



Pole Products

Hydro (light)poles for a circular future

Cradle to Cradle Certified® Material Health and Circularity

Silver according V5.0



Cradle to Cradle poles

Products designed in such a way that their materials and components can be endlessly reused or recycled contribute to the circular economy and have a lower environmental impact. A pole from Hydro Cradle to Cradle Certified® Silver for Material Health en Circularity helps achieve sustainability goals and supports a sustainable procurement policy.

What is Cradle to Cradle® (C2C)?

The core philosophy behind Cradle to Cradle® is that all materials used in one product can be effectively repurposed in another product after their initial use: “waste equals food”.

The Cradle to Cradle Certified® Product Standard is the world’s most ambitious standard for designing and manufacturing products that enable a healthy, fair, and sustainable future. The program aims to improve the quality of products and associated processes so that they positively impact the environment, users, and society. Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute.

Cradle to Cradle Certified® stands out from other certifications

The Cradle to Cradle Certified® Product Standard applies both broadly and deeply. It requires a shift in thinking about the product design, material use and end of life of a product.

To determine whether all materials in a product are safe for humans and the environment, the materials undergo a thorough assessment, taking all life cycle phases into account. This intensive material analysis at product level makes the Cradle to Cradle Certified® Product Standard unique.

C2C is more than just recycling

C2C is often mistaken for simple recycling, but there is a clear distinction. Recycling does not always guarantee the reuse of all materials, and quality loss may occur, resulting in lower-value products. Ultimately, some materials may be partially lost.

In contrast, C2C ensures 100% reuse without any quality loss, reducing the need for new raw materials.

Cradle to Cradle Certified® Product Standard

The Cradle to Cradle Certified® Product Standard (Full Scope) provides the framework to assess the circularity and

sustainability performance of materials and products across five categories: Material Health, Product Circularity, Air Quality & Climate Protection, Water & Soil Stewardship, and Social Fairness.

The program offers various certifications:

- Cradle to Cradle Certified® Full Scope – Covers all categories of the Cradle to Cradle Certified® standard.
- Cradle to Cradle Certified® Material Health – Guarantees the use of materials safe for people and the environment.
- Cradle to Cradle Certified® Circularity – Supports high-quality reuse and preservation of materials in the circular economy.

Ascending achievement levels

The certification is awarded based upon four ascending levels of achievement: *Bronze, Silver, Gold, and Platinum*, according to the product’s performance in each category.

Leader in sustainability

In 2011, Pole Products became the first supplier worldwide to obtain the Cradle to Cradle Certified® Silver certificate for its light poles range. More than ten years later, sustainability remains a key principle in our product development. Today, Hydro lighting poles and VRI solutions hold C2C Certified® Material Health Silver and C2C Certified® Circularity Silver certifications according to version V5.0. It is worth emphasizing that the requirements of the standard are further tightened with each new version.



C2C Certified® Material Health

C2C Certified Material® Health verifies that chemicals and materials used in the product are selected to ensure the protection of human health and the environment, which has a positive impact on the quality of materials available for future use and cycle use.

C2C Certified® Circularity

C2C Certified Circularity® focuses on product circularity and offers measurable goals to steer all aspects of circular product development – from product design and material sourcing to circular systems, packaging, and material health.

Integrale dekking van duurzaamheidscategorieën

In addition to the C2C certification for our poles regarding material health and circularity, the other categories of the Cradle to Cradle Certified® standard – such as air quality and climate protection, water and soil management, and social justice – are already covered by our EcoVadis assessment, and certification under the ASI Performance Standard and the ASI Chain of Custody (COC) Standard. With this, we ensure an integrated approach to sustainability, meeting the highest international standards regarding the environment, social responsibility, and ethical business practices, as well as the traceability of responsible aluminium use in our supply chain.

You can find more information about ASI and EcoVadis on our website: [More sustainable aluminium light poles.](#)

ecovadis



Moving towards a more sustainable world with Hydro poles

C2C Certified® Material Health and C2C Certified® Circularity Silver.



Industries that matter

Hydro - Pole Products

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Go to the Website of the Cradle
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Innovation Institute (C2CPII)
for Cradle to Cradle Certified®
products

About Hydro

Hydro is a leading industrial company committed to a sustainable future. Our purpose is to create more viable societies by developing natural resources into products and solutions in innovative and efficient ways.