

**Cradle to Cradle Co-authors and MBDC Founders Designer William McDonough and Chemist Michael Braungart to Share Key Sustainability Protocols with Governor Schwarzenegger-Announced Non-Profit Institute**

**Charlottesville, VA - May 20, 2010** - One of the world's foremost protocols for evaluating and improving products for a multi-attribute conception of sustainable design, developed by MBDC (McDonough Braungart Design Chemistry), Cradle to Cradle® Certification will be issued in the United States by the new Green Products Innovation Institute ("Institute"), a non-profit organization based in California focused on transforming the making and consumption of things into a regenerative force for the planet.

Developed by architect William McDonough and chemist Michael Braungart, the Cradle to Cradle design framework provides an engaging vision and strategies for an organization to create a wholly positive footprint on the planet -- environmental, social and economic. MBDC rendered these principles into a rigorous and comprehensive certification process that evaluates products and materials for human health, environmental health and recyclability.

Announced with the support of Governor Arnold Schwarzenegger, the new Institute is intended to support the administration's Green Chemistry Initiative as outlined in the Green Chemistry Report (Dec 2008), which calls for the elimination of toxic substances from materials and manufacturing processes for all products sold in California. The Institute will audit and issue certifications for products submitted by assessing organizations which have worked with the manufacturers to assess their products against the program criteria. Cradle to Cradle Certification provides a means to achieve new levels of environmental and human health and safety for all products, and has already been applied to more than 300 products, representing over 100 companies across a range of industries.

"California, with the support of Governor Schwarzenegger and a forward-thinking group of minds, is once again leading innovation by adopting the strategies of change that will provide human enterprise with a new enduring strategy of hope." William McDonough said. "Cradle to Cradle is profitable for business and beneficial for society by creating meaningful green jobs that protect and revitalize the environment. Our goal is a delightfully diverse, safe, healthy and just world with clean air, soil, water and power-economically, equitably, ecologically and elegantly enjoyed."

"Cradle to Cradle has been a source of inspiration for the Green Chemistry Report, and we are very grateful to William McDonough and Michael Braungart for agreeing to transfer the protocols to help California, the world, and generations to come benefit from the vision they have put forth," said Institute Founder and former Secretary CalEPA Terry Tamminen. "The Cradle to Cradle way of looking at chemistry and design will improve the health and prosperity of the people of California and this nation."

"The Institute is set to transform how companies design, select ingredients, manufacture products and use chemicals, fostering innovation and job growth in a new green economy in California and across the globe," said Ken Alston, CEO of MBDC. "We already are seeing great transformation by MBDC clients spearheading innovation in sectors that range in focus from the commercial to the consumer. The Institute will further this transformation by spreading Cradle



to Cradle thinking throughout California and the myriad products, organizations, supply chains and purchasing that California influences.”

The Green Products Innovation Institute and California’s Green Chemistry policies provide a unique opportunity for the public and private sectors to partner and create strong standards for a broad variety of products. For more information on the mission and activities of the Institute, please visit [www.gpinnovation.org](http://www.gpinnovation.org).

### **About MBDC (McDonough Braungart Design Chemistry)**

MBDC is a global consulting and certification firm that helps clients create a positive footprint on the planet by implementing the Cradle to Cradle® design framework. The framework is outlined in the book by internationally recognized architect/designer William McDonough and chemist Michael Braungart, *Cradle to Cradle - Remaking the Way We Make Things*, published in 2002 by NorthPoint Press. Cradle to Cradle Certification is an external, multi-attribute assessment process that can be applied across industries, from building materials, interior building products and furniture, to consumer products and packaging. Cradle to Cradle Consulting helps clients integrate the larger Cradle to Cradle design framework to optimize product life cycles, organizational operations, strategy, decision-making and communications. For more information, visit [www.mbdc.com](http://www.mbdc.com). Cradle to Cradle® is a registered trademark of MBDC.

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