Cradle-to-Cradle Design at Scale
Opportunities, Applications and Business Value

MIT Sloan School Leadership Lab

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MBDC
• Cradle-to-Cradle Design Overview
• Scaling the Model for Value
• Examples of Scalability
• Value to Business
• Discussion
Cradle-to-Cradle Design

- 100% Safe Inputs
- 100% Cycled Inputs
- 100% Cycle-able Outputs
- 100% Actual Cycling of Outputs
- 100% Good for People/Community
Drivers

- Early Adopter Interest
- Regulatory forces
- Market Forces
- Business Value
MBDC Business Model

- Historically ‘Fee for Service’
- Need for Scalability
- Development of Educational Modules
- Development of Software Tools
Some MBDC Clients

- Nike, Inc.
- Shaw, Inc.
- Ford Motor Company
- BASF
- Rohner Textil AG
- Volvo
- Herman Miller
- Milliken & Company
- Visteon
- Ben & Jerry’s Homemade
- Pendleton
- DesignTex
- United States Air Force
- US EPA
Scalable Solutions

- Chemical Profile Knowledge Base
- C2CSpec™
- Supply Chain Sustainability Exchange
Design Tools

Another way MBDC helps organizations implement Cradle to Cradle Design is by licensing and/or customizing and deploying specific software tools.

From highly secure, internet-based, information exchange tools for supplier networks, to stand-alone knowledge development and materials decision tools for professional designers, to highly customized software models to evaluate product attributes according to Cradle to Cradle Design criteria, MBDC is developing the tools for building the Next Industrial Revolution.
Introduction

Business value flows from informed decision-making.
Another way MBDC helps individuals and organizations implement cradle-to-cradle design is through software tools. MBDC Design Tools enable individuals and organizations to make more informed design decisions, which translates into direct results for improved product quality and business value.

more

News

MBDC Announces Beta Release of C2CSpec.
Architects, interior designers, construction engineers and product specifiers make project critical decisions every day. These professionals specify products that substantially comprise the environmental and health attributes of a building or interior space.

more
Please register by completing form below

* Email
* Password
* Confirm Password
* Full Name
Company Name
Mail Address
Address (cont)
City/Town
State/Province
* Zip/Postal Code
* Country
Telephone Number
Profession
How did you hear about us?
* Accept Terms of Service?  Yes  No

REGISTER
Create new evaluation by completing form below

* Evaluation Name

* Product Being Evaluated

* CSI Level One Code

Additional CSI Codes

Notes

CREATE
<table>
<thead>
<tr>
<th>Select</th>
<th>Evaluation</th>
<th>Date</th>
<th>Status</th>
<th>Delete</th>
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7 evaluations are available before reaching your quota.
Question 5.2 (2 of 5)

Does the manufacturer publish a GRI-sanctioned corporate responsibility report?

Answer:
- Do Not Know
- Yes:
- No

Rationale
### Multiple Evaluation Comparison Report

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<th>eade 1</th>
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WELCOME TO THE SUPPLY CHAIN SUSTAINABILITY EXCHANGE

for ACME Products
Sustainable Design Action Initiative

- Background Information
- Open a New Supplier Account
- Access an Existing Supplier Account
- Contact Us
- Instructions
- Information Protection
- Information Accuracy
- Sustainable Design Resource
- Frequently Asked Questions
- Materials Data Entry
Value

- Chemical Profile Knowledge Base
  - Enhanced Confidence
- C2CSpec™
  - Informed/Replicated Decisions
- Supply Chain Sustainability Exchange
  - Focused Innovation