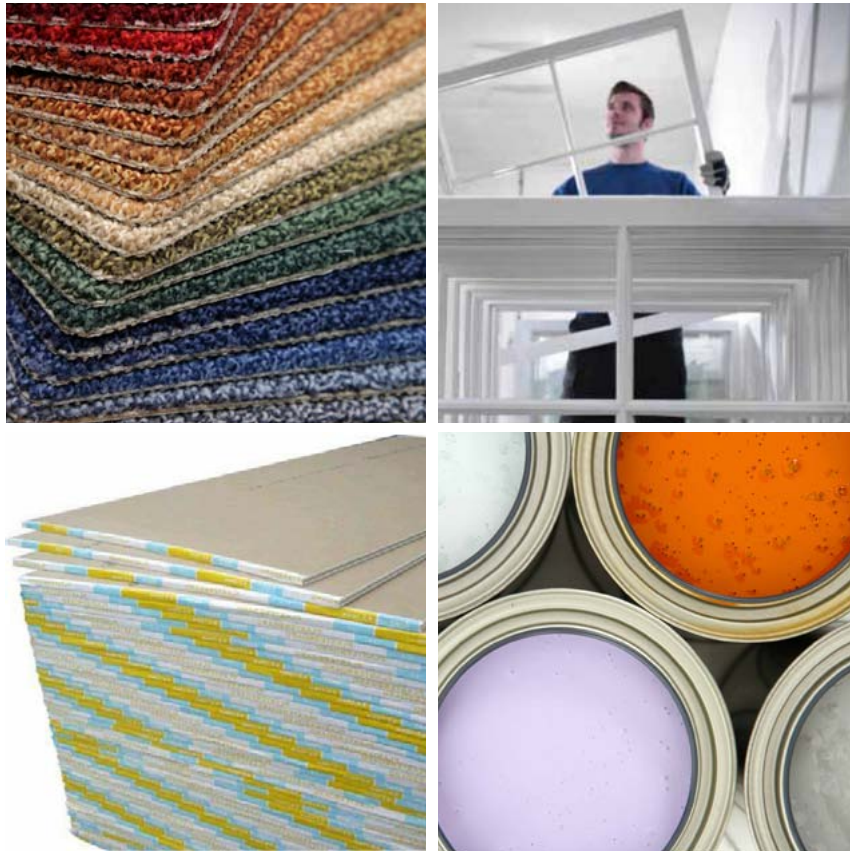


Cradle to Cradle  
**Product  
Innovation  
Challenge**  
\$250,000 in prize money



## Details & Information



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# Cradle to Cradle Product Innovation Challenge

\$250,000 in prize money



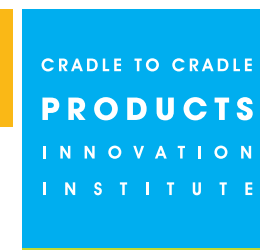
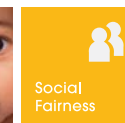
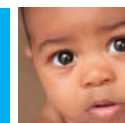
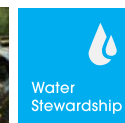
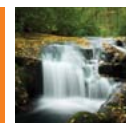
The Cradle to Cradle Products Innovation Institute and the Make It Right Foundation challenge you to design a product for the affordable housing market. Winning products will need to meet the criteria of the Cradle to Cradle Certified<sup>CM</sup> Product Standard and align with Make It Right's mission "to build safe Cradle to Cradle inspired homes, buildings, and communities for people in need." That means a product that must be safe for human and environmental health and is designed for re-use, returning safely to soil or to industry forever after its use. No more "waste" for incinerators, oceans, or landfills. Three winners will share a cash prize of \$250,000. Entries may be submitted starting immediately. Details can be found at [www.c2cCertified.org/challenge](http://www.c2cCertified.org/challenge).



The Cradle to Cradle total quality framework has been widely adopted by global leaders in architecture, design, and urban planning who are

committed to positive human and environmental regenerative systems. The Cradle to Cradle Certified<sup>CM</sup> Product Standard has recognized products of superior design in the areas of human health, positive environmental impact, and social fairness for over 10 years. Brands that have achieved the Cradle to Cradle Certified mark are considered leaders in sustainable design and manufacturing, and have earned the reputation as creative and highly innovative companies.

The Challenge intends to inspire innovators to transform the way products are designed, manufactured, and consumed. The goal of this contest is to identify and reward highly creative and innovative product concepts for healthy, sustainable, affordable housing. The competition is aimed at manufacturers who seek to design and manufacture with superior standards as outlined in the Cradle to Cradle Product Certification program. Submissions will be screened down to finalists (up to 20) who will then be in consideration for the prize. Three winners will share a cash prize of \$250,000 with 1st place winning \$125,000, 2nd place \$75,000 and 3rd place \$50,000.



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## entries

Entries may be submitted starting immediately and must be received no later than June 30, 2013. Winners will be announced in November 2013. All contest details and official rules can be found at [www.c2cCertified.org/challenge](http://www.c2cCertified.org/challenge).

## eligibility

This contest is open to manufacturers with production capabilities and companies with a verified path to production through partnership or other arrangement. The product submitted must be able to be produced. Product must not have previously been Cradle to Cradle Certified.

## submission requirements

Up to 500 words telling the story of your product, identifying the market you are addressing and highlighting the healthy and sustainable attributes as outlined in Cradle to Cradle design.

- Short video: Up to 20 finalists will have their videos posted and marketed broadly leading up to the final judging.
  - Completed Cradle to Cradle Basic paperwork including bill of materials.
- (More details available in the Application Packet)

## format

All submissions must be in English and submitted using The Challenge submission portal.

## awards benefits

The winning entrants (up to 3) will share a cash prize of \$250,000 with 1st place receiving \$125,000, 2nd winning \$75,00 and 3rd getting \$50,000. Winners and finalists will also benefit from valuable publicity through blog posts, press releases, partners' websites, social media buzz-up, and a high profile announcement at the 2013 Greenbuild International Conference & Expo.

## judging criteria

- Potential to have the most positive and scalable impact on healthy materials for healthy homes;
- Demonstrated excellence in meeting Cradle to Cradle design criteria;
- Performance, durability, ease of installation;
- Affordability;
- Must be able to qualify for Cradle to Cradle basic certification to be judged but does not need to be certified to win.

## q&a

Make It Right's new web-based laboratory will be the host for all questions and clarifications related to the competition. It will have a standard FAQ about the product challenge, and will be dynamic as participants engage and ask questions. [www.makeitright.org](http://www.makeitright.org)

## timeline

**November 13, 2012** Product Challenge announced.  
**June 30, 2013** Product submission deadline.  
**August 15, 2013** Finalists announced (up to 20).  
**November 2013** Final judging and announcement.

## judges

- Bridgett Luther, President, Cradle to Cradle Products Innovation Institute
- Tom Darden III, Executive Director, Make It Right Foundation
- Scot Horst, Senior Vice President LEED, USGBC
- George Salah, Director of Real Estate and Workplace Services, Google
- Jeff Oberdorfer, Executive Director and LEED AP, First Community Housing
- Lauren Heine, Consulting Co-Director, Green Screen & Applied Science, Clean Production Action
- Dr. Coert Zachariasse, CEO, Delta Development Group



Material Health



Material Reutilization



Renewable Energy



Water Stewardship



Social Fairness

CRADLE TO CRADLE  
**PRODUCTS**  
INNOVATION  
INSTITUTE

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