications.

To reduce this friction and advance its mission, Living Future is committed to aligning the Declare and LPC frameworks with the Common Materials Framework (CMF)—creating a shared language that connects transparency data to measurable sustainability outcomes.

“The CMF gives us a shared vocabulary for sustainability, one that bridges transparency with performance and helps everyone in the value chain understand what good looks like,” says Benson Gabler, Vice President of Impact, Living Future.

This alignment strengthens the bridge between disclosure and performance, helping manufacturers streamline reporting, supporting designers in specifying responsibly, and reducing duplication for everyone working toward healthy, low-carbon, and equitable materials.

Mapping Impacts and Creating Connection

The alignment between Living Future’s programs and the CMF began as part of a shared industry effort to harmonize data structures and minimize redundant reporting.

CMF IMPLEMENTATION TOOLKIT RESOURCES



[Rating Systems & Program
Partner Relationships](#)



[2025 Data Ecosystem Report](#)



[CMF Prioritization v1.0](#)



[CMF Implementation Toolkit](#)

Mapping Declare and LPC to CMF Impact Areas

Declare aligns directly with the Human Health impact category through its material ingredient transparency and Red List compliance—offering clear, accessible data on product composition and avoidance of hazardous substances.

The Living Product Challenge (LPC), as a holistic product certification, naturally spans all CMF's five impact areas:

- Human Health: Transparent material health assessments and optimization pathways.
- Climate Health: Product-level carbon footprinting and Life Cycle Assessment (LCA) requirements.
- Ecosystem Health: Criteria around water stewardship, habitat restoration, and responsible sourcing.
- Social Health & Equity: Supply chain transparency and equity commitments.
- Circularity: Design for disassembly, product take-back, and reuse pathways.

This mapping enables Declare labels and LPC certifications to appear in CMF-aligned tools, creating clear, searchable connections between program data and the industry's shared impact language.

Collaborative Process

Working alongside mindful MATERIALS, technology partners, and engaged manufacturers, Living Future helped define how its data points and certification outcomes could plug into the CMF structure. The collaboration ensured that alignment wasn't theoretical—it was operationally useful, supporting interoperability across platforms like Ecomedes, Sustainable Minds, and Material Bank.

"We've always aimed to make it easier for manufacturers to do the right thing," says Gabler. "The CMF helps us meet people where they already work, connecting our programs to the systems they use every day to make material decisions."

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Expanding the Framework: From Products to Projects

While the current mapping centers on Declare and LPC, Living Future's alignment work extends to the Living Building Challenge (LBC). Alongside mindful MATERIALS and other partners, Living Future is exploring how LBC metrics map to CMF impact areas, ensuring that the framework supports consistency at both the product and project level.

This timing is strategic: Living Future is in the process of updating both its product-level programs and the Living Building Challenge standard. Two new labels are in development—Declare Equity, focused on social impact in the supply chain, and Declare Environment, which will cover Climate Health, Ecosystem

Health, and Circularity. Together, these evolutions reinforce Living Future's vision of a connected ecosystem of certifications that all point toward the same goal: healthier materials and places.

What's Next: From Transparency to Transformation

As the connection between Living Future's programs and the CMF continues to deepen, new opportunities are emerging:

- **Enhanced Data Exchange:** Strengthening APIs and data partnerships to ensure Declare and LPC data flows directly into CMF-aligned databases and digital tools.
- **Expanded Guidance:** Helping manufacturers understand how their existing Declare and LPC documentation supports CMF alignment and project-level sustainability goals.
- **Integrated Storytelling:** Enabling project teams to communicate not just compliance, but measurable impact across all five CMF categories.

Ultimately, this alignment helps move the industry from reporting to results—from transparency alone to transparency that drives tangible, scalable impact.

Key Takeaway

By aligning the Declare and Living Product Challenge programs with the Common Materials Framework, the International Living Future Institute reinforces its leadership in transparency while advancing a shared, systems-level approach to materials impact.

The CMF connection turns decades of pioneering work in product disclosure into a bridge toward consistency, comparability, and collective progress—helping the industry spend less time managing data and more time creating healthy, regenerative spaces.