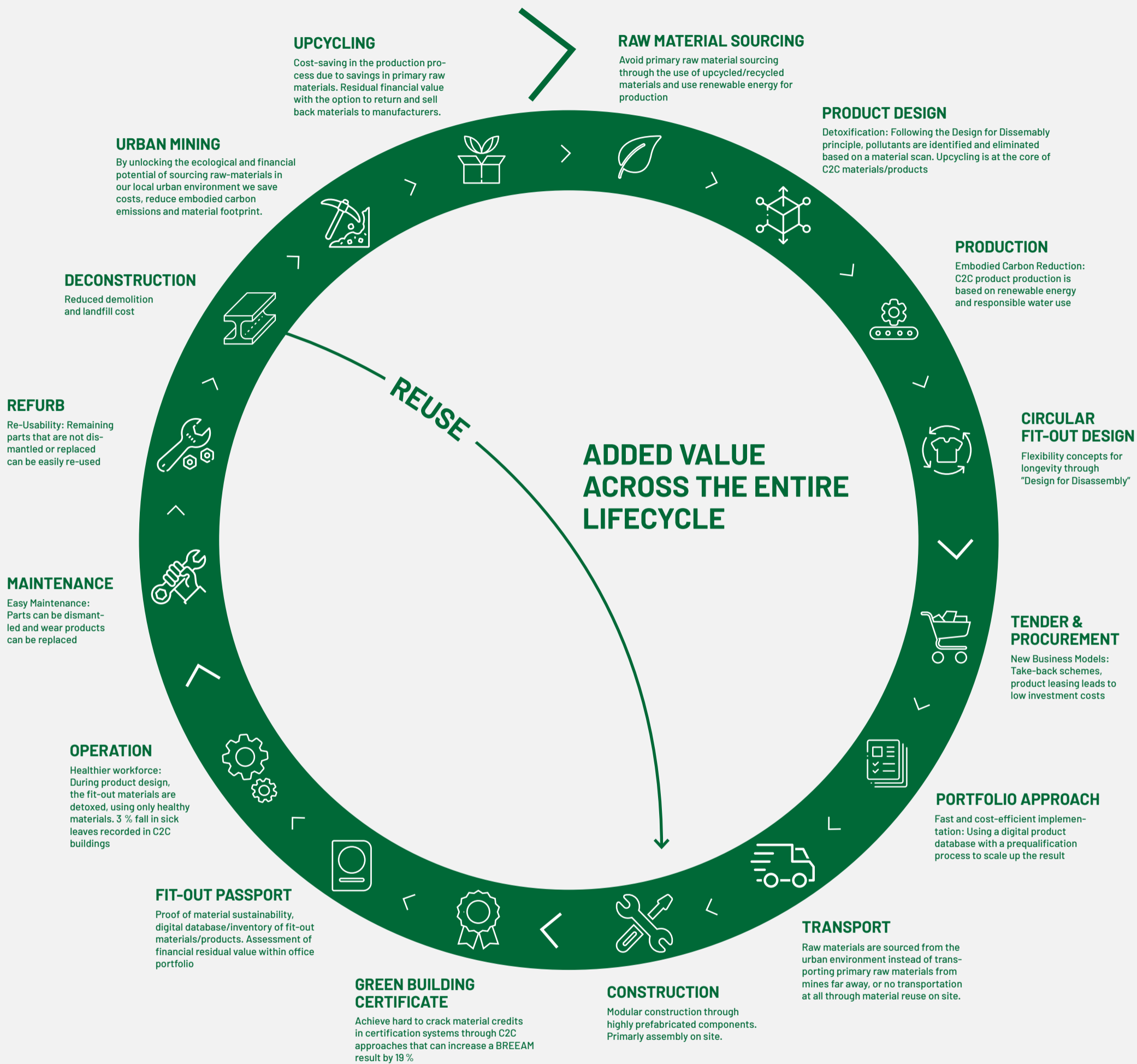


# CRADLE TO CRADLE® – NEXT GENERATION FIT-OUTS

Get complete clarity of your material's journey through its entire lifecycle from the mine to the landfill or its reuse



Fit-outs in buildings have a short lifespan and therefore require frequent replacements within the entire lifetime of a building, leading to waste and pressure on our finite resources.

**50 %**  
of our buildings' carbon emissions are related to materials (embodied carbon)

**60 %**  
of waste is from construction

## Cradle to Cradle® (C2C) for Fit-outs

Is the science-based circular economy approach for futureproof fit-out projects – fully in line with SDG and ESG goals. It provides a powerful toolbox with design principles, starting at the beginning of the supply chain throughout the product lifecycle and beyond. As a result, roadblocks to sustainability like construction waste, CO<sub>2</sub> emissions, toxic pollutants are eliminated right from the start.

Logically C2C contributes to all green building certification systems (e.g. WELL, BREEAM, LEED, DGNB) and unlocks the most difficult to achieve credits. But instead of just focusing on the performance documentation with today's metrics which will be outdated in a few years, C2C provides the foundation for a timeless sustainability approach for ambitions that are beyond a simple green building label.

## Digital Tools for Scalability

With platforms and clear processes, C2C is scalable. Our "building material scout" platform helps to store data and assess the material performance regarding sustainability. This helps to economically unlock the full sustainability potential of a building portfolio on a global level. At the same time, it opens doors to new business models such as product leasing and take-back schemes creating financial value. This practical and straightforward approach is crucial for the construction industry if it wants to transition to a circular economy, that has become integral to all important new regulations, from the New London Plan to the EU's Green Deal. Let's lead and "Rethink" the way we build our buildings and cities. Don't think in circles, think circular!

Go beyond certification schemes and start using science-based future-shaping approaches.