

## **Communication strategy for the Library of Cradle to Cradle inspired elements for building developments**

July 2022

**Goal:**

- *Communication without compromising the Library*
- *Give clients the opportunity to communicate on their advances*
- *Clear guidelines for communication and additional information*

### **Part I: Information for applicants**

#### **The collection of Cradle to Cradle inspired projects**

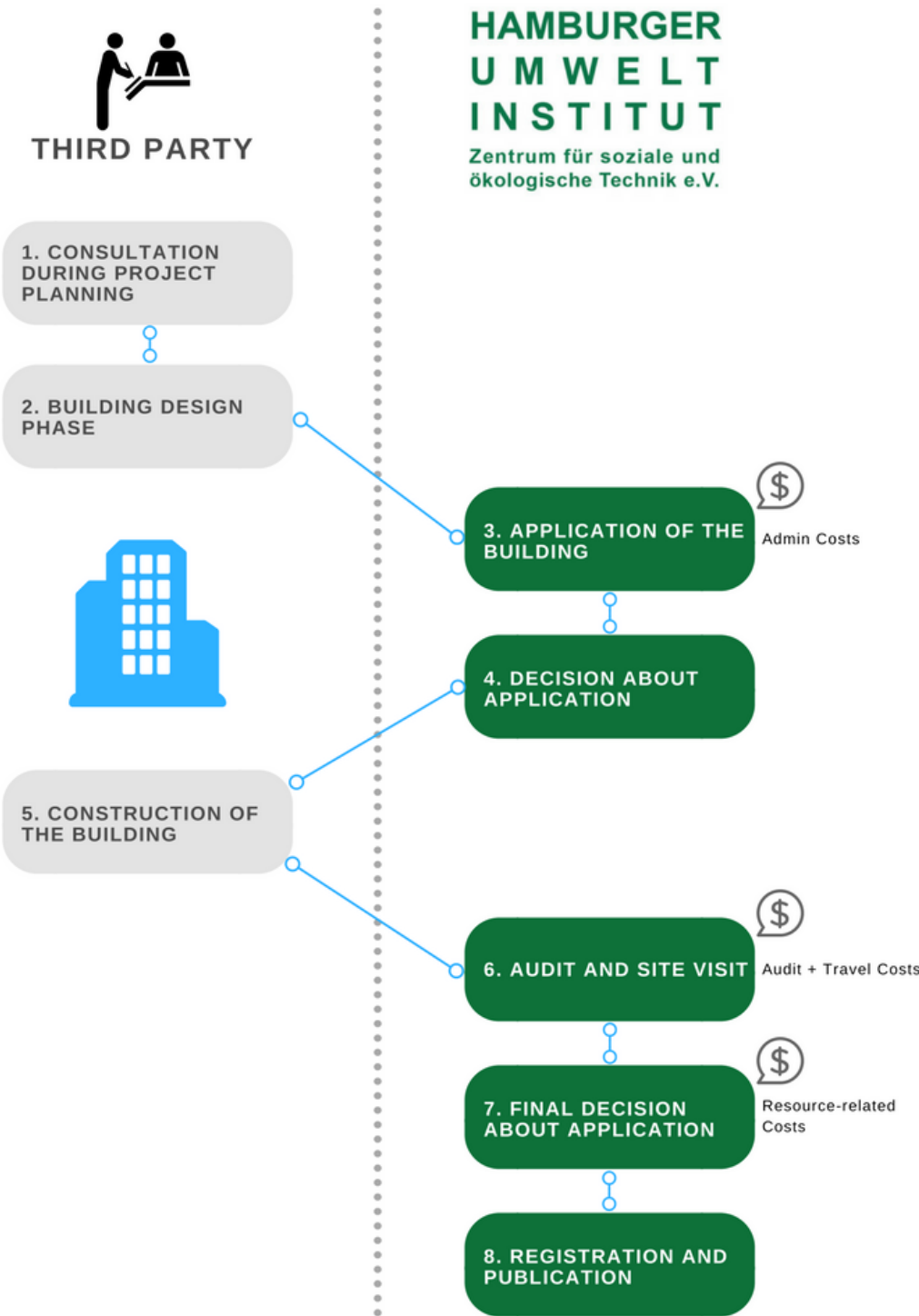
*“The Library is a celebration of the big beneficial footprint of building developments. I hope you enjoy the wonderful examples being introduced in this Library and I encourage everybody to send their best achievements. There is great diversity among buildings globally, so it is unfair to rank them against each other. Instead of ranking, our aim is to accelerate the number of actively beneficial structures by celebrating the outstanding C2C inspired elements.”— Prof. Dr. Michael Braungart*

The success of Cradle to Cradle (C2C) has sparked demands in the marketplace for an affordable, convenient, quality-assured mechanism to celebrate and validate C2C inspired elements in buildings. These elements go beyond green or sustainability to add value for stakeholders. Green building certifications are important, but tend to focus in minimizing negative impacts rather than supporting beneficial footprints that add value. Due to the costs

of those processes only a few thousand out of millions of new buildings were awarded green or sustainable certifications over the past decades. Newer mechanisms, such as the „living buildings challenge“ borrow from Cradle to Cradle and are directed more at beneficial aspects, but still require a certification process. The Library is not a certification, but a complementary step beyond those approaches to let many stakeholders in buildings celebrate the added value of a big beneficial footprint. Furthermore, the Library serves the purpose of inspiring others in the Cradle to Cradle community to learn from the exemplary projects and to implement Cradle to Cradle in their own projects. The platform has an inclusive approach for everyone that wants to participate and share their visions for a beneficial footprint of building developments.

The Cradle to Cradle Library is a digitally library managed and maintained by the Hamburg Environmental Institute and can be accessed online at <https://c2c-buildings.net/>. The platform aims to promote inspiration and showcase outstanding, innovative elements of buildings in such a way that they serve as an example to others for a future of building projects with a beneficial footprint. To do this, applications to the Cradle to Cradle Library go through a process where they are reviewed in detail and visited on site. More specifically, projects can apply for the Cradle to Cradle Library through the website after the building design phase is completed. The application is then reviewed by checking for the Cradle to Cradle design criteria. If the presented elements are suitable to be included in the Library, an audit is carried out after the construction of the building to confirm these elements and to make sure that they are implemented as stated in the application. It is also possible for building projects to apply to the Library if they have already been constructed. When the audit is successful, the applicant is sent an official award document, summarising their achievements and the project is presented in the Library with its Cradle to Cradle inspired elements. The detailed process is shown below. As indicated, expenses incur in order to be able to maintain the work of the library, but they do not exceed the costs of the HUI. We do not have a classic price list, as we charge according to the actual costs incurred and the actual effort involved. This depends in particular on the scope and quality of the submitted documents and, of course, on the respective size of the project and the project duration. The decisions of the jury are based on the publication *Cradle to Cradle criteria for the built environment* by Douglas Mulhall and Michael Braungart (2010). Further information can be found on the website of the Cradle to Cradle Library.

# Application process for the Cradle to Cradle Library



## **Part II: Communication by the applicants**

### **1. At conception and before the decision**

Advancing in terms of Cradle to Cradle is something great and the word about this should be spread in order to include as many as possible in the advantageous journey. As Cradle to Cradle aims to create a positive footprint and add value for different stakeholders, communication is a key tool to build momentum and to progress towards a shared goal. Therefore, it is crucial to plan the communication accordingly without compromising the legitimacy of the Cradle to Cradle Library and the HUI. Thus, it is not allowed to describe the project in question as Cradle to Cradle inspired before the review and the audit of the HUI has been carried out successfully. Still, it is desirable to explain the Cradle to Cradle design principle and its philosophy to the stakeholders and to communicate the attempt of the project managers to implement it in regard to certain elements. The emphasis on the attempt is important, since the HUI must assume that there are projects that have not yet implemented and understood Cradle to Cradle properly. In the end, only projects that are truly Cradle to Cradle inspired will be registered in the Library. When referring to the Cradle to Cradle Library of elements for building developments, please read and use the information above or on the official website.

- **Do not describe the project as Cradle to Cradle inspired before the successful audit.**
- **Be transparent about the attempt to implement Cradle to Cradle.**
- **When referring to the Cradle to Cradle Library, use official information.**

### **2. After the decision but before the audit**

Transparency is important during all communication. It is not allowed to describe the project as Cradle to Cradle inspired before the approval after the audit. In the external communication it may be referred to the point at which the project is in the overall application process shown above, while mentioning that the first steps have been passed but the ultimate approval and publication happens only after the audit.

### **3. After the decision but before publication**

As soon as the official decision of the HUI has been made that the project will be included in the library and has been communicated to the applicant accordingly, this may be communicated in accordance with the following paragraph. Since publication depends on

how quickly the texts to be published are provided by the applicants and reviewed and published by the HUI, this should be taken into account in the communication.

#### **4. After the decision and publication**

After the audit was performed and the official acceptance document has been sent by the HUI for the successful audit, the project will be presented on the website for the Library for Cradle to Cradle inspired elements for building developments. The building project with its elements will be an inspiration for future designs and awarded The Library Registration. To amplify the purpose of inspiring others in the Cradle to Cradle community, the HUI encourages the external communication of this achievement. The official award document and the presentation can be used for this purpose, as well as additional information that the applicants have regarding the development of the project and its aspirations. However, only elements that have been checked and approved and as such included in the presentation may be referred to as Cradle to Cradle inspired. Furthermore, the registration in the Library is not equivalent to a certification and must not be communicated as such. Additional information on the purpose of the Library can be found on the official website.

- **Use the documents and the presentation on the Library website for your external communication.**
- **Complement it with additional information, as long as no elements are described as Cradle to Cradle inspired that have not been approved.**
- **Do not communicate the award by the Library as a certification.**

## **Hamburg Environmental Institute e.V. (HUI)**

**The Hamburger Umweltinstitut - Zentrum für soziale und ökologische Technik e.V. (Hamburg Environmental Institute - Centre for Social and Ecological Technology) is an independent, non-profit association recognised as particularly worthy of support for the scientific treatment of environmental issues.**

### **The basis of our work**

Globally relevant environmental problems require environmentally and socially compatible solution concepts as well as international exchange and cooperation. Based on the experience of various scientific disciplines, the aim of the Hamburg Environmental Institute is to advance practicable solutions and to implement them in cooperation and with the support of individuals, institutions, universities, government agencies and companies at home and abroad.

The HUI is working as a team of enthusiastic experts, supporting the Cradle to Cradle design concept and its philosophy. Due to the organisational structure, the Cradle to Cradle Library is only part of our work and since the available resources are limited, we cannot guarantee any exact deadlines and longer waiting times can occur. However, the HUI is keen to honour any achievements towards Cradle to Cradle elements for building developments and no project will be neglected.

Further information about the HUI can be found on its website, accessible under <http://www.hamburger-umweltinst.org>.

## **Support the work of the Hamburg Environmental Institute e.V.**

The activities of the Hamburg Environmental Institute are mainly supported by donations as well as by the active, voluntary work of experts.

**We welcome your donation to support the work of the Hamburg Environmental Institute:**

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