

C2C Certified® for the Algorithm: Will Data Bring Circularity finally into the Mainstream?



We certify what matters

Rooted in the Cradle to Cradle design philosophy

Vision A world where safe materials and products are designed and manufactured in a prosperous, circular economy to maximize health and wellbeing for people and the planet.

Mission To lead, inspire, and enable stakeholders worldwide to drive the transition to a circular economy by creating and using products and materials that positively impact people and planet.

One standard, three certifications



My four points

Will Data Bring Circularity finally into the Mainstream

1

The bridge between intent and action on sustainable shopping is a huge missed opportunity (and market failure)

2

Data + digitization + trust can close the gap

3

Is AI about to accelerate this?

4

This transforms the role of certification programs such as Cradle to Cradle Certified

First - the bridge intent and action on sustainable shopping is a huge missed opportunity (and market failure)

Demand

- 85% consumers concerned about sustainability – up from 2025 (Bain & Company 2026)
- Sustainability is a top-three purchase consideration for 64%, and 71% rate it as important overall — Simon-Kucher Global Sustainability Study
- PwC Voice of the Consumer: consumers say they'd pay 9.7% more on average for sustainably produced goods

Trust

Data

Confusion

Effort

Products

Supply

- Only 25-30% follow thru (Bain & Company 2025)
- Products with verified environmental claims capture about 35% of spending (NielsenIQ, 2025)
- 25.4% branded products marketed as sustainable ([NYU 2025](#))

Second, data + digitization + trust can close the gap

How?

1

Online shopping platforms using sustainability data

2

EU regulations driving data disclosure, comparability and trust (eg DPPs and EMPCO)

3

Growth in product databases beyond legislation – B2B and B2C databases, C2CC product registries, AI-enabled transparency tools (FETCH)

4

Supply - enables digital circular economy driving safe and circular product availability

5

AI product discovery - reliance on trust signals (data)

Third, is AI about to accelerate this?

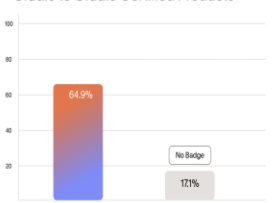
Shoppers, search algorithms and B2B buyers are moving to AI

AI is becoming the shopping interface - and it rewards products whose sustainability claims are verified, structured and machine-readable.

AI Surfaces Products with Third-Party Verifications More

AI models favor third-party verification and certified product claims when ranking and recommending products. Your certifications already put you ahead

AI Selection Rate For
Cradle to Cradle Certified Products



Large language models and AI shopping algorithms prioritize content with verified, third-party proof. Certifications are now machine-readable trust signals that shape how and where products appear in AI results.

AI-NATIVE SHOPPERS

1

Shoppers are Shifting to AI

73% of on-line shoppers use AI, agentic shopping revenue grew 84% in 2025, and shoppers using AI agents convert 31% better. Source: Novi, 2025

AI SEARCH VISIBILITY

2

Cradle to Cradle Certified Wins Big

AI algorithms prioritize verified, third-party proof over company claims. AI selection rate for C2C Certified products is 65% compared to 17% for no certification. Source: Novi, 2025

B2B PROCUREMENT

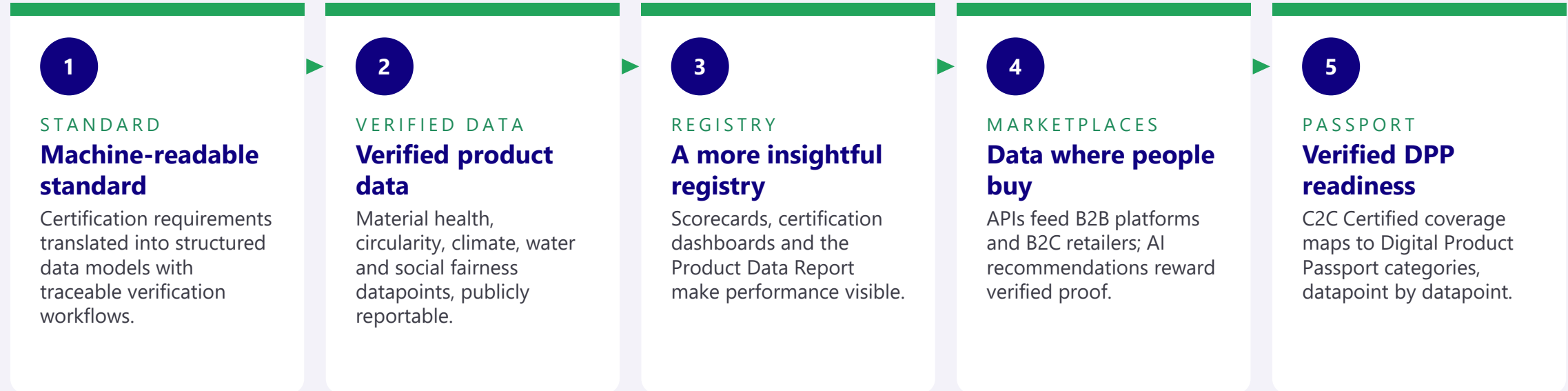
3

B2B Buyers are also Shifting to AI

90% of all B2B purchases will be handled by AI agents by 2028, channeling more than \$15 trillion through automated exchanges. Digital trust frameworks are prerequisites. Source: Gartner, 2025

Fourth, this transforms the role of certification programs such as Cradle to Cradle Certified®

From certification label to data infrastructure - one verified data chain — standard, verified data, registry, marketplaces, passport



Bottom line: verification integrity stays the foundation — digitization extends its reach, so trusted product data can flow to shoppers, buyers and AI at the moment of choice.