

Guidelines for Creating Material Decision-Making Criteria Based on the CMF

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Introduction

Introduction

Why This Guide

Suggested Background Material

Introduction

This guide is for designers, specifiers, and purchasers of building materials (owners and contractors), who:

Want to consider the holistic, life cycle impacts of materials

Want to (or are already) incorporate information about those impacts into their materials selection process, with a goal to reduce various impacts

Want to do so in a way that accelerates transformation in the building materials industry

Have signed the [AIA Materials Pledge](#), work on green building projects (like LEED, WELL, LBC), or equivalent

Are ready to bring this commitment into practice

This guidance builds on the sustainable materials work you’re already doing—it’s for those ready to take the next step: developing or refining a materials requirements program aligned with the Common Materials Framework (CMF).

The CMF helps the industry speak a common language, enabling connected data, automated vetting, and streamlined reporting—all saving time and money. While it doesn’t define what “good, better, or best” means, it provides the foundation to make those benchmarks possible.

Your materials requirements program is where those definitions take shape. The CMF simply gives you the shared structure and terminology to align strategy, communication, and workflows—driving measurable impact reduction across your projects.

Why this Guidance: AEC/O does this sound familiar?

You're already evaluating products for their sustainability impacts—but organizing that information across multiple impact areas and projects has been challenging. You've signed the AIA Materials Pledge or work on LEED, WELL, or Living Building Challenge projects and would like to develop a materials requirements program in alignment with the CMF to consolidate your approach, automate reporting and compliance, and enable consistent, firm-wide action.

How this Guidance Will Help You

1: Understand how to create a material requirement program to support sustainable material decision making at scale, while working in alignment and collaboration with the rest of the industry.

2: Leveraging this guidance you can determine the most important impact values to you and your firm as well as confirm the level of CMF alignment you're ready for.

“Data is power. By embedding sustainability into the tools our teams already use, we’re not just tracking our impact—we’re improving it.”

–Shelby Fisher, Kirksey Architecture

Forum Member

STOP: If you haven't read these resources, do so first.

Before you dive into implementation, explore these key resources to understand the CMF, focus your alignment, and see how shared data can accelerate impact across your organization.



Common Materials Framework

01. Introduction

02. CMF 101 Videos

03. CMF Prioritization v1.0

04. Data Ecosystem Report

05. Pre-Reads

06. Endorsement Language

07. Case Studies

08. Governance + Guidance

09. Join Us

CMF Implementation Toolkit



The Common Materials Framework, Made Actionable

Start here to understand the "why," "what," and "how" of implementing the Common Materials Framework (CMF)—and discover how aligned data and shared language drive measurable progress across our industry. Together, we can connect better material decisions to business value for everyone in the value chain.



Common Materials Framework

01. Introduction

02. Why Prioritization Matters

03. What's Included (and What's Not)

04. Aligning with CMF Prioritization v1.0

05. Governance & Guidance

06. Feedback

CMF Implementation Toolkit



The Foundation: CMF Prioritization v1.0

The Common Materials Framework (CMF) is intentionally comprehensive—spanning hundreds of ecolabels and standards, and thousands of data points aligned to five impact categories. To accelerate its usability today, mindful MATERIALS and Forum members convened to determine where to focus first.

The outcome: CMF Prioritization v1.0—a collective starting point shaped by the CMF Prioritization Task Force. This curated subset highlights the most relevant, widely used, and requested ecolabels and standards driving the market now and in the next three years.



AboutLearnSupportActCollaboration Hub

A Shared Materials Language For Smarter Material Decisions

Align Around What Matters

The Common Materials Framework (CMF) brings clarity, consistency, and collective momentum to how we communicate and act on material sustainability.

CMF Reference Guide

Explore the Guide

CMF In Action

Meet Our Tech Partners

CMF 101 Video Series

Coming Soon

One Framework. Five Impact Areas. Infinite Potential.

Between the endless acronyms, the avalanche of ecolabels and standards, and the unrealistic expectation that building product manufacturers, A&D

Starter Guide

Start here to understand the why, what, and how of implementing the Common Materials Framework (CMF)—and see how aligned data and shared language drive measurable progress across the industry.

[View Starter Guide](#)

CMF Prioritization v1.0

Discover where to start with the CMF. CMF Prioritization v1.0 narrows hundreds of ecolabels and standards into a focused, high-impact subset—highlighting those most relevant and widely used across projects today and in the next three years.

[Learn More](#)

Data Ecosystem

The building industry has no shortage of data—but without shared infrastructure, it can't move at the speed or scale sustainability demands. mindful MATERIALS' Data Ecosystem Report introduces Data Ecosystem v1.0—a connected, CMF-aligned framework powering verified data flow across platforms, partners, and programs.

[Learn More](#)

GUIDELINES FOR CREATING MATERIAL DECISION-MAKING CRITERIA BASED ON THE CMF

04

Using the CMF to Develop Decision Making Criteria for Material Selection

Step 1: Things to Consider When Getting Started

Step 2: Understanding the 'Levels of Alignment'

Step 3: Considering Your Firms Impact Specific Requirements

Step 4: Using the Airtable Tool to Integrate Levels and Values

Step 5: Publishing and Promoting Your Program

Using the CMF to Develop Decision Making Criteria for Material Selection

These steps guide AEC/O professionals through developing clear, consistent material decision-making criteria using the CMF. By grounding your process in the CMF, you can align internal goals with project requirements, streamline evaluations across teams, and make more transparent, impact-driven material choices.

Step 1: Things to Consider When Getting Started

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Step 1: Things to Consider When Getting Started

Define your approach. Start by clarifying your “why.” Decide whether your requirements apply broadly across all products or target specific product categories. Umbrella requirements signal expectations across the market; category-specific ones allow deeper focus where data and maturity are strongest.

Acknowledge market variability. Start small but strategic. Data availability varies widely—some product categories have robust reporting, others are still developing. Your requirements can send an important market signal, driving progress where it’s most needed.

Establish your criteria. Communicate clearly within your teams. Decide whether you’ll set baseline requirements, identify differentiators for preferred products, or both. Define what level of documentation you’ll accept—self-disclosed data, third-party verification, or certifications.

Leverage existing frameworks. Build on what works. Use the AIA Materials Pledge, LEED v5, or the Materials Pledge Reporting Guide to identify which product categories to address first. Aligning with these standards supports consistency and simplifies communication.

Build relationships. Engage manufacturers, consultants, and internal champions early to strengthen your program and ensure shared understanding.

Validate and verify. Be consistent in confirming compliance. Decide whether certifications suffice or deeper data review is needed to build trust and streamline workflows.

Align your framework to the CMF. When starting fresh use the CMF to organize requirements by impact area and reference [CMF Prioritization v1.0](#) to ensure interoperability and accelerate industry momentum.

Using the CMF to Develop Decision Making Criteria for Material Selection

- Step 1: Things to Consider When Getting Started
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- Step 5: Publishing and Promoting Your Program

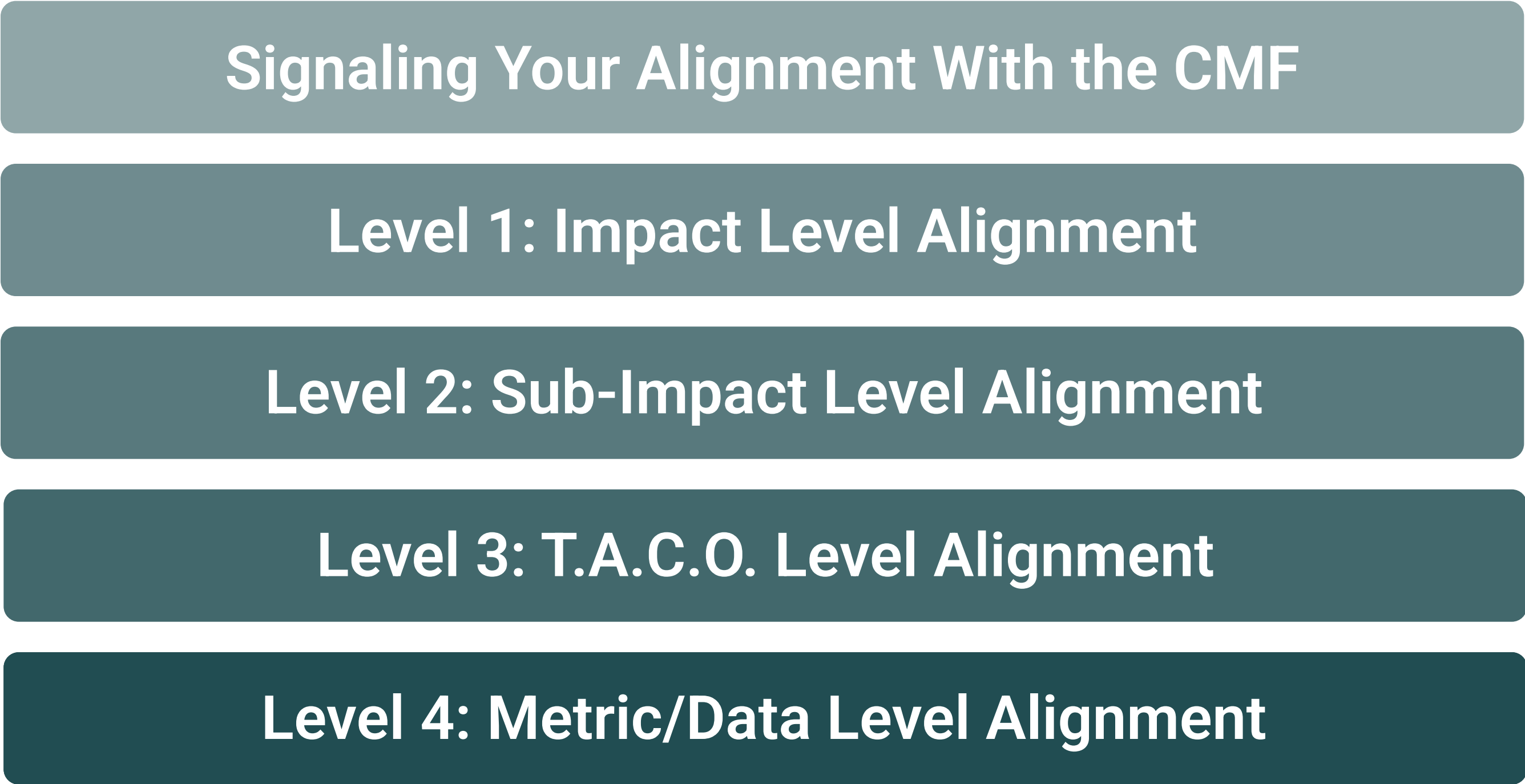
If you reference certifications not yet included in [CMF Prioritization v1.0](#), we'd love to hear from you. Your input helps shape future updates and ensures the CMF continues to reflect industry progress. Visit the [Airtable Tool](#) to provide your feedback.

Step 2: Understanding the 'Levels of Alignment'

There are multiple different ways any organization can align with the CMF, from high level to deeply data-driven, and a single materials program may demonstrate alignment at multiple levels. Firms, organizations, and rating systems requirements will all vary in their level of alignment with the CMF.

You can navigate through the CMF's structure and different levels and find relevant certifications associated with each level in the [Airtable Tool](#).

If you're just getting started, use the endorsement materials in your toolkit to signal your alignment with the CMF.



If you're looking to future-proof your program at the leadership level, consider aligning at the Metric/Data level.

Level 1: Impact Level Alignment

Level 1: Impact Level Alignment

Aligning At This Level Means You:

Want to know at a high level that products you’re considering are doing something toward a given impact area(s)

Accept any of the certifications referenced in this impact area within [CMF Prioritization v1.0](#) (See [Airtable Tool](#))

Note: If you are an AIA Materials Pledge Signatory, you should be aligning here at a minimum.

HOLISTIC IMPACT ENDORSEMENT

LEVEL 1: IMPACT LEVEL ALIGNMENT

LEVEL 2: SUB-IMPACT LEVEL ALIGNMENT

LEVEL 3: T.A.C.O. LEVEL ALIGNMENT

LEVEL 4: METRIC/DATA LEVEL ALIGNMENT

CMF Impact Areas



HUMAN HEALTH



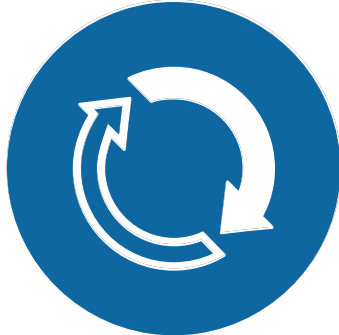
CLIMATE HEALTH



ECOSYSTEM HEALTH



SOCIAL HEALTH & EQUITY



CIRCULAR ECONOMY

These are the five broad categories of sustainability impact first defined in the AIA Materials Pledge: Human Health, Climate Health, Ecosystem Health, Social Health and Equity, and Circular Economy.

In the CMF, we often refer to these as “impact areas” because each one captures a wide range of certifications and data points. Together, they form the top-level framework for organizing and interpreting material impacts holistically.

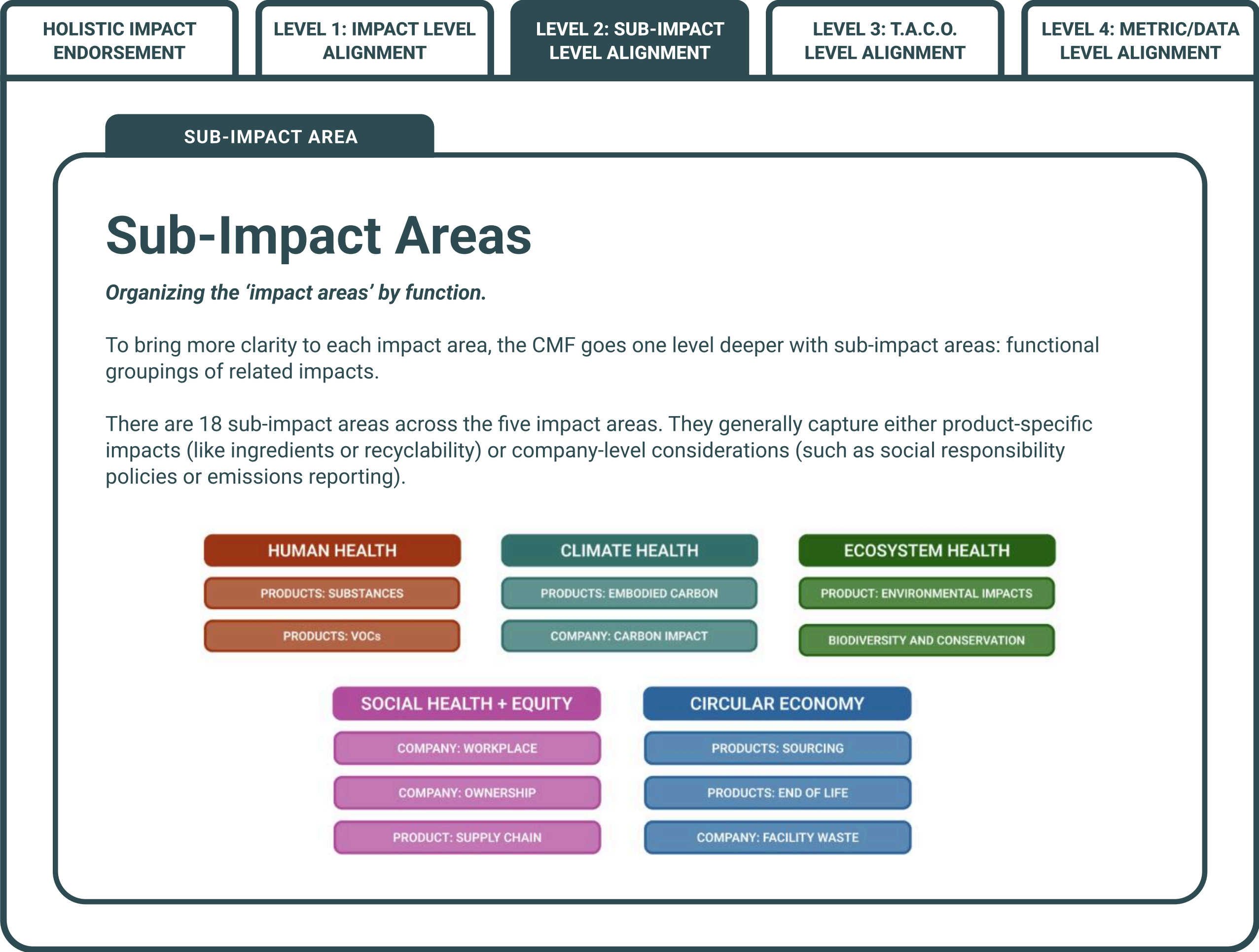
Level 2: Sub-Impact Level Alignment

Level 2: Sub-Impact Level

Aligning At This Level Means You:

Want to address a specific aspect of a given impact area in more detail

Want to emphasize compliance with certifications and ecolabels that address the sub-impact areas specifically



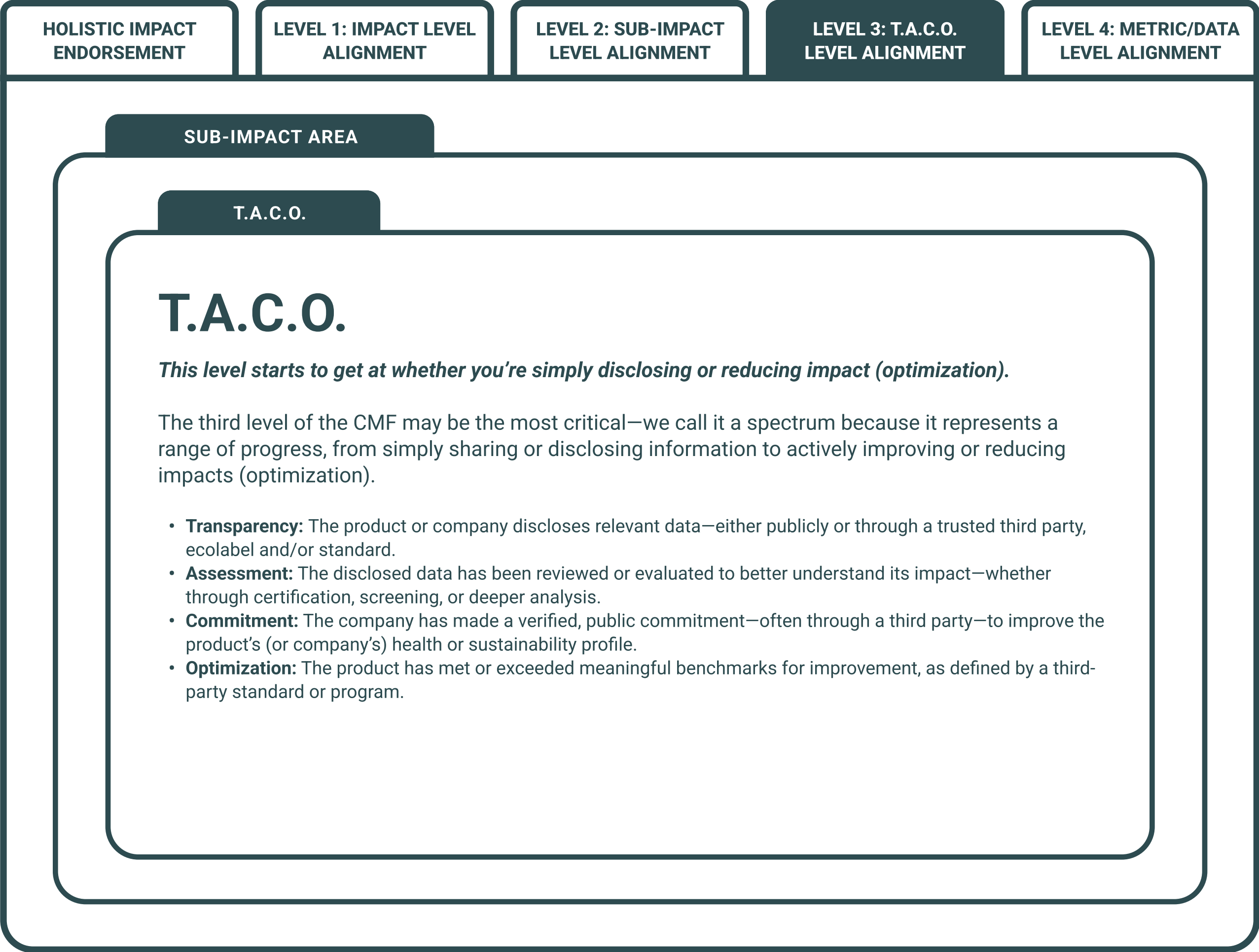
Level 3: T.A.C.O. Level Alignment

Level 3: T.A.C.O. Level Alignment

Aligning At This Level Means You:

Know that some certifications are more rigorous and perhaps want to prioritize those that demonstrate optimization (or reduction of impacts) versus transparency

Want to understand if products meet a particular benchmark you (or the industry) have established



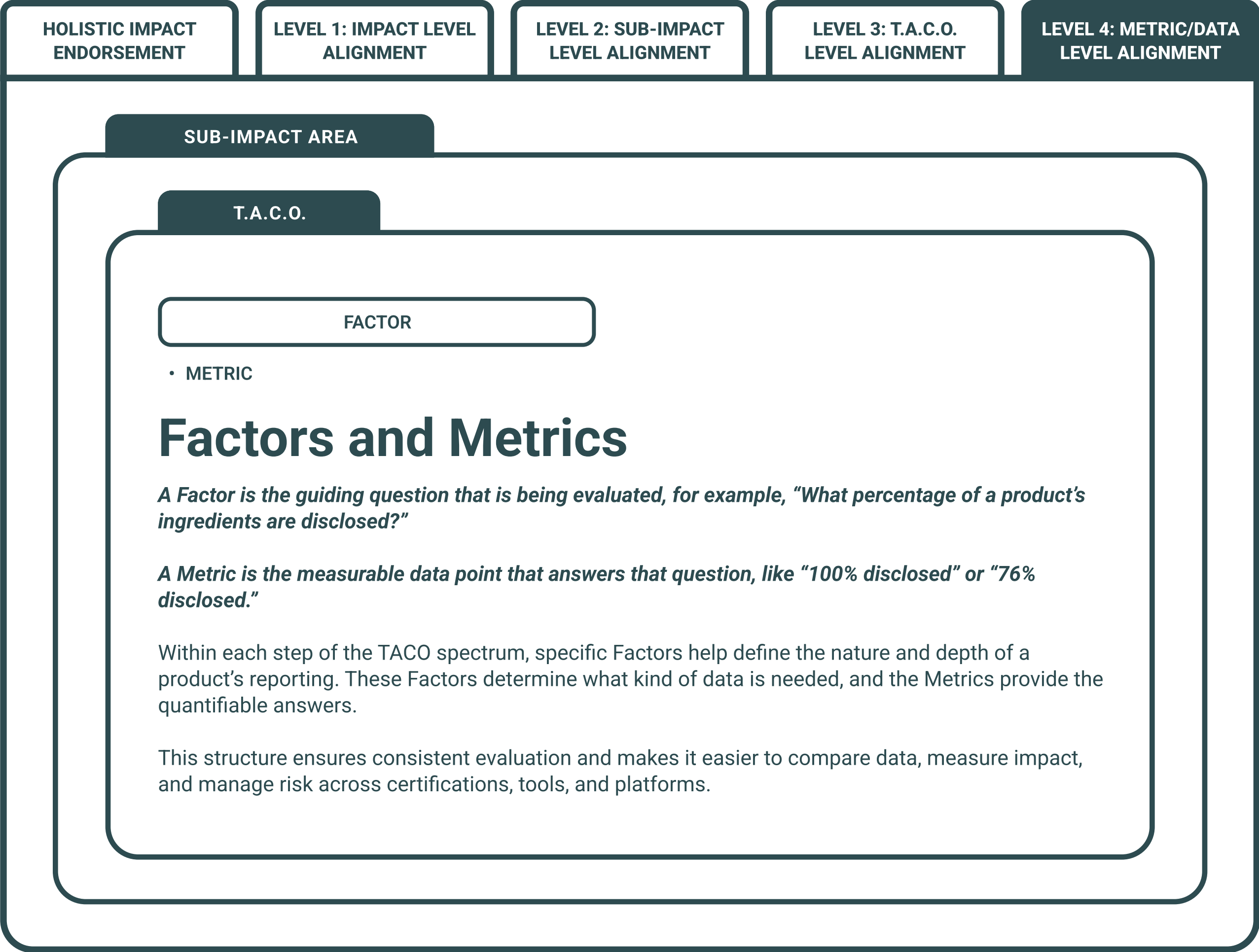
Level 4: Metric/Data Level Alignment

Level 4: Metric/Data Level Alignment

Aligning At This Level Means You:

Have set specific benchmarks or criteria for your project or program and need data to measure and track how you are doing toward those goals

Want to start generating project level impact reporting based on the products you’re using



Using the CMF to Develop Decision Making Criteria for Material Selection

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Step 3: Considering Your Firm's Impact Specific Requirements

Now that you're familiar with the four levels alignment with the CMF, let's go back to the impacts at the highest level. Are there particular impact areas where you want to really hone your focus? Climate Health and Human Health are the most broadly adopted as a key focus areas of many firms and manufacturers, and as a result have more product impact data available across the board.

As we have seen, each level of the CMF offers various alignment opportunities. The following are examples of what aligning with each level of the CMF looks like across the different impact areas.

Tip: You may want to focus your efforts, going deeper or requiring more granular data in one particular impact area than others. Based on current data availability, you may notice that some sub-impact areas don't have factor/metric level data referenced at all.



**HUMAN
HEALTH**



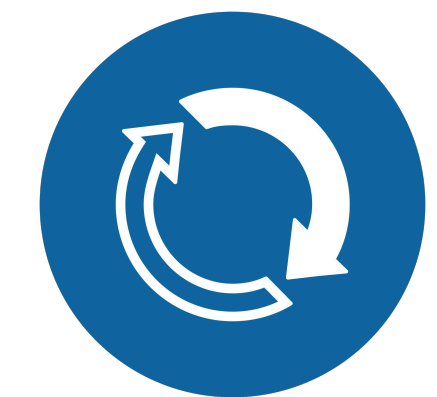
**CLIMATE
HEALTH**



**ECOSYSTEM
HEALTH**



**SOCIAL HEALTH
& EQUITY**



**CIRCULAR
ECONOMY**

Considering Your Firm’s Impact Specific Requirements: Human Health

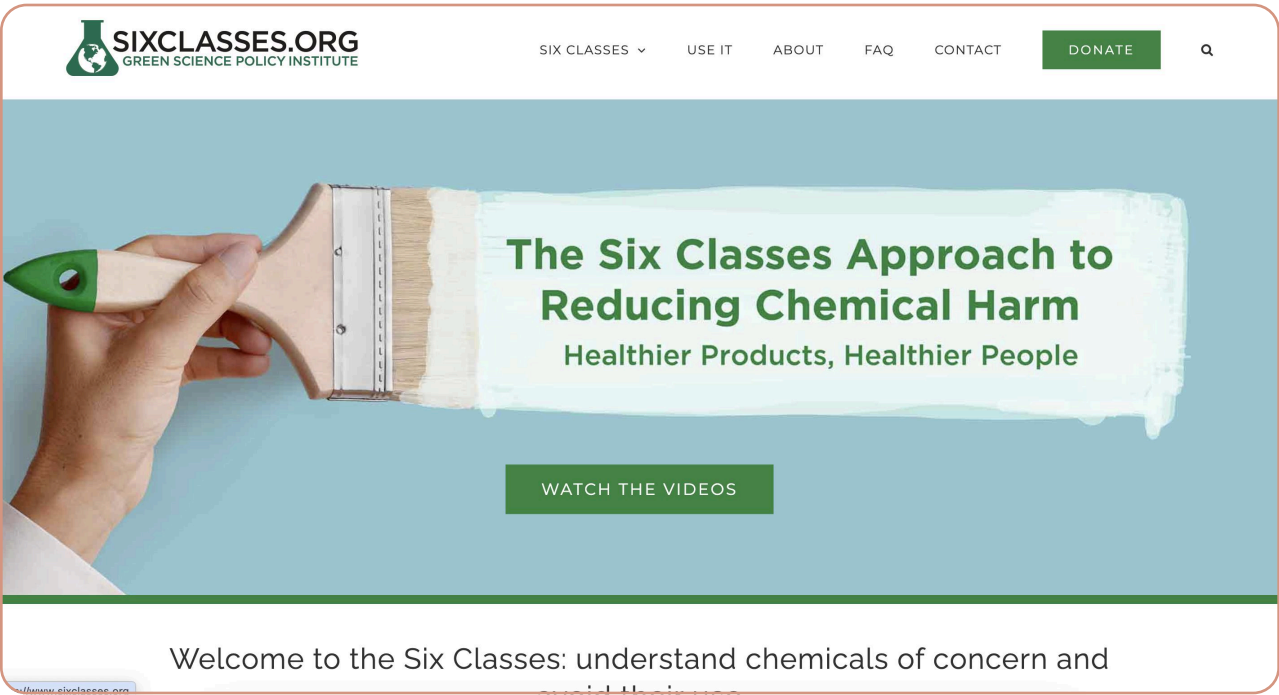


HUMAN HEALTH GUIDANCE

When thinking about Human Health, consider the impacts not just on the occupants of the space, but upstream and downstream in material production and disposal. This includes off gassing of VOCs as well as the substances used in the final product and in its manufacturing process.

- **Impact/Sub Impact Area Alignment** Refer to CMF Prioritization v1.0 to identify certifications that address human health
 - Ex: Require/Request HPDs, VOC testing, Declare Labels, HHI, C2C, Level, or others.
- **TACO Level Alignment:** If you want to avoid chemicals of concern, you’ll need to go beyond transparency to optimization. Take a class-based approach to avoid regrettable substitutions, and consider focusing on products that comply with established restricted substances lists.
 - Ex: Require/Request confirmation of specific chemical classes removal i.e. PFAS, etc.
- **Data Level Alignment:** If you want to confirm removal of class-based chemistries or specific ingredients, you may need to confirm more specific data like the reporting threshold level (many chemicals of concern cannot be detected at a disclosure level of 10,000ppm)
 - Ex: Require/Request reporting to 1,000 or 100 ppm.

PARTNER RESOURCE: CHEMICAL CLASS AVOIDANCE



Avoiding harmful chemicals means seeing beyond individual substances and recognizing the broader families they belong to. The “Six Classes” approach highlights six major groups of chemicals—such as PFAS, flame retardants, bisphenols/phthalates, certain solvents, antimicrobials, and toxic metals—that are widely used but linked to significant health and environmental risks. Green Science Policy Institute explains how understanding each class’s function, use, and alternatives helps prevent “regrettable substitutions” and supports healthier, more transparent material choices. Explore the Six Classes framework and learn how your organization can avoid these classes.

[Learn More](#)

Considering Your Firm’s Impact Specific Requirements: Climate Health



CLIMATE HEALTH GUIDANCE

The industry currently has significantly more data available around Climate Health, specifically carbon emissions and embodied carbon, than any other impact area. A prime example of how effective the demand for transparency is in driving digitization and utilization of this data to reduce the impacts of our built environment.

- **Impact/Sub Impact Level Alignment:** Refer to CMF Prioritization v1.0 to identify other certifications that address climate health.
 - Ex: Request/Require EPDs or LCAs with embodied carbon information.
- **TACO Level Alignment:** If you want to specify “lower embodied-carbon materials” you’ll need to go beyond just transparency to optimization, and understand how the carbon reduction is happening.
 - Ex: Require/Request documentation of carbon reduction; if reduction occurs through offsets, what type?
- **Data Level Alignment:** You may need to know the specific GWP of the product in order to compare it to industry baselines for that product category.
 - Ex: Require/Request a specific GWP value demonstrated by the product’s EPD.

PARTNER RESOURCE: ECHO PROJECT



The Embodied Carbon Harmonization and Optimization (ECHO) Project is a collaborative effort uniting leading organizations across the built environment to accelerate the reduction of embodied carbon. By aligning clear definitions, scopes, and accounting practices for whole building and infrastructure projects, ECHO aims to create consistency in how we measure and report embodied carbon across the industry. Coordinated by the Carbon Leadership Forum (CLF), this initiative builds on work launched by Architecture 2030 and continues to advance shared frameworks and data-driven solutions that inform standards, policy, and design practice.

[Learn More](#)

Considering Your Firm’s Impact Specific Requirements: Ecosystem Health



ECOSYSTEM HEALTH GUIDANCE

Based on currently available product information across the industry, the Ecosystem Health impact area remains primarily at the certification level, with a few specific data points available through certifications and disclosures. Look for products with regenerative and renewable content.

- **Impact Area Level Alignment:** Refer to [CMF Prioritization v1.0](#) to identify certifications that address ecosystem health.
 - Ex: Require/Request EPDs, Declare, C2C, FSC, SFI, Sustainable Stone, or others.
- When specifying natural, bio-based, or geological materials, look for material-specific certifications that indicate responsible ecosystem practices.
 - Ex: FSC and SFI for wood, RWS for wool, OEKO TEX for cotton
- **TACO Level Alignment:** Most current Ecosystem Health alignments fall at the Transparency level due to limited available data in this impact area. Ongoing advocacy and requests for deeper information will help strengthen future CMF releases and drive progress toward more comprehensive reporting.
- **Data Level Alignment:** You may want to understand how much regenerative and/or renewable content is in a product.
 - Ex: Require/Request a certain % certified wood or bio-based content.

PARTNER RESOURCE: BIO-BASED MATERIALS COLLECTIVE



The Bio-based Materials Collective, co-founded by MASS, is a cross-disciplinary network uniting harvesters, manufacturers, architects, builders, developers, and academics to accelerate the use of regionally produced, plant-based building materials across North America. Through collaboration with local and global partners, the Collective champions regenerative, scalable solutions that address the interconnected challenges of climate, health, and equity.

[Learn More](#)

Considering Your Firm’s Impact Specific Requirements: Social Health & Equity

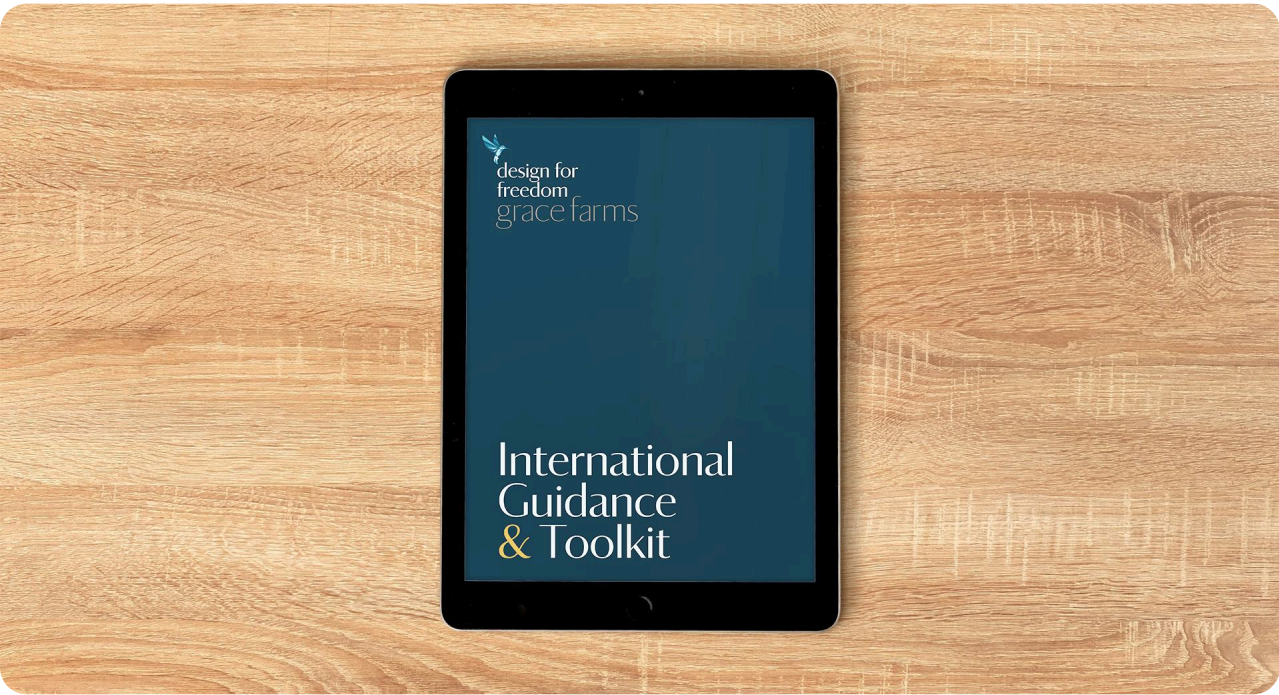


SOCIAL HEALTH & EQUITY GUIDANCE

Based on currently available product information across the industry, the Social Health & Equity impact area remains primarily at the certification level. Advocacy for supply chain transparency and fair labor practices is critically important. Due to the current state of the market and data available related to Social Health & Equity, you’ll see that the CMF currently only includes referenced certifications for this impact area, and does not yet incorporate factors and metrics for reporting. Continued advocacy and requests for deeper information will help to make future releases of the CMF more robust in this impact area.

- **Impact Area Level Alignment:** Refer to CMF Prioritization v1.0 to identify certifications that address Social Health & Equity, or certifications that evaluate workplace equity and organizational policies.
 - Ex: Request/Require certifications that indicate company values like B Corp, Just Label, Cradle to Cradle Certified (C2CC), Living Product Challenge, and others.

PARTNER RESOURCE: DFF INTERNATIONAL GUIDANCE + TOOLKIT



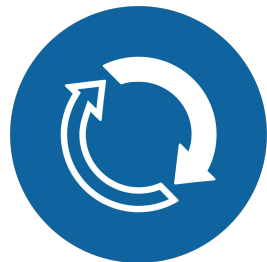
The first Design for Freedom International Guidance & Toolkit provides resources professionals can use to prioritize ethical supply chains and integrate the three Design for Freedom Principles:

- Find and Address Embedded Forced Labor
- Pursue Ethical Decarbonization
- Prioritize Circularity

The Design for Freedom International Guidance & Toolkit has been updated with new tools including sample specifications, updated material tracking spreadsheets, relevant certifications, supply chain risk technology platforms, research, and added rigor and alignment with existing global frameworks.

[Learn More](#)

Considering Your Firm’s Impact Specific Requirements

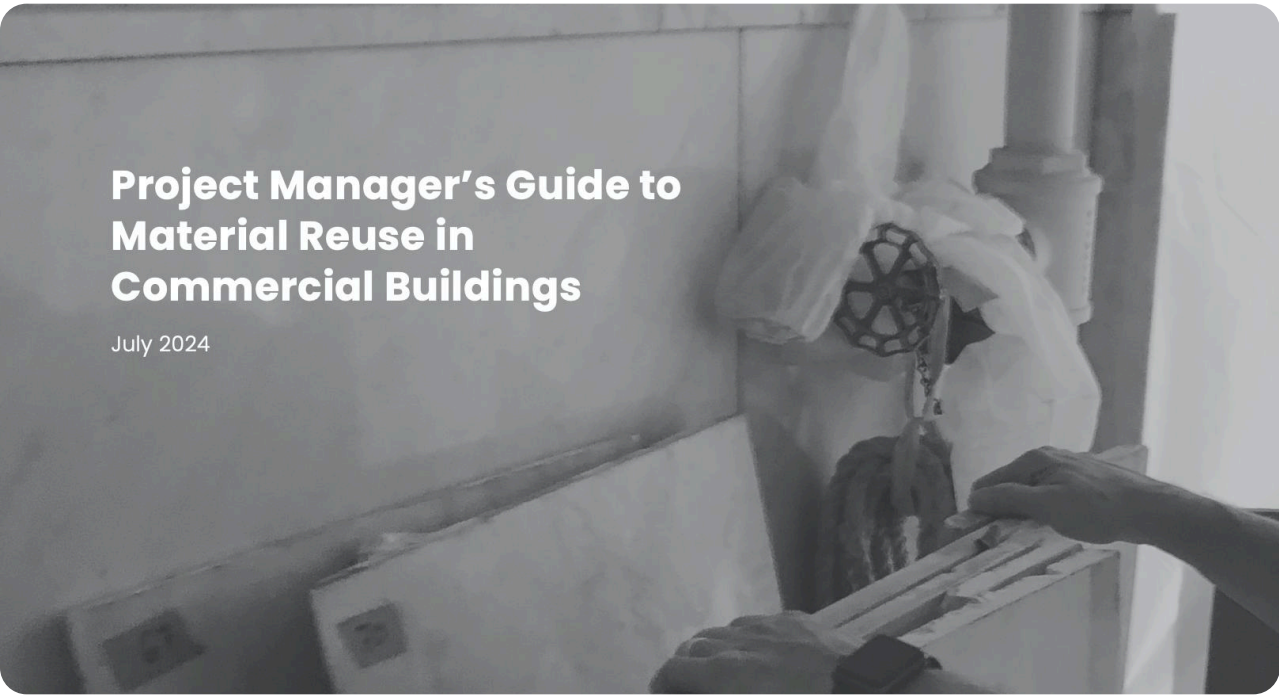


CIRCULAR ECONOMY GUIDANCE

In this impact area in particular, there are great opportunities to reduce the overall impact of a project that aren’t informed by certifications for new products, and therefore aren’t represented in the CMF. In many cases, advancing a circular economy is more about changing current design practices and processes than it is about choosing a more “circular” product.

- **Impact Area Level Alignment:** Refer to CMF Prioritization v1.0 to identify certifications that address circularity.
 - Ex: Request/Require C2CC, BIFMA LEVEL, Green Circle Certified, or others.
- **TACO Level Alignment:** If you want to do your best to ensure a responsible end of life for a product after you’ve specified it, you’ll need to go beyond just transparency to optimization. If prioritizing products with take-back programs, understand the realities of implementing these, then incorporate them where they will be helpful.
 - Ex: Request/Require end-of-life guidance on product and/or a manufacturer’s take-back program for specific products.
- **Data Level Alignment:** You may want to understand how much recycled content is in a product, and encourage the integration of a certain type of material into the production stream.
 - Ex: Request/Require a certain % of post-consumer recycled content be used in a given product type.

PARTNER RESOURCE: PM’S GUIDE TO MATERIAL REUSE IN COMMERCIAL BUILDINGS



Developed in part by MSR Design, the *Project Manager’s Guide to Material Reuse in Commercial Buildings* offers practical guidance for integrating salvaged materials into commercial-scale construction. With over one million tons of construction and demolition waste sent to Minnesota landfills each year, this resource helps project teams turn waste into opportunity. The guide includes sample specification language, procurement guidance, and case studies from across the country—plus template documents to help address barriers in today’s construction workflows and make reuse a standard practice in commercial building projects.

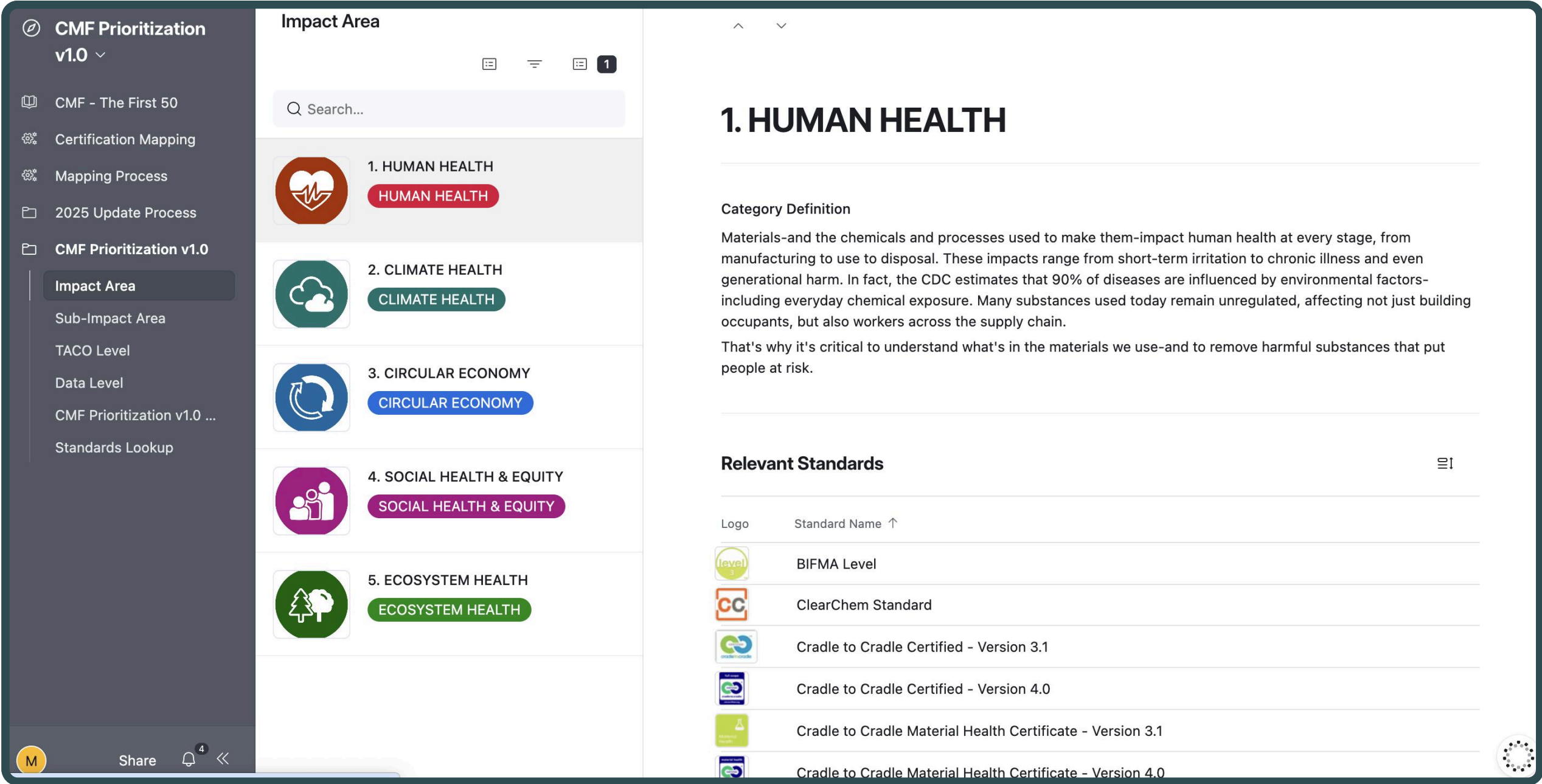
[Learn More](#)

Using the CMF to Develop Decision Making Criteria for Material Selection

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Step 4: Using the Airtable Tool to Integrate Levels and Values

Once you’ve developed your materials requirements, the next step is utilizing the [Airtable Tool](#) to help you organize your requirements to CMF impact areas in alignment with your values.



Note 1: Crosswalking has been completed between key North American green building rating systems—LEED, WELL, and the Living Building Challenge—and the CMF. Learn more about how CMF Prioritization v1.0 aligns with these programs [Airtable Tool](#).

Note 2: This effort will expand to include global rating systems in 2026 and beyond. See the [announcement](#).

Tip: Start with Ecolabel/Standards

Tip: Start with Ecolabels and Standards If you don't yet have a materials requirements program. Use the Standards Lookup in the CMF Prioritization v1.0 [Airtable Tool](#) to explore common ecolabel/standards and see which CMF impact areas they address. Align this with your Level of Alignment and Impact Area values, and you have yourself a materials requirements program!

CMF Prioritization v1.0

CMF - The First 50

Certification Mapping

Mapping Process

2025 Update Process

CMF Prioritization v1.0

- Impact Area
- Sub-Impact Area
- TACO Level
- Data Level
- CMF Prioritization v1.0 ...
- Standards Lookup

Standards Lookup

Reporting Body

Search...

Cradle to Cradle Certified - Version 4.0

Cradle to Cradle Product Innovati...

Cradle to Cradle Material Health Certificate - Version 3.1

Cradle to Cradle Product Innovati...

Cradle to Cradle Material Health Certificate - Version 4.0

Cradle to Cradle Product Innovati...

CRI Green Label Plus

The Carpet and Rug Institute

Declare Label

Living Future

Design for Freedom Self-Assessment Questionnaire

Grace Farms

Cradle to Cradle Material Health Certificate - Version 4.0

Standard Name / Abbreviation	C2C MH v4.0
Reporting Body	Cradle to Cradle Product Innovation Institute
Link to Methodology	-
Methodology Docs	

Relevant Buckets, Sub-Buckets, and TACO Sections

GUIDELINES FOR CREATING MATERIAL DECISION-MAKING CRITERIA BASED ON THE CMF

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Impact Area Level Alignment

Use the CMF Prioritization v1.0 [Airtable Tool](#) to organize your materials requirements by impact area and depth of alignment. Choose the impact level you want to explore, review the relevant standards, and see where stronger data connections can advance your goals and inform future project requirements.

1: Choose Your Level of Alignment

CMF Prioritization v1.0

CMF - The First 50

Mapping

Process

CMF Prioritization v1.0

Impact Area

Sub-Impact Area

TACO Level

Data Level

CMF Prioritization v1.0 ...

Standards Lookup

Impact Area

Search...

1. HUMAN HEALTH

HUMAN HEALTH

2. CLIMATE HEALTH

CLIMATE HEALTH

3. CIRCULAR ECONOMY

CIRCULAR ECONOMY

4. SOCIAL HEALTH & EQUITY

SOCIAL HEALTH & EQUITY

5. ECOSYSTEM HEALTH

ECOSYSTEM HEALTH

2: Choose Your Impact Area

1. HUMAN HEALTH

Category Definition

Materials-and the chemicals and processes used to make them-impact human health at every stage, from manufacturing to use to disposal. These impacts range from short-term irritation to chronic illness and even generational harm. In fact, the CDC estimates that 90% of diseases are influenced by environmental factors-including everyday chemical exposure. Many substances used today remain unregulated, affecting not just building occupants, but also workers across the supply chain.

That's why it's critical to understand what's in the materials we use-and to remove harmful substances that put people at risk.

Relevant Standards

Logo	Standard Name ↑
	BIFMA Level
	ClearChem Standard
	Cradle to Cradle Certified - Version 3.1
	Cradle to Cradle Certified - Version 4.0
	Cradle to Cradle Material Health Certificate - Version 3.1
	Cradle to Cradle Material Health Certificate - Version 4.0

3: Require/Request Relevant Standards

GUIDELINES FOR CREATING MATERIAL DECISION-MAKING CRITERIA BASED ON THE CMF

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Sub-Impact Area Level Alignment

1: Choose Your Sub-Impact Area

CMF - The First 50

Certification Mapping

Mapping Process

2025 Update Process

CMF Prioritization v1.0

Impact Area

Sub-Impact Area

TACO Level

Data Level

CMF Prioritization v1.0 ...

Standards Lookup

Search...

IMPACT AREA: HUMAN HEALTH

1.1 Substances

Product

1.2 VOCs

Product

IMPACT AREA: CLIMATE HEALTH

2.1 Embodied Carbon

Product

2.2 Company Carbon Impact

Company

IMPACT AREA: CIRCULAR ECONOMY

3.1 Sourcing

Product

3.2 End-of-Life

Product

3.3 Company Facility Waste

1.1 Substances

IMPACT AREA HUMAN HEALTH

SUB-IMPACT AREA Substances

Substances are defined by the EPA as any organic or inorganic substance of a particular molecular identity, including any combination of such substances occurring in whole or in part as a result of a chemical reaction or occurring in nature. The CMF includes factors in this section like: the percentage of disclosure, the granularity of disclosure (typically in parts per million or ppm), as well as by whether a product contains substances or chemicals of concern (as identified by commonly referenced restricted substance lists), or if the product has avoided the use of specific class based chemicals, among other factors.

2: Require/Request Relevant Ecolabels

Relevant Standards

Logo	Standard Name ↑
	BIFMA Level
	Cradle to Cradle Certified - Version 3.1
	Cradle to Cradle Certified - Version 4.0
	Declare Label
	Green Seal GS-11 - Paints, Coatings, Stains, and Sealers

T.A.C.O. Level Alignment

CMF Prioritization

1: Choose Your T.A.C.O. Area

Mapping Process

2025 Update Process

CMF Prioritization v1.0

- Impact Area
- Sub-Impact Area
- TACO Level**
- Data Level
- CMF Prioritization v1.0 ...
- Standards Lookup

TACO Level

Search...

1.1.1 Transparency

- HUMAN HEALTH**
- Substances

1.1.4 Optimization

- HUMAN HEALTH**
- Substances

1.2.2 Assessment

- HUMAN HEALTH**
- VOCs

1.2.4 Optimization

- HUMAN HEALTH**
- VOCs

2.1.1 Transparency

- CLIMATE HEALTH**
- Embodied Carbon

2.1.4 Optimization

- CLIMATE HEALTH**
- Embodied Carbon

1.1.1 Transparency

IMPACT AREA

- HUMAN HEALTH**

SUB-IMPACT AREA

- Substances

TACO Section Name

- Transparency

2: Review Ecolabels that Are Relevant for Each

Tip: Consider Requiring Transparency but Preferring Optimization

Relevant Standards

Logo	Standard Name ↑
	Cradle to Cradle Certified - Version 3.1
	Cradle to Cradle Certified - Version 4.0
	Declare Label
	Health Product Declaration
	Living Product Challenge Certification

GUIDELINES FOR CREATING MATERIAL DECISION-MAKING CRITERIA BASED ON THE CMF

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Data Level Alignment

CMF Prioritization v1.0

CMF - The First 50

Certification Mapping

Mapping Process

2025 Update Process

CMF Prioritization v1.0

- Impact Area
- Sub-Impact Area
- TACO Level
- Data Level**
- CMF Prioritization v1.0 ...
- Standards Lookup

Data Level

IMPACT AREA 3

Search...

IMPACT AREA: 2. CLIMATE HEALTH

- SUB-IMPACT AREA: 2.2 Company Carbon I...
 - TACO Sections: 2.2.4 Optimization
 - 2.2.4.1 Certifications/Disclosures

IMPACT AREA: 3. CIRCULAR ECONOMY

- SUB-IMPACT AREA: 3.1 Sourcing
 - TACO Sections: 3.1.1 Transparency
 - 3.1.1.1 Final Manufacturing Location
 - 3.1.1.2 Regenerative & Renewable Content Percentages (%)
 - 3.1.1.3 Reintegrated Content (%)
- SUB-IMPACT AREA: 3.2 End-of-Life
 - TACO Sections: 3.2.1 Transparency
 - 3.2.1.1 End of Life Guidance Provided
 - 3.2.1.2 Guidance Provided on Physical Product

3.1.1.2 Regenerative & Renewable Content Percentages (%)

Metrics

Metric Standards

Metric

% Certified Wood

% Biobased Content

% Unspecified Recycled Content (unspecified pre- or post-)

% Reintegrated/EPR Content

% ANSI/NSC 373 Certified

% Salvage, Refurbished, R

Recycled Content Source

Recycled Content Total

% Pre-C Recycled Content

% Post-C Recycled Content

1: Identify the Specific Data You Are Looking For

2: Use Consistent Metrics (which are data points) as Those Referenced in the CMF Prioritization v1.0

Tip: There is an Option to Use Exact Code for a Specific Data Point

Expert Level Tip: Understand the Syntax

The CMF’s hierarchical structure uses a numbered syntax to represent each level. See the example below for a preview, and explore the [Airtable Tool](#) at the Data Level for a deeper dive ([tutorial](#)).

1. Human Health	Impact Level
1.1 Substances	Sub-Impact Level
1.1.1 Transparency	T.A.C.O. Level
1.1.1.1 Reporting Threshold Level	Factor Level
1.1.1.1.1 100ppm	Metric Level

Note: You’re welcome to use the specific codes provided for data endpoints in your workflows or internal systems—but it’s not required to benefit from the CMF or make better materials decisions. As the connected data ecosystem continues to develop, this shared syntax will simply make it easier to create consistent connections across certifications, databases, and workflow tools.

Using the CMF to Develop Decision Making Criteria for Material Selection

- Step 1: Things to Consider When Getting Started
- Step 2: Understanding the 'Levels of Alignment'
- Step 3: Considering Your Firms Impact Specific Requirements
- Step 4: Using the Airtable Tool to Integrate Levels and Values
- Step 5: Publishing and Promoting Your Program

Step 5: Publishing and Promoting Your Program

Once your material requirements are set, decide how and where to share them. Promoting your CMF alignment helps partners understand your expectations and amplifies market demand for transparency and optimization, while simultaneously accelerating a clear market signal.

Internal Only

Communicate to your design, specification, and procurement teams what they’re looking for when it comes to sustainability criteria and why. Understanding the reasoning behind the requirements goes a long way in encouraging team members to take action.

Shared With Partners

Share your requirements with partners and the mM team to amplify progress. Support collaboration by sharing resources and clarifying what’s required, requested, and “nice to have.”

Public

Consider publishing your materials requirements, as firms like [Gensler](#) and [MSR Design](#) have done. Doing so provides a clear reference for manufacturers, encourages industry-wide transparency, and inspires others to begin their own materials journey.

Tip: When publishing, it would be good to indicate the level of CMF alignment your program is current focused. If multiple levels, you could indicate level of alignment by impact area or sub impact area as well.

What's Next in your Toolkit: The Common Give Resource

Tools for Accelerating a Common Ask/Give

Looking for step-by-step guidance on how to use the Common Ask?

We’ve created a separate resource: Supporting AEC/O: Using the Common Ask & Common Give. It walks you through how to align project specifications and requests to manufacturers for their sustainability information with the CMF.

You’ll find practical examples of digital and static CMF-aligned submission options, guidance for coordinating across internal teams and external partners, and tips for helping manufacturers respond more effectively—reducing duplicative asks and saving time for all.

The only way we will enable the ability to automate materials vetting is by aligning around a clear market signal, leveraging a common language and common ask resources.



Common Materials Framework

- 01. Introduction
- 02. Adopt a Common Ask
- 03. Leverage the Common Ask
- 04. Use the Common Give
- 05. Coming Next

Supporting AEC/O: Using the Common Ask & Common Give

When it comes to requesting sustainability information from manufacturers, inconsistency leads to confusion, inefficiency, and—let’s be honest—the kind of frustration we’ve all felt when facing duplicative forms and unclear requirements. That’s exactly what the Common Ask resources were designed to solve.

Grounded in the Common Materials Framework (CMF), the Common Ask Templates provide a shared structure for collecting the product data we all need. They simplify workflows, cut down on repeat requests, and build confidence that the information being collected is consistent and usable across the industry.

Here’s how to put them to work:

By aligning around a single, open-source approach, we can simplify workflows, reduce noise, strengthen trust, and accelerate the use of sustainability data to drive impact at scale.

Adopt the Common Ask as the foundation of your material decision-making criteria.

Leverage the draft request language provided here to make your asks clear, consistent, and aligned.

[View Common Ask & Give Resource](#)

The Common Materials Framework is more than a reference—it's a pathway to action. By understanding the different levels of alignment, considering your firm's impact-specific priorities, and clearly communicating your criteria, you can reduce duplication, build trust, and accelerate industry-wide impact.

No matter where you start, whether with broad endorsement, certification-level asks, or detailed data tracking, every step toward alignment strengthens the shared ecosystem and makes it easier for all of us to specify and deliver healthier, more sustainable materials.

Together, we can move beyond one-off requests to a coordinated approach that drives transparency, optimization, and lasting change across the built environment.