

Part 1: Guidelines for Aligning Manufacturer Sustainability Communications to the CMF

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Introduction

Introduction

Why This Guidance

Suggested Background Material

Introduction

Your customers (AEC, Owners, etc.) are aligning around a common ask for sustainable product information utilizing the Common Materials Framework (CMF). This alignment is happening so that they can automate materials decision making at scale in workflow. In order for automation to accelerate, there is a need to first utilize a common language to organize sustainable product information and communications consistently and second, there is a need to digitize this information.

This guidance (Part 1 and [Part 2](#)) is a manufacturers resource to bring clarity to how to evolve your communications and prepare for the digital age regardless of where you are in your sustainability journey.

This guidance will help manufacturers navigate how to:

Part 1:

Streamline sustainable product information and communications using the CMF

Eliminate the need to complete individual, manual, silo'd spreadsheets and tasks from your customers (one response to all is what we're shooting for!) utilizing "Common Give" Resources

Part 2:

Create a digitization strategy to ensure your brand shows up where product decisions are being made

Coming Soon: Tracking ROI information

As your customers (AEC, Owners/Developers, etc.) accelerate their tools, processes and resources to automate materials decision making, this guidance document is here to help break down the complexities on how to navigate data management pathways as currently available, and standardization on how sustainable product data is being shared.

Why this Guidance: Manufacturers, does this sound familiar?

You're receiving hundreds of the same or slightly different questions about your sustainability investments via spreadsheet, from all of your customers in which you (and maybe a teammate) spend nearly half of your time responding to these requests.

You're not alone, and mM as the industry convener around sustainable materials action is here to help!

How this Guidance Will Help You

Part 1: Automate Communication: align your sustainable action with impact reduction by organizing your communications with the Common Materials Framework

Part 2: Evaluate and Create Digital Strategies: digitize this communication to automate information and data sharing into the future

“It’s demystified the jargon and made sustainability easier to understand—for our teams and our clients.”

—Amy Bohnenkamp, Springs Window Fashions

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](#)

ALIGNING MANUFACTURER SUSTAINABILITY COMMUNICATIONS TO THE CMF

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Aligning Your Sustainability Communications Strategy with the CMF

Step 1: Things to Consider When Getting Started

Step 2: Understanding the 'Levels of Alignment'

Step 3: Using the Airtable Tool to Crosswalk

Step 4: Publishing and Promoting Your CMF Aligned Program

Steps to Aligning Your Sustainability Communications Strategy with the Common Materials Framework

These steps guide manufacturers through aligning their sustainability communications with the Common Materials Framework—from understanding alignment levels to publishing and promoting your CMF-aligned program. Each step builds clarity, consistency, and confidence in how your organization shares sustainability data.

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Step 1: Things to Consider When Getting Started

Build internal alignment: Make sure your sustainability, engineering, product, and marketing teams are on the same page about what the CMF is, why it matters, and how your products align. When everyone understands the “why,” your external messaging will be clear and credible.

Translate technical action into story: CMF alignment is a technical process, but what specifiers and buyers need is confidence and clarity. Marketing’s role is to help turn sustainability data and engineering/operations action into language that resonates: performance, compliance, transparency, and impact.

Connect to what your audiences care about: AEC teams want to know: how does this help me make better material decisions? Owners want to know: how does this reduce risk or support our goals? Each organization and customer will have different values, however, the CMF helps you organize and address all of them as it pertains to material sustainability. Use CMF alignment to communicate these questions directly.

Leverage consistency: The beauty of the CMF is its shared language. Don’t reinvent your own—use CMF language consistently across your website, collateral, specs, and sales tools. This will help reinforce alignment and makes it easier for clients to connect the dots.

Tell and show: Highlight case studies, project examples, or even visuals that show how your sustainable product information aligns with the CMF and ultimately how your data flows into platforms and programs through CMF alignment. Proof builds trust.

Position your brand as future-ready: Framing CMF alignment as part of your long-term commitment to sustainability helps you position your brand ahead of the curve—not just reacting to requirements, but shaping the market.

Aligning Your Sustainability Communications Strategy with the CMF

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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.

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.

Signaling Your Alignment With the CMF

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

If you're on the path to advancing your sustainability program you should consider aligning your program and communication at deeper levels

Understanding the Levels of Alignment

Level 1: Impact Level Alignment

Can demonstrate that your products obtain an ecolabel/standard or recognition in at least one (or multiple) CMF Impact Areas (e.g., Human Health, Climate Health, etc.).

Provide ecolabel/standard(s) that show progress in these broad “impact areas” (e.g., an EPD for Climate Health, an HPD for Human Health, etc.).

Understand that at a minimum, this is where manufacturers should be if they want their products to meet baseline requests from A+D firms, Rating Systems, and Owner Requirements and programs.

Level 2: Sub-Impact Level Alignment

Share product-specific or company-level information in greater detail within the CMF sub-impact areas (e.g., VOC content under Human Health, embodied carbon under Climate Health, recyclability under Circular Economy, etc.).

Show clear alignment between your ecolabels/standards and these functional groupings of impact.

Demonstrate readiness to respond to more targeted, more detailed requests from architects, designers, contractors, owners, etc., building trust and efficiency in your information sharing.

Understanding the Levels of Alignment

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

Move beyond “checking the box” on disclosures and begin showing how your products/impacts are improving over time.

Use the T.A.C.O. spectrum to communicate where you stand: Transparency: Your product or company discloses relevant information— either publicly or through a trusted ecolabel/ standard.

- Assessment: Your product data has been reviewed or evaluated to better understand its impact through a third party, ecolabel/standard.
- Commitment: Your company/product has made a verified, public commitment—often through a third party—to improve your product’s (or company’s) impacts.
- Optimization: The product has met or exceeded meaningful benchmarks for improvement, as defined by an ecolabel/ standard and/or third party.

Position your products not just as compliant, but as actively advancing sustainability outcomes, and reducing impacts.

Level 4: Metric/Data Level Alignment

Factors are questions, metrics are the answers. Metrics=data points.

Provide specific, measurable factors and metrics (e.g., “100% ingredient disclosure to 100 ppm level,” “76% recycled content,” “50% reduction in embodied carbon, etc.”).

Enable A+D teams and owners to integrate your product data into project-level impact reporting and benchmarking across impact areas.

Show leadership by giving the industry the kind of quantifiable information needed to track and prove progress toward climate, health, ecosystem, equity, and circularity goals.

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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 3: Using the Airtable Tool to Crosswalk

Crosswalking your current program will result in your ability to align your sustainability investments (ecolabel/standards and other actions) to impact as well as track data (organized/certified within these investments) to impact.

What is Crosswalking?

Crosswalking means creating a map between two systems—like standards, certifications, or data sets—so you can see how they line up. It helps translate information from one format to another, making it easier to share, compare, and use without duplication.

Ensure ecolabel/standards, factors, metrics you've already invested in are mapped or 'crosswalked' to the right Impact Area, Sub-Impact Area, T.A.C.O. and/or Factor/Metric as identified in [CMF Prioritization v1.0](#).

[CMF Prioritization v1.0](#)

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 in the [Airtable Tool](#).

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

Crosswalking Option 1: Standards Lookup to CMF Alignment

One way manufacturers can check their products' alignment with the Common Materials Framework (CMF) is by using the Standards Lookup Tool in Airtable. This tool makes it simple to see which certifications, ecolabel/standards your products already meet, and how those map to the CMF Impact Areas. It's the easiest starting point to understand where you're already aligned and where you might have gaps to fill.

CMF Prioritization v1.0

CMF - The First 50

Certification Mapping

Mapping Process

2025 Update Process

CMF Prioritization v1.0

1: Review Your Ecolabel/ Standards in the Standards Lookup Tab

Standards Lookup

Reporting Body

Search...

full scope

CERTIFIED

cradle to cradle

chocertified.org

Cradle to Cradle Certified - Version 4.0

Cradle to Cradle Product Innovati...

Material Health

Cradle to Cradle Material Health Certificate - Version 3.1

Cradle to Cradle Product Innovati...

material health

CERTIFIED

cradle to cradle

chocertified.org

Cradle to Cradle Material Health Certificate - Version 4.0

Cradle to Cradle Product Innovati...

CRI

GREEN LABEL

PLUS

CRI Green Label Plus

The Carpet and Rug Institute

Declare

Declare Label

Living Future

Design for Freedom

Design for Freedom Self-Assessment Questionnaire

Grace Farms

Share

4

<<

Standards Lookup

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v

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

cradle to cradle products innovation institute

MATERIAL HEALTH CERTIFICATE STANDARD, VERSION 4.0

Derived from the

CRADLE TO CRADLE CERTIFIED® VERSION 4.0 Product Standard

2: Understand Where They Appear in the CMF

Relevant Buckets, Sub-Buckets, and TACO Sections

≡

Crosswalking Option 2: Level Alignment to Standards

The second way to check your products’ alignment with the CMF takes a bit more effort, but gives you more control. With this approach, you start by selecting the level of alignment you want to explore (see page 07 for a refresher on these levels)—whether that’s impact level, sub-impact level, T.A.C.O. level, or data level. From there, you choose the impact category you’re interested in, then review the relevant ecolabel/standards connected to that Impact Area. This lets you dig deeper and see exactly where your products align and where there’s room to grow.

CMF Prioritization v1.0

CMF - The First 50

CMF Prioritization v1.0

Impact Area

Sub-Impact Area

TACO Level

Data Level

CMF Prioritization v1.0 ...

Standards Lookup

2: Choose Your 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

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 materials and processes are used in products that put people at risk.

3: Review Relevant Ecolabel/Standards that Address the Level of Alignment

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

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Step 4: Publishing & Promoting Your CMF-Aligned Program

Once you’ve aligned your product and company sustainability attributes with the CMF, decide how and where to share that alignment. Promoting it helps specifiers, contractors, owners, and your own teams see your progress and take the next step in collaboration.

Internal Only
Communicate your CMF-aligned data internally so sales, marketing, and product teams understand what’s available and why it matters—equipping them to confidently share your story with clients and partners.
Shared With Partners
Share your CMF alignment with partners and the mM team. Clarify what’s complete vs. in progress, and include supporting documents so others can understand and use your data effectively.
Public
Publish your CMF alignment on your website, spec sheets, or through mM Tech Partners to demonstrate transparency and leadership. Indicate your current alignment level—and note variations by impact area if applicable.

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

Tools for Accelerating a Common Ask/Give

Now that you've aligned your sustainability program and communications with the CMF, pull this through in day to day inquiries with your clients.

We’ve created a step-by-step guidance on how to respond to sustainability inquiries using the CMF as the common format: [Supporting Manufacturers: Using the Common Give Resources](#).

It walks you through digital and static CMF aligned submission options, shows exactly how to share your sustainability information/data once for multiple programs, and offers tips and advocacy for making sure your responses are consistent and CMF-aligned.

Check it out to put the Common Give into action and make your sustainability information and data work harder across the industry.



Common Materials Framework

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

Supporting Manufacturers: Using the Common Ask & Common Give

If you're a manufacturer, you know the frustration: every customer, program, or project seems to want sustainability data in a slightly different format. It leads to duplicate work, inefficiency, and endless forms that rarely connect across systems.

That's exactly what the Common Ask and Give resources were built to solve.

Grounded in the Common Materials Framework (CMF), the Common Ask and Give Templates give you a consistent way to share your product data—once—and have it recognized across multiple programs. No more guessing what each designer or owner wants. No more filling out duplicative forms. Just clear, aligned requests and responses that save your team time and keep your data working harder.

Why Adopt the Common Ask?

This isn't just another form. It's your first step toward a future where manufacturers, AEC/O teams, and programs work from the same playbook.

Reduce Duplication: One response can fulfill multiple requests.

Save Time: Streamlined workflows reduce repetitive back-and-forth.

[View Common Ask & Give Resource](#)

The Common Materials Framework (CMF) is more than a reference, it's a practical pathway to action. By aligning your products sustainability impacts with the CMF, you can reduce duplicative requests, demonstrate leadership, and give your customers confidence that your data is consistent, credible, and ready to use.

No matter where you begin, whether by mapping certifications, endorsing at a broad level, or providing detailed data, every step toward CMF alignment makes it easier for architects, designers, contractors, and owners to specify your products.

Together, we can move beyond one-off requests to a coordinated approach that highlights your investments, builds stronger partnerships with the AEC/O community, expands ROI, and accelerates transparency, optimization, and lasting change across the built environment.