

Certification alone doesn't get you specified, but it can set you apart: top London designers will discuss what data actually gets products selected for projects

New panel at London Design Festival will feature specifiers who decide which products make it onto a project and their insights on what sustainability metrics actually matter to them

LONDON — At London Design Festival on September 17, 2026, the Cradle to Cradle Products Innovation Institute (C2CPPI) and Anthesis Group will host “How to Get Your Product Specified: Sustainability Credentials That Get You on Projects,” a panel discussion bringing together some of the industry's most prominent specifiers to explain in their own words what sustainability data actually makes them pick one product over another. The session runs from 5:30 pm at Anthesis Group, 26-29 Saint Cross Street, London, and is open to building product manufacturers, architects, and interior designers looking for insights on what sustainability criteria is the most critical on projects.

A certification alone rarely wins a project. In a market crowded with competing claims, the panelists will unpack what happens after the certificate is issued: which credentials and data points specifiers are looking for, where they expect to find it, and how that information gets weighed alongside aesthetics, performance, and cost. The conversation is designed to give manufacturers a practical, specifier's-eye view of how sustainability data can be used to strengthen a brand story and stand out.

“It used to be enough to have a piece of paper saying a product had a certification. Now designers tell me: I need to see the data,” said Ren DeCherney, Director – Built Environment at C2CPPI. “So we're going to dig into what designers actually mean when they say they need data and how it makes their projects more innovative. Most importantly, we're going to unpack what it means for the future of this industry.”

“Verified sustainability data is becoming essential for our clients, but connecting it to specifiers is equally important,” said Sarah Griffiths, Associate Director – Circularity and Value Chain Transformation at Anthesis Group. “This session will give manufacturers insights into how manufacturers can leverage data to get selected for projects.”

The session is comes as C2CPPI and Anthesis Group launch a new global Advisory Network of consultants supporting companies pursuing Cradle to Cradle Certified® certification, with Anthesis joining as the network's first member. The partnership expands the hands-on support available to manufacturers preparing certification applications and reflects a shared goal: helping companies design and bring to market products that are healthier, more circular, and easier for specifiers to choose with confidence.

The panel is free to attend as part of London Design Festival programming. Space is limited; manufacturers, architects, interior designers, and sustainability professionals are encouraged to register in advance.

Event details

What: How to Get Your Product Specified: Sustainability Credentials That Get You on Projects

When: September 17, 2026, 5:30 pm

Where: Anthesis Group, 26-29 Saint Cross Street, London

Hosted by: Cradle to Cradle Products Innovation Institute (C2CPPI) and Anthesis Group

About the Cradle to Cradle Products Innovation Institute

The Cradle to Cradle Products Innovation Institute is a non-profit organization that maintains the global Cradle to Cradle Certified® Product Standard, helping manufacturers design and verify products that are safe, circular, and responsibly made.

About Anthesis Group

Anthesis Group is a global sustainability advisory, providing science-based strategy, digital solutions, and purpose-driven consulting to help organizations design and develop products that are better, healthier, and circular.

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