

First Lithuanian companies C2C certified



CRADLE TO CRADLE CERTIFICATION™ (C2C) IS SPREADING THE WORLD AT A STEADY GROWING PACE. IN MAY 2017, LITHUANIAN WATER BOTTLING COMPANIES UAB BIRSTONO MINERALINIAI VANDENYS AND UAB AKVAVITA RECEIVED A C2C BASIC CERTIFICATE, MAKING THEM THE FIRST IN LITHUANIA.

Stimulated by government's subsidies the two companies contacted Tebodin to assess their water bottles and production process. 'It is a first big step in becoming more conscious of our environmental footprint', says Ms. Lina Kvizikevičiūtė of Birstono Mineraliniai Vandenys.

Back to the roots

Ever since William McDonough and Dr. Michael Braungart published their Cradle to Cradle: Remaking the Way We Make Things, the Upcycle - a study on materials as biological or technical nutrients, their use periods and their evolution- they created a framework for quality assessment and innovation: the C2C Certified™ Products Program of the C2C Products Innovation Institute.



400 certifications and counting

The C2C Certified™ Product Standard guides designers and manufacturers through a continual improvement process that looks at a product through five quality categories: material health, material reutilization, renewable energy and carbon management, water stewardship and social fairness. Today, almost 400 certificates - from Basic to Platinum - have been issued worldwide, all listed on the institute's [website](#). Product assessments are performed by qualified independent organizations trained by the Institute. Tebodin has been a certified assessor since 2013.

Assessing the water bottling companies

One of the Tebodin consultants involved in the certification is Stefanie Broux: 'Birstono Mineraliniai Vandenys wanted a Basic C2C certification for their glass water bottles and Akvavita for their PET bottles. Both companies had to provide us with the product - to test it on toxicological materials - and all relevant data on the production process, focused on the use of renewable energy, water usage, and social fairness'. Ms. Kvizikevičiūtė adds: 'We aim at making natural mineral water of the same quality as used by our ancestors, when they were drawing it from the source. C2C certification will definitely help us in doing so'.

Mariska van Dalen is Tebodin's accredited C2C assessor: 'As C2C is all new in Lithuania, both companies needed some extra help in getting all the required information. We were more than happy to be of assistance - these companies help pave the way to a world in which C2C becomes the standard'. ■