

Digitizing Certification for a Connected Future

Cradle to Cradle Certified®'s Alignment
with the Common Materials Framework



CASE STUDY



Cradle to Cradle Products
Innovation Institute
Ecolabel/Standards

2025

Project Overview

In an era where data drives every decision, the Cradle to Cradle Products Innovation Institute (C2CPII) is ushering certification into the digital age. Through the evolution of Cradle to Cradle Certified®, the Institute is transforming how sustainability achievements are verified, communicated, and used, creating a foundation that connects seamlessly with mindful MATERIALS' Common Materials Framework (CMF).

The Challenge: Making Data Usable

Designers and sustainability teams are inundated with information—certifications, declarations, metrics, and more. But without clarity or consistency, that data can easily become noise instead of insight.

C2CPII recognized a key opportunity: for sustainability data to drive meaningful change, it must be accessible in the tools designers already use, verified by trusted third parties, and mapped to frameworks that define impact.

The Approach: Building a Fully Digital Experience

C2CPII reimaged the certification process from the ground up—creating a digital infrastructure that transforms Cradle to Cradle Certified® into an interactive, data-rich experience.

This evolution includes:

- Visual Scorecards that communicate a product's achievements in a clear, intuitive format.
- Category-specific data outputs that align with how design teams make material decisions.
- Enhanced APIs that connect certified data directly into design platforms and databases.

The result: verified information that's not just available, but truly usable.

CMF IMPLEMENTATION TOOLKIT RESOURCES



[Ecolabel/Standards CMF
Implementation Toolkit](#)



[2025 Data Ecosystem Report](#)



[CMF Prioritization v1.0](#)



[CMF Implementation Toolkit](#)

CMF Connection

At the heart of this transformation is alignment with the CMF.

C2CPH has ensured that Cradle to Cradle Certified® data can be mapped directly to the CMF's five impact areas—Human Health, Ecosystem Health, Climate Health, Social Health & Equity, and Circularity—enabling consistent, transparent communication across platforms.

This integration means:

- CMF impact categories are embedded within C2C Certified® outputs.
- The certification becomes a **living dataset**, not a static label.
- Designers can see not only what a product achieved, but why it matters—in context.

The Impact: A New Era of Certification

By digitizing its certification process and aligning with the CMF, C2CPH is helping shift the industry from fragmented reporting to connected intelligence.

This alignment doesn't just simplify sustainability communication—it scales it. Data becomes more than documentation; it becomes a tool for measurable progress.

Cradle to Cradle Certified® and the Common Materials Framework together mark a pivotal moment in sustainable product design: one where verified data becomes actionable insight, and insight drives real impact.

"We wanted Cradle to Cradle Certified® to be more than a label. By building a fully digital infrastructure and connecting to the CMF, our goal is to deliver verified, connected information that meets designers where they work and helps them make confident, sustainable design choices."

— Ren DeCherney, Cradle to Cradle Certified®