



How to apply the potential of Cradle to Cradle®



enable more // cradle to cradle®

Dear Reader,

ElcaMedia has created this booklet to highlight some of the tactics needed in order to market Cradle to Cradle® successfully once your company has embraced its philosophy.

I have trained expert consultants at ElcaMedia personally and know they have the knowledge, skills and commitment to integrate Cradle to Cradle® seamlessly into the communications strategy of the companies we work with.

Doing what's right is a great step forward, but in today's competitive world I am very aware that it is equally important that Cradle to Cradle® is *communicated* to your various audiences in the right manner in order for it to be profitable.

That's why I chose to work with ElcaMedia. I'd like to encourage you to do the same.

A handwritten signature in blue ink, appearing to read "Michael Braungart". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Prof. Dr. Michael Braungart



Environmental responsibility and business success are not only compatible, but can and should be wholly interdependent.

This recognition is fundamental to understanding the Cradle to Cradle® philosophy.

It means that by applying the Cradle to Cradle® principles your organisation will make a significant contribution to the present and future regeneration of the planet and its species, whilst at the same time achieving its fullest potential in terms of market share and profit.

Don't let others tell you there isn't enough to go round. Cradle to Cradle® celebrates success, innovation and diversity and demonstrates how to create abundance for all on every level.

The added value of Cradle to Cradle® is enormous. It therefore deserves only the very best, *genuine* marketing to ensure the maximum benefit for your organisation.



Cradle to Cradle® requires
careful planning.

Cradle to Cradle® is too important not to plan. See it as a journey. Together with your key team members, decide exactly what you want to achieve and make a roadmap of how you're going to get there. Set clearly defined goals, including budgets and anticipated media. Be realistic, but be bold.

Start with the match.

Why is Cradle to Cradle[®] so compatible with your organisation?



Cradle to Cradle® is a match in some way for every organisation. Define your vision and explain which elements within your corporate history, culture, products and services will best support and promote a Cradle to Cradle® strategy.



Explain the principles of Cradle to Cradle® in a universal way.

The power and global reach of Cradle to Cradle® is virtually unlimited and touches everything – turning waste into food, sourcing biodegradable materials, recycling, solar energy, cleaning the air, water and soil, protecting the world's species, enabling people to lead better lives and much more. By recognising and celebrating diversity and limitless possibilities, you will have already embarked on your journey to achieve your Cradle to Cradle® goals. Always see the bigger picture.

Making a difference is possible. Indeed, it's inevitable when everyone in your organisation embraces Cradle to Cradle® principles and is aware of how these need to be integral to your core activities and operations. Employees will be inspired by the fact that you will have more and achieve greater corporate social and environmental responsibility at the same time.

Inspire your employees at all levels.
Cradle to Cradle® is also about them!



Make this clear in your marketing communications. Have an honest but positive approach which celebrates the possibilities rather than the obstacles. Be transparent with your knowledge and ambition.



Be positive!

After all, Cradle to Cradle[®]
is about creating, seeing,
feeling and enjoying
abundance.

Cradle to Cradle® explains how 'waste is food'. But until this concept is fully understood on a wider level, focusing on 'food' sells better than 'waste'. Be sure to showcase your case studies.

This is most people's image of 'waste'.
Talking about food is much more engaging.



The power of biological and technical cycles lies at the very core of Cradle to Cradle® principles. People are becoming increasingly aware of this, but it's important to explain how (up)cycling is integral to your own activities and how this benefits your clients.

Explain the rebuilding power of cycles and how it works in your own business.



At it's core, the Cradle to Cradle® philosophy is simple, incredibly positive and intrinsically appealing. Once your audiences have embraced the concept, more detail can be revealed.

Make it obvious why quality is important.



Quality is central to Cradle to Cradle®. When people truly understand this, price will instantly become secondary. Take the example of the toy manufacturer who uses hazardous materials in toys that will inevitably be put in a child's mouth. Would you purchase such a product if you were aware of this? Of course not! Market your Cradle to Cradle® products as the logical, natural choice, without compromising your existing line of products.

Great Cradle to Cradle® product design
will extend to all packaging and
promotional materials.



Design creates the first stirrings of human desire. The nutrients of a well designed product therefore play a significant role in consumer choice. Unlike other 'green' products, Cradle to Cradle® does not target niche markets—rather, Cradle to Cradle® products should be positioned as mainstream, healthy, desirable, responsible, premium products consistent with your corporate values and identity.



Now that you're on the right track,
achieving that positive footprint will happen
as fast as resources allow.

Ensure your clients understand that the truly positive footprint will only be reached faster with their continued support today. If you communicate with your clients in an open and clear manner, they will understand that you will only move ahead by having enough funds to invest in R&D and that this depends on current income.



Monitor the results.

Continuously collect data, listen to users, evaluate variations in performance. Then make any necessary improvements to your strategy, your products and your marketing communications.

Use leverage.
Even pioneers benefit from a helping hand.



Community is an integral part of the Cradle to Cradle® philosophy. Many companies already working with Cradle to Cradle® are using each other's products, sharing experiences and developing partnerships. Recognise the levers available to you and how your company will give back too.

Implementing Cradle to Cradle® into your organisation can take time. But the result will be a new world of possibilities, fresh discoveries and the pushing back of previously accepted boundaries. This will bring significant benefits to all. So let people know when you take important steps along your journey and they will be happy to travel with you.



Implementing worthwhile change can take time.

When a small step is actually a giant leap,
be sure to tell the world!

Utilise the media.



Cradle to Cradle® has all the right credentials for being attractive to the media. Described as potentially the next industrial revolution, it is being keenly followed across a wide spectrum of media. In addition, due to the many aspects of Cradle to Cradle® that are of great interest to the general public and businesses alike, this offers many opportunities for companies working with Cradle to Cradle® to attract beneficial media attention. Be proactive in creating win-win situations for yourself, the media and your shared audiences.

Because remember, Cradle to Cradle® is about quality and about abundance – for you, for us, for everyone and for the planet and the species we share it with.

Let's make it work.



We are the first consultancy in the world to employ specially EPEA trained and MBDC certified Cradle to Cradle® marketing consultants and have received numerous international awards in recognition of our quality, innovation and creativity.

Just drop us an email at info@emg-csr.com and we will be delighted to see in which way we can support the communication for your organisation.

enable more is not just our slogan, it's our company philosophy.

We apply effective strategies and blue sky thinking to your brand in order to develop highly innovative solutions which add value, create exciting new opportunities and motivate your target audiences.

The Cradle to Cradle® methodology was developed by Michael Braungart and William McDonough as a business model to circulate nutrients in biological or technical metabolisms in order to achieve eco-effectiveness for the organization, society and the environment.