

Cradle-to-Cradle Design at Scale

Opportunities, Applications and Business Value

MIT Sloan School Leadership Lab

Joseph Rinkevich



TOPICS

- **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**

Transforming Industry:
Cradle to Cradle Design

Reaping the Business
Benefits

MBDC's Products
and Services

[Book: Cradle to Cradle](#)

[Leadership Visioning](#)

[Project Consulting](#)

[Education](#)

[Design Tools](#)

[Product Co-Marketing](#)

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.

"MBDC's tools inform designers and manufacturers about sound materials selection and product design . . ."

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Design Tools

▶ LOGIN

E-MAIL ADDRESS:

PASSWORD:

TOOLS

SUPPORT

Introduction

Business value flows from informed decision-making.

Another way MBDC helps individuals and organizations implement cradle-to-cradle design is specific 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](#)

If you are currently not registered to use the MBDC tools please do so [here](#).

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](#)

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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](#)

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Create new evaluation by completing form below

* Evaluation Name

* Product Being Evaluated

* CSI Level One Code

Additional CSI Codes

Notes

CREATE

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Select	Evaluation	Date	Status	Delete
<input type="checkbox"/>	eagle 2 (details)	01/21/03, 4:48 pm	Incomplete	delete
<input type="checkbox"/>	testy (details)	01/26/03, 5:30 pm	Incomplete	delete
<input type="checkbox"/>	eagle 1 (details)	02/02/03, 5:02 pm	Complete	delete

COMPARE

DOWNLOAD REPORT

7 evaluations are available before reaching your quota.

Design Tools

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Safe Inputs	Renewable Inputs	Materials Recycle Potential	Value Recovery Actualized	People and Community
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Question 5.2 (2 of 5)

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

[Rationale](#)

Answer:

- Do Not Know
- Yes
- No

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SAVE & EXIT

PREVIOUS

NEXT

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Multiple Evaluation Comparison Report

Category/Question [eagle 2](#) [eagle 1](#)

1.0 Safe Inputs

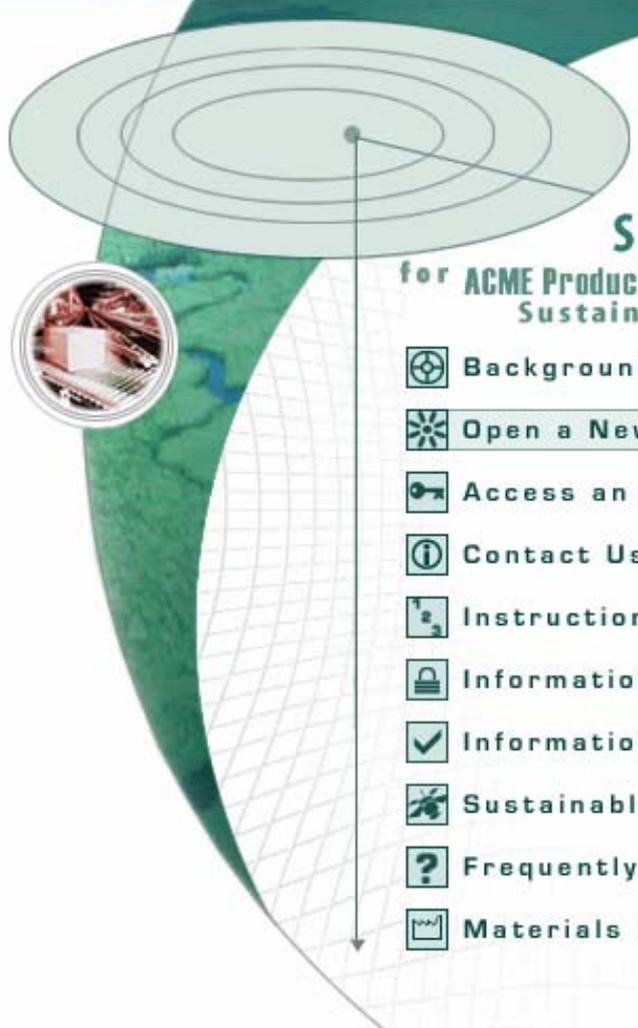
Q. 1.1	Do Not Know	Yes
Q. 1.2	No answer	Yes
Q. 1.3	No answer	Yes
Q. 1.4	No answer	Yes
Q. 1.5	No answer	1%-25%
Acheivement	0%	84%

2.0 Renewable Inputs

Q. 2.1	No answer	No
Q. 2.1.1	No answer	Do Not Know
Q. 2.2	No answer	Yes
Q. 2.2.1	No answer	1%-25%
Q. 2.3	No answer	No
Q. 2.3.1	No answer	Do Not Know
Acheivement	0%	20%

3.0 Materials Recycle Potential

Q. 3.1	No answer	Yes
Q. 3.1.1	No answer	1%-25%



WELCOME TO THE SUPPLY CHAIN SUSTAINABILITY EXCHANGE

for **ACME Products**
Sustainable Design Action Initiative

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Value

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